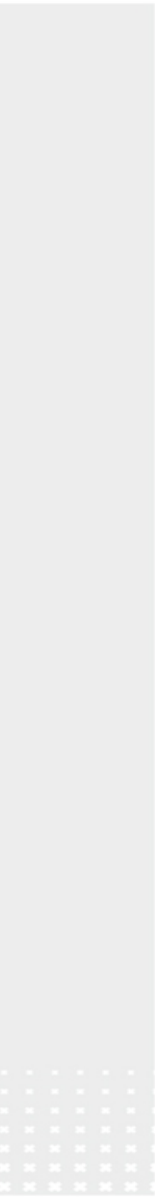
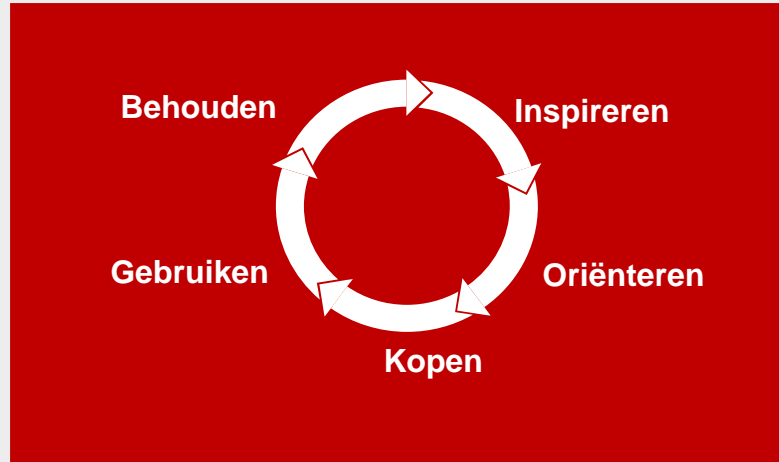


Customer Experience –verleden, heden, toekomst

Prof. dr. Ed Peelen



Waar komen we vandaan?



Grip op klantcontact door focus op inhoud, proces, vorm, klantherkenning, organisatie en aansturing





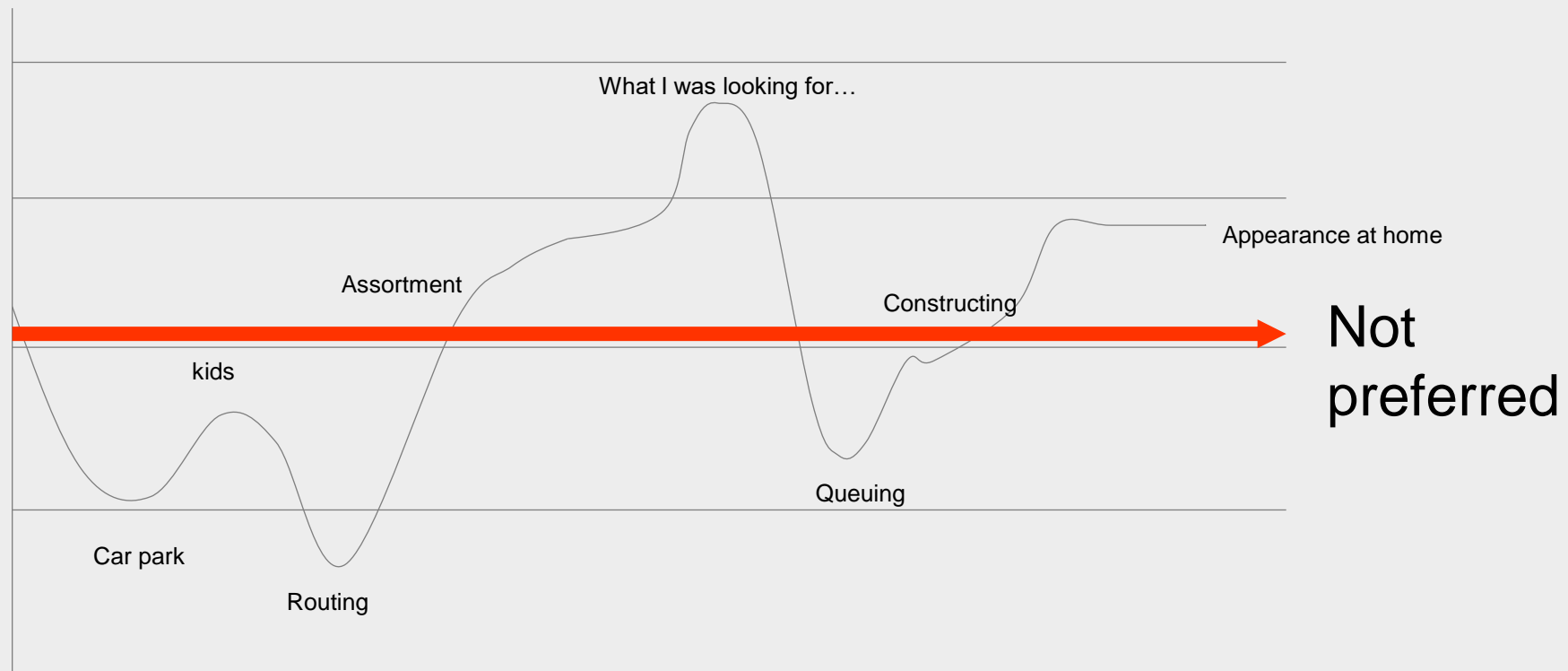
Where we came from?

