



CUSTOMER ENGAGEMENT IN THE NEW WORLD




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@rikvera

 **nexxworks** TEAM
RADICAL INNOVATION FOR THE AGE OF DISRUPTION

 <p>Peter Hinssen</p> <p>Peter is one of Europe's thought leaders on disruptive innovation. He is obsessed with networks as the most fundamental driver of progress. He wrote about them in 'The Networks Always Wins'. He speaks passionately about them in his keynotes. And he has founded nexxworks to help organisations survive and leverage them.</p>	 <p>Rik Vera</p> <p>Rik Vera is a renowned thought-leader, advisor and lecturer on the topics of customer-centricity, change management, sales and marketing. Having gathered years of C-level experience in sales and marketing related functions, he now inspires companies to develop customer-centric strategies fit for a connected world.</p>	 <p>Steven Van Belleghem</p> <p>Steven is a thought-leader on the transformation of customer relations and the future of customer-centric marketing. He is an expert in inspiring companies to become true customer-centric organizations in our high-speed digital world. His talks inspire companies about the smart usage of technology in customer relations without forgetting the human side of business.</p>
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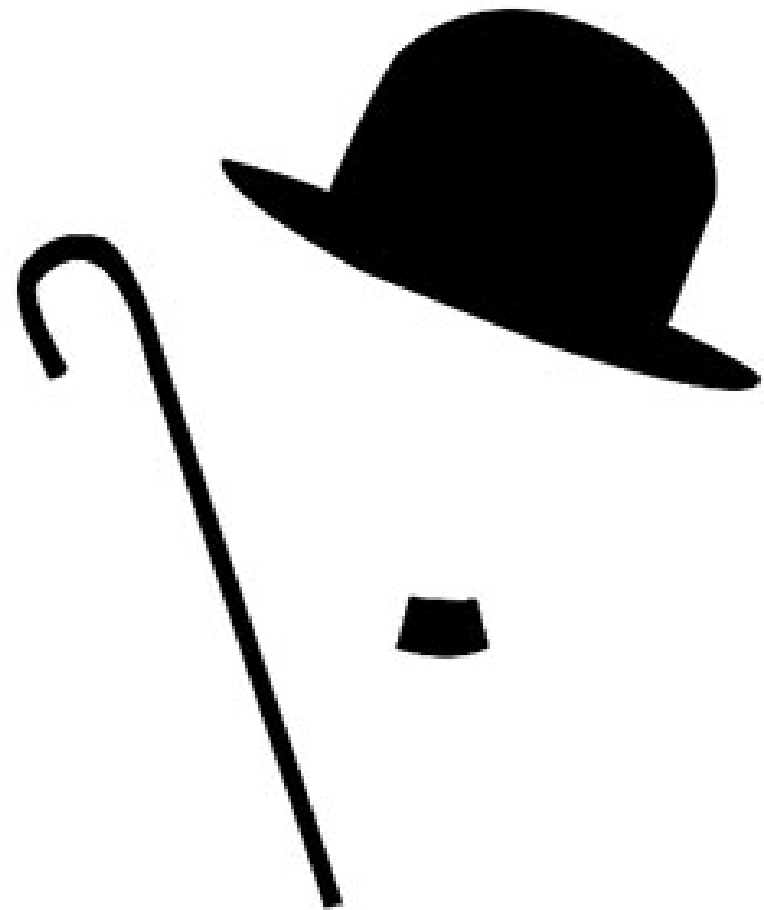






We are being hit by a major tsunami







Mobile status bar: Signal strength, Wi-Fi, Cellular, Airplane mode, Bluetooth, and Battery icons. Time: 20:23.



Felix Kjellberg
@pewdiepie ✓
business.pewdiepie@gmail.com
Youtube.com/Pewdiepie

YouTube guy.

20,2K
TWEETS

375
FOLLOWING

5,4M
FOLLOWERS



tweets



Felix Kjellberg @pewdiepie

1h

@Russ_Money Oh damn, Im dumb. Ok.
Bye now. ;_;



Retweet 23

Like 174



YouTube channel page for PewDiePie. The page features a banner with a repeating pattern of a duck wearing a yellow hat and the text "IEP DIE WEP". Below the banner is the channel's profile picture, a blue fist icon, and the name "PewDiePie". A red "Subscribe" button is visible next to the subscriber count "34,806,800". The navigation menu includes "Home", "Videos", and "Playlists". The main content area shows a video thumbnail featuring an elderly woman with white hair, a wide, toothy grin, and her hands raised in a gesture of surprise or excitement, set against a background of colorful, wavy patterns.





