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Augmented Customer Strategy

CRM in the Digital Age

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Color section

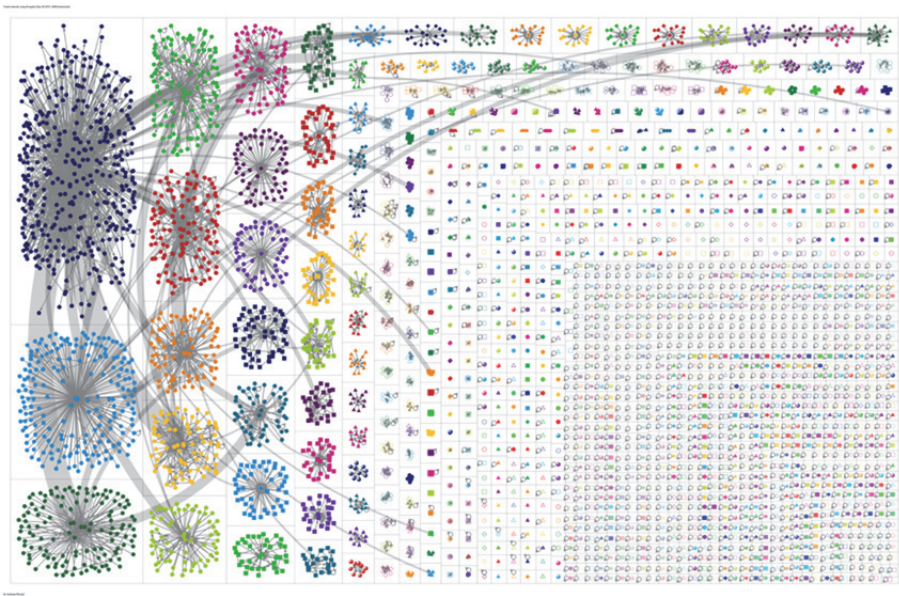


Figure 5.1. Visualization of Twitter interactions related to the polluting emissions scandal at VW (#VWgate) via social network analysis (NodeXL software for Microsoft Excel)

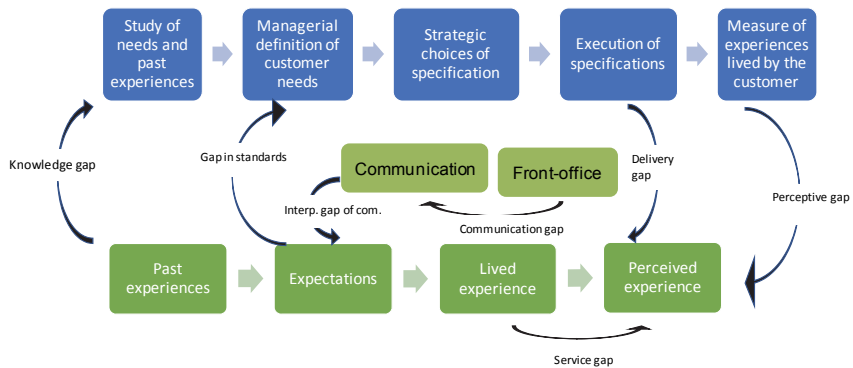


Figure 8.2. Possible gaps between the target experience and the lived and perceived experiences in service marketing, in blue the company's work steps and in orange the customer's work steps [ZEI 90]

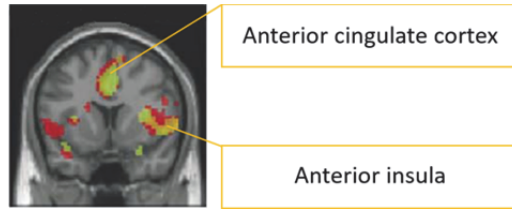


Figure 11.1. *Illustration of neural resonance. This functional brain imaging identifies the overlap of brain activations in the anterior insula and anterior cingulate cortex when we receive painful stimulation (green) or when we experience empathy for another person receiving painful stimulation (red) (adapted from [DEV 06])*

MOBILE DOMINATES DIGITAL

Source: comScore Media Metrix Multi-platform & Mobile Metrix, U.S., Dec 2013 - Dec 2016

