

Your Digital Transformation

Controlling brand experiences
across the digital universe

yext





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MD, UK and Northern Europe



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Your Digital Transformation

Controlling brand experiences
across the digital universe

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HIBERNIAN F.C. PROGRAMME

VOL. 7 No. 12 WEDNESDAY, 12th OCTOBER 1955 Kick off 7.15 p.m.

EUROPEAN CUP FIRST ROUND SECOND LEG



HIBERNIAN VERSUS **4^D**
ROT-WEISS, ESSEN





The UK's challenger brand

Freeing our customers to have fun with their phones



2003

The UK's
first 3G
network



2007

Mobile
Broadband



2010

The One
Plan



2014

4G at no
extra cost

2017

Go
Roam

2018

Go
Binge

The UK's challenger brand

Letting our customers do more

10.1m

Customers

7.6GB

Average monthly
customer data usage

3.5x

More data usage than
the industry average

99%

Population coverage

+13

Net Promoter Score;
Highest of any MNO

+23

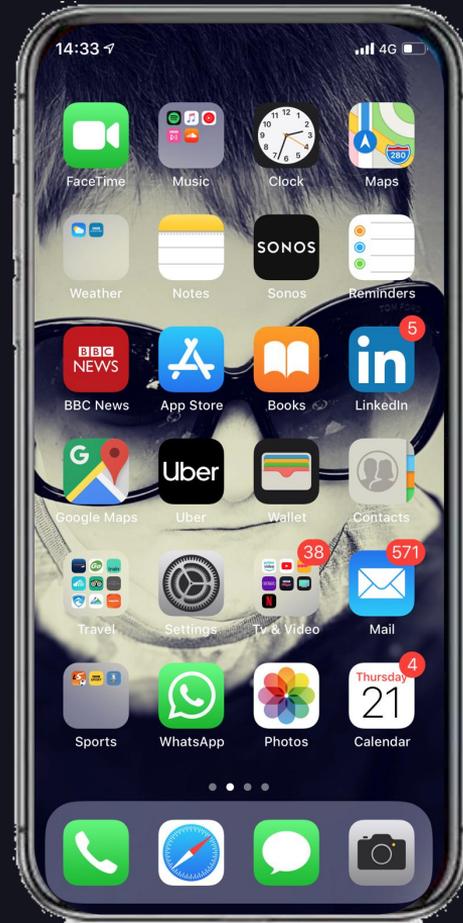
Employee Net
Promoter Score

A woman with short dark hair, wearing a red turtleneck sweater, is smiling and looking at her smartphone. She is in a dimly lit room, possibly a hallway or office, with a silver mailbox visible on the right. The background is dark with some light sources creating a soft glow.

