

A close-up photograph of a person's hand touching a green-painted wooden door. The door has a metal latch and several circular studs. The background is a solid green color.

Platform voor Klantgericht Ondernemen

Welke ervaring wacht je achter deze deur...

MY SURPRISING EXPERIENCE IN...

ED PEELEN, ED.PEELEN@ICSB.NL

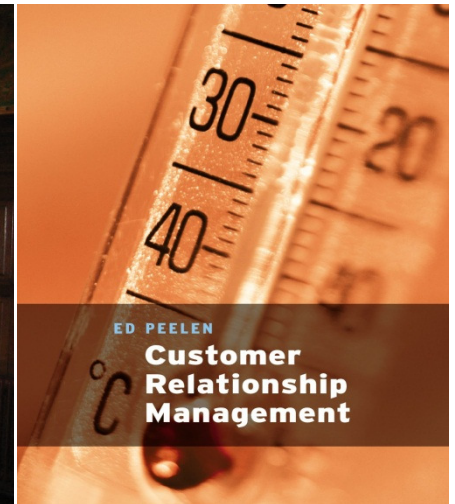
**Wat is uw
herinnering?**



Even voorstellen



MARKETING EN STRATEGIE



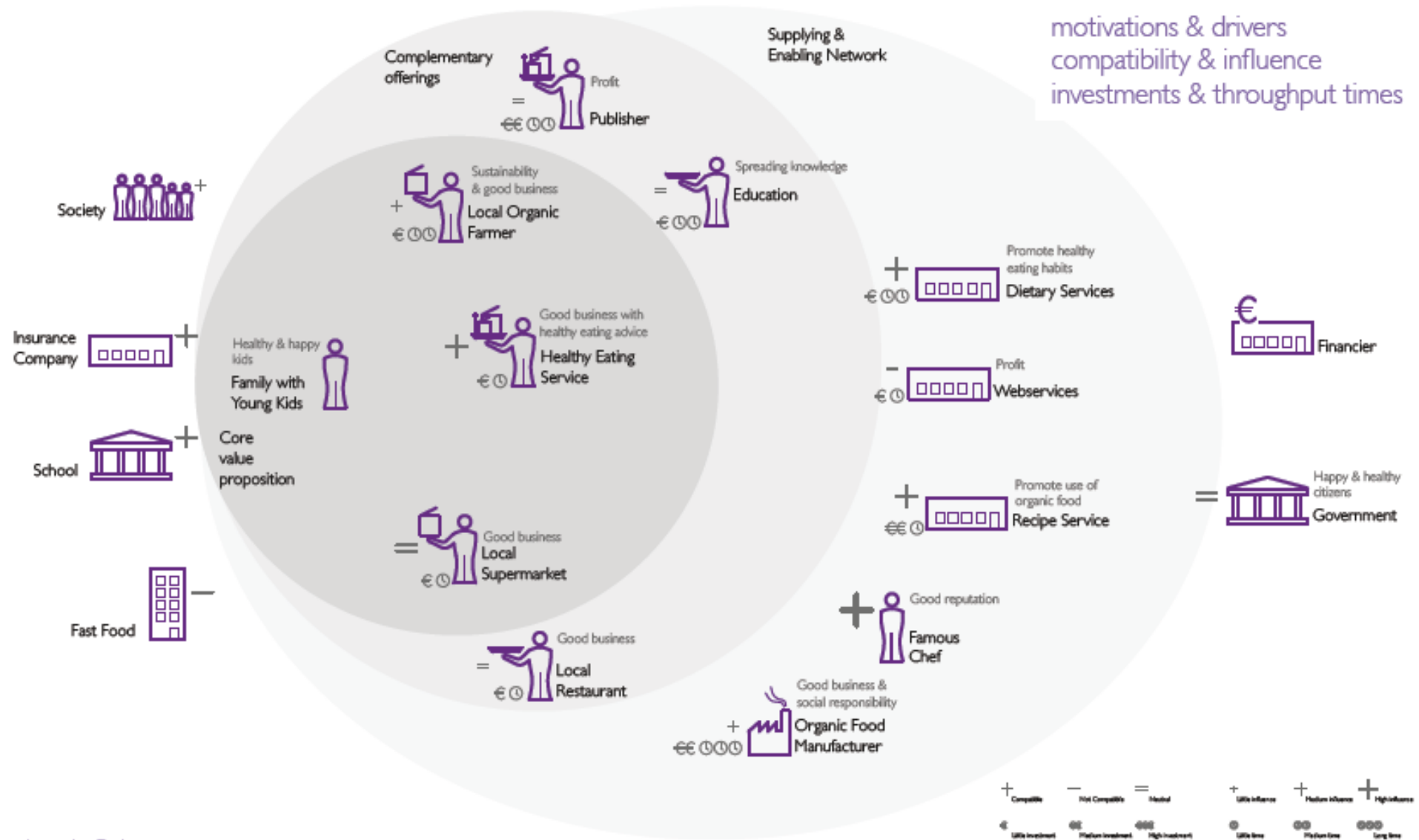
KENNIS IN ACTIE!



De mogelijkheden en het gedrag

- > Informatietoegang
 - Vb.: de geïnformeerde DHZ'er
- > 'Global View'
- > Netwerken
 - Van geïsoleerd naar 'connected'
- > Experimenteren
 - Koken, tuinieren, ...
- > Activisme
 - Activisten versnellen aanpassingen

