



# EXPERIENCE MAKERS<sup>LIVE</sup>





# Bridging The Gap: Human To Digital Interactions

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# Bridging The Gap: Human To Digital Interactions



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Head of Marketing  
LegalVision



**Nick Dennis**

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The background is a deep black space filled with stars. Several spheres are arranged around the central text. At the top left is a small sphere with blue and white swirling patterns. In the top center is a large, realistic Earth showing continents and clouds. To its right is a sphere with a bright yellow and orange ring of light around its equator. On the far right is a sphere with a colorful, pixelated or mosaic-like pattern. Below the central text, on the left, is a sphere made of a network of blue and yellow dots connected by lines. To its right is a sphere with a vibrant, multi-colored rainbow-like pattern. On the far right edge, there are glowing pink and red circular light effects.

# Changing the World Through Digital Experiences

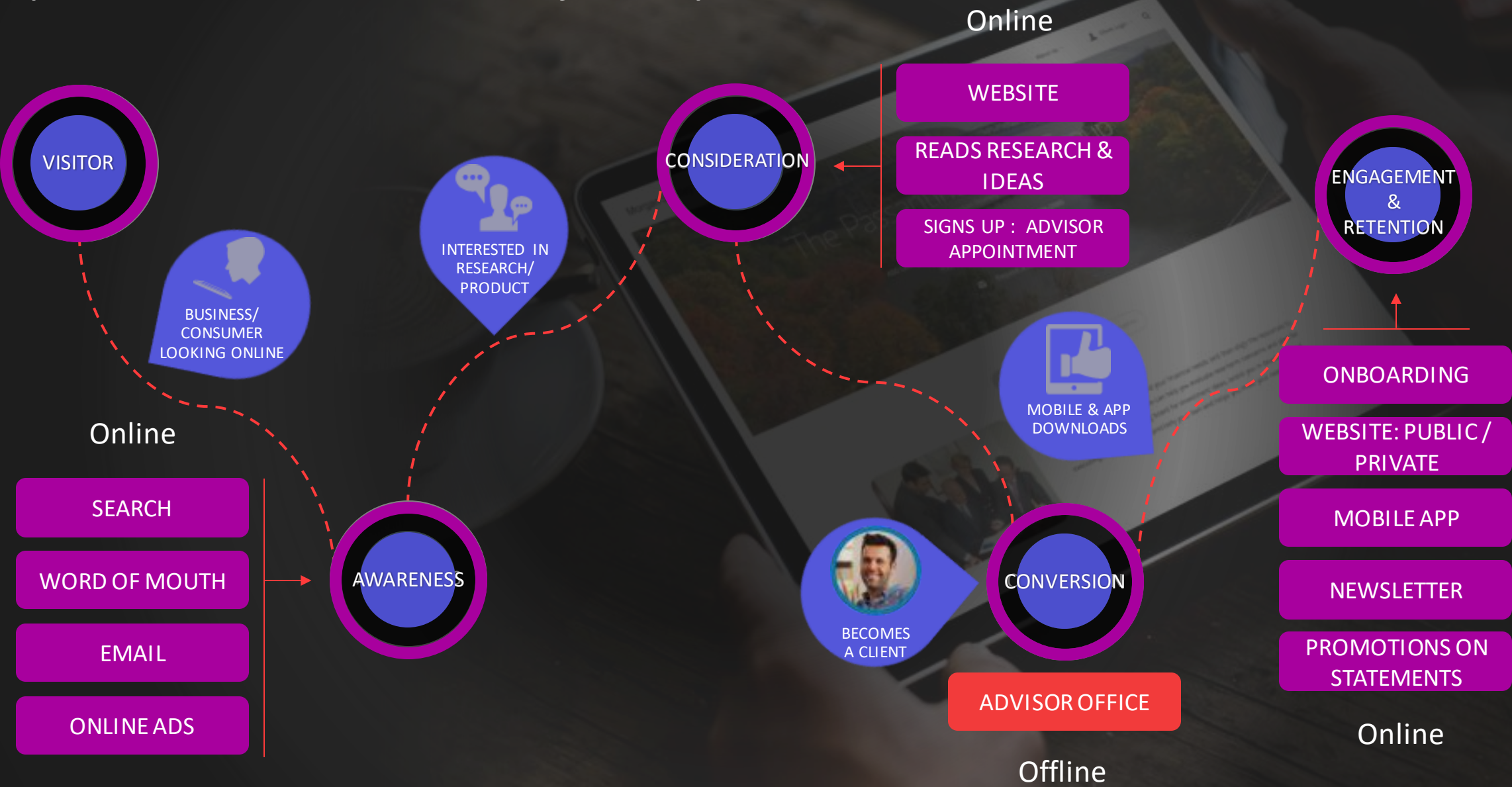


**BACK**  
OFFICE WAVE

**FRONT**  
OFFICE WAVE

