

Phase5[®]
SMARTER TOGETHER.



London

Stock Exchange Group

Reuniting with the X:

How to Deliver a Winning Experience Across Channels and Constituencies

Who we are



Partner, Head of
Experience Design

Phase 5



Director of Digital
Experience

LSEG



Phase 5 – LSEG

Studies we are drawing upon

- Market Assessment | Competitive Landscape
- Product and Solution Innovation
- User Experience – *ongoing research*
- Customer Experience – *special analyses to support tracking*
- Employee experience – *foundational international study after COVID – 19*

LSEG

FTSE Russell

LCH

London Stock Exchange

Refinitiv

23,000 people operating
in **70** countries

Serve **40,000** customers
across over **190** countries

“

With LSEG's unique positioning across the whole financial markets value chain, and our leadership role in enabling sustainable economic growth, we now provide a compelling proposition for all our stakeholders.

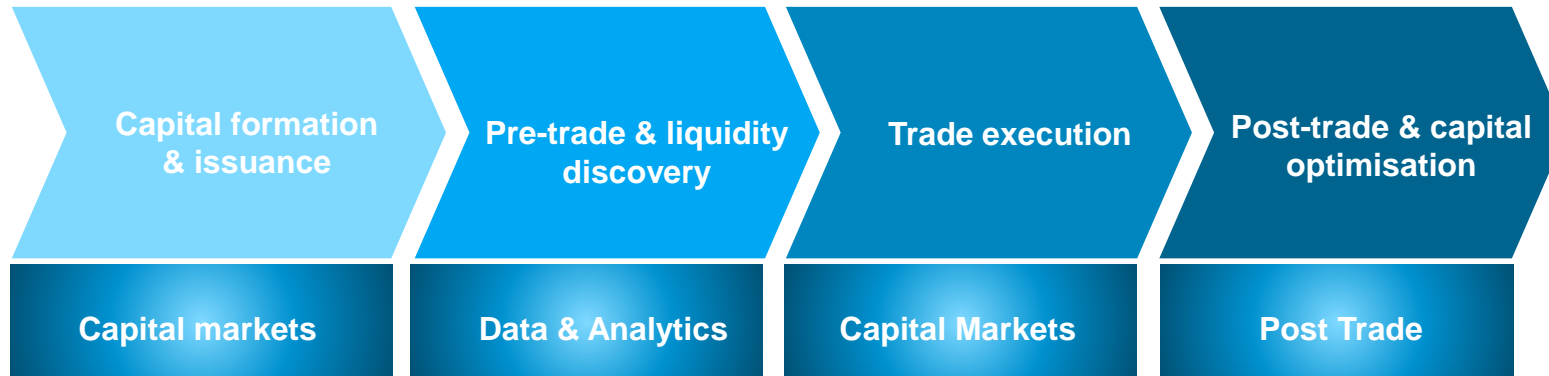
- David Schwimmer Chief Executive Officer*

Whose X are we talking about?

(When we talk about X at LSEG)

All 30 of the world's largest banks by assets use LSEG data

All 10 of the world's largest asset managers by AUM use LSEG data **



- Customers inhabit a wide range of job functions – from strategy and governance to investing
- Some use one-off products, others have a daily relationship with our solutions
- Our employees are users of our services – directly (e.g., MyRefinitiv) and indirectly, as consumers of financial and media services
- A customer might be an individual and an organization – and there might be discrete interactions at different points of the customer journey between LSEG and separate individuals from the same organization (e.g., someone from Strategic Sourcing, and someone from the Trading desk) who do not share their experience with each other