#PhonesAreGood

On the Best

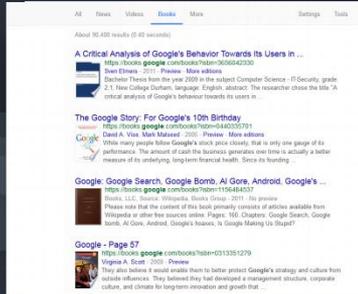
Network for Data



1998



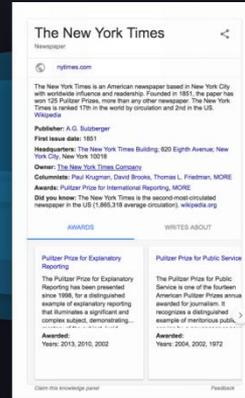
2001



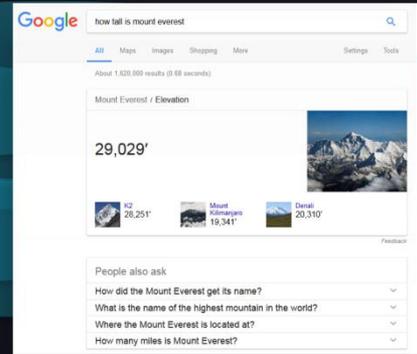
2008



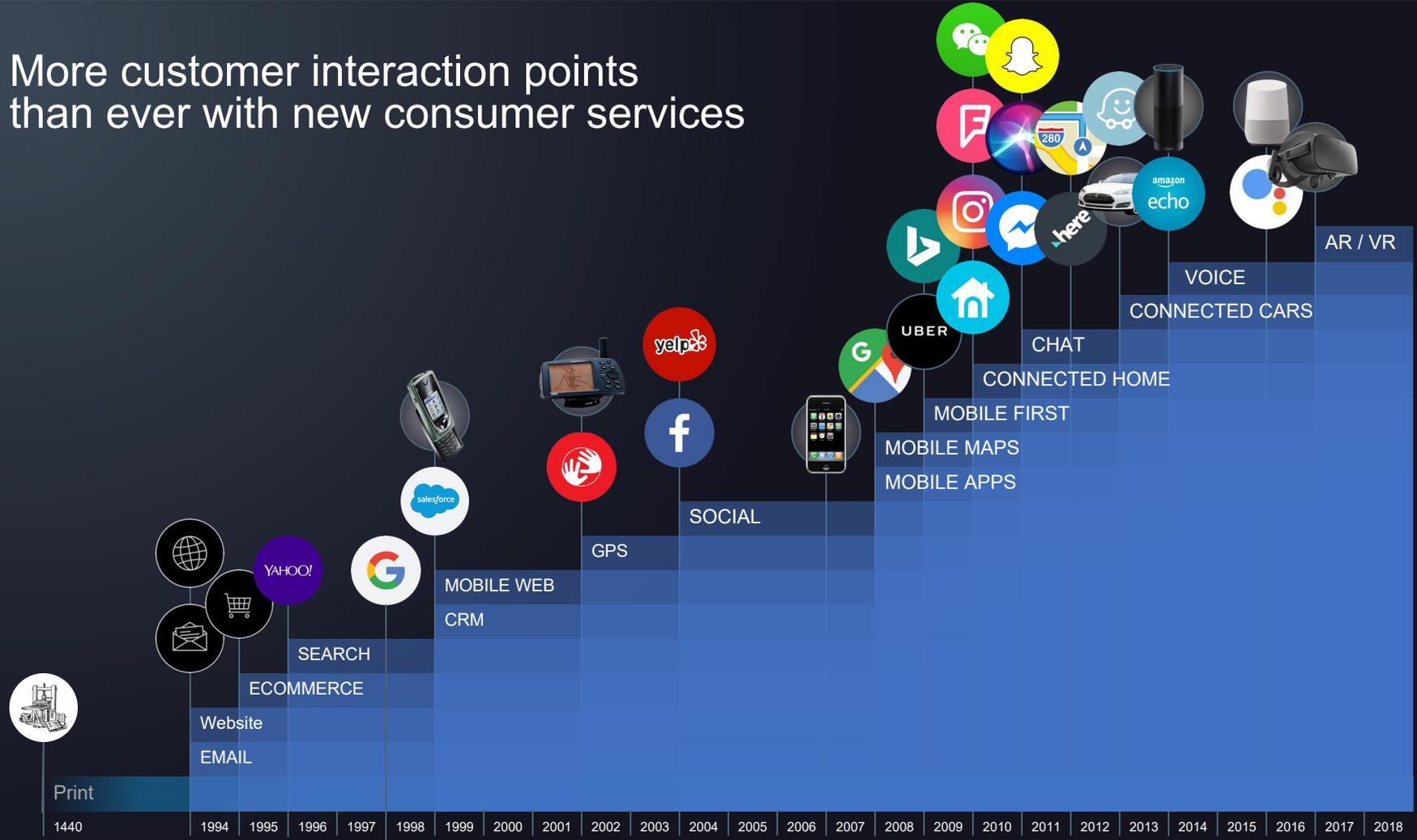
2015



TODAY



More customer interaction points than ever with new consumer services



Total brand touches count for more than your website clicks alone

TOTAL BRAND TOUCHES



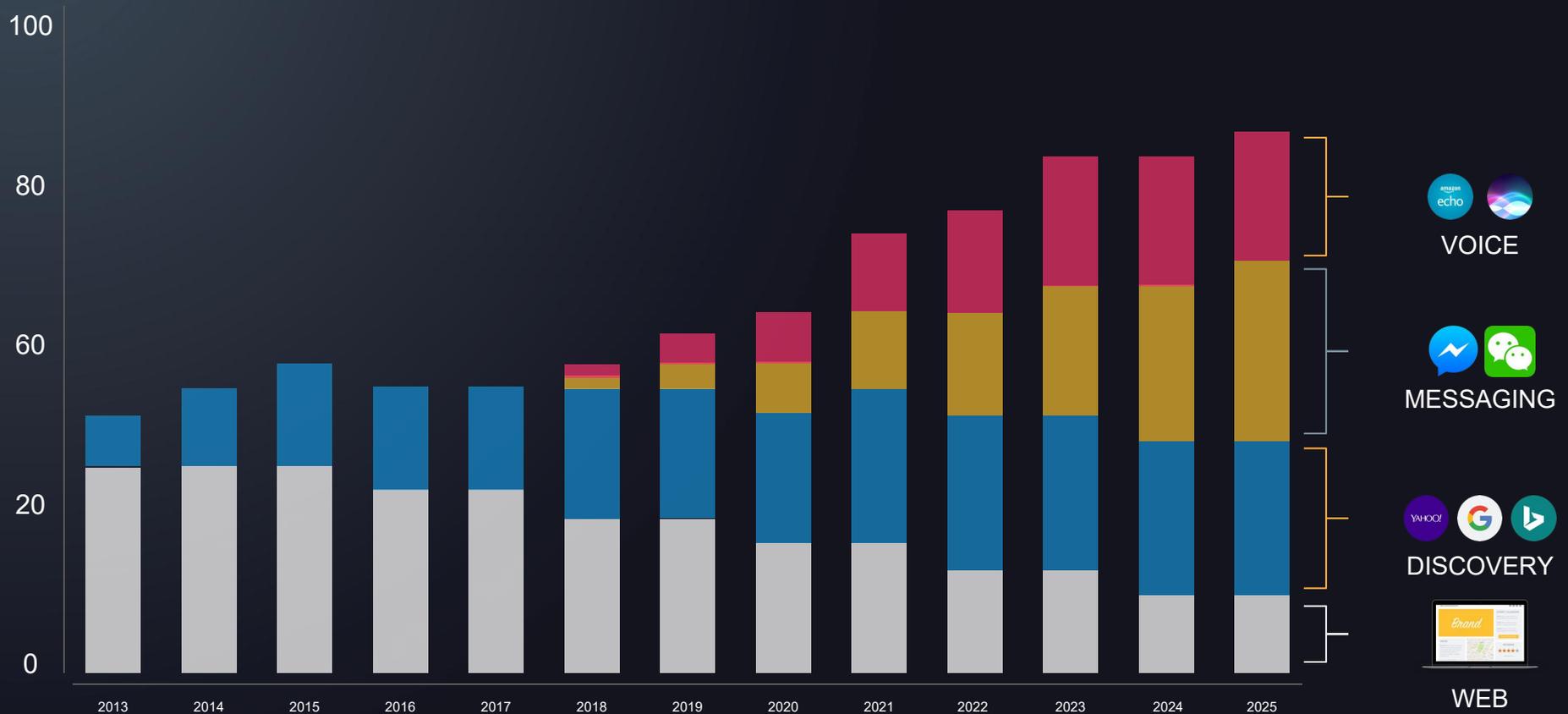
WEBSITE



OTHER TOUCHPOINTS

TIME

Shifting Channels of Customer Engagement

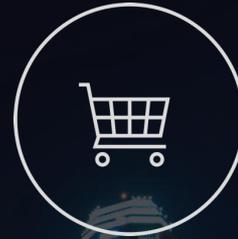




PHONE CALLS



APPOINTMENTS
& RESERVATIONS



ORDERS
& TRANSACTIONS



DRIVING
DIRECTIONS



GET
INFORMATION



CHAT
CONVERSATIONS

A long-exposure photograph of a night sky featuring the Milky Way galaxy. The galaxy's core is visible on the right side, glowing with a mix of blue and purple light. The foreground shows a dark silhouette of a mountain range with some distant lights and a thin layer of clouds illuminated from below.

4IR

We are in “The 4th Industrial Revolution”

First

Water and steam power is used to create mechanical production facilities.



1800

1784: First mechanical loom

Second

Electricity lets us create a division of labor and mass production.



1900

1870: First assembly line

Third

IT systems automate production lines further.



2000

1969: First programmable logic controller

Fourth

IoT and cloud technology automate complex tasks.



CAVE. AUSTIN & CO^o LTD



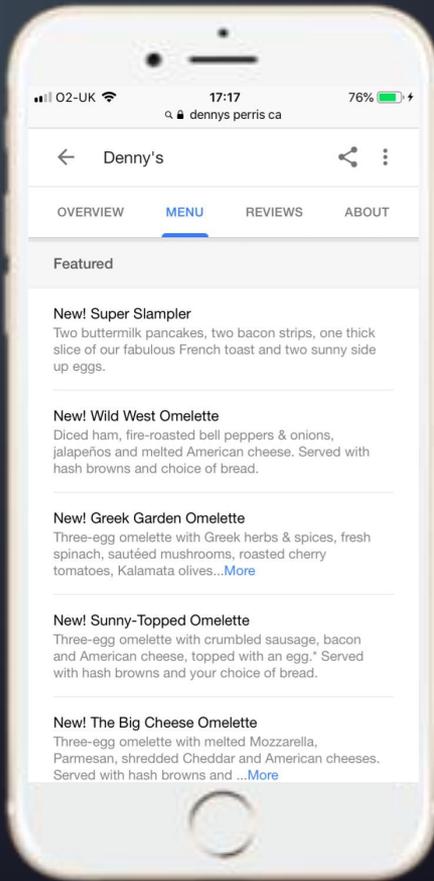
CAVE AUSTIN & CO^o LTD

CAVE AUSTIN & CO^o LTD

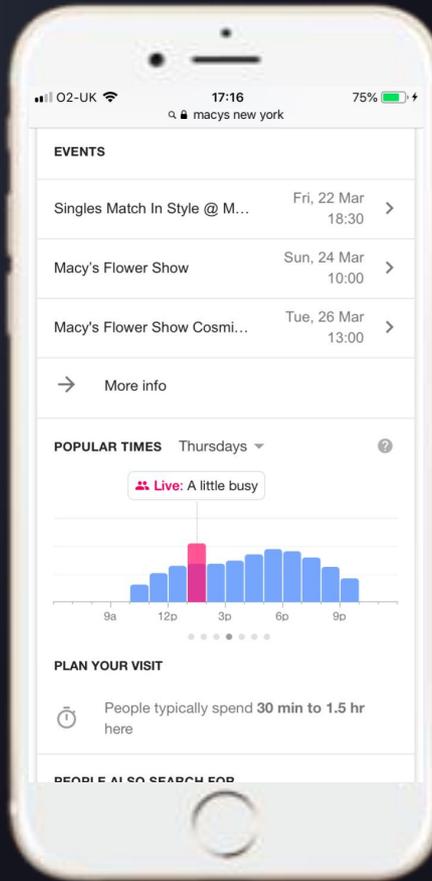


I'm looking for_

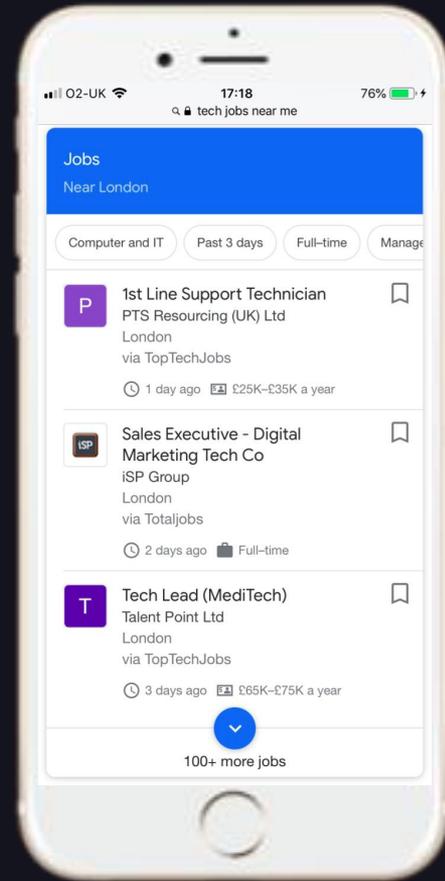




Menus



Events



Jobs

Wikipedia saw **direct web traffic drop by 21%** after Google launched Featured Snippets.

...but this doesn't mean people aren't using Wikipedia anymore!

A screenshot of a Google search result for the query "northern flying squirrel range". The search bar shows the query and the Google logo. Below the search bar, there are tabs for "All", "Maps", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". The search results show "About 1,530,000 results (0.78 seconds)". The main result is a featured snippet for "Northern flying squirrel" with a description and a map of North America. Below the snippet is a link to the Wikipedia page. At the bottom, there is a "People also ask" section with four questions.