**EXPERIENCE**  
BUSINESS WAVE

# Complex, non-linear, customer journeys





Human

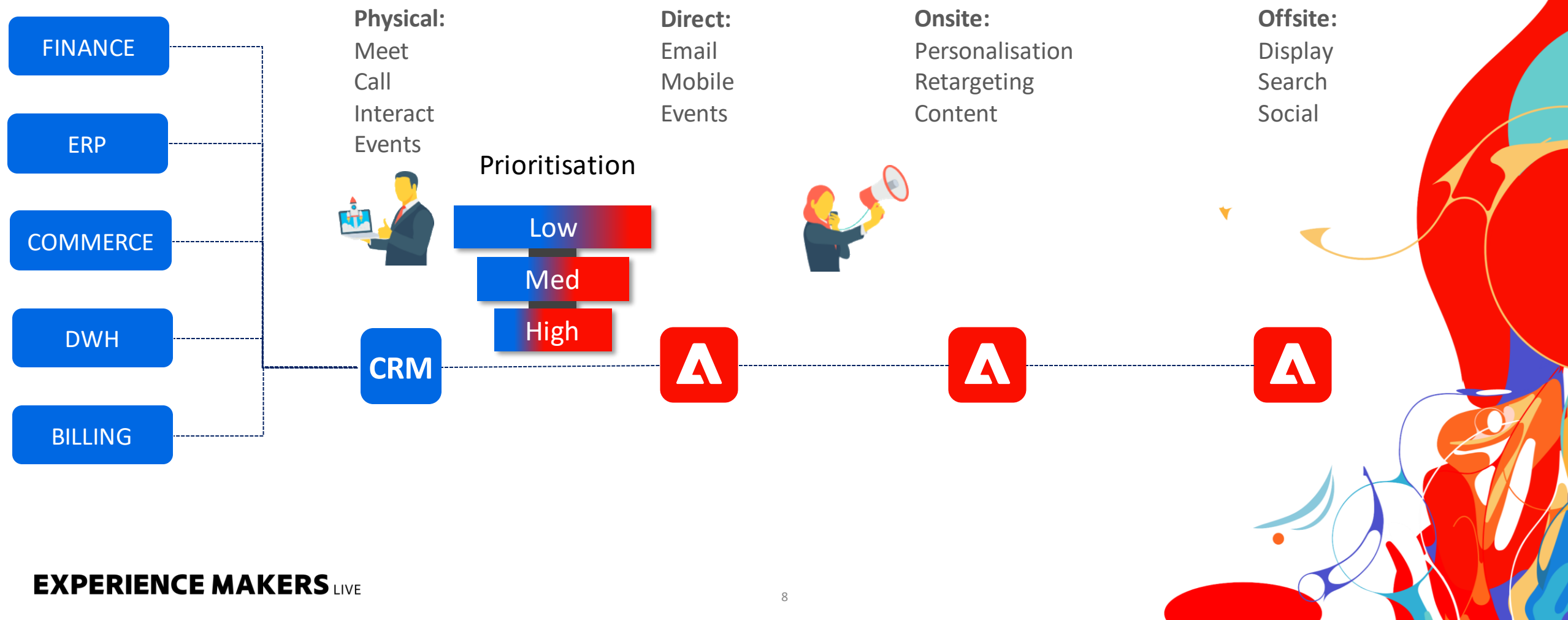
Digital



# Human to Digital Interactions

## Human

## Digital



# Digital Interactions

Nurture stream  
triggered by Account  
Manager's view of  
account risk

Social Content  
retargeting based on  
CRM sales stage  
velocity

Mobile messaging  
driven by offline  
event attendance

Personalised site  
experience triggered  
by inbound service  
call

Display Advert based  
on recent advisor visit

Customised onsite  
video content based  
on ERP usage data

# Human Interactions

Account Manager alerted to x-sell opp by multiple account member site visits


Relevant sales conversation based on online webpage and blog viewing

Event invitation to prospect based on click thru on Display Ad seminar content

Outbound BDR call based on key ABM account content download

Advisor schedules appropriate meeting triggered from online event follow up

Engaging outreach based on lead views of online video content



Companies that thrive in today's market are  
in the business of delivering great experiences.  
They are, in fact, *Experience Businesses*

