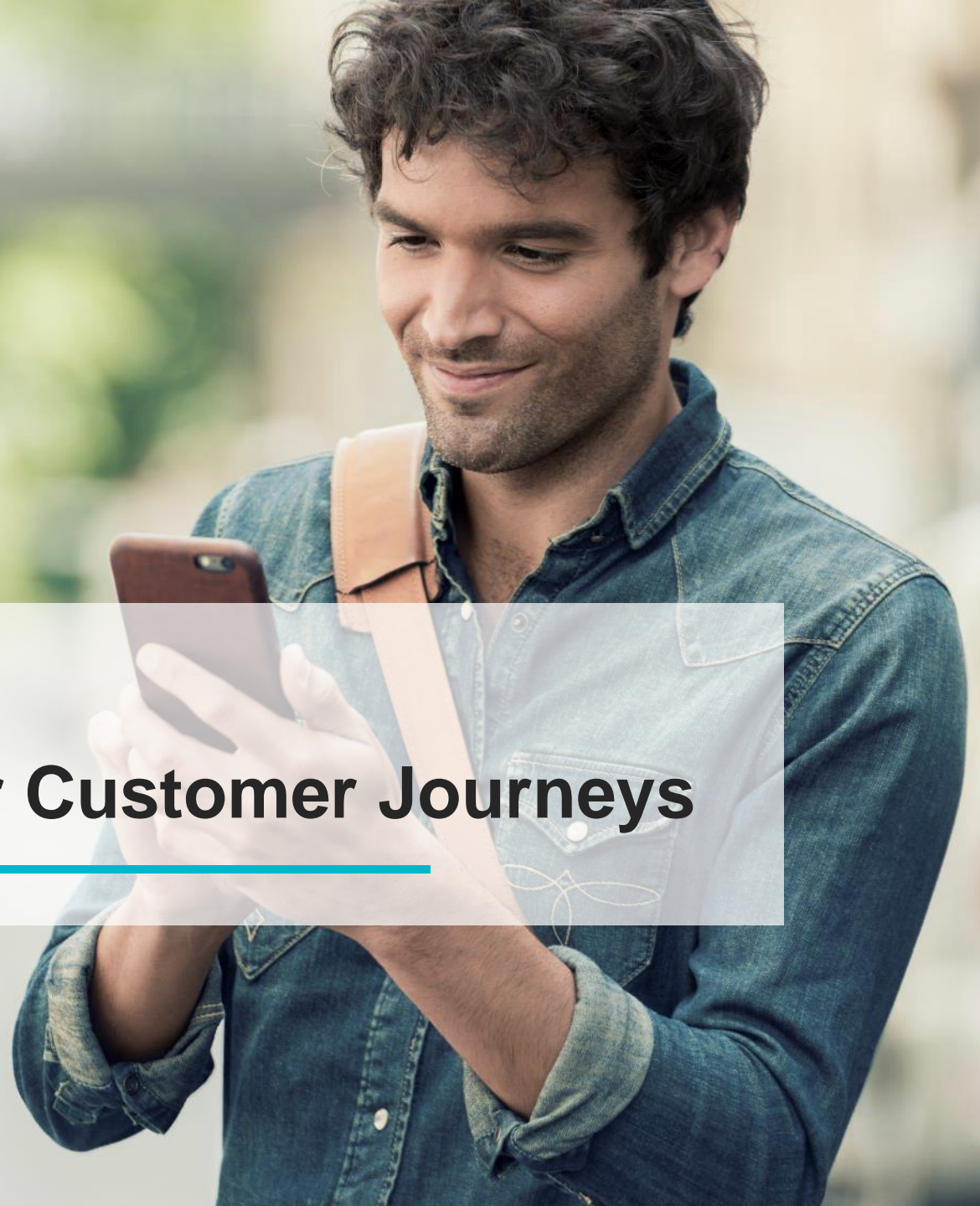




Lightico for Salesforce  
**Win the Last Mile of Your Customer Journeys**

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# Your Host



Gaby Young

Marketing Communications

Experience in B2B SaaS & Tech Companies

Supported Thousands of Sales Calls

Customer Experience Fanatic

Distracted, Mobile Customer

British, Speak Three Languages, Shopaholic



# Agenda

1. New Challenges For Businesses
2. Your Customer Journey & Last Mile
3. The CX Gap and its Business Impact
4. Technology to Bridge the CX gap
5. Lightico + Salesforce in Action
6. Q&A