Google

northern flying squirrel range

All Maps Images Shopping Videos More Settings Tools

About 1,530,000 results (0.78 seconds)

Northern flying squirrel. The northern flying squirrel (*Glaucomys sabrinus*) is one of three species of the genus *Glaucomys*, the only flying squirrels found in North America.

www.nhptv.org

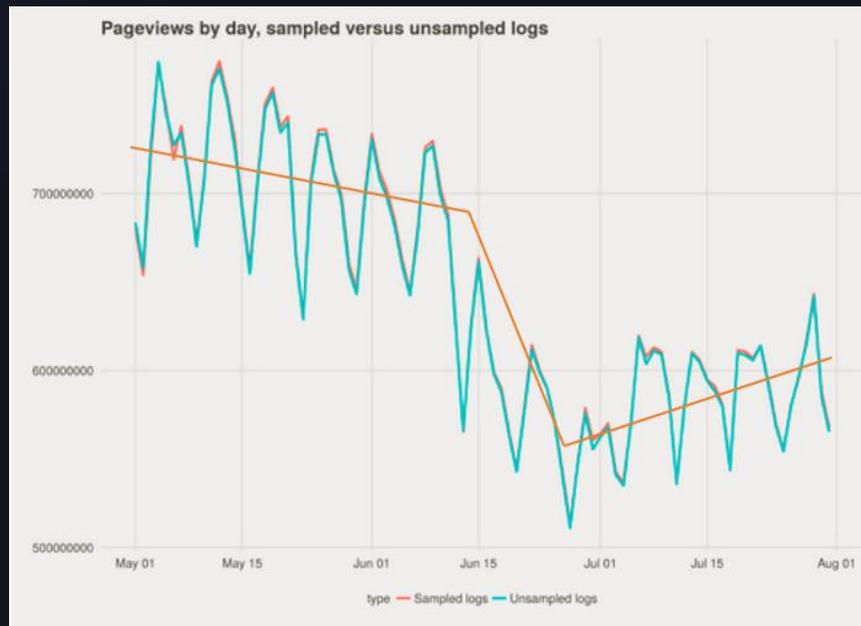
Northern flying squirrel - Wikipedia
https://en.wikipedia.org/wiki/Northern_flying_squirrel

About this result Feedback

People also ask

- Are there any flying squirrels in Ontario?
- Can squirrel fly?
- Why are the northern flying squirrels endangered?
- Where can you find a flying squirrel?

Feedback



The Customer Journey starts with a Question

“Best mobile contract for using mobile gaming”

“What kind of contract is best for using lots of data?”

“Who provides good deals for mobile data consumption?”

“Where’s the nearest Three store that’s open now?”



PICK UP
IN STORE

REVIEWS
SEARCH ENGINES
VIDEOS
BLOGS

SEARCH ENGINES
EXPERT WEBSITES
PRODUCT PAGES
FAQ

VIRTUAL ASSISTANT
BRAND WEBSITE
DISTRIBUTOR
WEBSITE

'Near me' searches

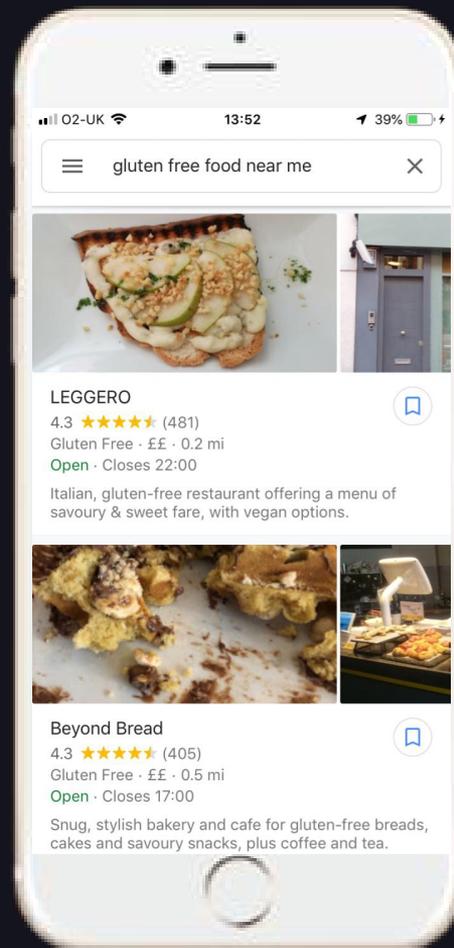


↑ 500% +

growth in "near me" mobile searches that contain a variant of "can I buy" or "to buy" over the last two years.

Think with Google

Source: Google Data, U.S., July–Dec. 2015 vs. July–Dec. 2017.



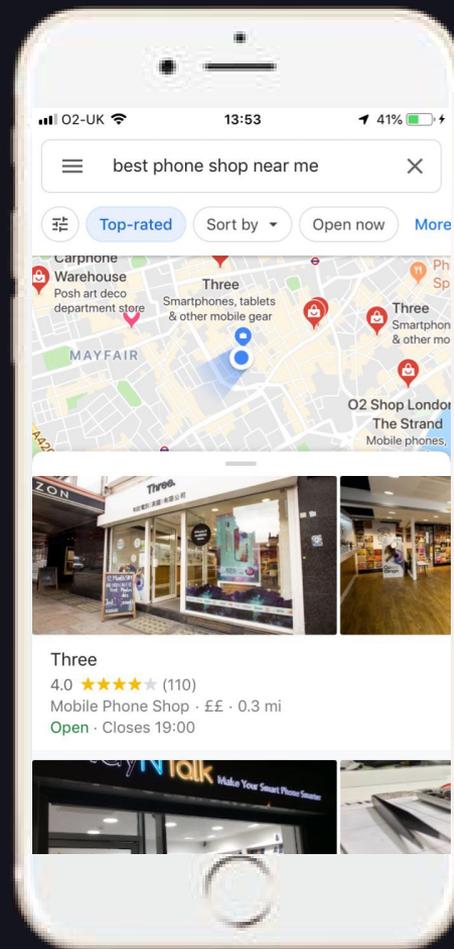
'Best' searches



Mobile searches related to **"best"** products grew more than 50% year over year.

Think with Google

Source: Google Data, Apparel, Home & garden, Beauty & personal care, Computers & electronics and Gifts, US, May 2015 vs. May 2016



'Open now' searches

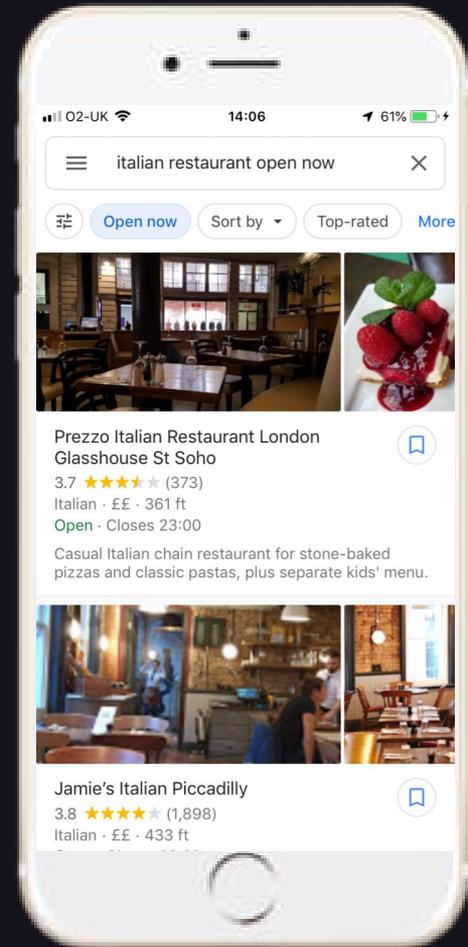


↑200%

increase in mobile searches for “open” +
“now” + “near me” in the last two years.

Think with Google

Source: Google Data, U.S., July 2015–Dec. 2015 vs. July 2017–Dec. 2017.



We're being trained to search differently

where's the best afternoon tea in London that that's good for kids and has accessible bathrooms_



where's the best afternoon tea in London that that's good for kids and hav

People also ask

What is the best time for afternoon tea in London?

Afternoon tea is generally served around 3 or 4 p.m. these days. Richardson says it's a time to mind your manners. 30 Jun 2015

[High Tea, Afternoon Tea, Elevenses: English Tea Times For ... - NPR](https://www.npr.org/.../high-tea-afternoon-tea-elevenses-english-tea-times-for-dummies)

<https://www.npr.org/.../high-tea-afternoon-tea-elevenses-english-tea-times-for-dummies>

Search for: [What is the best time for afternoon tea in London?](#)

What is the best time for afternoon tea?