- *A company ...*
- *Over **83%** of adults in the UK now go online on any device and in any location with over **57%** of purchase decisions made before speaking with an employee of a brand.*
- **96%** of customer journeys don't touch the main brand domain

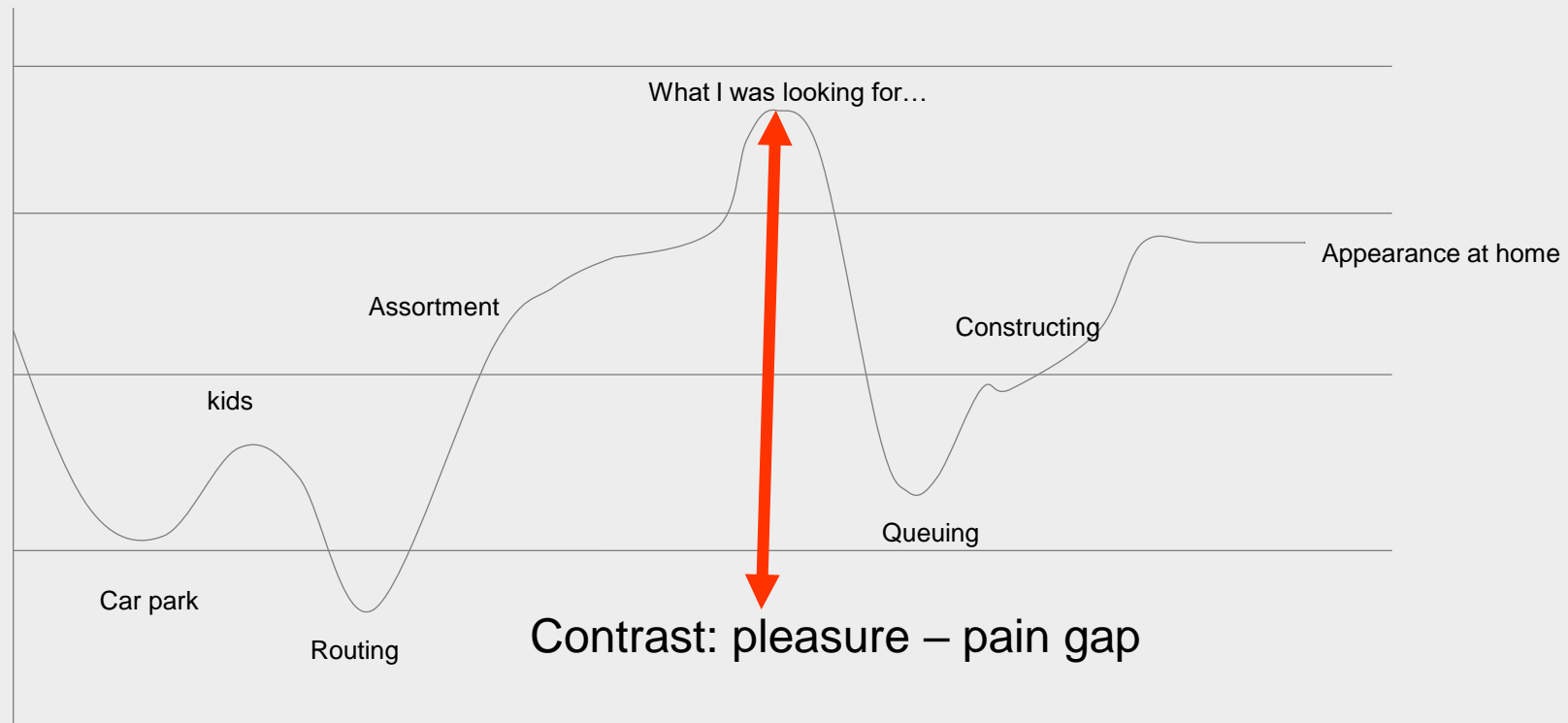


Customer Experience

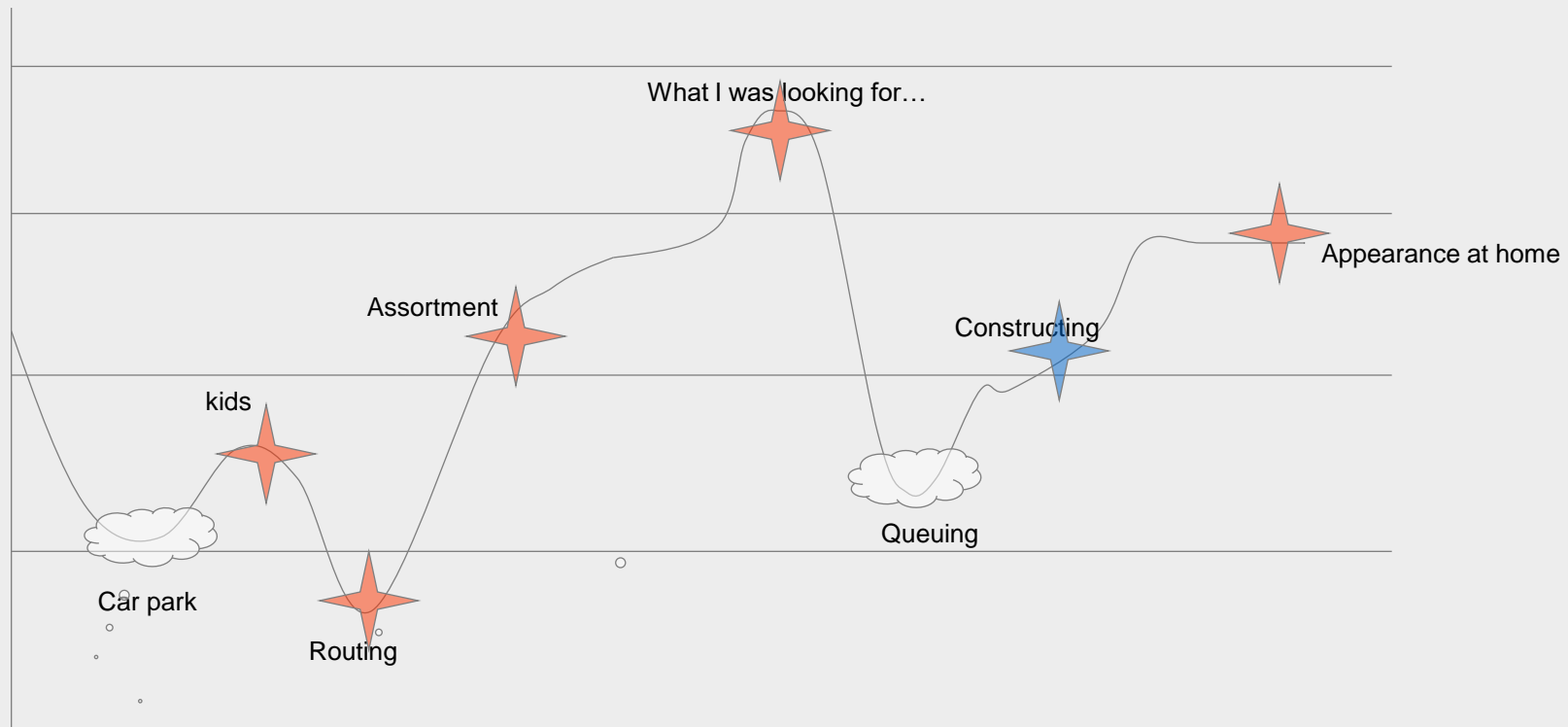
Diary method, participating observation, cameras to register moments of truths, emotion stickers, surveys, etc.