**Free CX Book!**



# Lightico

- Established 5 years ago
- Founders Experienced in Enterprise Software Technology
- Removing Friction From Customer Calls To Cut Costs And Improve Sales
- Enterprise Brands Across Various Industries
- Integrated with Salesforce & other CRM & Contact Center Solutions







# New Challenges for Business & CX

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# CX is the New Battleground

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"**81%** will be competing mostly or completely on the basis of **CX** by 2020."



Gartner Customer Experience in Marketing Survey (2017)



# Brands With Highest Customer Loyalty

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**amazon**

The Amazon logo consists of the word "amazon" in a lowercase, bold, black sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n'.

**Google**

The Google logo features the word "Google" in its signature multi-colored font: blue for 'G', red for 'o', yellow for 'o', blue for 'g', green for 'l', and red for 'e'.

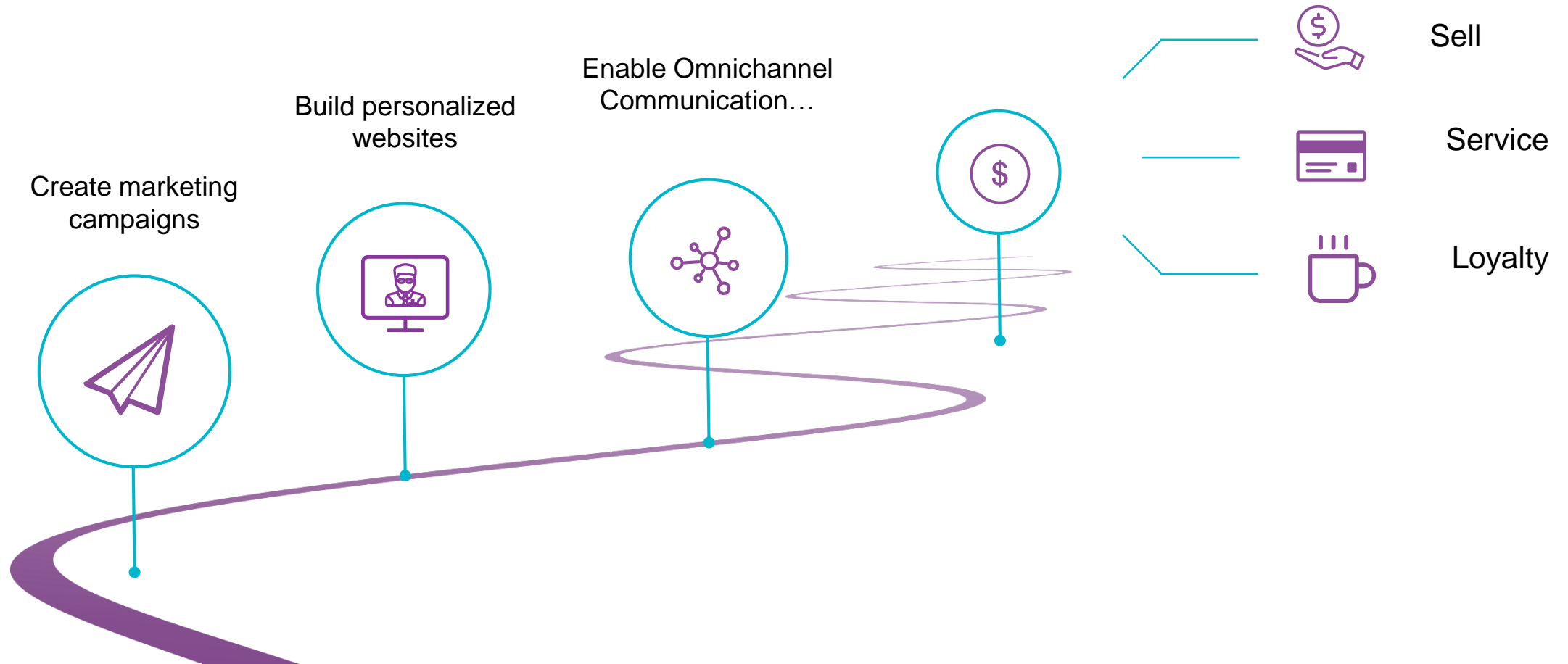
  
**UBER**

The Uber logo is composed of a black circle with a white square inside, slightly offset to the top-left. Below this icon, the word "UBER" is written in a bold, black, uppercase sans-serif font.

**NETFLIX**

The Netflix logo features the word "NETFLIX" in a bold, red, uppercase sans-serif font.