** LSEG Annual Report 2021

Customer Journey

Interest
&
Exposure

Evaluate

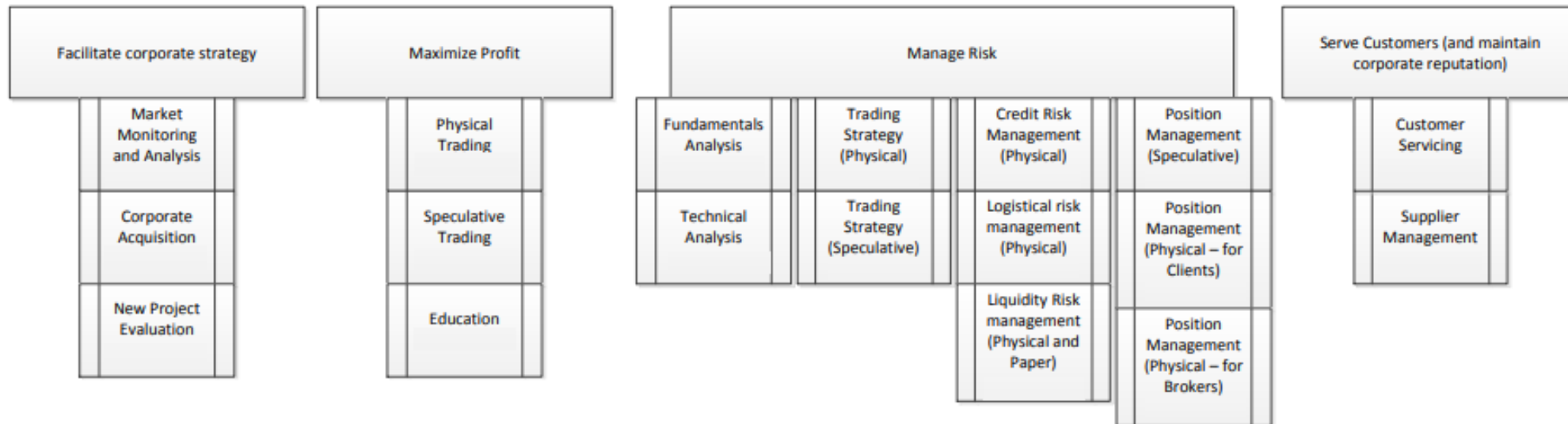
Purchase

Usage
&
Support

Let us focus on a key target audience:

