ALIAS

CONVERSATION MAPPING

Below you will find example conversation maps based on an enterprise client - for demonstration purposes only.

This is not a complete set of maps, rather a sampling to demonstrate how it works.

If you'd like help building out your conversation maps, please get in touch.

Alternatively, if you would like to schedule an in-house workshop, learn more online.

You can download a PPT template for your own use here.

ACME PROFILES

Profile 1 • VICTOR	Profile 2 • VANNA	Profile 3 • GRACE	Profile 4 • RAJ	Profile 5 • ANDERS
VALUE STAGE: Enterprise Agility	**VALUE STAGE:** Catalyst for Agility	**VALUE STAGE:** Customer Intimacy	**VALUE STAGE:** Operational Excellence	**VALUE STAGE:** Information Visibility
• Known as Visionary Leader • Priorities are to foster customer centricity, enhance collaboration to stimulate innovative thinking, and change the way the game is played. • CXO, may be an SVP • Responds to authentic thought leadership.	• Known as Change Agent • SME focused on delivering technology adoption to drive customer intimacy and change the way the game is played. • Director of Technology Strategy, Director of Customer Innovation, SVP Data Strategy type titles. Likely the IT-oriented sister to Grace who is LOB. • Responds to technology thought leadership — specific to new ways to leverage technology platforms to drive value for the business and customers.	• Known as Customer Obsessive • Focused on customer acquisition and retention, responsible for directing and optimising consumer-facing activities. • VP and Director level • Mindful that the **"Voice of the Customer"** is stronger than ever, she seeks to continuously adapt social and technology advancements to engage the VOC to her benefit. • Continuously seeks new levels of engagement.	• Known as Performance Improver • Concerned with productivity, efficiency, operational scale and flexibility. Cost reduction and revenue gain are priorities while compliance and reporting are expected. • Director of Operations, (and similar type titles), could even be a CIO • Will rise through the ranks by assuring his operational priorities align with and support C-Suite strategies.	• Known as Information Ninja • Concerned with efficiency, claims processing, document imaging and processing, accounts payable, risk and compliance. Supports data science and analytics. • IT Director, Accounts Payable Director, Risk Management Director • Concerned with interoperability of transactional systems to assure the right information is seen by the right person at the right time.

CONVERSATION MAPPING

Recommendation

Develop a framework with three tracks of conversation: General, Industry and **Category** (mobile, cloud, and possibly security, social and analytics).

GENERAL: Establishes baseline, utilitarian relevance through profile's core strategic focus.

INDUSTRY: Heighten relevance through specificity concerning challenges, opportunities and behaviours.

CATEGORY: Supports Acme's move to a solution-based approach. When appropriate, conversations that lead with **Mobile, Cloud, Analytics** and possibly **Security** and **Social,** communicate the Acme difference and can certainly help open doors.

ACME PROFILE to Conversation Mapping

VICTOR

GENERAL TRACK

1. Growing loyalty via defining and monitoring success
2. Aligning business intelligence with opportunity

INDUSTRY TRACK / Financial

3. Gaining greater share of wallet

CATEGORY TRACK / Mobile

7. Seeing the mobile consumer as a competitive advantage

VANNA

GENERAL TRACK

4. Winning via customer acquisition and retention
5a. Modernising critical business processes

INDUSTRY TRACK / Healthcare

6. Navigating unprecedented system stress

CATEGORY TRACK / Mobile

7. Seeing the mobile consumer as a competitive advantage
8. Gaining loyalty through self-service

GRACE

GENERAL TRACK

4b. Onboarding customers: risk + opportunity
1. Growing loyalty via defining and monitoring success
2. Aligning business intelligence

INDUSTRY TRACK / Financial

11. Removing silos to build loyalty

CATEGORY TRACK / Mobile

8. Gaining loyalty through self-service

RAJ

GENERAL TRACK

5b. Modernising AP/IP
12. Becoming smarter (and happier) in real time
13. Building excellence in Analytics and Reporting

INDUSTRY TRACK / Healthcare

14. Organising many complex documents in a single patient case

CATEGORY TRACK / Mobile

15. Realising the smartphone as capture and delight device

ANDERS

GENERAL TRACK

5b. Modernising AP/IP
12. Becoming smarter (and happier) in real time
13. Building excellence in Analytics and Reporting
16. Driving high-performance decison making

INDUSTRY TRACK / Healthcare

17. Leveraging one platform, many documents, all secure yet accessible

CATEGORY TRACK / Mobile

15. Realising the smartphone as capture and delight device

CONVERSATION Mapping

PROFILE	**Victor**
TRACK	**General**
CONVERSATION 1	**Growing loyalty via defining and monitoring success**

