



UNIVERSITY OF AMSTERDAM

# The Next level of Experience

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# **Maturity emerging in customer experience**

- 1. The convenient truth**
- 2. The new science of customer emotions**
- 3. Organizational responses to customer touch points**
- 4. The new elements of value – deliver what consumers really want**
- 5. CE orientation is transformational**

# Articles on Customer Experience

- Rawson, A., Duncan, E. and Jones, C. (2013). The truth about customer experience: Touchpoints matter, but it's the full journey that really counts, Harvard Business Review, September, 2–10.
- S. Magids, A. Zorfas, D. Leemon, (2015), The New Science of Customer Emotions, Harvard Business Review, November 2015.
- Dixon, M. et al. (2010), Stop trying to delight your customer, Harvard Business Review.
- E. Almquist, J. Senior and N. Bloch (2016), The elements of value, Harvard Business Review, September 2016.
- Sriram Dasu and Richard B. Chase (2010), Designing the Soft Side of Customer Service, MIT Sloan Management Review: Fall 2010, Research Feature October 01, 2010

# Next level of technology redefining Customer Experience

## 1. Streamline life

- Amazon Prime – Dash service -  
<http://www.businessinsider.co.id/amazon-launches-dash-in-uk-button-2016-8/#BmwJpUEWBmwU7hx8.97>

## 2. Sharing Economy - Peer-to-Peer

- Lemonade.com

## 3. Behaviour - Every one has willpower

- IvyPark.com

## 4. New rules - new tech impacts customer's belief systems

- Sweatcoin.com

## 5. Human needs count most