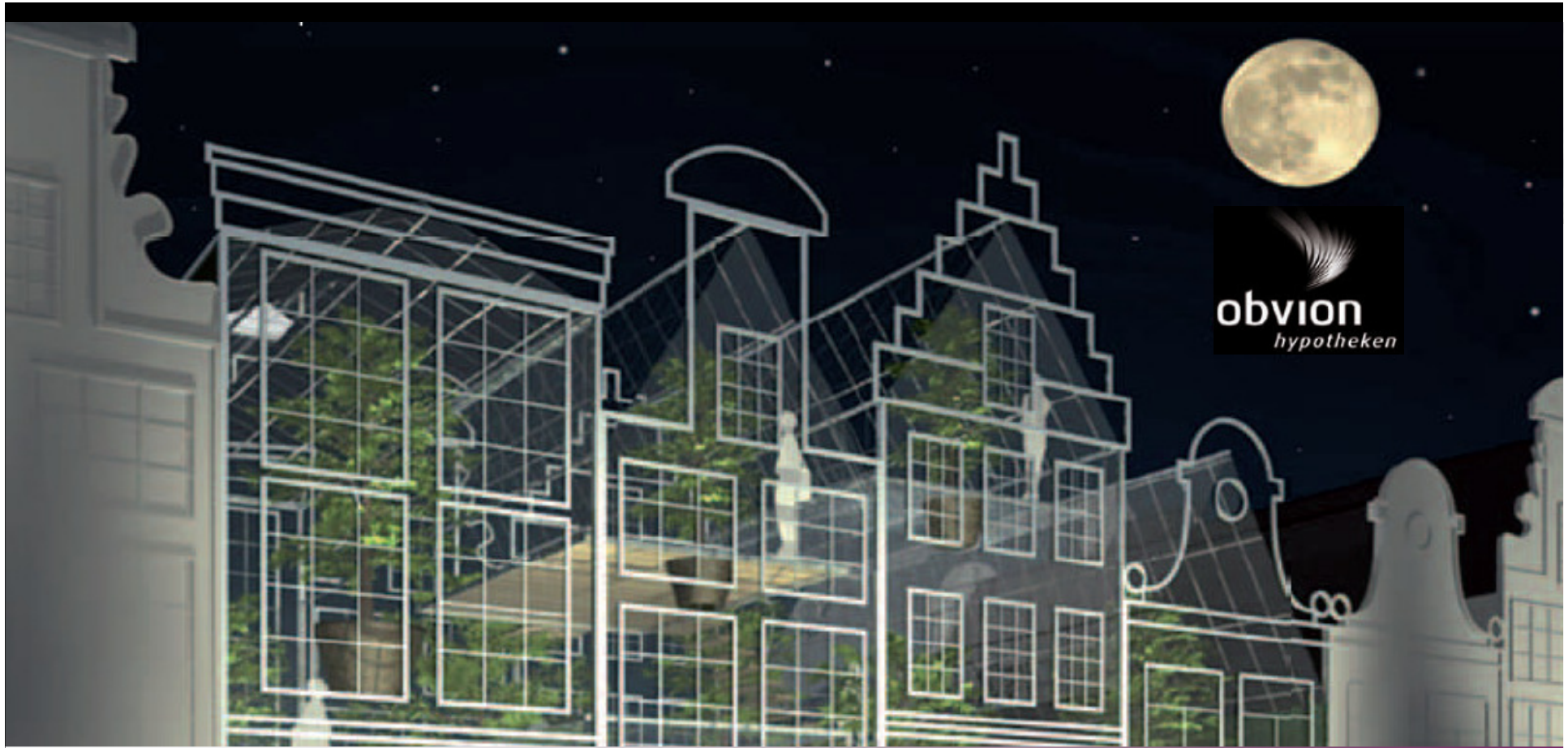
Stakeholder analysis





Ecosystem

- Resilient structures that are able to adapt to changes in the environment, and as fragile structures that can collapse
- Members in the eco system are interdependent
- Species evolve (change) in and endless reciprocal cycle
- There are dominant combinations; they lose leadership if things change too radically
- Metaphor to business; specific form of network or value constellation

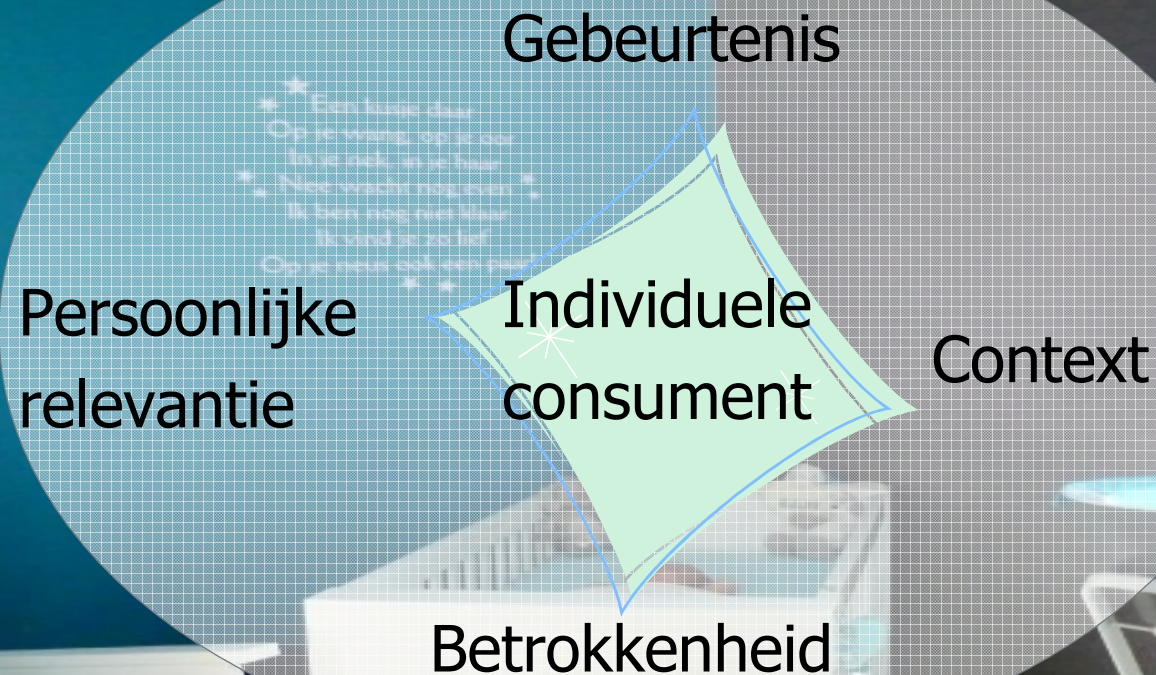


Wonen in 2030



De experience

The value is in the individual, not in the service



De babykamer,... het ontruimen van het huis voor vertrek naar verzorgingstehuis,... de nieuwe keuken...