# We Invest in Great CX & Customer Journeys





# The Last Mile is Critical to Your Business

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Customers  
Buy



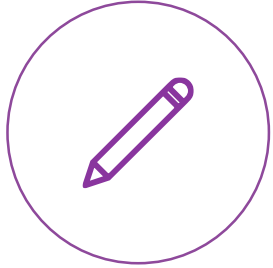
Service Requests  
are Resolved



Loyalty is  
Determined

# Completing Last Mile Actions

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Filling & Signing Forms



T&C's Confirmation



Document Collection



Secure Payment

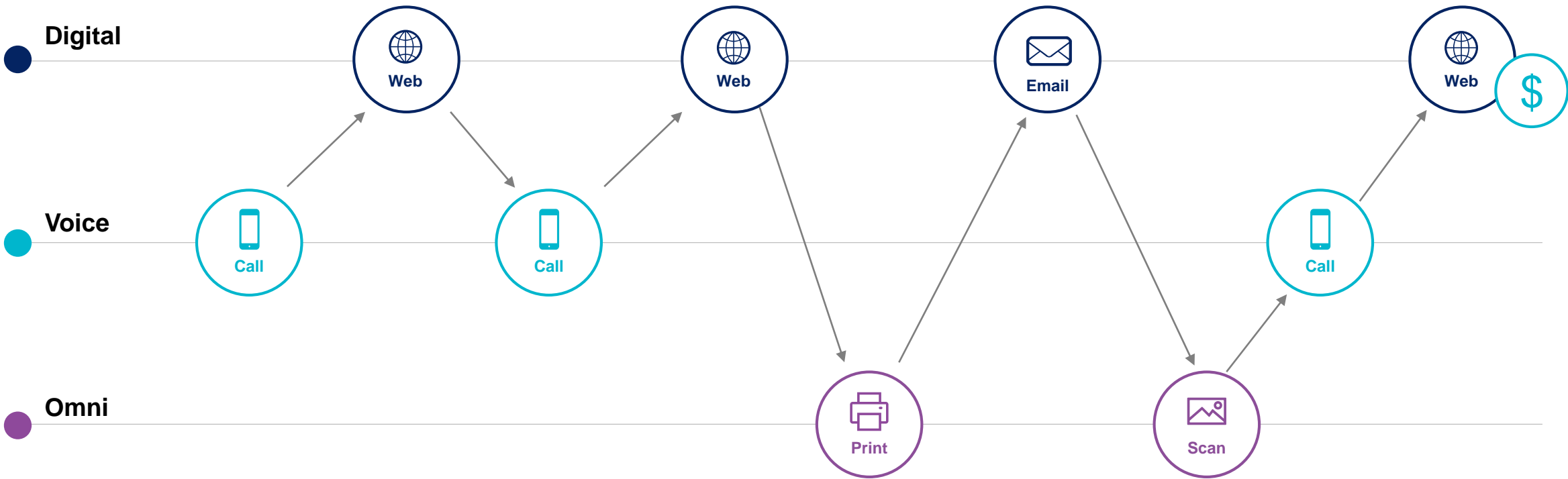


Product Visualization



ID Verification

# The Last Mile of The Journey is Long & Painful





A man with a beard, wearing a dark suit, light blue shirt, and patterned tie, is looking down at a white smartphone. He is standing on a city street at night, with blurred lights from buildings and traffic in the background. A semi-transparent grey box is overlaid on the lower left of the image, containing the title text.

## The Last Mile CX Gap

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# The CX Gap



## Today's Customers

Expect to complete processes instantly, anywhere



**See** media



**Submit** ID/documents



**Pay**



**Fill** forms



**Sign** and consent



## Today's Agents

Aren't equipped to deliver that experience

# The CX Gap

**90%** of Customers  
want to speak with  
a live agent

**BUT**

ONLY **35%** of  
Customers are  
Happy with that  
Experience



# Speed and Convenience is Key

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80% of US consumers rate **speed and convenience** as vital aspects of a great customer experience.

The Last Mile of the Customer Journey lacks speed and convenience.