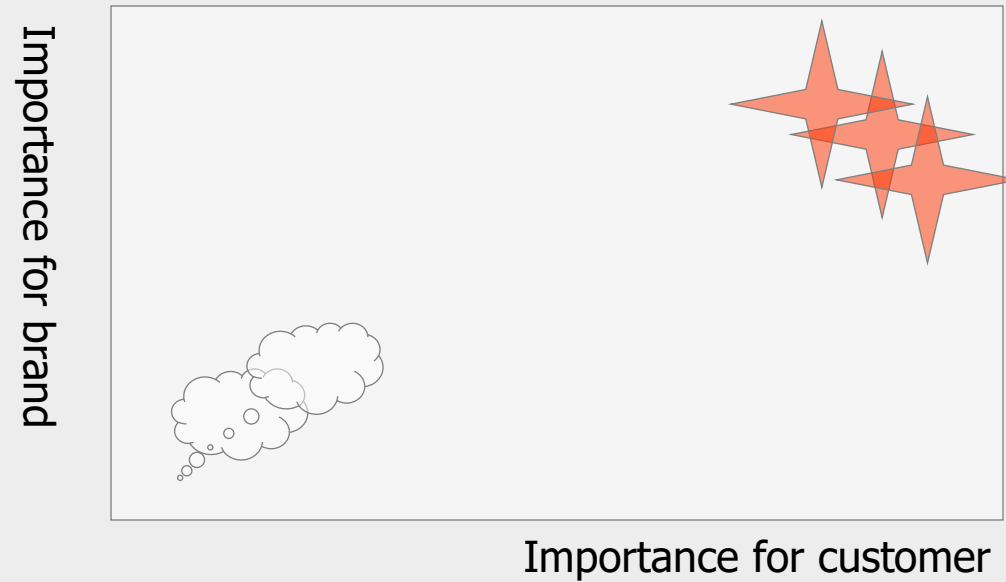
Customer Experience



Customer Experience

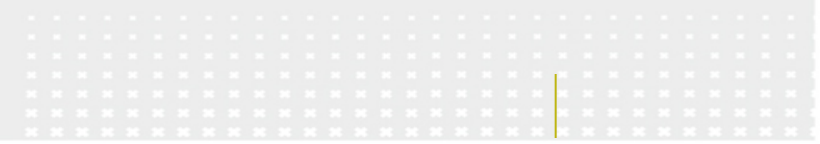
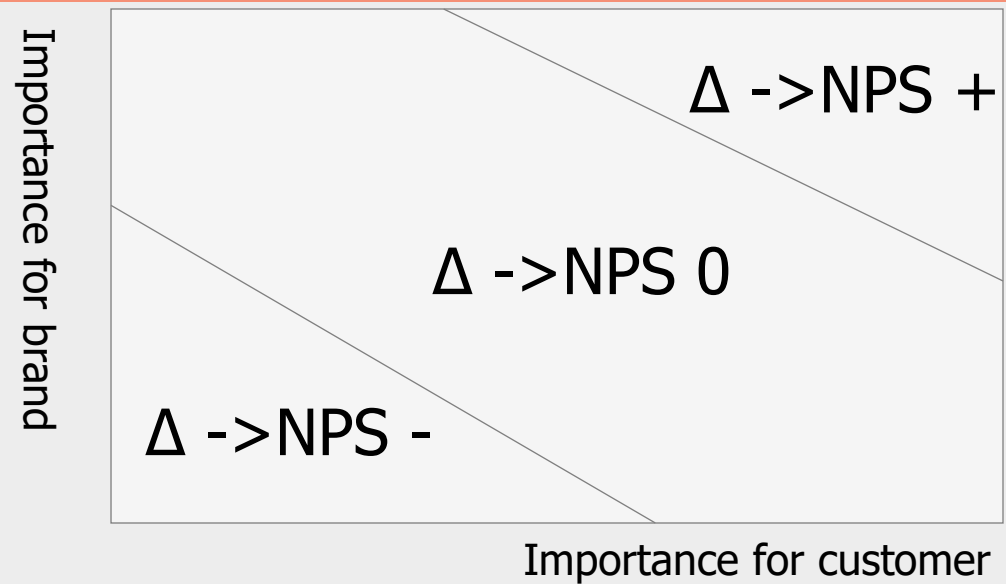


Customer Experience



Customer Experience

NPS = % recommenders - % detractors
 NPS drives revenue growth



NPS and firm value

- 50 organizations, different industries:
average growth rate doubled by improving NPS with 12 points
- Median NPS for 400 service industries: 12%; highest scores \geq 80%

And if you prefer...