Average time spent per day
TV vs DIGITAL

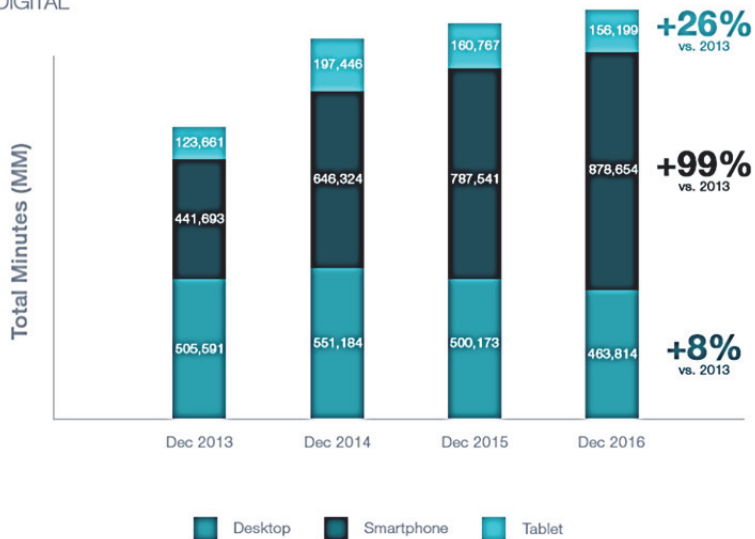


Figure 12.5. Comparative evolution of the time spent per day in front of digital devices (laptop, smartphone and tablet) from 2012 to 2018 with regard to the American market (source: comScore)

Visitors	Time	Depth	Revisit	Action	Engagement Score
1 874	0.69	0.62	0.06	0.67	0.46
1 095	0.62	0.59	0.05	0.33	0.33
1 054	0.45	0.45	0.02	0.32	0.26
1 607	0.45	0.44	0.01	0.29	0.25
1 424	0.40	0.44	0.02	0.25	0.23
11 193	0.42	0.42	0.03	0.23	0.23
2 054	0.39	0.42	0.02	0.24	0.23
2 605	0.38	0.41	0.02	0.24	0.22
1 735	0.42	0.41	0.02	0.21	0.22
1 557	0.69	0.66	0.05	0.18	0.30
1 896	0.64	0.58	0.02	0.17	0.27
4 338	0.58	0.55	0.03	0.14	0.24
1 544	0.57	0.55	0.03	0.13	0.24
2 404	0.56	0.55	0.02	0.14	0.24
1 254	0.48	0.46	0.02	0.10	0.20
1 338	0.41	0.33	0.13	0.17	0.22
16 168	0.29	0.34	0.07	0.06	0.15
12 439	0.31	0.24	0.07	0.10	0.15
1 286	0.24	0.28	0.06	0.05	0.12
1 033	0.24	0.19	0.08	0.08	0.12
1 556	0.20	0.24	0.04	0.09	0.12
1 618	0.05	0.02	0.02	0.00	0.02
1 038	0.04	0.02	0.01	0.00	0.02

Table 12.2. *Example of website visitor engagement scoring based on non-PII data*

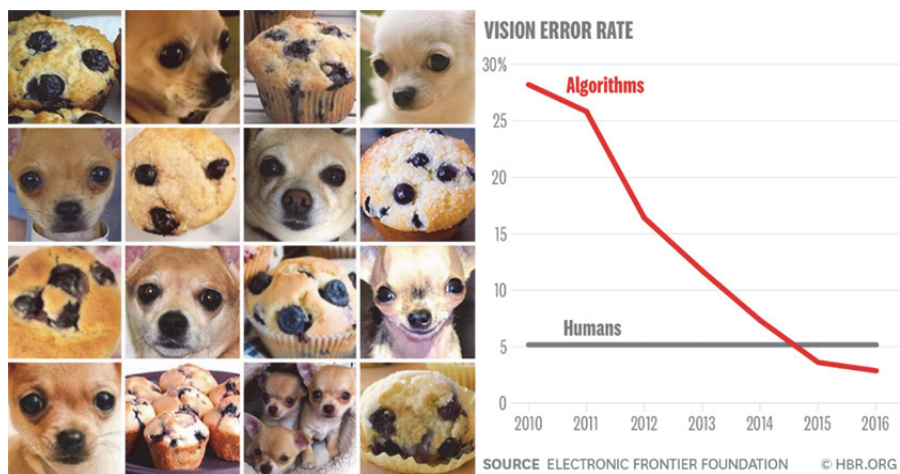


Figure 12.7. Comparative evolution of error rates in image recognition: algorithms versus human between 2010 and 2016 (source: [ELE 16])