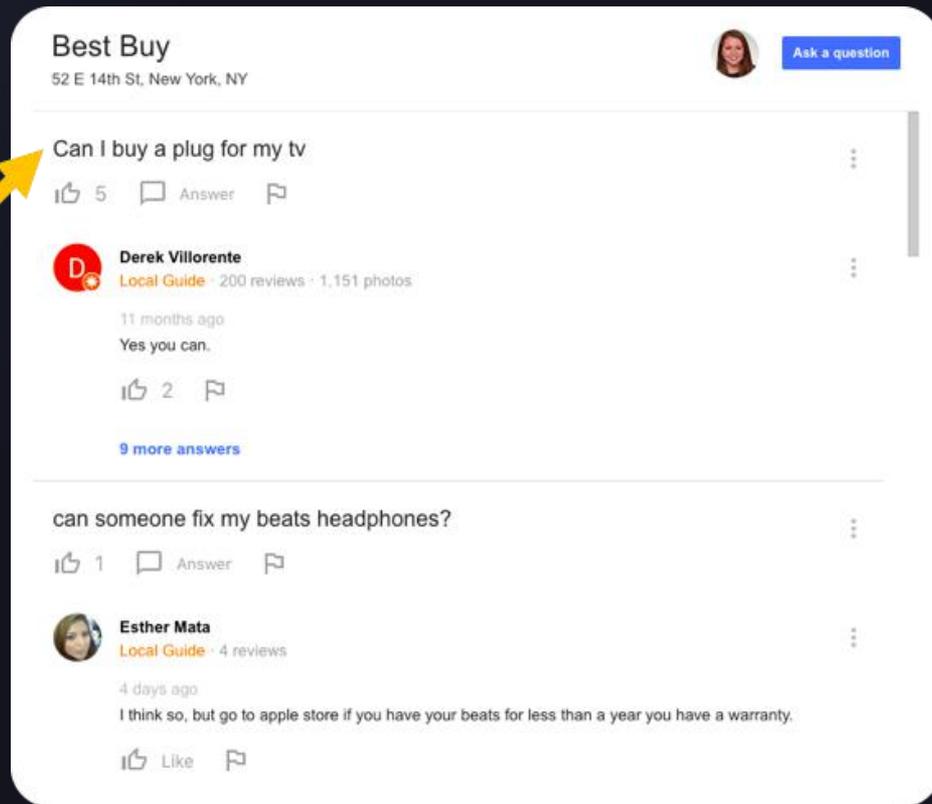
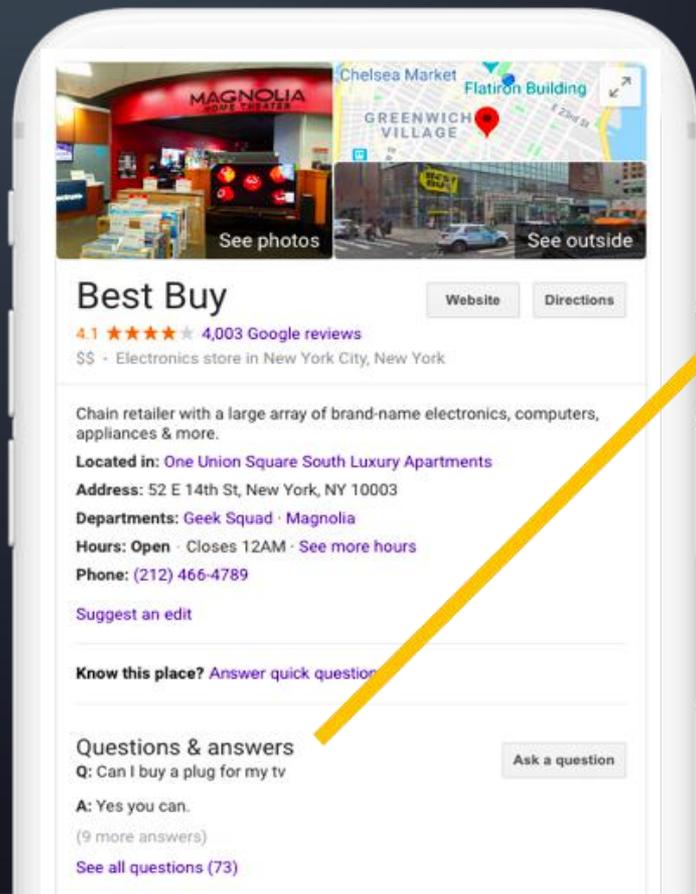
Where can I drink tea in London?

The Best Places To Drink Tea In London

- Yumchaa, 91-92 Camden Lock Place, Upper Walkway West Yard, NW1 8AF.
- ...
- Tea House Theatre, 139 Vauxhall Walk, SE11 5HL.
- Postcard Teas, 9 Dering Street, New Bond Street, W1S 1AG.
- Twinings Tea Shop & Museum, 216 The Strand, WC2R 1AP.
- The Gallery, Fortnum & Mason, 181 Piccadilly, W1A 1ER.
- Good & Proper, 96a Leather Lane, EC1N 7TX.



Google Q&A





Carrier 12:00PM 100%

Hey Siri, where's my brand?
Tap to Edit

Brand • 1.0 mi
★★★★ (123 on Yelp) • \$\$
10AM - 8 PM

Directions
20 min walk

+1 (123) 456-7890

brand.com

BRAND ABOUT LOCATIONS EVENTS

Placeholder text for a laptop screen showing a website layout.



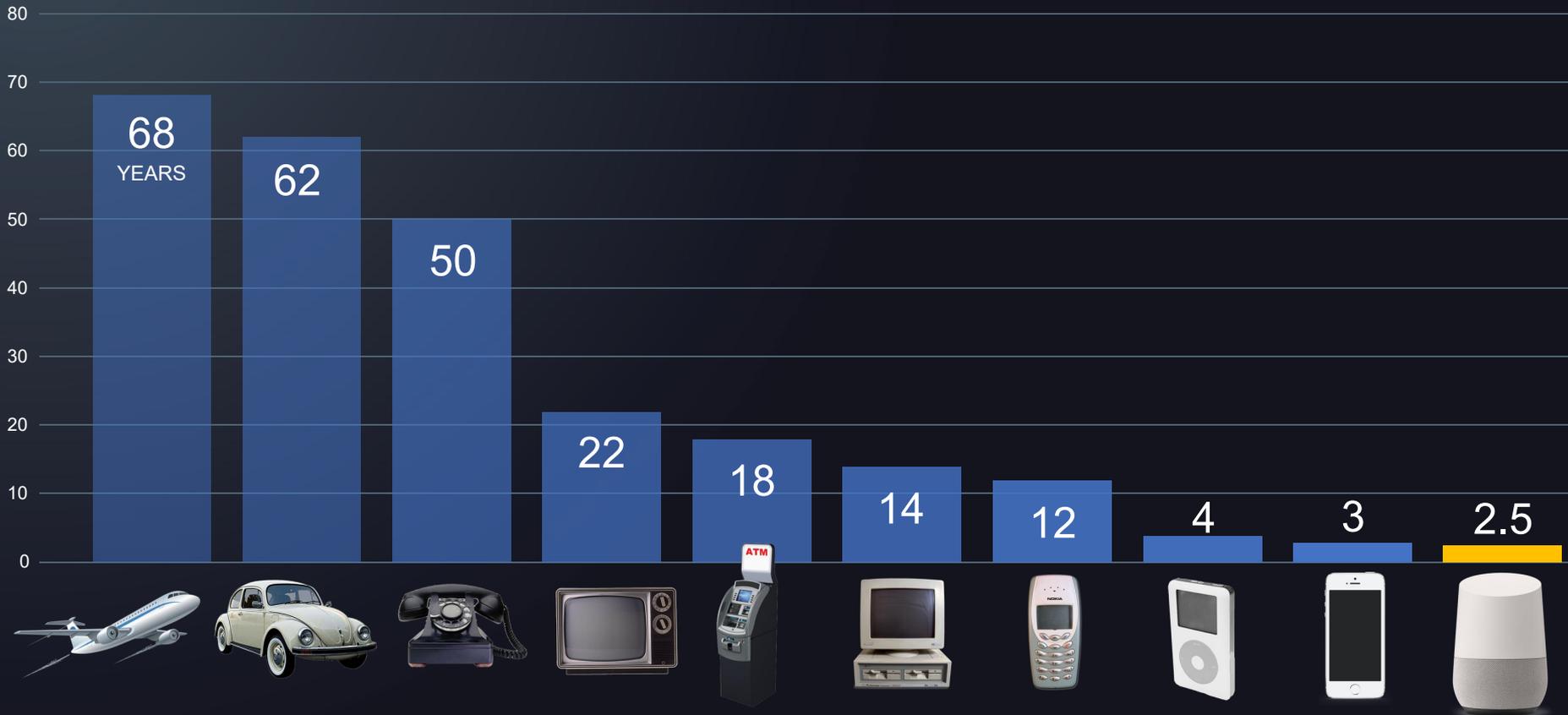
“Siri has now passed the **500 million** monthly user mark. This figure is set to grow exponentially by end of 2019.”

Apple CEO, Tim Cook



The smart speaker is the fastest growing technology ever.

Years to reach 50 million users



Maintenance



Trends



Entertainment



Calling



Room Service



Weather



Requested Items



Cleaning



amazon

Alexa, open Domino's and place my Easy Order







GREGG'S



GREGG'S

THE CENTRE

NEW IN THE THE CENTRE
BALANCED CHOICE BAKES



Freshly baked savouries



FLAT WHITE



Enter Opening Hours

GREGG'S

BALANCED CHOICE BAKES



131

Cl

Specialise in

optima



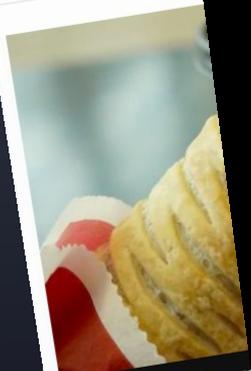
Shellac
ONLINE



Vegan Core

Greggs: How its vegan sausage roll stormed social media

By Jamie Robertson
Business reporter, BBC News
11 January 2019



Gregge - getting a taste for veg



Greggs' sales top £1bn as vegan customer numbers

The bakery chain posted a 15 per cent rise in pre-tax profits to £82.6m in 2018

Baker hails 'extraordinary' level of media coverage surrounding its new meat-free range

Ravender Sembhy | Thursday 7 March 2019 16:19 |



Vegan sausage roll success boosts Greggs' profit

UK bakery chain expects higher full-year earnings after 'exceptionally strong start'



A vegan sausage roll from Greggs, which spent between 12 and 18 months developing the Quorn-based product © FA

Greggs Vegan Sausage Roll Hits Shelves After More Than 20,000 People Signed PETA's Petition



Posted by [Priya](#) on January 2, 2019 | [Permalink](#)

Greggs is launching a vegan-friendly version of its most iconic product – the sausage roll.