CONVERSATION THEME	CONVERSATION NARRATIVE	ACME VALUE PROPOSITION
Focus your organisation on excelling at every aspect of onboarding a new client by defining what success looks like and then monitoring how you are tracking to drive the organisational change that delivers loyalty.	**What will success look like? Are you meeting that mark today? This hour?** Codifying and elevating the metrics that define what throughput success looks like helps organisations ensure stellar performance, productivity and, ultimately, customer delight and loyalty.	**Unlike any other vendor, Acme delivers analytics for capture with optimised out-of-the-box dashboards focused on elevating visibility and performance.** Interactive views enable administrators to report on throughput effectiveness while providing valuable information to improve overall performance, accuracy and cost. Uncover real-time trends through data visualisation and manipulation to allow more timely, customer-centric decision making.
	Enterprise capture solutions give all kinds of companies the power to deliver high-performance levels of service and efficiency, from hassle-free account openings to fast and compliant loan processing, all while significantly lowering operating costs.	**Acme has this really neat thing called Solution X.** that lets you onboard customers faster, achieving near-perfect file accuracy, and building trust with automated follow-up communications. With improvements that could be implemented in hours, not months, Acme enables you to modernise critical business processes and increase customer loyalty numbers.

CONVERSATION Mapping

PROFILE	**Victor**
TRACK	**General**
CONVERSATION 2	**Aligning business intelligence with opportunity**

CONVERSATION THEME	CONVERSATION NARRATIVE	ACME VALUE PROPOSITION
These days, all sorts of lofty promises are made about how smart knowledge workers will be thanks to Big Data. But the reality is that the true capacity for transformation is derived from aggregating the right structured and unstructured data from multiple sources in such a way that it is automatically compiled and usable to support in-the-moment decision making.	**The unique insights that can turn your company into the market leader may reside in your customers' blogs and tweets, your competitors' pricing information and the data on your partners' portals.** It is this unstructured, rapidly changing information that visionary companies seek to harness to drive opportunity.	**Thanks to Acme, data that was previously unattainable, unusable or costly to integrate is now readily consumable to fuel top-line growth, innovation and operational productivity.** By making this information accessible and actionable, Solution Acme enables organisations to nimbly extract and act on critical information from disparate sources.
	Today, winning companies are fostering a data-driven culture. Further, in the quest to deliver customer engagement, companies are hoping to vastly accelerate time to value from their data, spending less time on manual processes to access and prepare data and more time uncovering opportunity.	Solution Acme makes it one-button-click easy for business users to explore, interact with and take action on critical data.

CONVERSATION Mapping

PROFILE	**Victor**
TRACK	**Industry / Financial**
CONVERSATION 3	**Gaining greater share of wallet**

CONVERSATION THEME	CONVERSATION NARRATIVE	ACME VALUE PROPOSITION
Sharing information appropriately across silos in your organisation can absolutely increase share of wallet and make customers more accepting of increased fees.	**Customers are motivated to increase the business they do with a financial organisation when doing so feels seamless—when they experience being well known by the organisation.** Silos, therefore, are a huge detriment to a positive customer experience (as well as increased share of wallet and acceptance of fees).	**You can't delight your customer if your entire financial organization doesn't know what she wants.** Acme helps financial firms get smart about their customers, beginning with capturing customer information from multiple channels and then ensuring that information is shared appropriately across the organisation to increase share of wallet.
	Enterprise capture solutions give financial institutions the power to deliver high-performance levels of service and efficiency, from hassle-free account openings, to fast and compliant loan processing, all while significantly lowering operating costs.	**By simplifying the first steps and breaking down silos,** Acme enables financial institutions to gain greater share of their customer's wallet by delighting her from account opening to cross-sell and up-sell of additional products and services, such as mortgages and loans.

CONVERSATION Mapping

PROFILE	**Victor**
TRACK	**Mobile**
CONVERSATION 7	**Seeing the mobile consumer as a competitive advantage**

Evidence points to the theme and starts to build the conversation for the next phase...

CONVERSATION THEME	CONVERSATION NARRATIVE	ACME VALUE PROPOSITION
One of the great things about the "consumerisation" of technology is that smart companies are using new channels, such as mobile, to foster consumer engagement at a time and place that feels right for their customers and prospects. It's a win-win—and that's how strong relationships are built.	**It's possible to drive intimacy and self-service simultaneously!** The concept of simply providing information via mobile apps has been replaced by real-time engagement. Communication must be transactional, not just informational. Providing value today means empowering the user who fully expects simple, secure, real-time engagement.	**Acme helps companies realise the invisible impact of mobility** to foster engagement at a time and place that feels right for customers and prospects. It's a win-win—and that's how strong relationships are built.
	Sharing information happens across multiple channels these days, including web, social and mobile. A unified platform for sharing data and documents will drive workforce collaboration and proactive customer communications.	**Acme gives companies a heightened ability** to collaborate and communicate with customers and each other.