Commodities Traders

Strategic Objectivities and Attendant activities

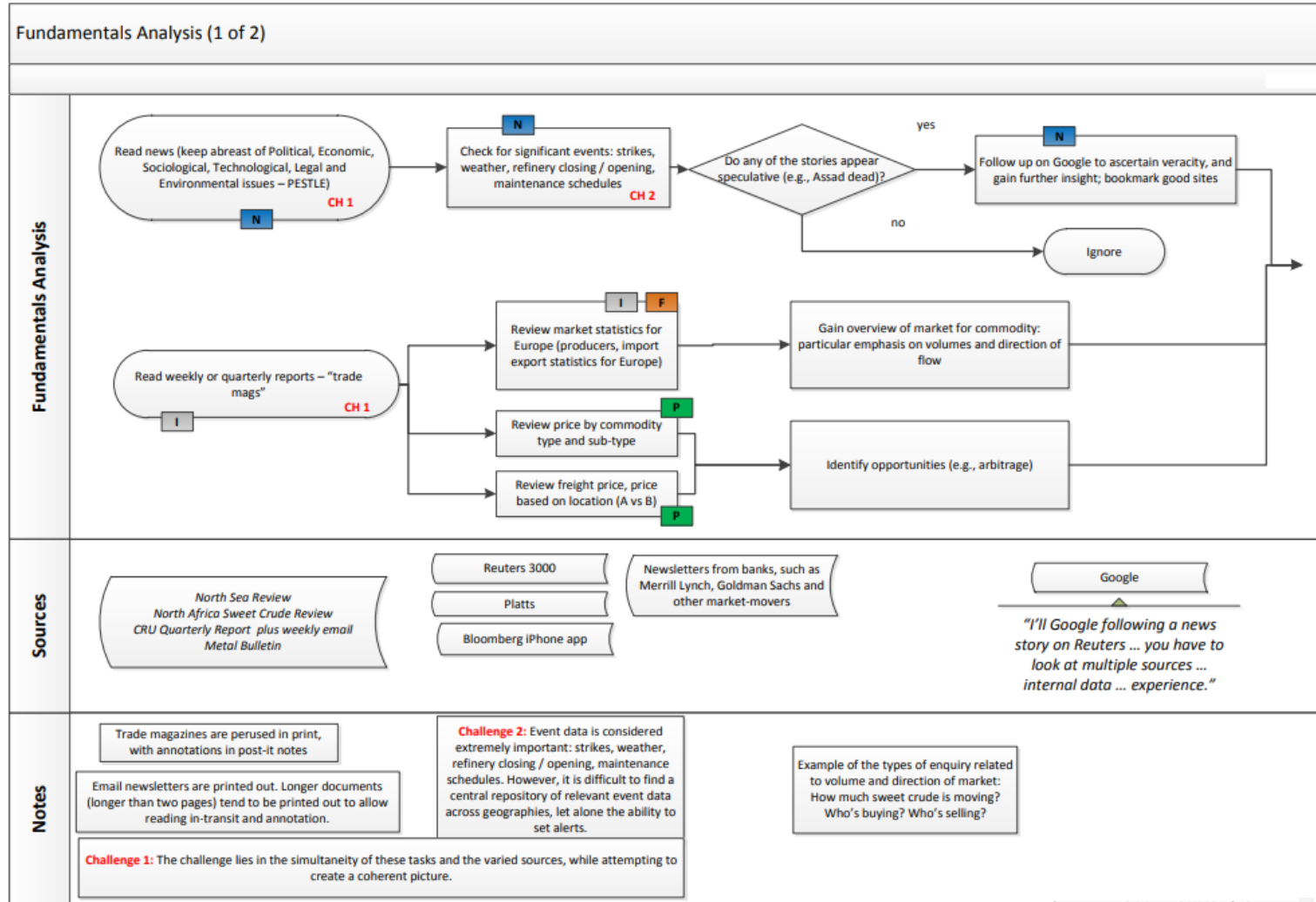


... and zero in on one particularly important activity:

Fundamentals Analysis

Fundamentals Analysis:

Workflow and challenges (1/2)