Greggs ✓

@GreggsOfficial



Replying to @piersmorgan

Oh hello Piers, we've been expecting you

♥ 146K 6:14 PM - Jan 2, 2019

💬 21.6K people are talking about this



HEADLINES [Rekorderlig Cider is going 100% vegan in time for summer](#)

[Recipes](#) [News](#) [Nutrition](#) [Fitness](#) [Beauty](#) [Lifestyle](#) [Magazines](#) [Subscribe](#) [Ad](#)

[Home](#) [Animal Impact](#) [City Guides](#) [Fashion](#) [Vegan Basics](#) [Eating Out](#) [Competitions](#) [Dating](#) [Contact](#)

Published On: Thu, Jan 10th, 2019

News | By [VeganFoodAndLiving](#)

Greggs is releasing the vegan sausage roll in all 1,800 stores thanks to huge demand

Gregg's vegan sausage roll has proved so popular with vegans and non-vegans alike (with the exception of Piers Morgan!) that the bakery chain will be rolling the product out to over 1,800 stores across the UK.





Very popular sausage: The infamous vegan sausage roll will soon be available across the country ()

RESTAURANTS

Greggs vegan sausage roll to launch in all UK stores

AILIS BRENNAN

Tuesday 12 February 2019 18:25



most popular
May writes to EU leaders and begs for 'short' Brexit extension

Greggs has announced that its hugely popular – and somewhat controversial – **vegan sausage roll** will be available in every single one of its UK stores from next month.

This means that **vegans**, or just the curious, will now be able to pick up the snack at 1,950 locations across the country, following its wildly successful launch at the beginning of January in 950 stores.

An additional 250 shops a week will start selling the animal product-free pastry until Friday March 8, when every Greggs in the country will stock the "sausage" roll for the first time.