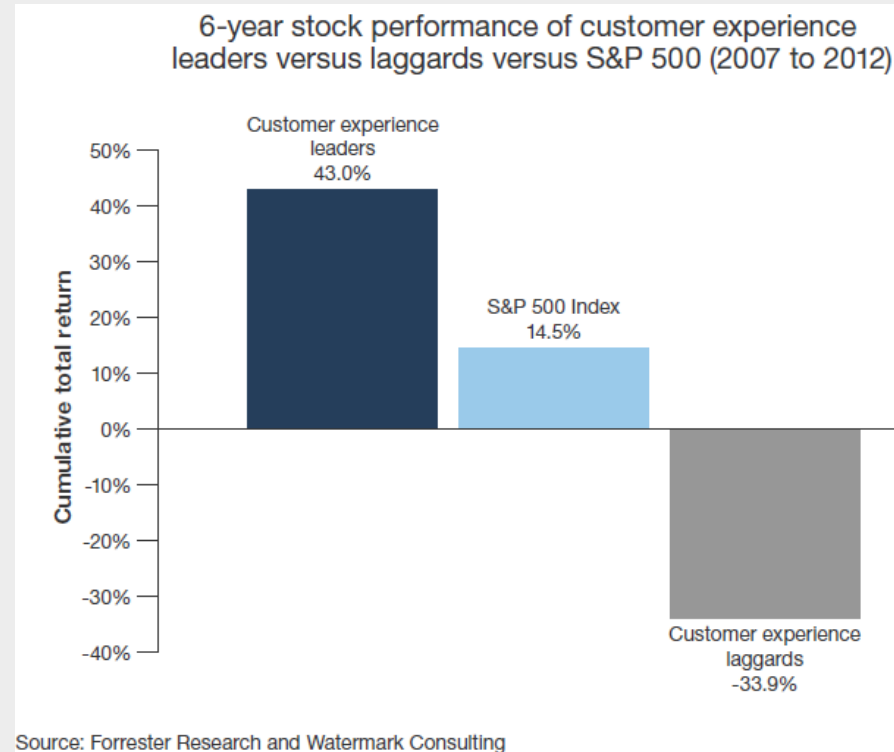
- 1% increase in American Customer Satisfaction Index (ACSI) (0-100 scale) correlates with \$275 million increase in the firm's value (1.016%, on average, measured by Tobin's Q)

Tobin's Q = Market
value/Asset value

Further: Gruca and Rego; Fornell et al; ACSI correlates with Cash Flow, Shareholder Value by reducing variability

Urgence: business case

Customer experience leads to profits . . . if you treat it as a **business discipline**.



