



Enhancing Marketing For Your Business and Your Channel Partners Starts with Listening

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**“Our ability to listen...
shapes the paths we take”**

Our Journey

Turning the corner



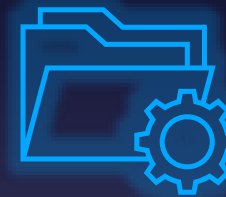
Developed Cross-functional Team to Focus on End-to-End Experience



Conducted, Deep One-Time Listening



Developed Journey Maps / Blue Prints



Identified and Staffed More than 20 Projects

Our Journey

Changing our approach



**Align executive
team on
maturity model**



**Launched a new
Customer Experience
organization**



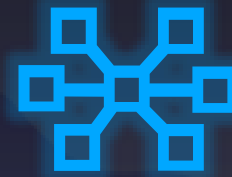
**Instilled a
Customer First
culture globally**

Our Journey

Collaborating & sharing data across teams to make connections



**Solving an
end-to-end problem**



**Breaking down silos and
understanding experiences**



**Incorporating process
owners to ensure
sustainable solutions**



**Making every organization
accountable for continued
improvements**

Listening in a New Way



**More
Channels,
More Often**

Channel Monitor

Employee Surveys

Customer Loyalty Survey

Social Media

**Customer and
Partner Interviews**

**Customer / Partner
Advisory Council**

Digital Channels

From a solid foundation, we've expanded our ability to listen

Real-time Listening Examples



Immediate feedback to identify big and small improvement opportunities



Phone and chat
interaction on Zebra.com



Partner website feedback
form and survey



Chatbots on
repair sites



Account-based
listening



Sentiment
analysis

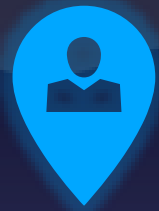
Capitalizing on Your Listening



Knowing your customer better



Incorporating learnings into your marketing



Enhancing the customer journey



Arming your workforce with actionable insights

Marketing in a Post-COVID World

Assessing the Marketing Impact – CMO Roundtable



What We Do Know

- Revenue is down, and marketing budgets are under pressure
- Some industries are **feasting** – ecommerce, grocery
- Some are in **famine** – fashion
- The on-demand economy and digitation is accelerating



What We Don't Know

- How deep will this crisis be?
- How long will it last?
- When will live events start again?

Marketing in a Post-COVID World

Marketing Digitization is also Accelerating



Brand will become an essential service



Virtual events are critical, but alone will not replace live events



We will continue to see the channel bifurcate – volume sellers, specialisation



The Buyer's Journey will become more digital

- Marketing Automation
- Personalization
- Analytics

“ Focus on the consumer first. Be sincere and transparent. Align your brand message with the current context of today's environment. Build trust: Go beyond the product and include messaging focused on the community, family, and CSR efforts. **”**

Kirk McDonald, Chief Business Officer at Xandr

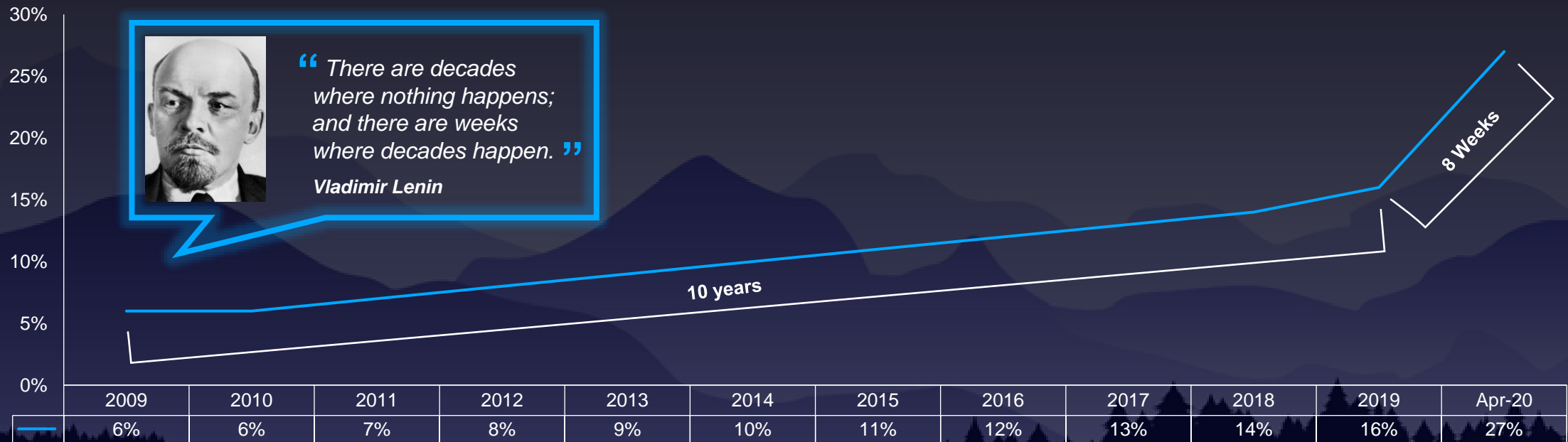


Retail Example:

Macro-Conditions Have Advanced Shifts in Ecommerce



U.S. Ecommerce Penetration (% of Retail Sales)



COVID-19's Impact on Retail

Rapid advancement of Buy Online,
Pick up In Store (BOPIS)



April BOPIS increase

208% YoY*

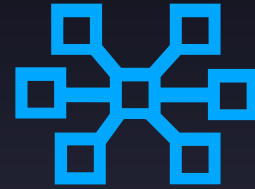


59%
of Consumers will
use BOPIS post
outbreak

*Adobe Analytics
** Commerce Hub

COVID-19's Impact on Retail

Retailer Imperatives



Omnichannel

Brick & Mortar Imperatives

eCommerce Imperatives



Enable Sales
Associates



Inventory
Accuracy



Scale
Operations



Contact
Tracing

Continually Refining Your Approach



As our journey continues... we must be



Agile



Attentive



Responsive

If I could do this again, what questions would I ask?



Are you focused enough on listening to your customers?



Are you checking in often enough with them?



Do you have an organization that can tackle cross-functional issues impacting the customer?



Is your executive team on board with your CX vision?



And can you show the clear value of your customer listening to your leadership?

Thank You



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