Personas

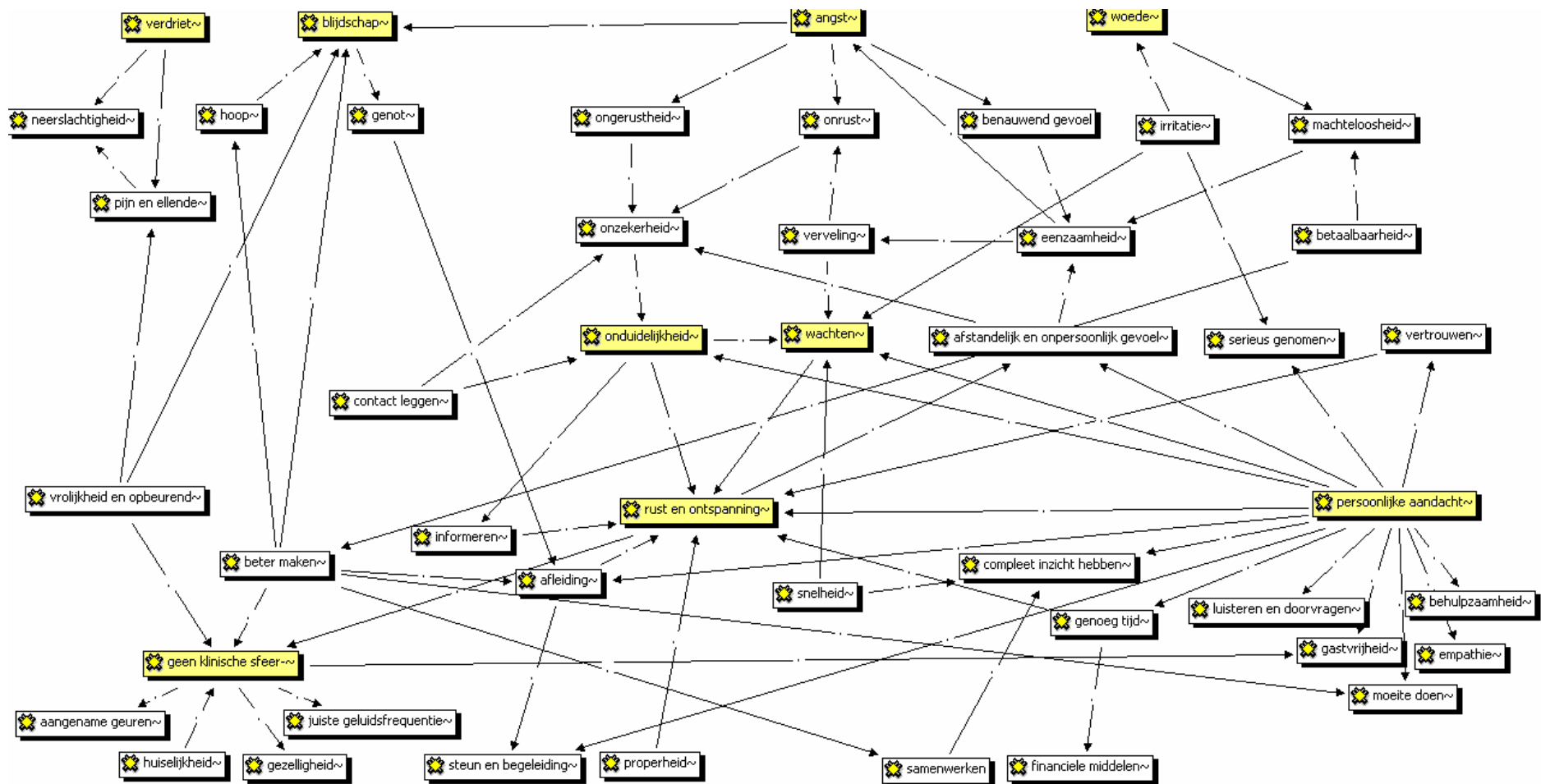


@janhenkb



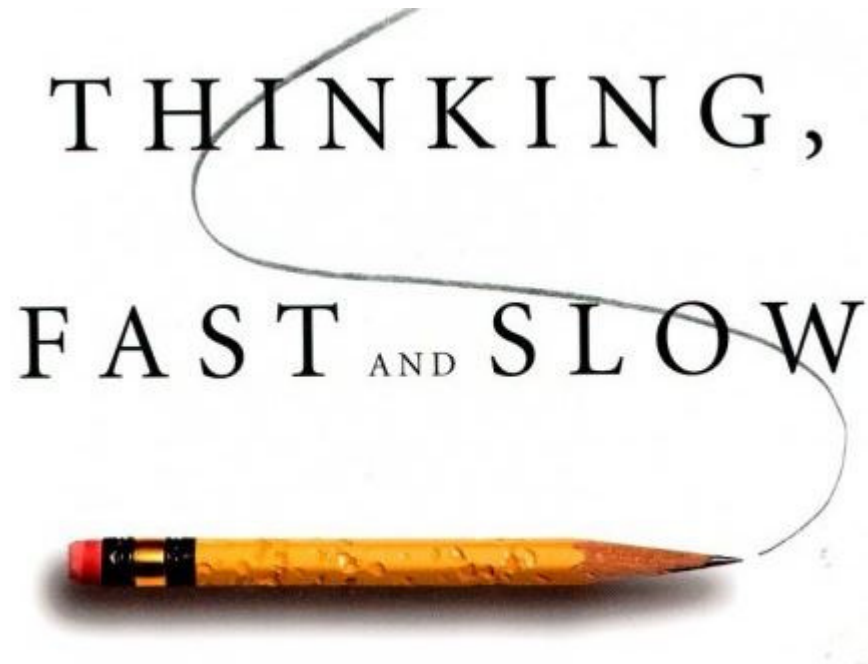
www.admium

Emoties en de experience