BLAME THE BELGIANS





ROBERT CAILLIAU

In 1993, in collaboration with the Fraunhofer Gesellschaft Cailliau started the European Commission's first web-based project for information dissemination in Europe (WISE). As a result of his work with CERN's Legal Service, CERN released the web technology into the public domain on 30 April 1993.

In December 1993 Cailliau called for the first International WWW Conference which was held at CERN in May 1994.^{[6][10][11]} The oversubscribed conference brought together 380 web pioneers and was a milestone in the development of the web. The conference led to the forming of the International World Wide Web Conferences Steering Committee which has organized an annual conference since then. Cailliau was a member of the Committee from 1994 until 2002.

In 1994 Cailliau started the "Web for Schools" project with the European Commission, introducing the web as a resource for education. After helping to transfer the web development from CERN to the World Wide Web Consortium (W3C), he devoted his time to public communication. He went on early retirement from CERN in January 2007.

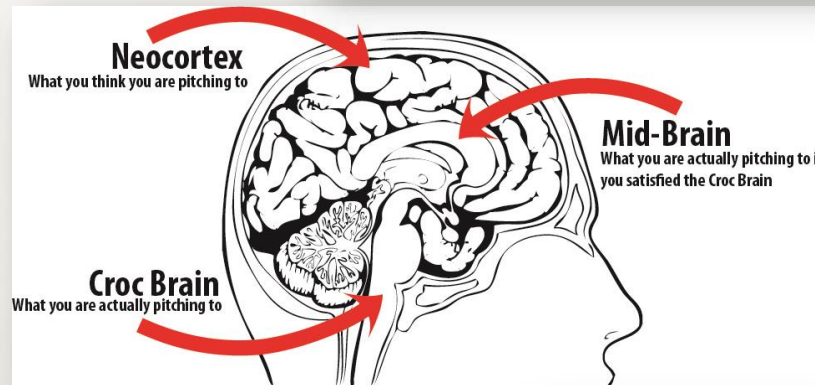
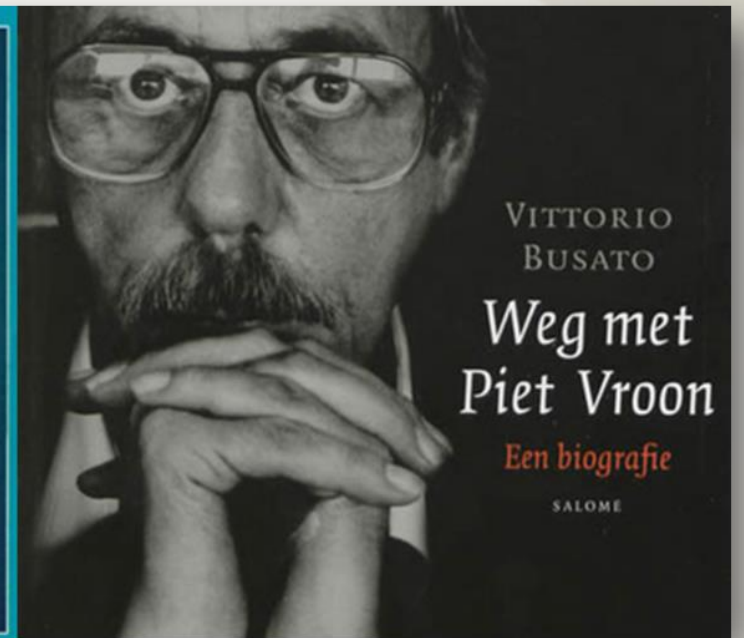
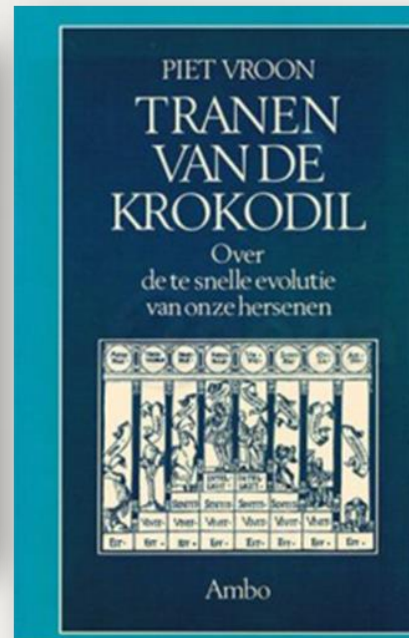