Especially with customers who are **distracted and mobile**.



A woman with long brown hair, wearing glasses and a dark blazer over a white shirt, is looking down at a tablet computer. She is standing in a modern office with a large glass and steel structure in the background. The lighting is bright and warm, suggesting a sunny day. A semi-transparent white box is overlaid on the image, containing the text "What is the Business Impact of the CX Gap?".

## What is the Business Impact of the CX Gap?

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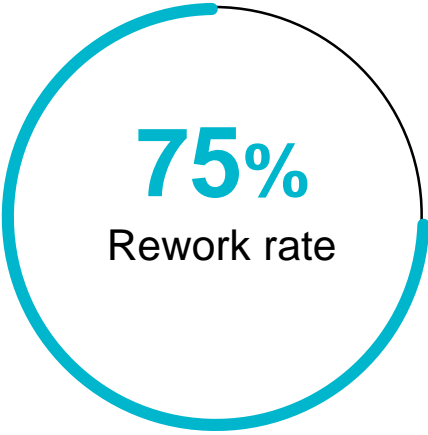
# Impact of Broken Last Mile CX



Lost Sales



Inflated Costs



Disappointed  
Customers



Frustrated Agents





# Broken Last Mile CX Lost Sales

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## Lost Sales

### Financial services – Applying for a Loan

- *Customers apply to several loan providers*
- *Lots of documents, stipulations, proofs and forms*
- *Sales are won by CX (even over price)*

*Typical Last Mile Interaction*  
*"Scan & send my utility bill"*

*"How can I do that? I don't have a scanner"*

# Broken Last Mile CX Inflates Cost

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**Inflated  
Costs**

## Insurance Sector – Filing a Claim

- *The insurance 'moment of truth' is claims processing (Post-claim retention is key measure)*
- *Processes require forms, evidence & signatures*
- *Rework slows cycle times, causes customer frustration and inflates payouts*

*Typical Last Mile Interaction*

*"Print off & scan when my house is flooded?"*

Businesses Need To  
Close The CX Gap &  
Fix The Broken Last  
Mile of Customer  
Journeys...