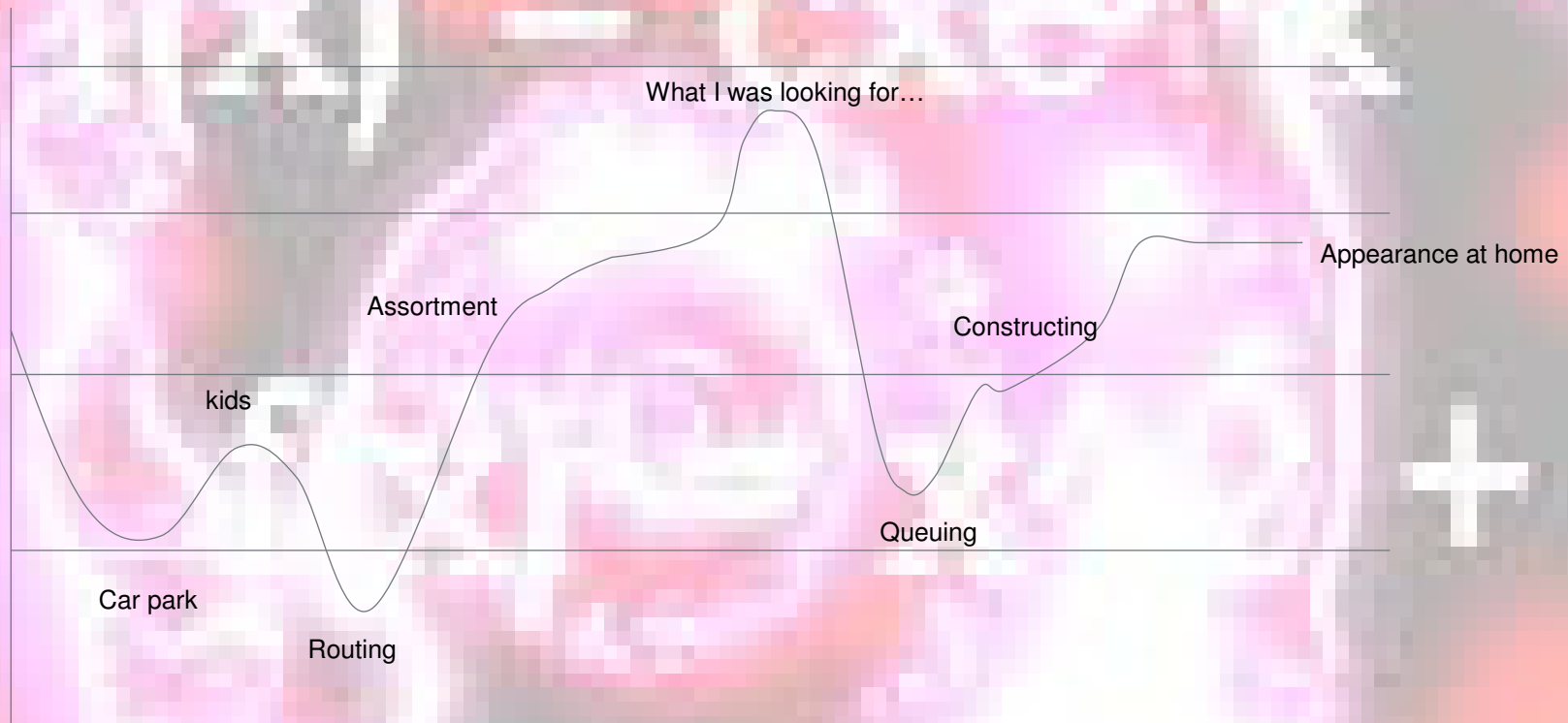


Being in the experience and reflecting on the experience



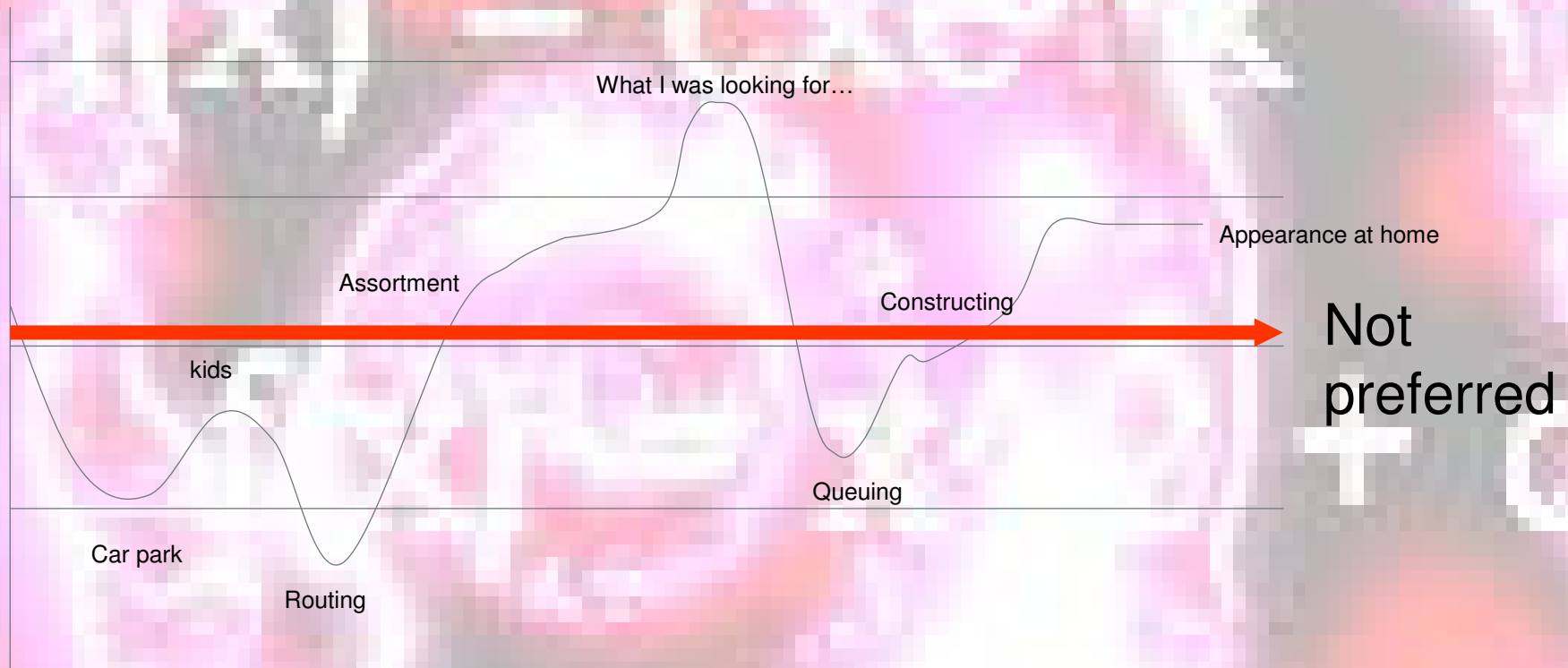
Suggestion: Tedx: The riddle of happiness