Urgence ...

Iedereen vindt Customer Experience belangrijk maar slechts 1 op de 5 bedrijven heeft een gestructureerde aanpak waarbij impact op de klantbeleving de business beslissing bepaalt.



Een maturity stadium

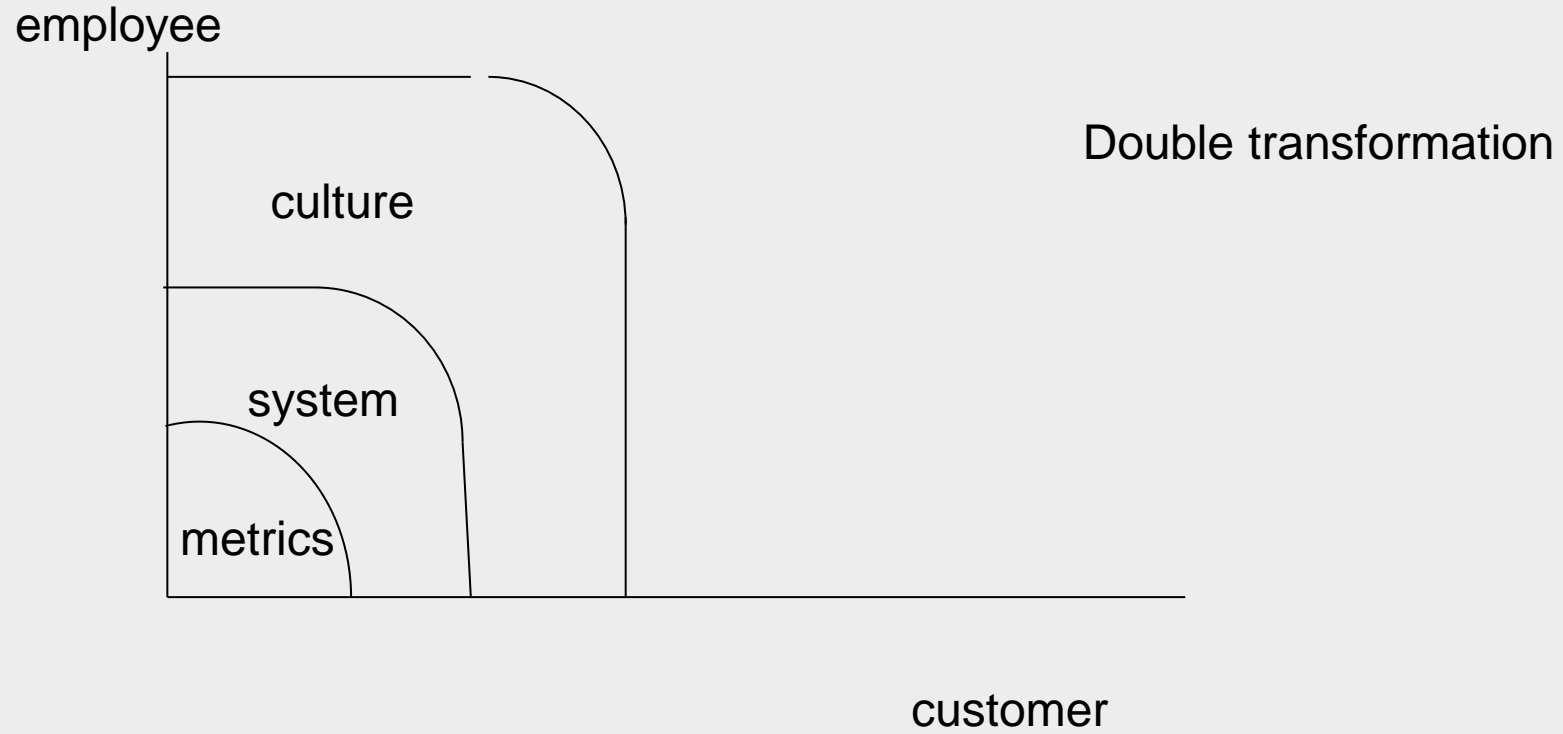
We hebben

- de journeys onderzocht, in processen vastgelegd, klantbeloften geformuleerd, touchpoint eigenaren benoemd, feedback loops ingeregeld, kpi's gedefinieerd...
- enorme sprongen gemaakt, maar nu stagneert het