## Managing The Last Mile With Distracted, Mobile Customers

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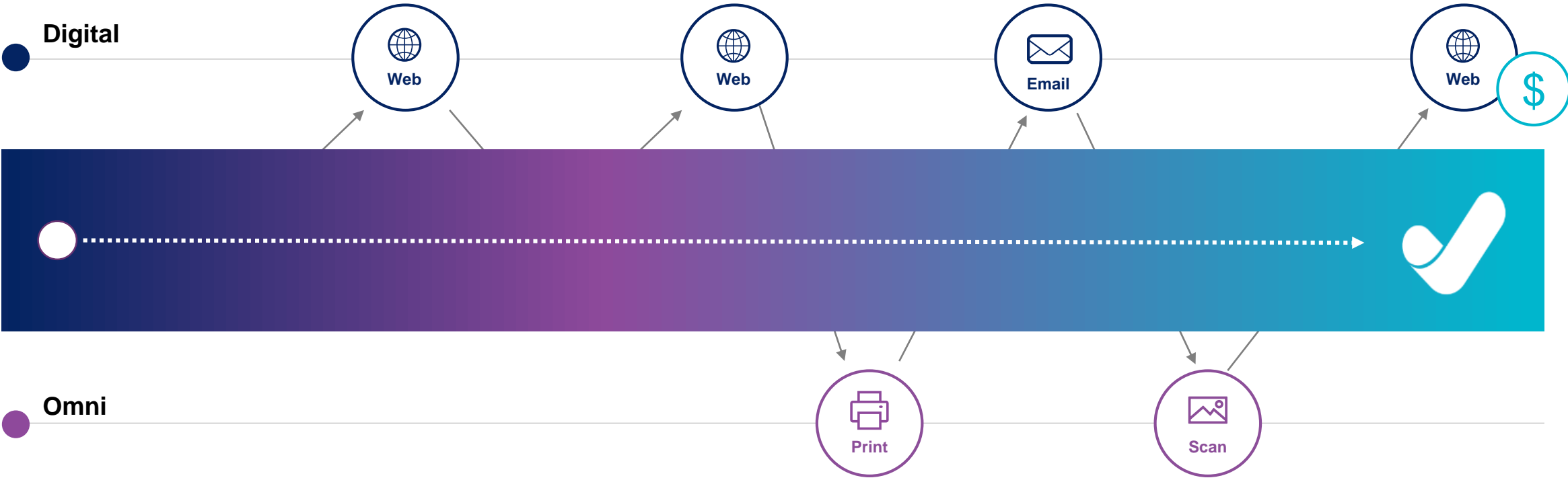
# Last Mile CX Technology

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Empowering agents to bridge the CX gap and instantly complete transactions with customers over the phone, quickly and conveniently.



# Fixing The Last Mile





# Lightico: Instant, Intuitive & Streamlined



**Verify ID and Collect Supporting Documents**  
Verify identity and collect documents in real-time for KYC compliance.

Lightico

First Name: Jane

Last Name: Doe

Phone: 432 536 001

Email: janedoe@gmail.com

☒ Terms & Conditions:

*Jane Doe* Submit Form

## Share Photos & Videos

Share media files, ID's, policies, photos and videos.



## Payment & Payout Processing

Faster sales and faster payouts with PCI-compliant, instant transactions.

## Digital Signature & eForms

Instantly sign legally binding documents during a call.



# Last Mile CX Creates a Win-Win-Win Scenario

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## Customers

are more loyal and satisfied



## Companies

are more profitable



## Agents

are happier and more successful

# Demo

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# We Help Deliver Last Mile CX Wins for



# Lightico Customers Have Achieved:

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^ **15%**  
NPS

^ **25%**  
Conversion Rates

^ **30%**  
Agent Satisfaction

✓ **83%**  
Average Handle Time

✓ **80%**  
Turn Around Time

# Summary

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- Brands are competing on CX over price & product
- Businesses invest in CX solutions throughout the customer journey
- Broken at the last mile where it matters most
- Customers are on the go - expect speed & convenience
- Businesses are not set up for these customers
- This creates a CX gap
- Lightico's customer collaboration technology helps to bridge that gap
- All last mile processes can be completed in one call from the customer's cellphone
- Better CX, higher conversions, improved service, lower costs = more \$\$\$\$\$



# Q & A

# Thank You!

## Fix Your Last Mile CX

[gaby@Lightico.com](mailto:gaby@Lightico.com)

[www.Lightico.com](http://www.Lightico.com)

– Mention CloudTech