Customer experience



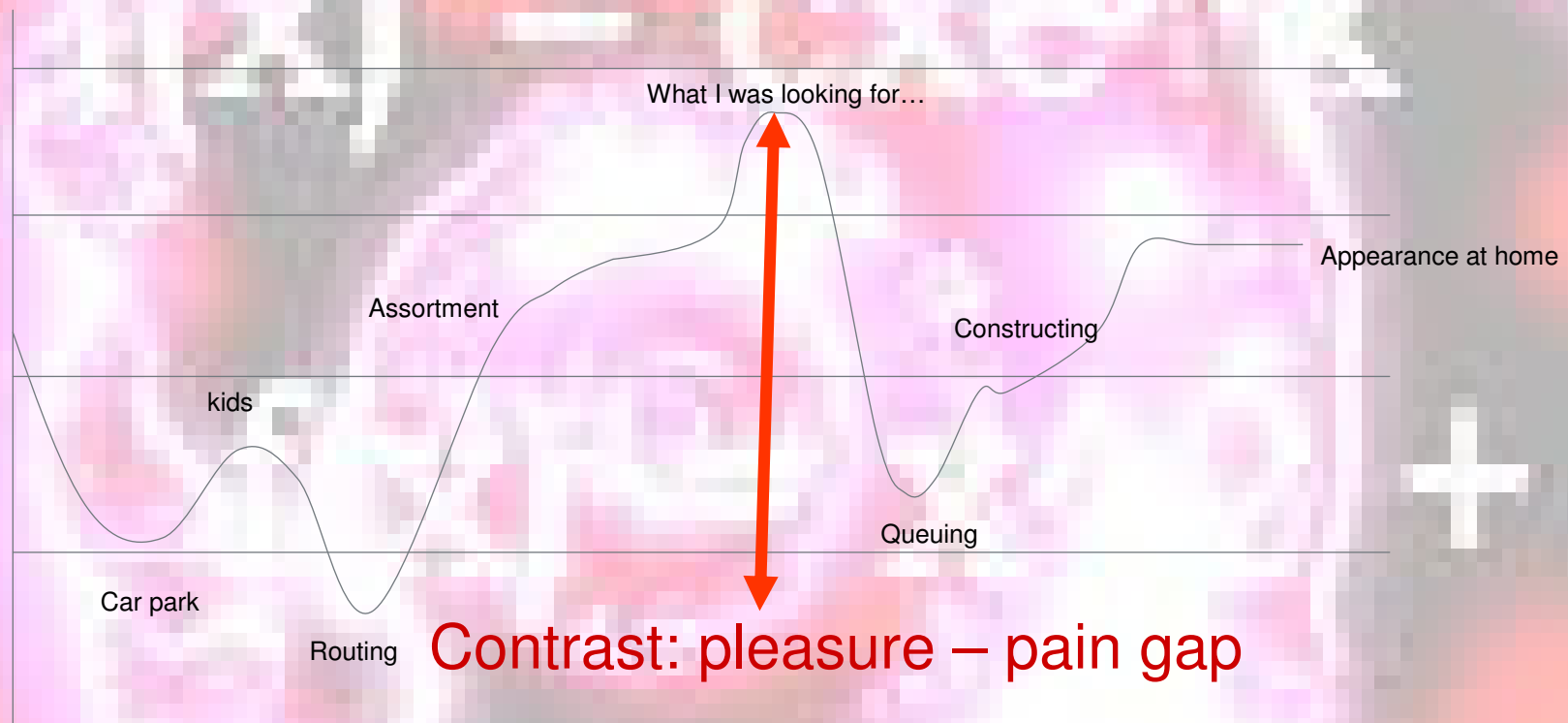
Source: Sampson Lee & Tote-M

Customer experience



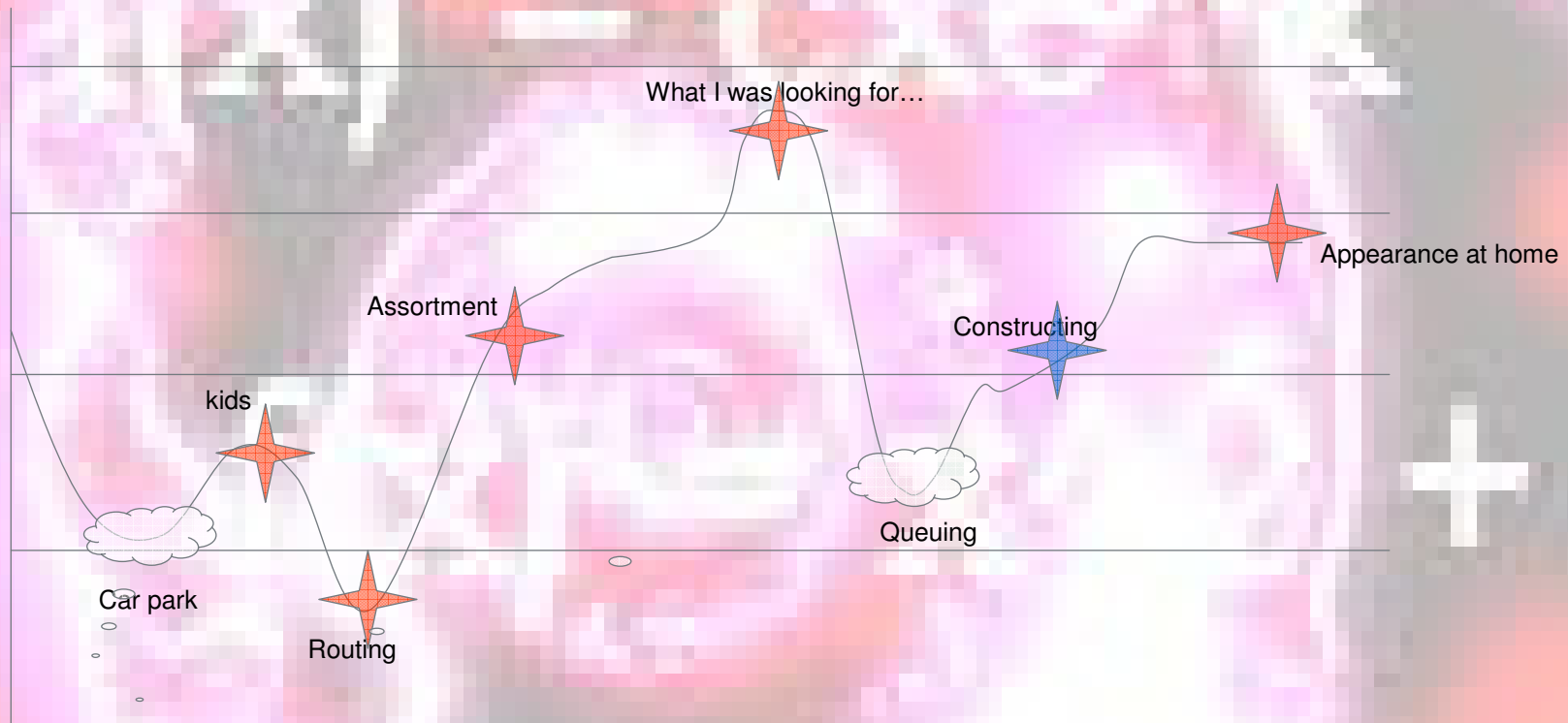
Source: Sampson Lee & Tote-M

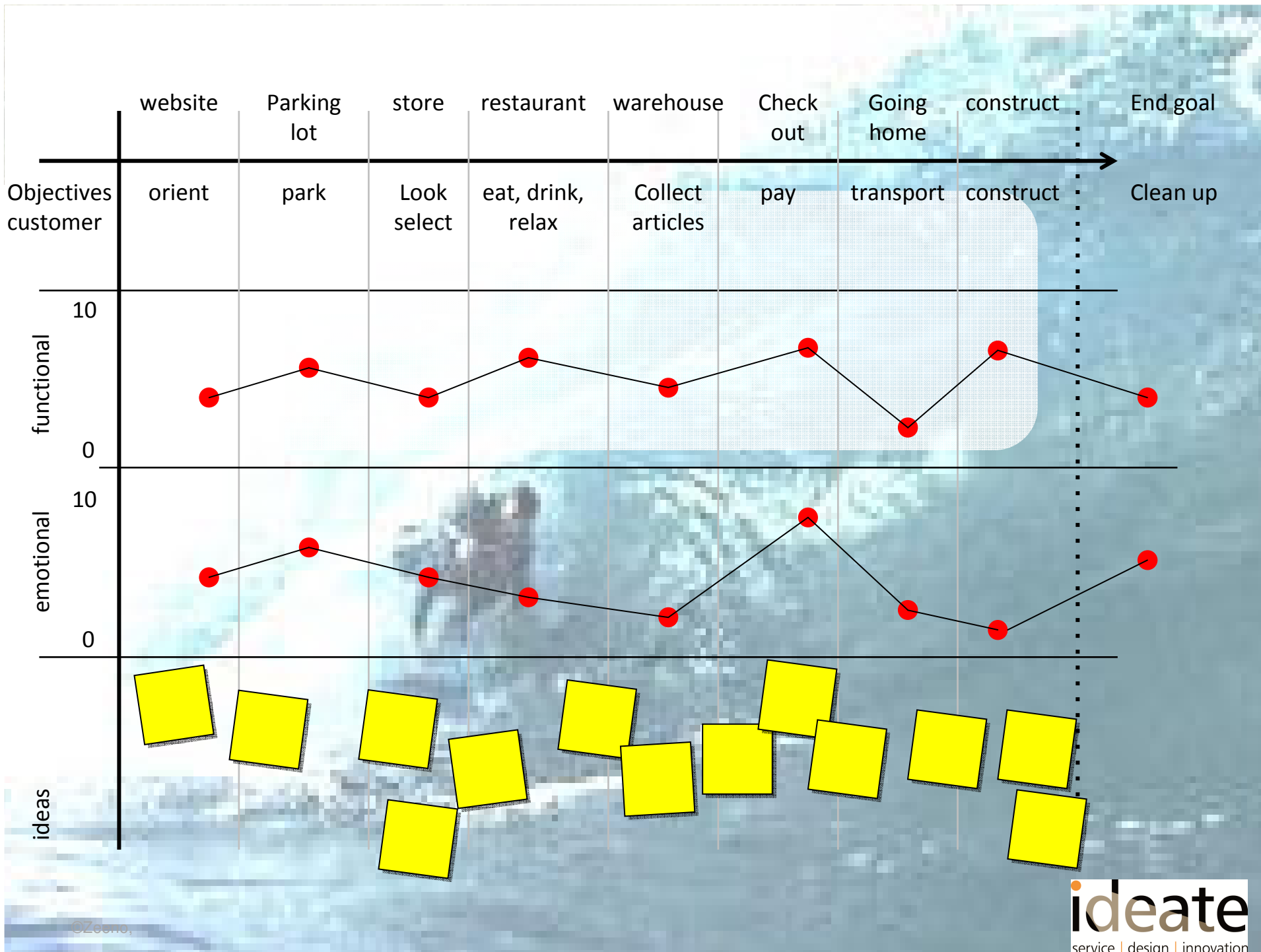