De volgende stap vraagt wat anders

- Disruptieve technologie
- De menselijke touch: cultuur

The next step



SIGNIFICANCE

Meaning
Status/Identity
Emotion/Lifestyle
Price
Function

DURATION

Initiation
Immersion
Conclusion
Continuation

MEANING

EXPERIENCE

BREADTH

Product
Service
Brand
Name(s)
Channel/Environment
(Space)
Promotion
Price

TRIGGERS

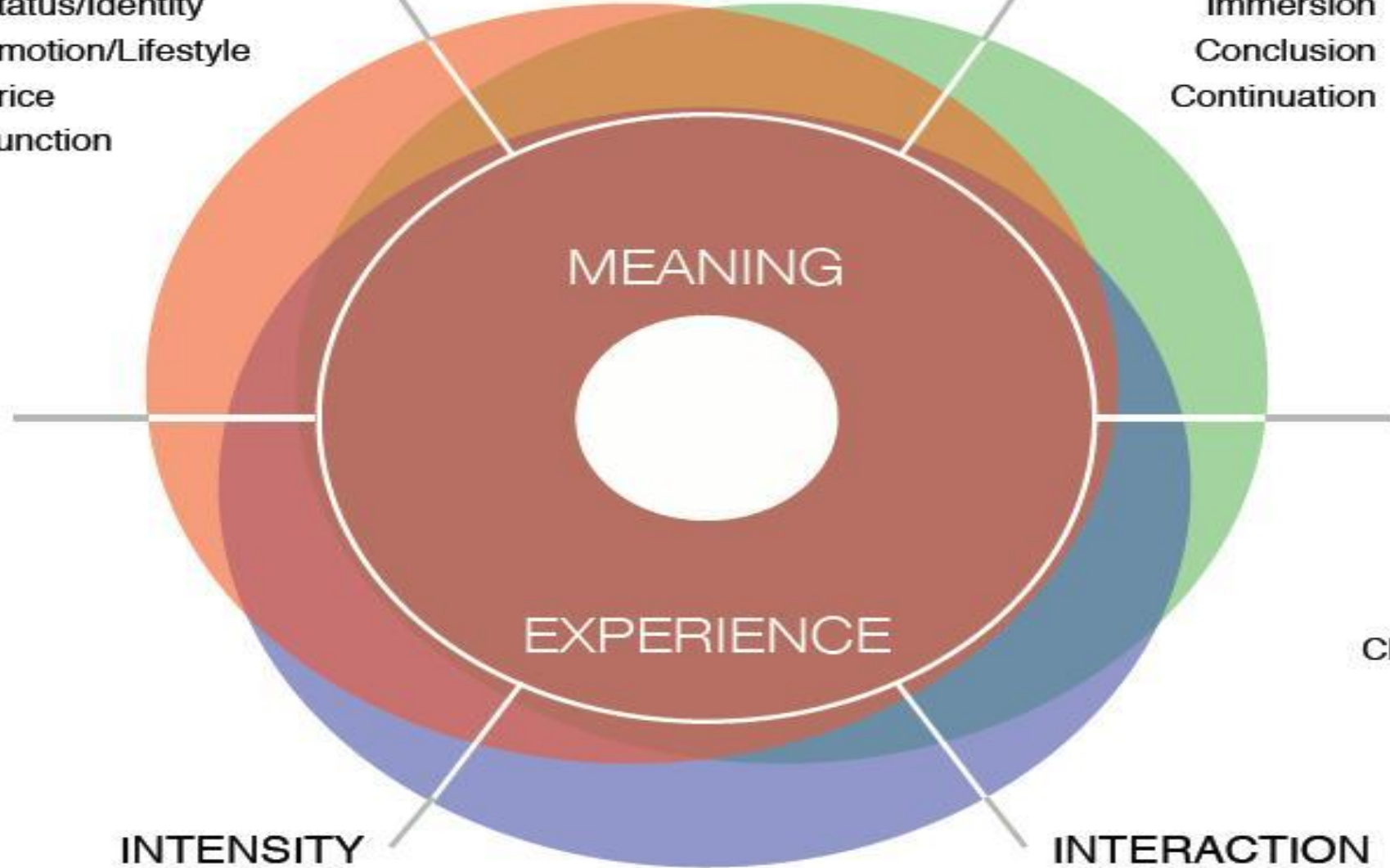
Sight
Sound
Smell
Taste
Touch
Concepts
Symbols