AN EXPERIENCE  
BUSINESS CREATES

Increased  
customer  
loyalty

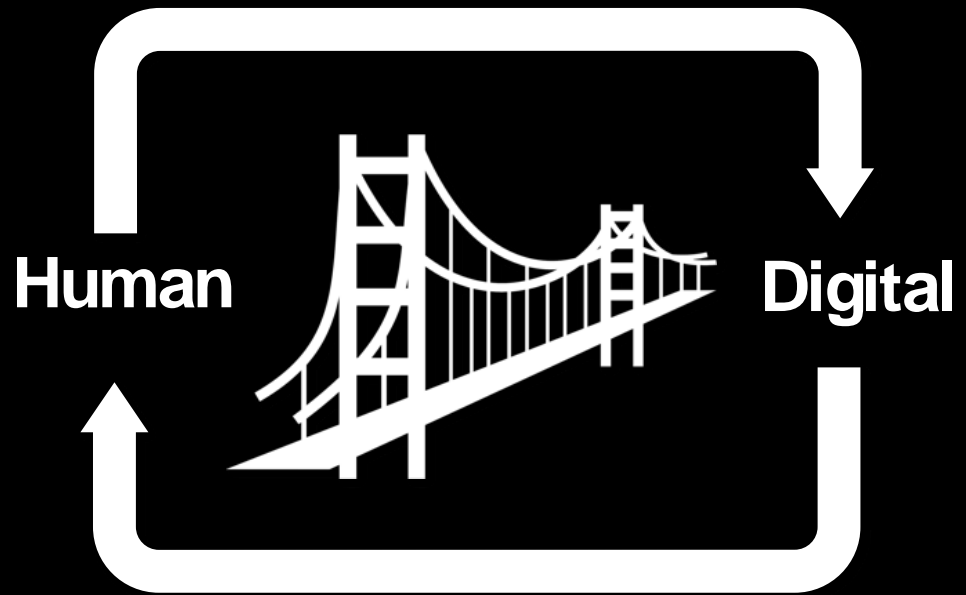
Premium  
pricing

Stronger  
brand  
advocacy

Higher levels  
of repeat  
business

Stronger revenue  