Customer experience

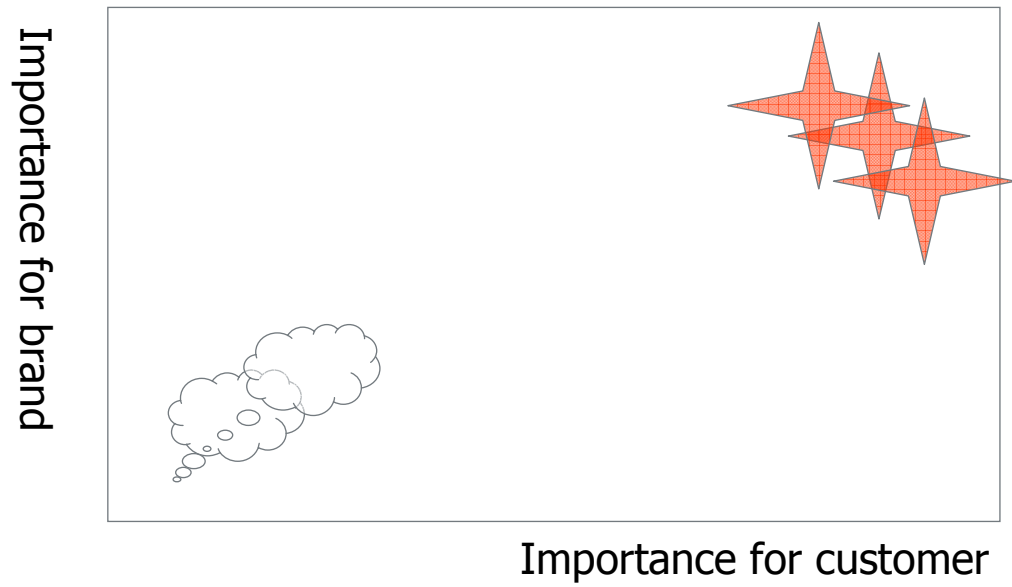


Source: Sampson Lee & Tote-M

Customer experience

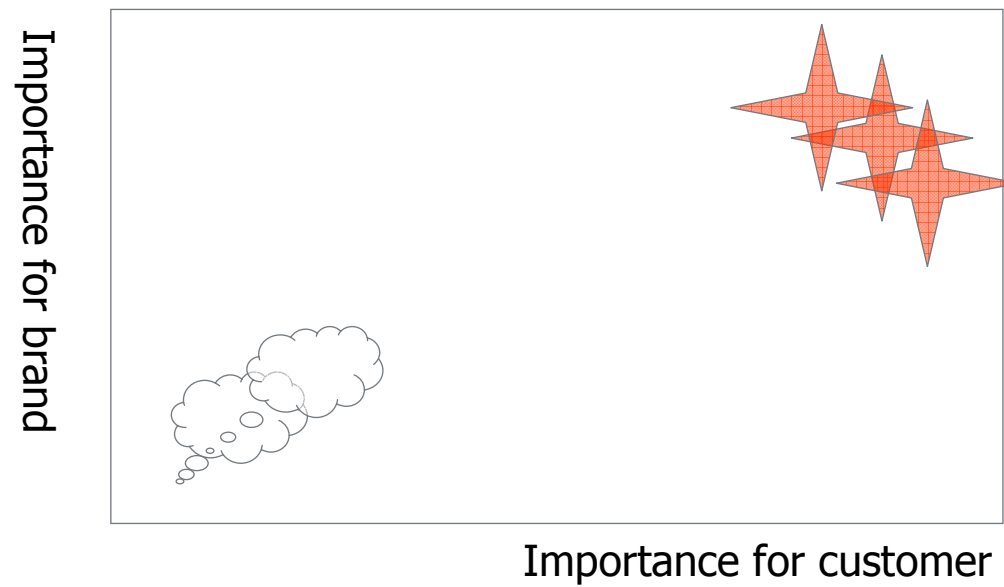


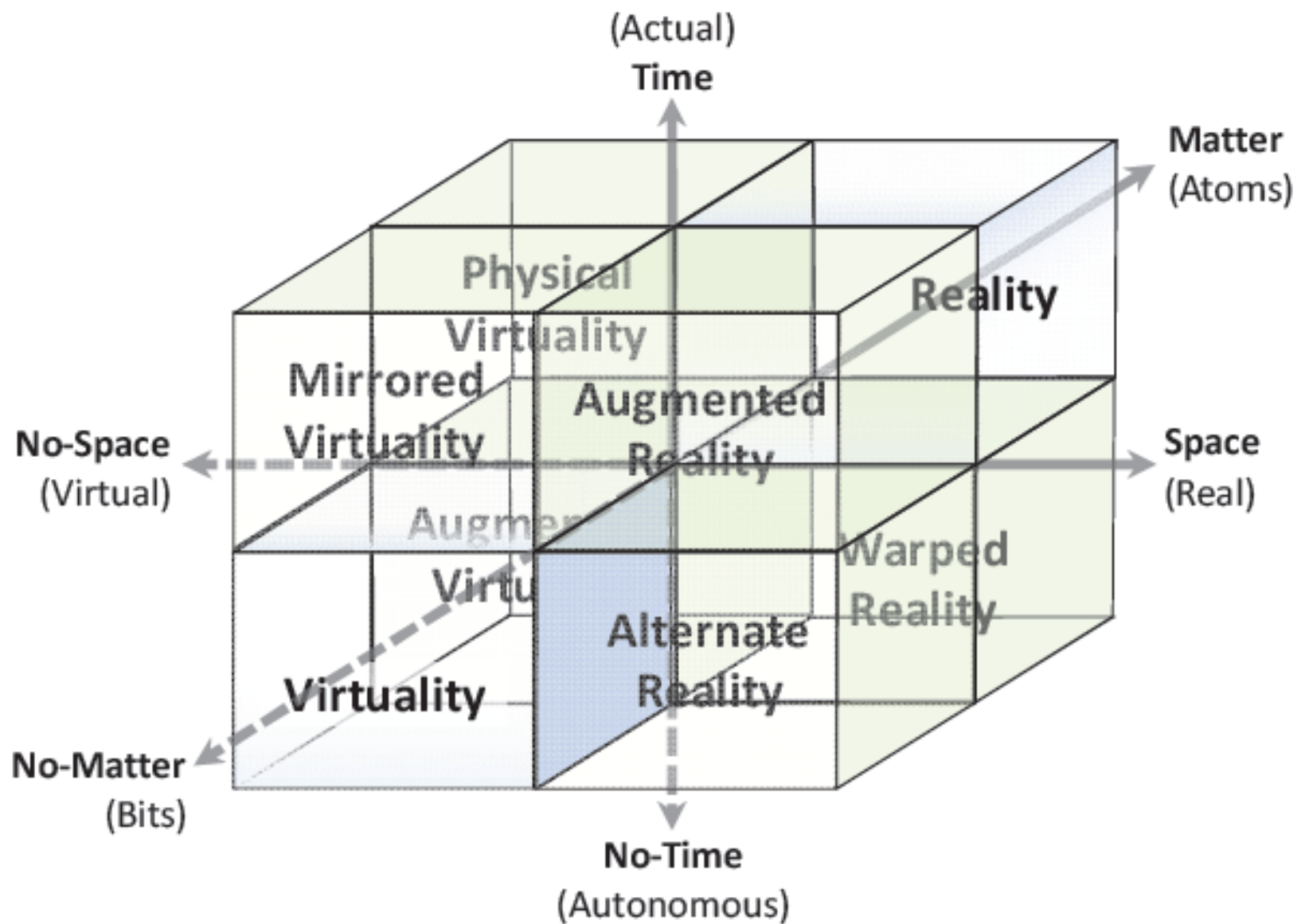