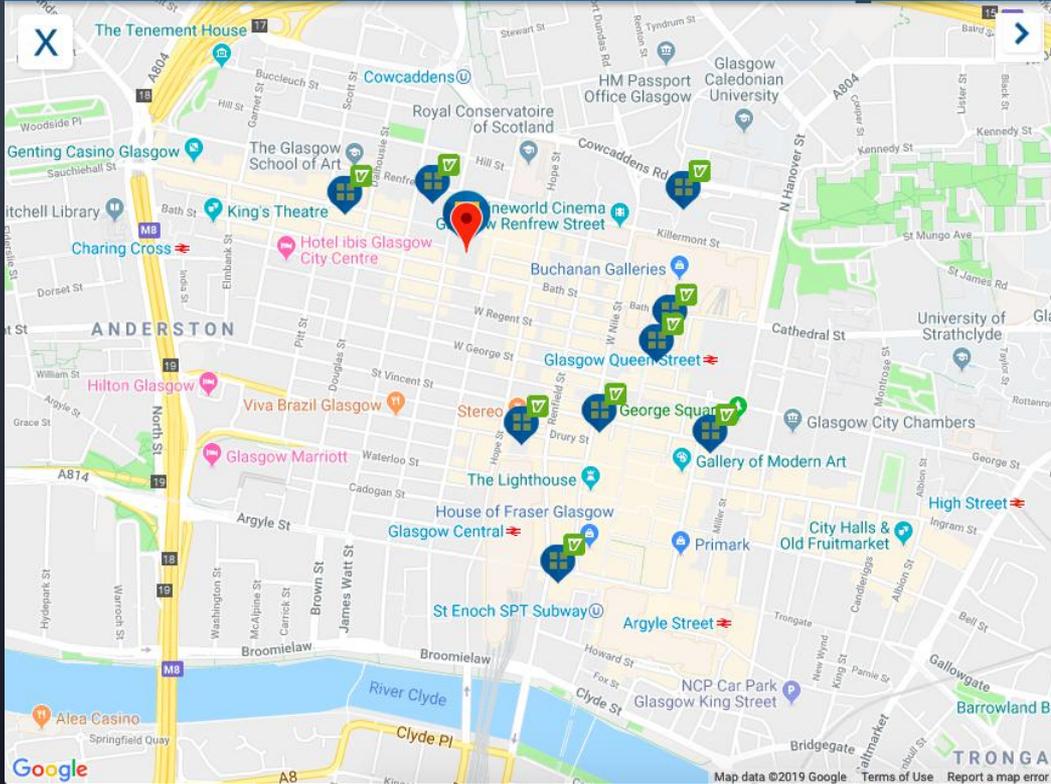
NEW
VEGAN
SAUSAGE
ROLL
FINDER 



USE MY CURRENT LOCATION

--- OR ---

Enter a location or postcode... **SEARCH**



Glasgow, U24 Sauchie 0.01 miles

Sauchiehall Street, G2 3ER

GET DIRECTIONS

Glasgow, 19 Cambridge St 0.08 miles

19 Cambridge Street, G2 3DX

01413324493

GET DIRECTIONS

Glasgow, 279 Sauchiehall St 0.17 miles

279 Sauchiehall Street, G2 3HQ

01413328983

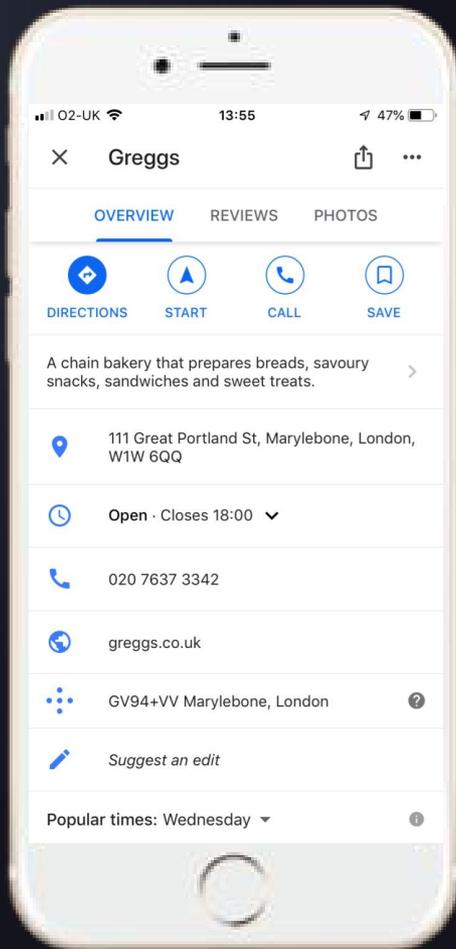
GET DIRECTIONS

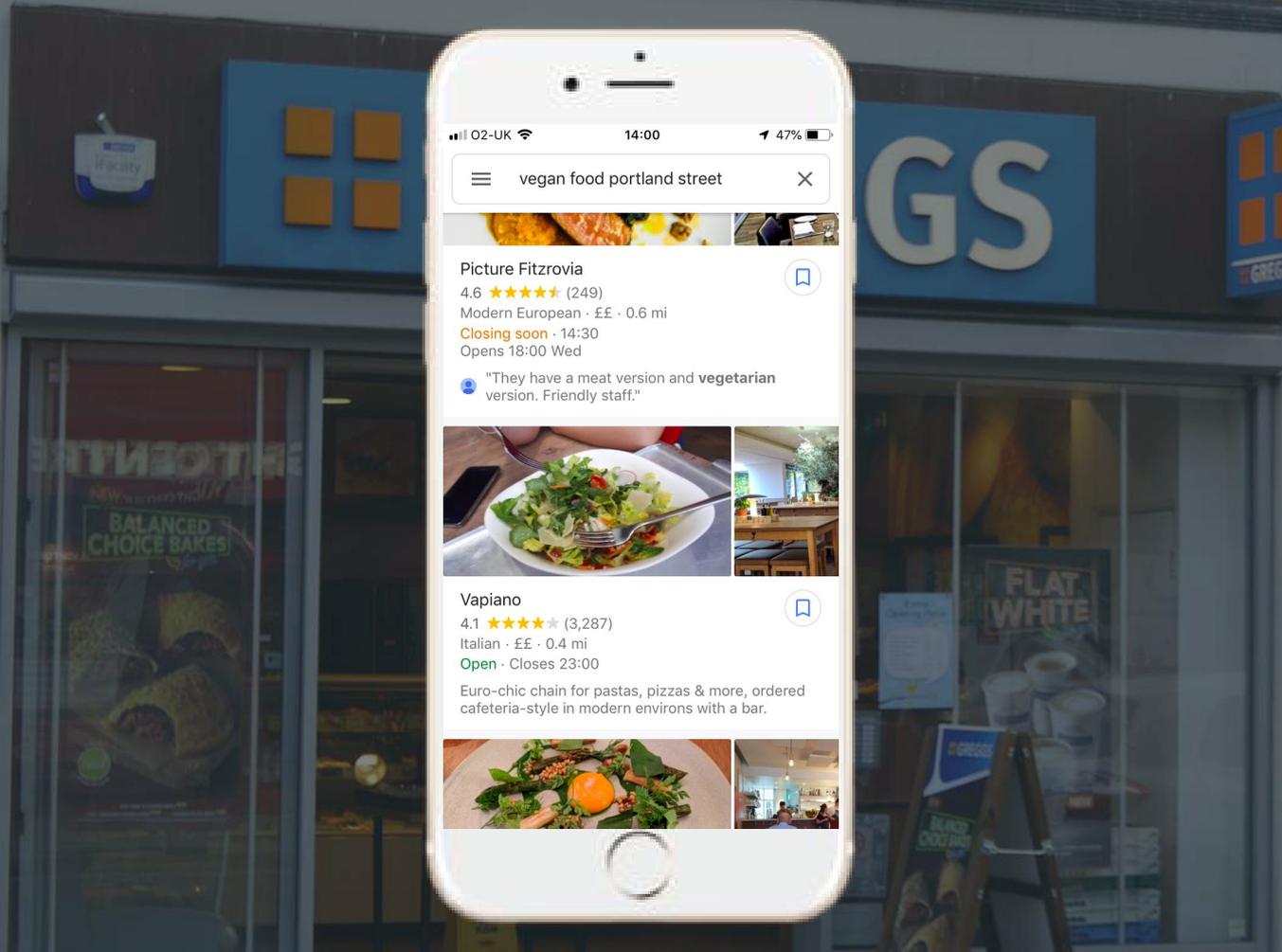
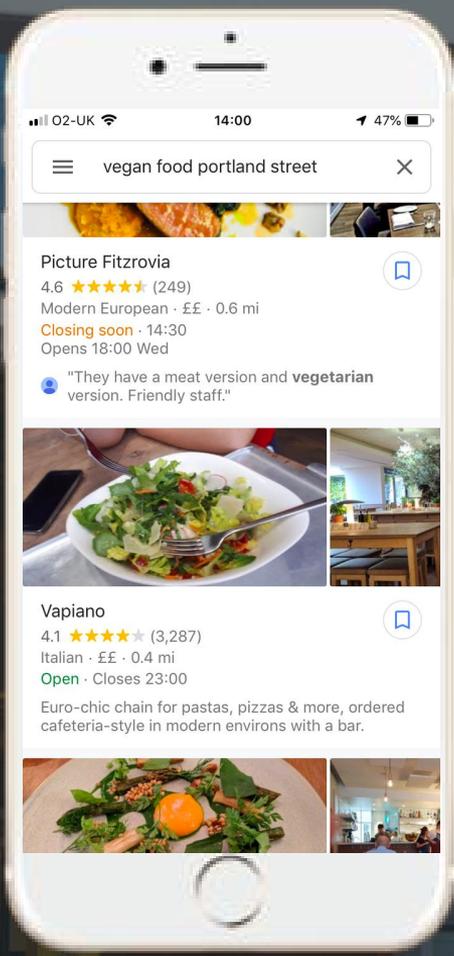
Glas Gordon St 0.27 miles

64 Glasgow, G1 3RS

01412042101

GET DIRECTIONS





Demo

Alexa enabled AI Cube



Three Omnichannel Innovations

- **Three Local !**

- **Local Search
Optimisation & Review
Management**

yext

Three Live

On-Site Broadcasting



Three Store Now

**Connecting Online
shoppers with Retail
Advisors**

Hero.

Three Local



yext

Three Local Goals

Business
Priorities

Control Brand & Data
everywhere online

Drive more customers
into stores

Understand what
customers are saying
about Three

Impact

Customer Experience

Drive Traffic

Best Loved Brand

Results

- Launched on 11th June 2018
- Currently 14,512 Listings live across Knowledge network

- Google Customer Actions increased Average of 26% YoY since launch

- Average star rating increased from 4.1 to 4.2
- Sentiment analysis



What's next with Yext?

- Pages

- Events

Three Live





Search Google or type a URL

-  Hero Analytics
-  Login
-  Three
-  Login
-  Google Maps
-  Sign In
-  intranet.three.c...
-  YouTube
-  Facebook
-  Add shortcut



iPhone



iPhone



iPhone



iPhone

iPhone



iPhone



phone



iPhone



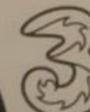
iPhone

iPhone



iPhone

iPhone



iPhone

Phone on the Best Network for Data

Phone on the Best Network for Data

one



iPhone on the Best Network

Les Paul Guitars.

First sold by the Gibson Guitar Corporation in 1950, the Les Paul designed by Paul McCartney, and the first time with two front and two rear pickups. The Les Paul is one of the best-sounding electric guitars in the world.

Initially thought of as a hollow-body electric guitar, the Les Paul was redesigned into a solid-body design in 1952. The Les Paul design continued until 1962, but continued as a separate guitar: the traditional single cutaway, a top body style was reintroduced.

The Les Paul has been continually produced in our finest vintage editions since. From the Les Paul McCartney, Jerry Garcia, Les Paul, Peter Dinklage and Eric Clapton.





For the swipers, the
tappers, the tweeters
the whatsappers.

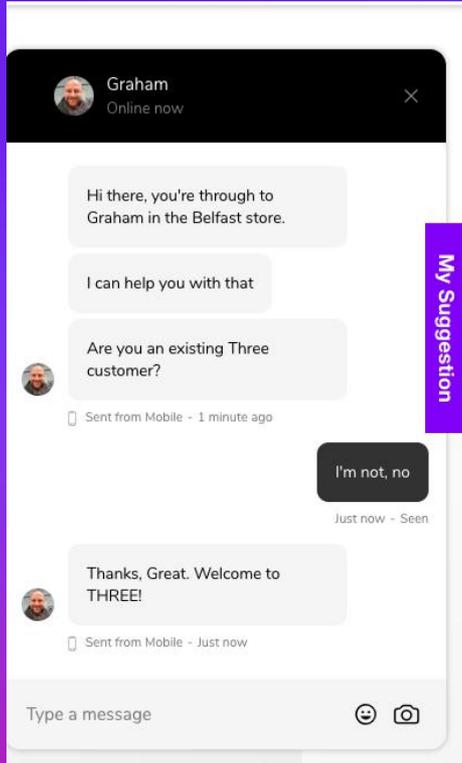
The geeks, the
chics and all you
data lovers.

Business
the Best

Three Store Now



Three Store Now



Customer

Connecting Retail Advisors with customers via chat, just like they do in store.



Advisor



11 Pay Monthly iPhones available

Get free next working day delivery on all phones

Filter By Hide

Contract type ^

- Pay Monthly
- Pay As You Go

Selected: Apple X Clear all filters

Available with AirPods or Beats Solo 3

Manufacturer ^

- Alcatel (0)
- Apple (11)
- BlackBerry (1)
- Google (2)
- Honor (6)
- Huawei (6)
- LG (1)
- Motorola (0)
- POCO (0)



Apple iPhone XR



Available from
£99 upfront | £42 a month

Save up to £192

Available with AirPods or Beats Solo 3



Apple iPhone Xs



Available from
£99 upfront | £ a m.

How can we help you today?

Live chat with us now.

Live chat with your local in-store expert now using our Three Store Now service.

Watch a live product demo

Find the right deal for me

Get customer service support



11 Pay Monthly iPhones available

Get free next working day delivery on all phones

Filter By Hide

Contract type ^

- Pay Monthly
- Pay As You Go

Manufacturer ^

- Alcatel (0)
- Apple (11)
- BlackBerry (1)
- Google (2)
- Honor (6)
- Huawei (6)
- LG (1)
- Motorola (0)
- POCO (0)

Selected: Apple X Clear all filters

Available with AirPods or Beats Solo 3



Apple iPhone XR

Available from £99 upfront £42 a month

Save up to £192

Available with AirPods or Beats Solo 3

Chat to an advisor

How can we help?

Hi, I'm looking to get the iPhone X on contract and would like some help choosing the right deal.