growth than  
competitors

Stock price  
outperforms  
market



LEGALVISION®

Anthony Lieu.  
Head of Marketing



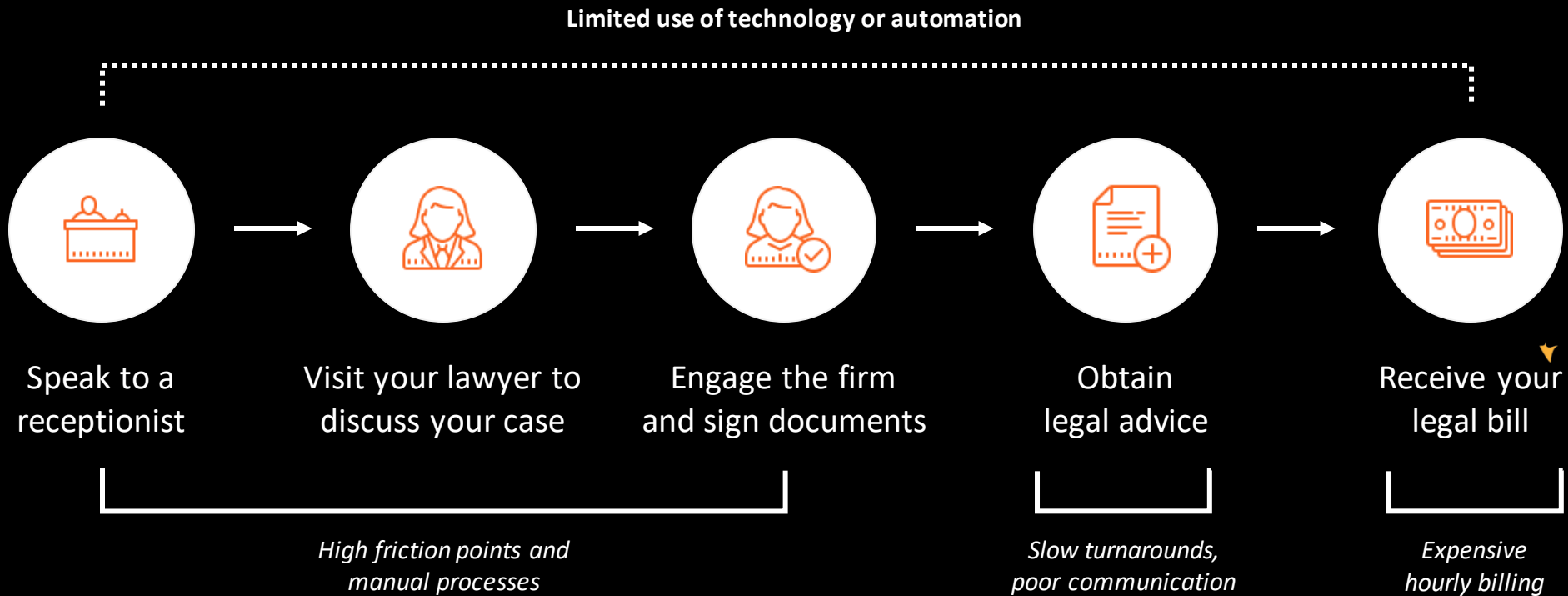
# Mind the Gap: Bridging the Online and Offline Customer Experience