Customer experience





Bron: Pine en Korn (2011) De multiverse







In onze journey...

Self Service Apps



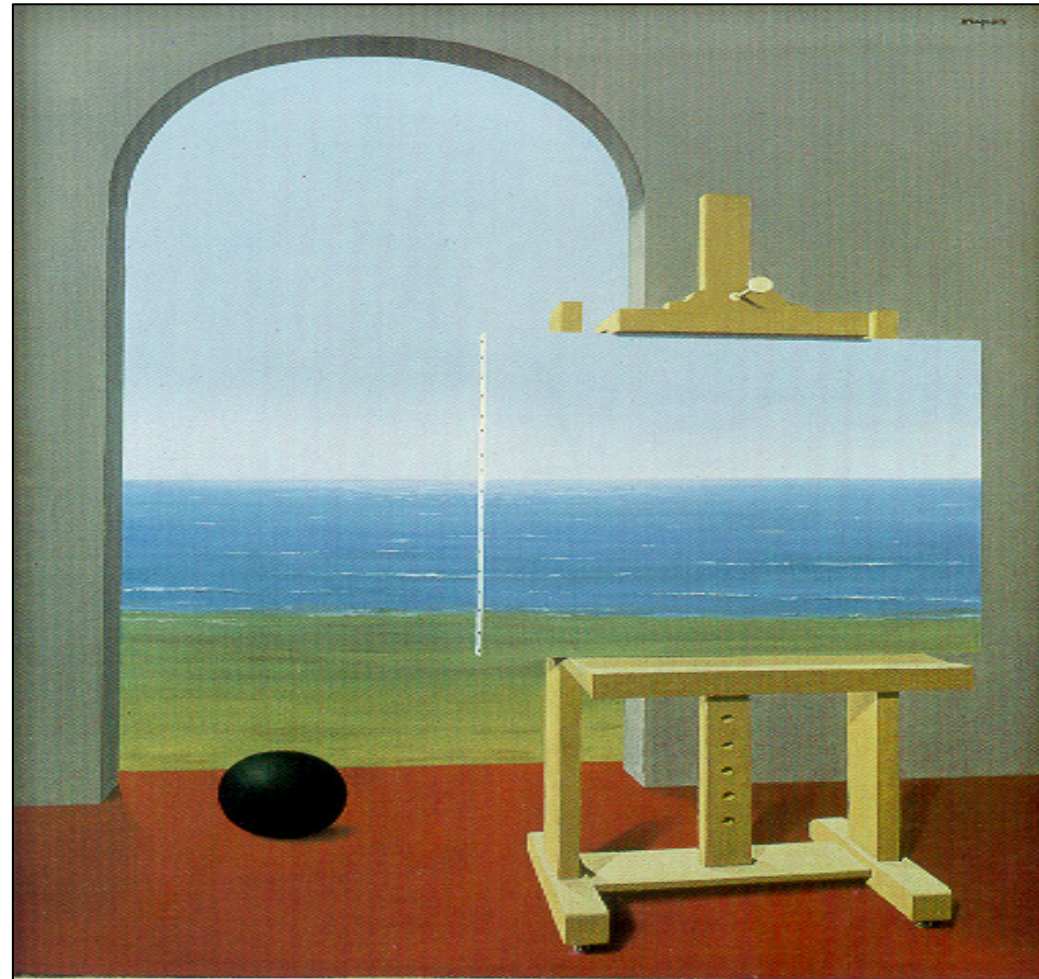
70% consumenten
verwacht self service
Ook op de website