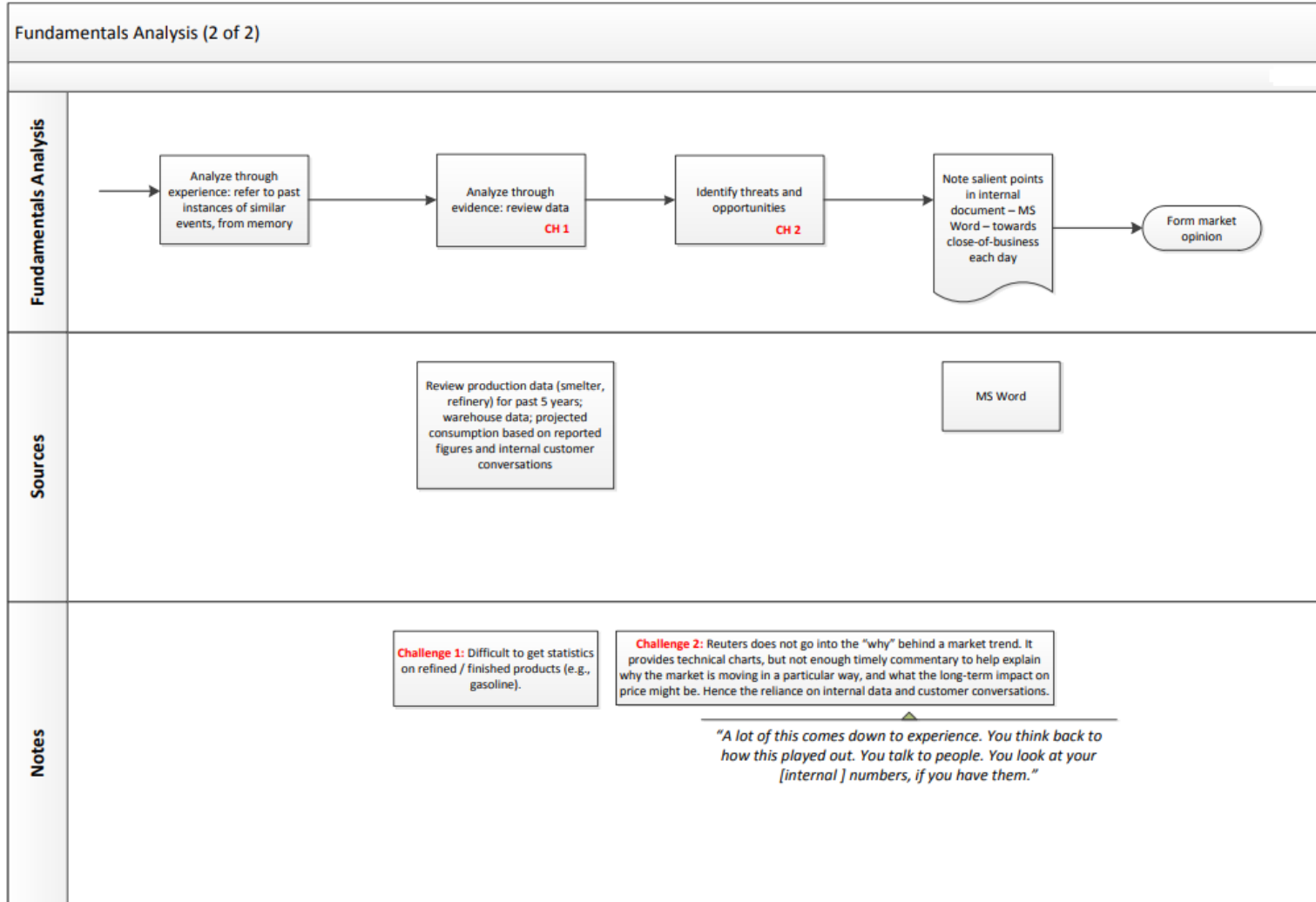


Key challenge 1

- 1 Simultaneity of tasks and varied sources while trying to create a coherent picture
- 2 Event data is considered extremely important: strikes, weather, refinery closing / opening, maintenance schedules. However, it is difficult to find a central repository of relevant event data across geographies, let alone the ability to set alerts

Fundamentals Analysis:

Workflow and challenges (2/2)



Key challenges

- 1 Difficult to get statistics on refined / finished products (e.g., gasoline).
- 2 Market data tool does not go into the "why" behind a market trend. It provides technical charts, but not enough timely commentary to help explain why the market is moving in a particular way, and what the long-term impact on price might be. Hence the reliance on internal data and customer conversations.

A winning experience to meet challenges

Two of the four key challenges identified in the workflow analysis ...

Building blocks of Experience

Simultaneity of tasks and varied sources while trying to create a coherent picture

Difficult to get statistics on refined / finished products (e.g., gasoline).

Strategy

Scope of data to be made available | Commercials | Licensing and usage issues | Compliance | Support (data points from multiple sources might appear to be different, if derived using different parameters, e.g., different values for moving averages)

Common interface for end user and LSEG support (where warranted); Ability to convert each "Support" instance into a learning experience so that end-users leave the session with a fuller understanding of: scope | methodology | functionality | limitations (where warranted)

Scope

Range of data: news, conference call transcripts, weather, shipping, labour news / strike action, regulatory news, commentary

Identification of what is actually relevant to the user's immediate needs – based on behaviour, usage patterns, as well as covenants and contracts
Familiarizing customer support with full range of what LSEG, and a particular customer, has access to

Structure

Ability to link to multiple databases and draw relevant information – both quantitative and natural language data (structured for cross-reference and access)

Using appropriate tagging to structure natural language data
Training customer support on tagging and full scope of data available

Linking across multiple data sources – internal and external
Linking customer support to info re: internal data (date, sources, assumptions, gaps, etc.) – *could be the same as the customer-facing solution, which converts a "help" session into "training"*

Skeleton

Visual affordances to inform user of contextual availability of multiple sources

Using UX protocols consistent with other peer offerings
Using anticipatory UX to call user's attention to contextual info | training customer support

Differentiating between LSEG and non-LSEG data – within an LSEG CX framework
Providing appropriate customer support (e.g., on methodology questions) on LSEG data, and language for handling requests about non-LSEG data

Surface

Coherent display of information from multiple sources from single point on interface in a way that aids insight

Contextual, from chart, with attendant editorial functionality (e.g., export)

Showcasing links to wide range of sources – including external to LSEG
Access to methodology notes, where warranted – for both Employees and End Users