## Traditional B2C Offline Experience

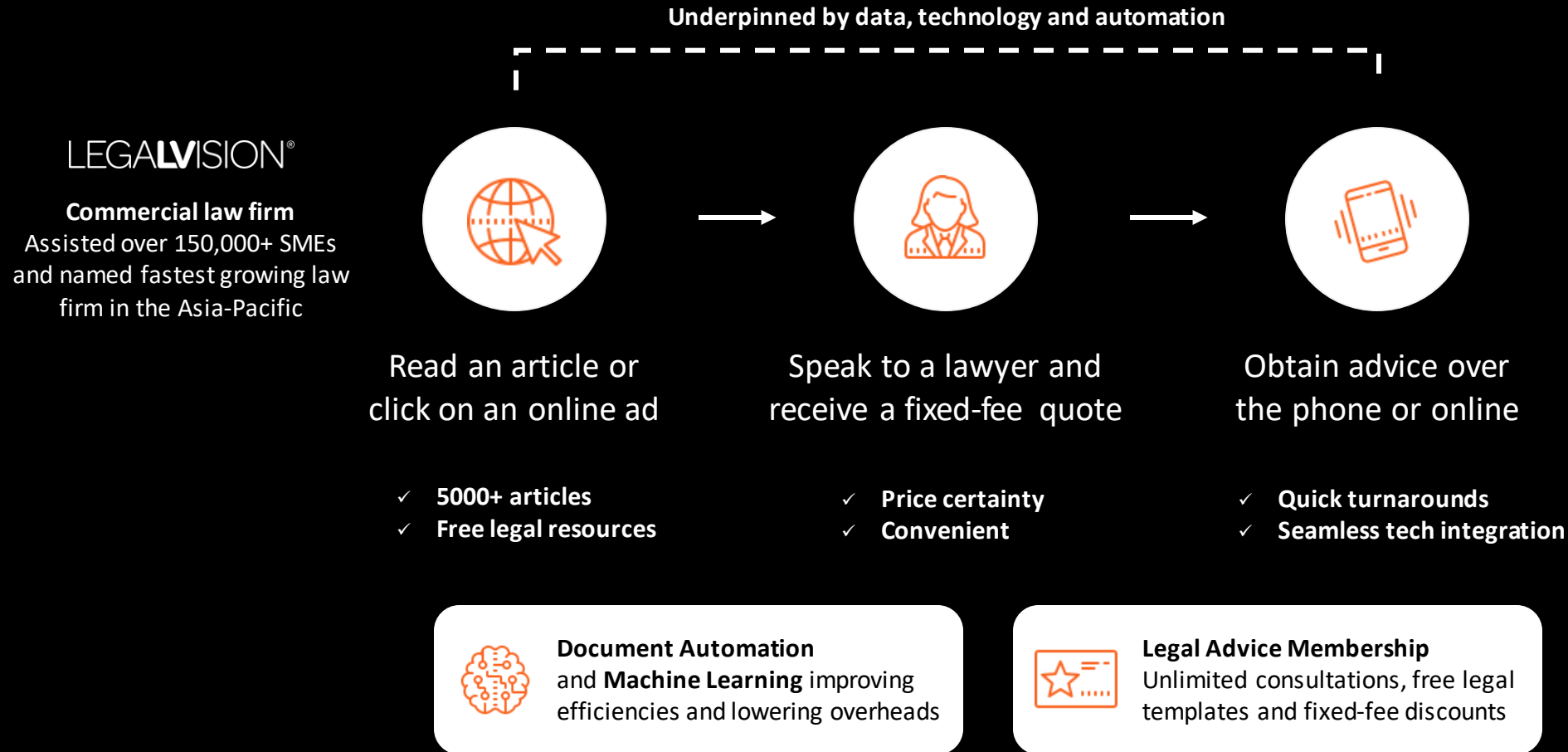


*What about B2B businesses  
that sell, convert or service **offline**?*

# A Traditional ('Offline') Law Firm Client Experience



# Reimagining Legal Services – A Tech-Driven Law Firm



# The Human Touch

*How might we use technology to deliver  
a faster, smarter and more convenient  
customer experience?*