Persoonlijke service



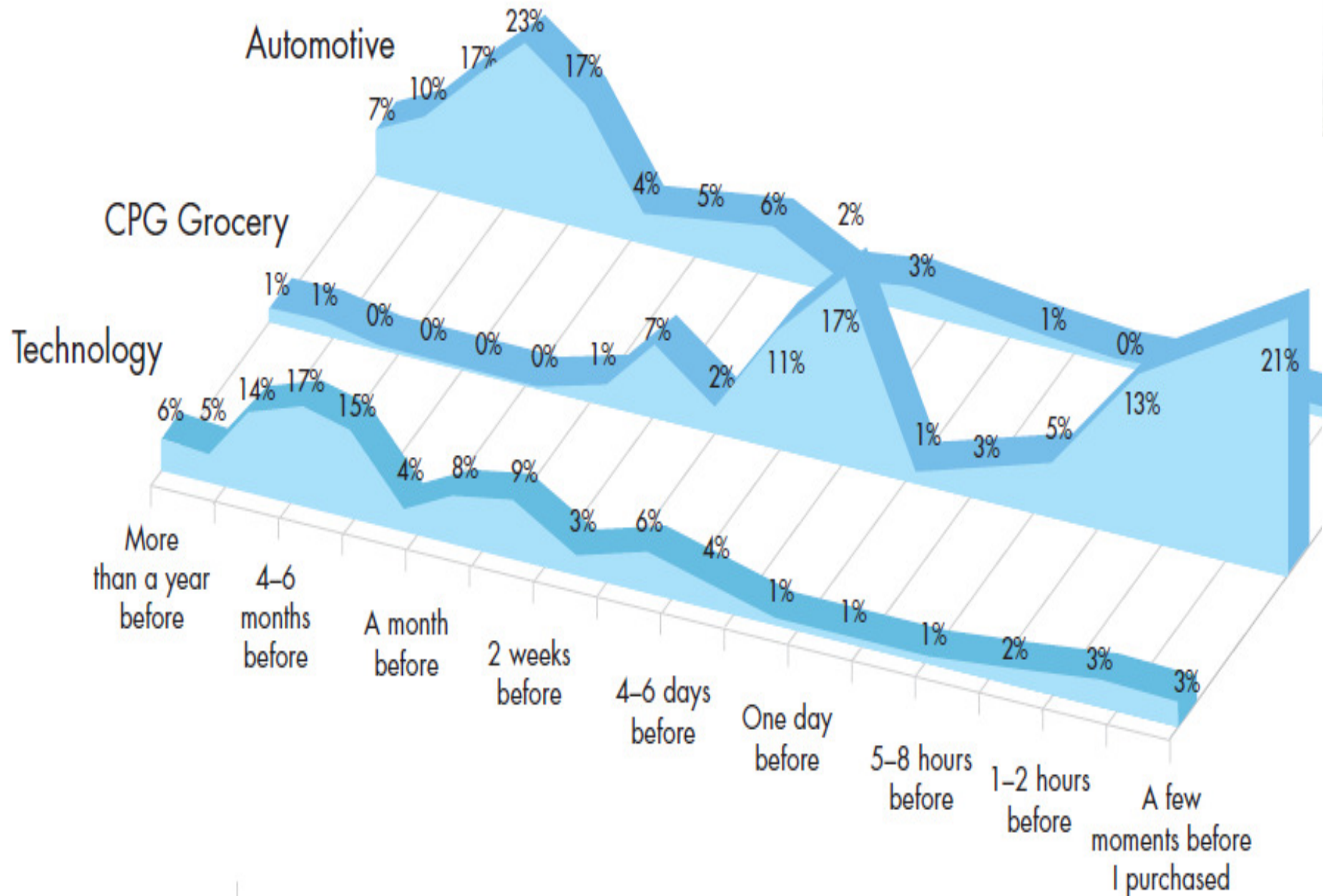


De inspiratie





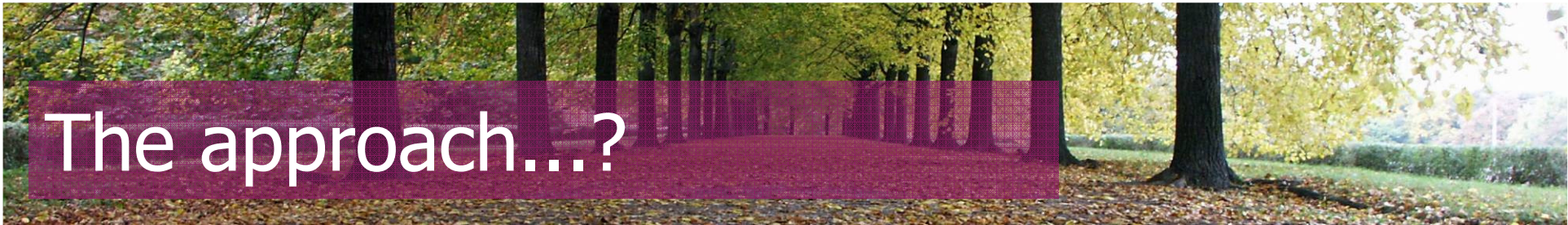
Coolblue: De winkel als digitale catalogus



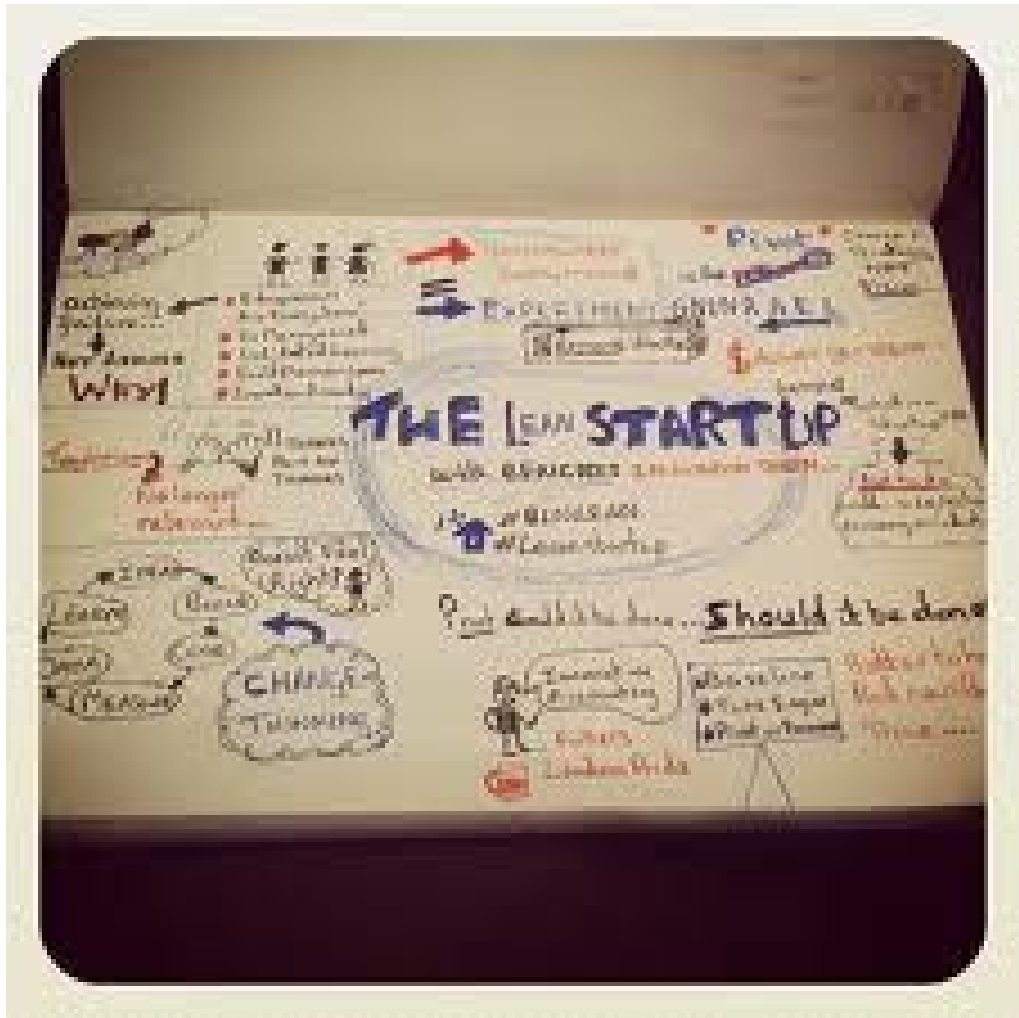
Google: explosion of the number of used informatin sources during purchase cycle

The challenge





The approach...?



Toch even Confucius



Maar dan wel andere slotwoorden

**Niet denken vanuit de winkel en de kassa
Vertrekpunt is de mens en zijn (life) event
en zijn leefwereld (ecosysteem)**

**Het helpt om vanuit toekomstbeelden terug
te werken**

Mensen staan er verschillend in

Experiences zijn vooral ook emotioneel

**Experiences voltrekken zich langs meerdere
kanalen; de klant kiest... Laat ze elkaar
versterken... Faciliteer een rijkere beleving**

Klanten hebben meer informatie nodig...

**In ieder geval verwachten klanten inspiratie,
self/persoonlijke/crowd service,...**

**Verander bijvoorbeeld volgens de lean
principes, in een heldere richting,...**