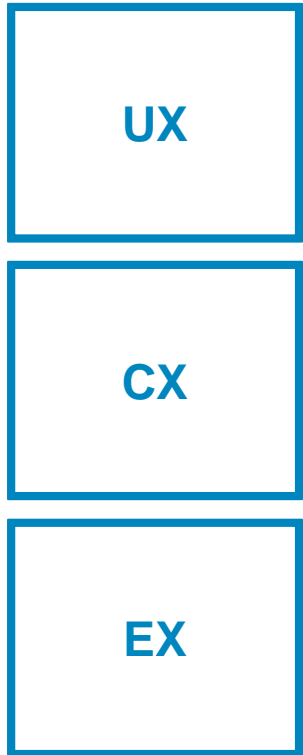
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Why is this important? In recent years, our customers have seen working **patterns change dramatically**, accelerating the use of **new technologies** that improve how quickly and how efficiently they can operate. Customers are looking for **fewer but deeper relationships** with suppliers to **reduce complexity and cost**. By offering the data and solutions our customers need, at scale and across a range of distribution methods (desktop, cloud, direct data feeds), customers increasingly turn to us when accessing financial markets.*

* LSEG Annual Report 2021

* LSEG Annual Report 2021

A few initiatives to reunite with the X



Efficiency



Consolidation of technical stack

Self-serve portal – e.g., MyRefinitiv – used by both customers and employees (to help customers)

Discoverability



Anticipatory interface
Knowledge of end-user (which propels anticipatory interface) adumbrates offline customer interactions

Converting “help” and “support” moments into “learning experiences”:

- Aids customer’s discovery of further features
- Reduces employee / support burden over time and shifts conversation to higher value

Memorability



User-centric design to aid memorability

Memory aids: cheat sheets | bite-sized videos | webinars – *served up contextually as Related Links*

Creating flows that are so intuitive that users do not need to consciously remember the steps – one only recalls the **overall experience**

Accessibility



Anticipating where and how the user will need to access data: devices | locations | limitations (screen size, number of monitors)

Enabling some functionality in the Cloud to enable quick derivation of insight / hypotheses

Inclusivity and local language:

- Which languages to prioritize
- Which materials to translate
- Cultural sensitivities

Forge UI Design System

Employee Experience:

What the global family told us

1

We want the physical office to be a dynamic healthy space we seek with purpose to solve problems and see challenges through new perspectives

2

We wish to safely rekindle our personal connections and sense of belonging

3

We wish to have the right supports in the right place to help us grow and flourish

4





We wish to have seamless infrastructure and support experiences – regardless of the setting

5

We wish to optimize the efficiency of interactions with our customers operating in a digital landscape



UX and CX: Convergent Worlds

	Efficiency 	Discoverability 	Memorability 	Accessibility 
UX Traditional	The user's ability to conduct tasks quickly and with ease using an interface.	The user's willingness to explore and ability to discover the substantive and functional scope and idiom of the application.	The user's ability to remember the substantive and functional scope and idiom of the application.	The user's ability to interact with the application through an interface that allows the maximum number of users to access the application unimpeded, and for users with non-normative needs to use assistive technologies to access the full substantive and functional scope of the application.
UX Future Interfaces	The application's ability to anticipate the customer's need(s) and conduct the task with minimal or no prompting from the user.	The application's ability to identify the appropriate individual (say, among a household or other group) and surface the most relevant content, functionality (or go passive).	The application's ability to learn from the customer, and present them with anticipatory suggestions and prompts – the cognitive load shifts from user to application.	The application's ability to accommodate users with long-term or situational impediments by minimizing formal input / output requirements – e.g., voice-based commands gained traction in the accessibility context prior to mainstream applications.

In conclusion ...

User experience focuses on the individual's interactions with a particular product | service | channel.

The focus is on the human User's ability to adapt to a machine | computer's needs – in other words, *the human is reduced to "user."*

Customer experience focuses on the individual's interactions with a particular brand and on the aggregate experience.

The focus is on the human's needs – in other words, the human is no longer reduced to "user" but is considered in toto.

Thank you!

For questions or comments
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Phase5[®]