Just now - Not seen yet

Type message

Shopping
Events

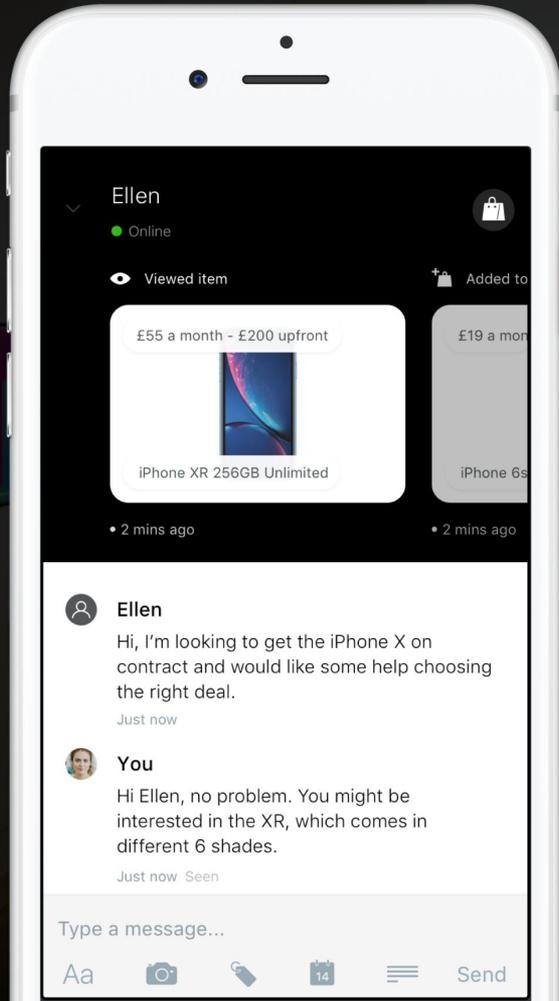


Photo
& Video



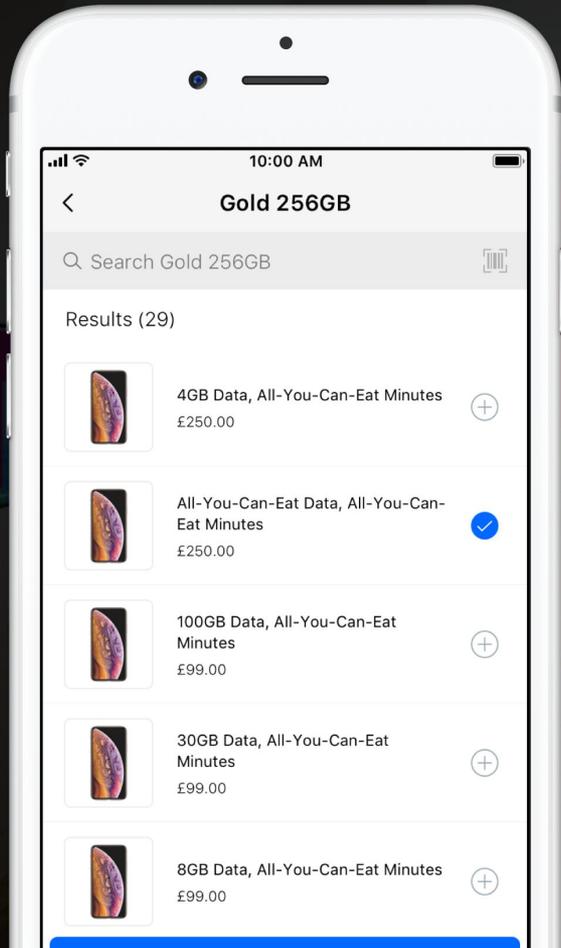
Great, I love the yellow one.
What is the camera like? I take
a lot of photos on my phone
and would love to upgrade to
a better camera.



In that case I'd recommend the
iPhone XS. It has an impressive
12MP dual-camera and a
gorgeous OLED screen to best
show off your photos.



Catalogue



£82 a month - £250 upfront



iPhone XS Gold 256GB Unlimited

Recommended by Emma

Amazing, thanks. I'd love to have a closer look at the new features.



Sure, I can give you a showcase over live video if you like?

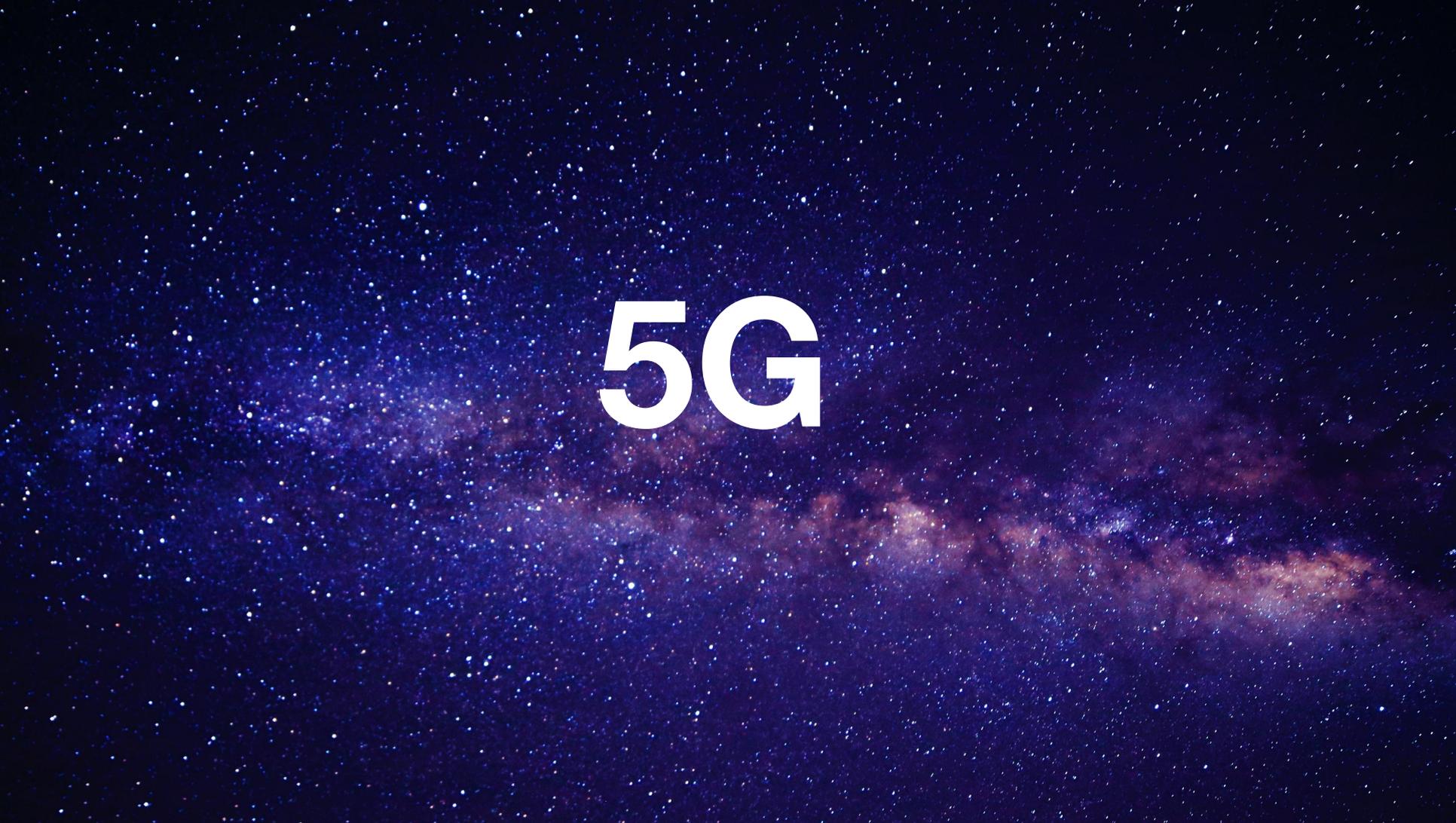


Product Cards



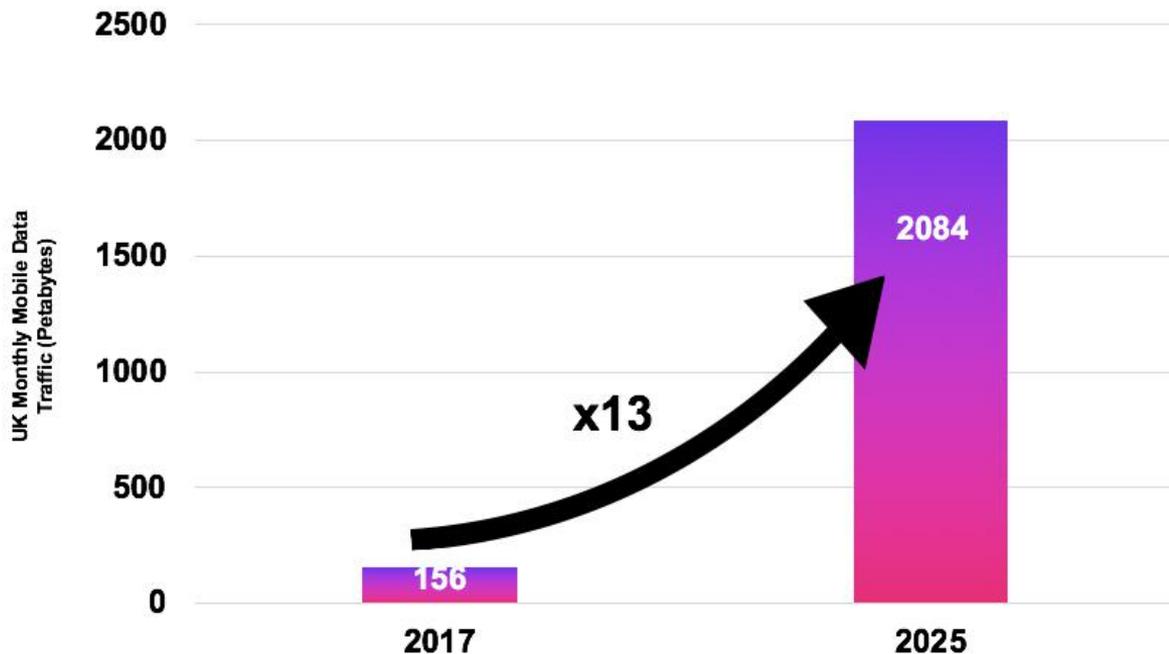
What's Next?