CONVERSATION Mapping

PROFILE	**Vanna**
TRACK	**General**
CONVERSATION 4	**Winning via acquisition and retention**

Evidence points to the theme and starts to build the conversation for the next phase…

CONVERSATION THEME	CONVERSATION NARRATIVE	ACME VALUE PROPOSITION
You can drive competitive advantage by encouraging your organisation to really focus on excelling at every aspect and touch of onboarding a new client. This is where you gain or lose a client and therefore carries the most risk and opportunity. **Your vision for customer engagement is big**— support your vision by focusing on acquisition, retention and delivering time to value.	**Consumers align with organisations that are committed to serving them the way they need**—and what that looks like today may be very different from what that looks like a year from now. Staying responsive and relevant is both difficult and key to survival.	**Today, the voice of the customer demands to be heard.** Acme helps your company stay responsive and relevant, delighting customers from first encounter to ongoing relationship management.
	You can't delight your customer and sell more to her if you don't know what she wants. And knowing what she wants begins with capturing customer information from multiple channels.	**Acme helps you adapt to a changed marketplace where the customer has high expectations of service, relevance and convenience.** By simplifying the first steps, Acme enables you to best your competition by gaining greater share of each customer's wallet.
	Enterprise capture solutions give all kinds of companies the power to deliver high-performance levels of service and efficiency, from hassle-free account openings to fast and compliant loan processing, all while significantly lowering operating costs.	**Acme Solution X let you onboard customers quickly,** achieving near-perfect file accuracy and building trust with automated follow-up communications. With improvements that could be implemented in hours, not months, Acme enables you to modernise critical business processes and increase customer loyalty numbers.

CONVERSATION Mapping

PROFILE	**Vanna**
TRACK	**General**
CONVERSATION 5a	**Modernizing critical business processes**

Evidence points to the theme and starts to build the conversation for the next phase…

CONVERSATION THEME	CONVERSATION NARRATIVE	ACME VALUE PROPOSITION
Consumers align with companies that demonstrate commitment to serving them the way they need. You can evolve your company to deeply connect with consumers by modernising critical business processes—and you can get there in hours versus months.	**Consumers align with organizations that are committed to serving them the way they need**—and what that looks like today may be very different from what that looks like a year from now. Staying responsive and relevant is both difficult and key to survival.	**Today, innovation is survival and Acme helps you innovate by modernising critical business processes in hours instead of months.** The result? You can focus on simplifying the first steps to gain greater customer loyalty (stickiness) and wallet share.
	Convenience: Enterprise capture solutions give companies the power to deliver high-performance levels of service and efficiency, from hassle-free account openings to fast and compliant document and workflow processing, all while significantly lowering operating costs.	**Acme Solution X lets you onboard customers quickly,** achieving near-perfect file accuracy, and building trust with automated follow-up communications.
	Relevance: By capturing customer information from multiple channels and extracting what wasn't extractable before, you learn more about each customer so you can be more relevant by offering up more products and services they truly want and need.	**With improvements that could be implemented in hours, not months,** Acme enables you to modernise critical business processes and increase customer loyalty numbers.

CONVERSATION Mapping

PROFILE   **Vanna**

TRACK   **Industry / Healthcare**

CONVERSATION 6   **Navigating unprecedented system stress**

Evidence points to the theme and starts to build the conversation for the next phase…

CONVERSATION THEME	CONVERSATION NARRATIVE	ACME VALUE PROPOSITION
Healthcare organisations around the globe are under tremendous pressure to improve patient outcomes while significantly reducing costs. In times like these, small measures don't add up to ensuring a hospital like yours remains relevant and profitable.	**Healthcare organisations around the globe are facing an urgent, unprecedented need** to cut healthcare costs while improving quality. In times like these, small measures don't add up to ensuring a hospital like yours remains relevant and profitable.	**Acme is a trusted partner** that helps you imagine a vastly different, more agile future for your healthcare organisation.
	The ability for nurses, doctors and patients to share electronic information in real time enables better healthcare decisions and, ultimately, improved outcomes.	**Acme solutions enable** better healthcare decisions made in the moment and, ultimately, **improved outcomes.**
	Patient satisfaction keeps your doors open, and satisfaction begins with fast, easy and accurate onboarding that helps patients feel calm and in control of their experience.	**Acme simplifies the patient onboarding process while enabling a one patient, one record methodology.** By capturing all health, patient or financial information at the point of entry, patient records are transformed into actionable information for both the healthcare system and the patient.

CONVERSATION Mapping

PROFILE	**Vanna**
TRACK	**Mobile**
CONVERSATION 8	**Gaining loyalty through self-service**

Evidence points to the theme and starts to build the conversation for the next phase…

CONVERSATION THEME	CONVERSATION NARRATIVE	ACME VALUE PROPOSITION
One of the great things about the "consumerisation" of technology is that your customers and prospects are becoming skilled at using new channels (such as mobile) to engage with companies like yours at a time and place that feels right for them.	**It's possible to drive intimacy and self-service simultaneously!** The concept of simply providing information via mobile apps has been replaced by real-time engagement. Communication must be transactional, not just informational. Providing value today means empowering the user who fully expects simple, secure, real-time engagement.	**Acme helps companies realise the invisible impact of mobility** to foster engagement at a time and place that feels right for customers and prospects. It's a win-win—and that's how strong relationships are built.
	Sharing information happens across many channels these days including over the web, social and mobile. A unified platform for sharing data and documents will drive workforce collaboration and proactive customer communications.	**Acme gives companies a heightened ability** to collaborate and communicate with customers and each other.

ALIAS

Unsure of your best next step?

Get in touch or contact me directly:

Mike Boogaard
mike@aliaspartners.com
0750 655 9507