INTENSITY

Reflex
Habit
Engagement

INTERACTION

Passive
Active
Interactive





Sociale interactie

12



To profile

BE PART OF THE SNEAKERS CLASH WALL FREMANTLE

#SNEAKERSCLASHFREQ
TO SUBMIT YOUR PIECES

SHOES ARE BORING
WEAR SNEAKERS
CONVERSE

To share

Choose videos

Select a theme

Add music



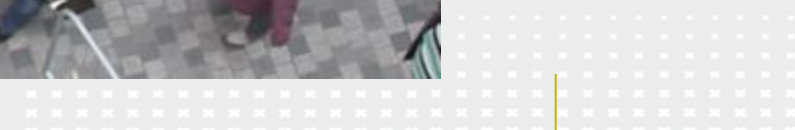
THE MAGISTO VIDEO APP: VIDEO BLOGGING MADE EASY

To make it personal

Wat zit er in de kledingkast van je peer?



Anton Berg – the generous store (DK)

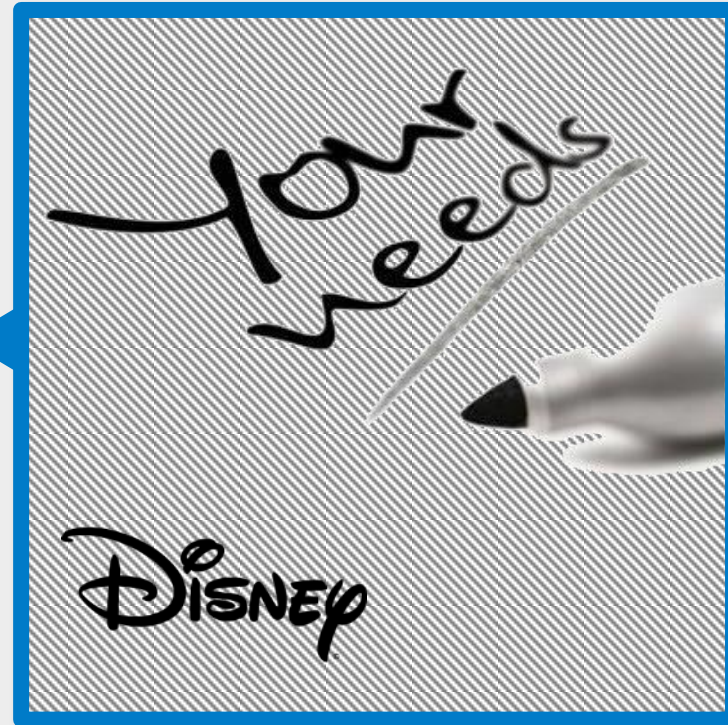




Bron: Rien Bruns

“Addressing customer needs is our core business” - Disney
en needs gaan meer over het HOE je het ervaart i.p.v. over WAT je krijgt

1. To be heard and understood
2. To belong & contribute
3. To feel stable and in control
4. To feel significant and special
5. To be successful and reach potential



The next step... hoe?

- Construeer persona's, job, gebruikersreizen met inzet van bijvoorbeeld service design technieken
- Bepaal welke episodes in de gebruikersreis als eerste aangepakt moeten worden?
- Hoe laten we de kanalen hier op aansluiten?
- Hoe kunnen we dit op een agile wijze doen?