A deep blue and purple starry night sky with a prominent galaxy or nebula in the center, serving as a background for the text '5G'.

5G

Customer demand for mobile data



Source: Ofcom's Mobile Data Strategy, June 2016

At current Ofcom projections, an average Three UK customer will use

90GB

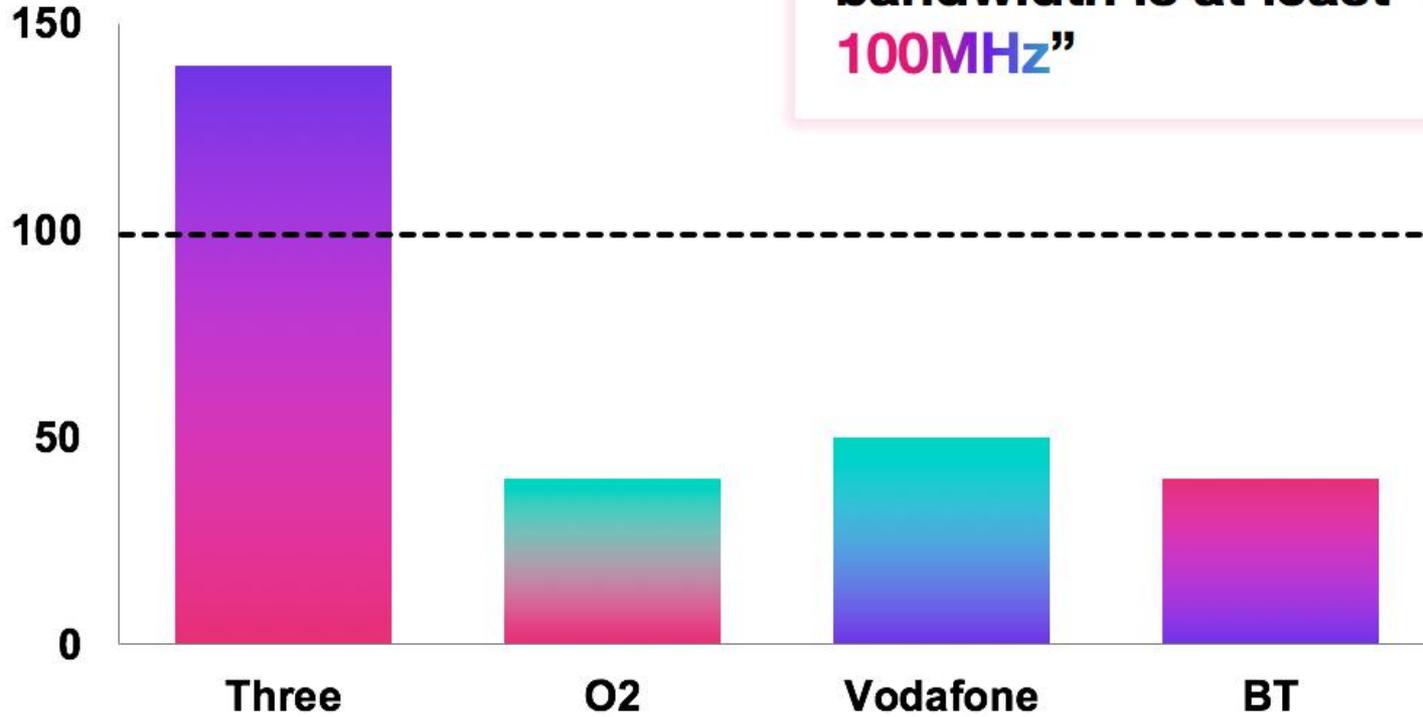
per month by 2025

5G will enable an explosion in data consumption



5G Gold Standard

“The requirement for bandwidth is at least **100MHz**”







HIBERNIAN F.C. PROGRAMME

Vol. 6 No. 42

MONDAY 21st MARCH 1955

Kick-off 7 p.m.

Floodlight Challenge Match



Photo by "Scottish Daily Mail"

HIBERNIAN *VERSUS* 6^D
ARSENAL





Closing Slide

yext



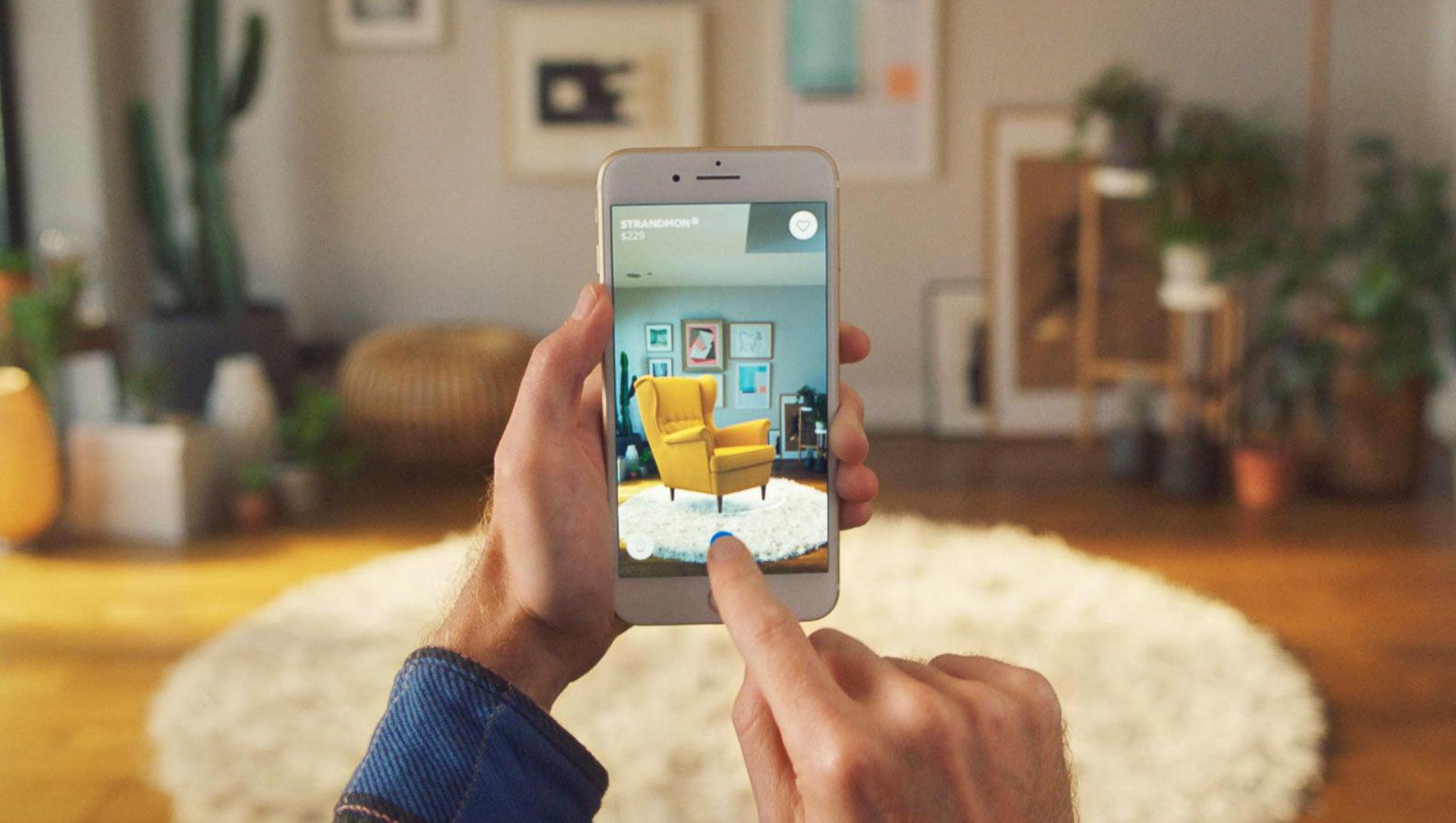
Experiential Retail and In-Store Tech











STRANDMON®
\$229



IKEA

Home furnishings

CHARGING STATIONS



Family friendly parking