# Bridging the Online and Offline Experience

## Online Experience

Google

Marketo Engage



LinkedIn

GoToWebinar

facebook



## 'Offline' Experience

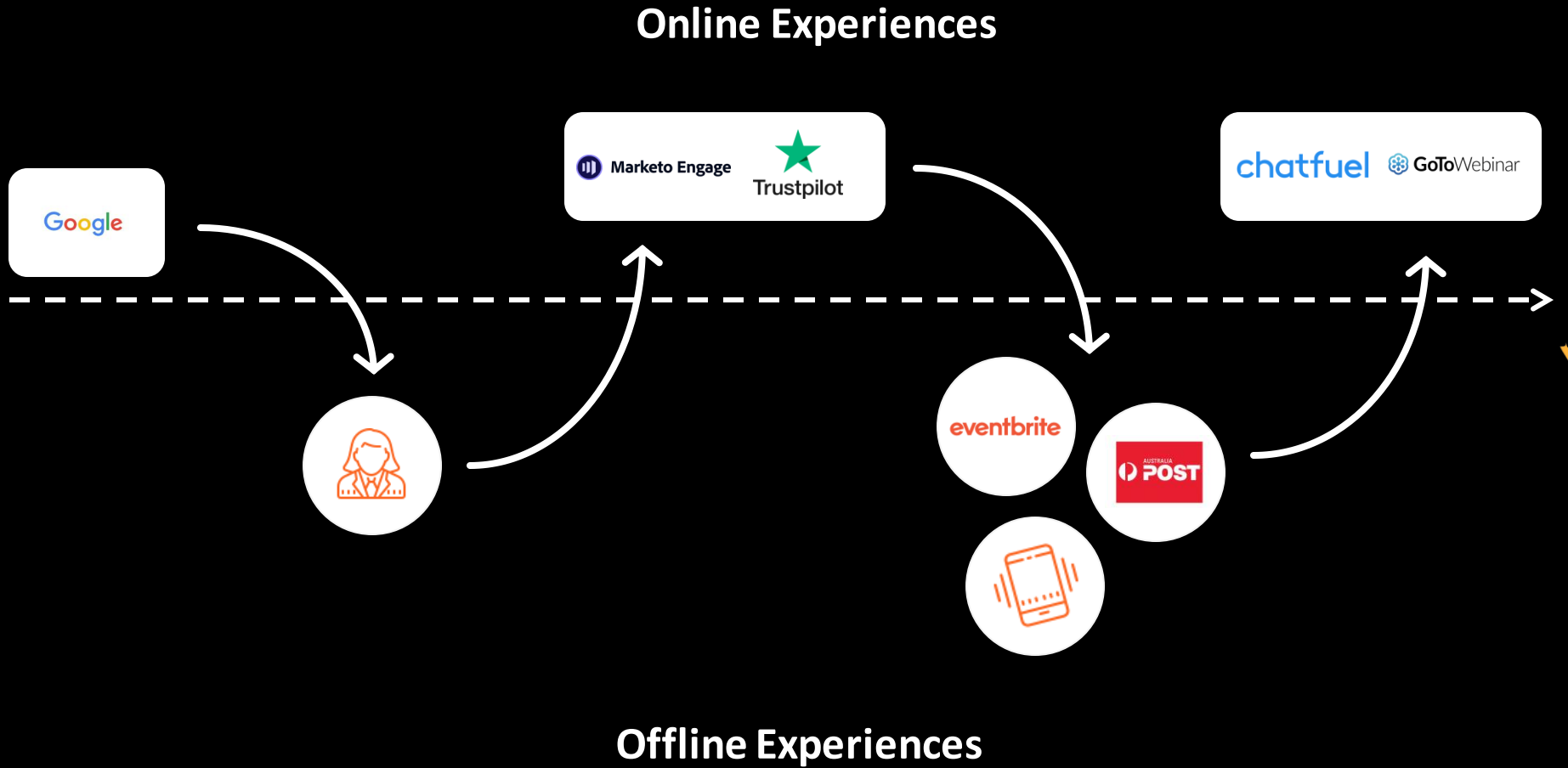
More informed

More trustworthy

More likely to convert



# Fostering Ongoing Client Relationships



# 6 Tips on How to Create Seamless Online and Offline Client Experiences

Refine Personas and  
Conduct Journey  
Mapping

Prioritise Your  
Best Performing  
Marketing Channels

Collect NPS and  
Action Feedback

Personalise at Scale

Be Consistent

Unify Data in a Single  
Customer View