PEOPLE ARE
THE CENTER
OF
THE UNIVERSE



$$57 \times 18 =$$







the Rule of 3



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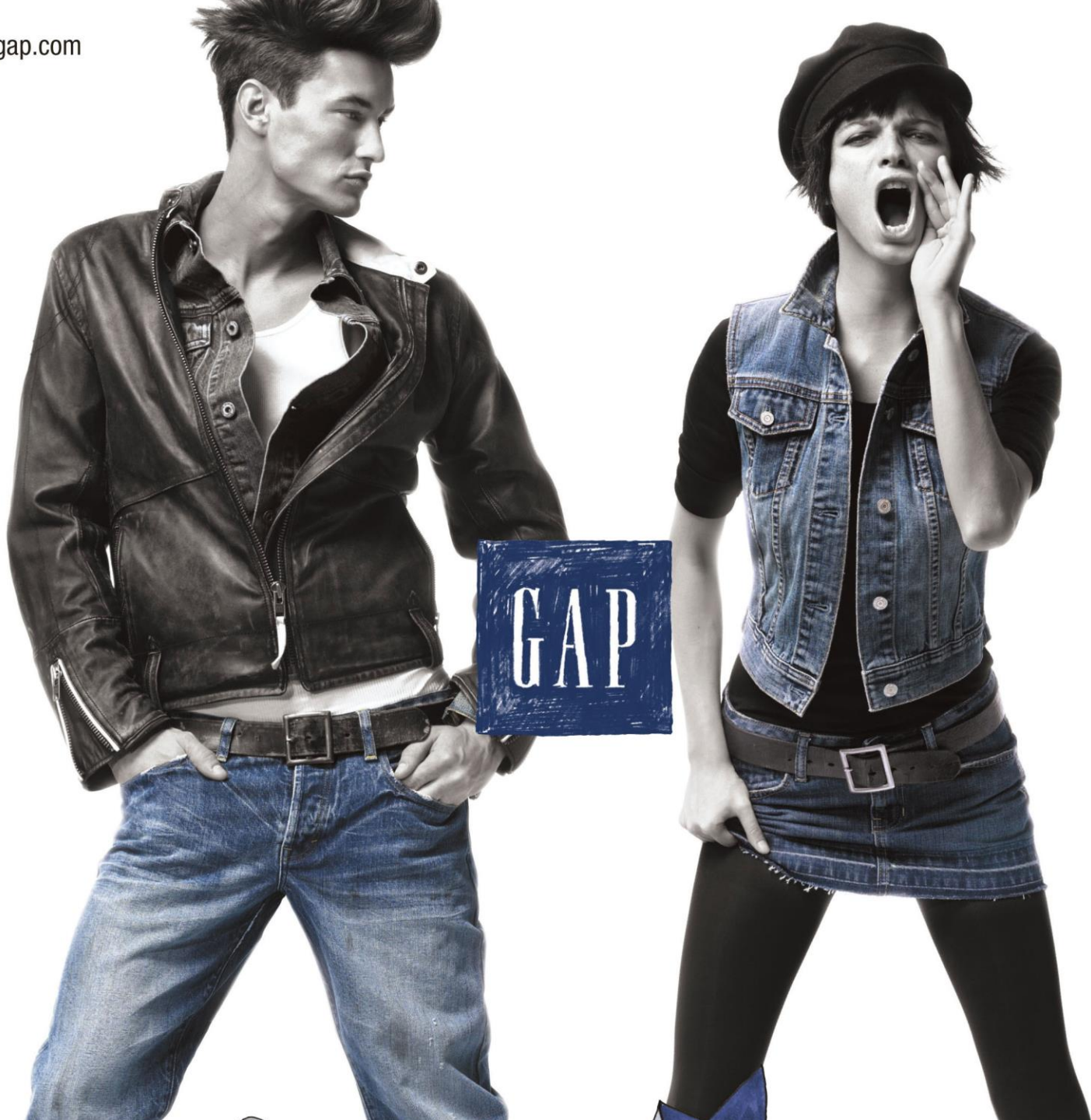


the age of the customer



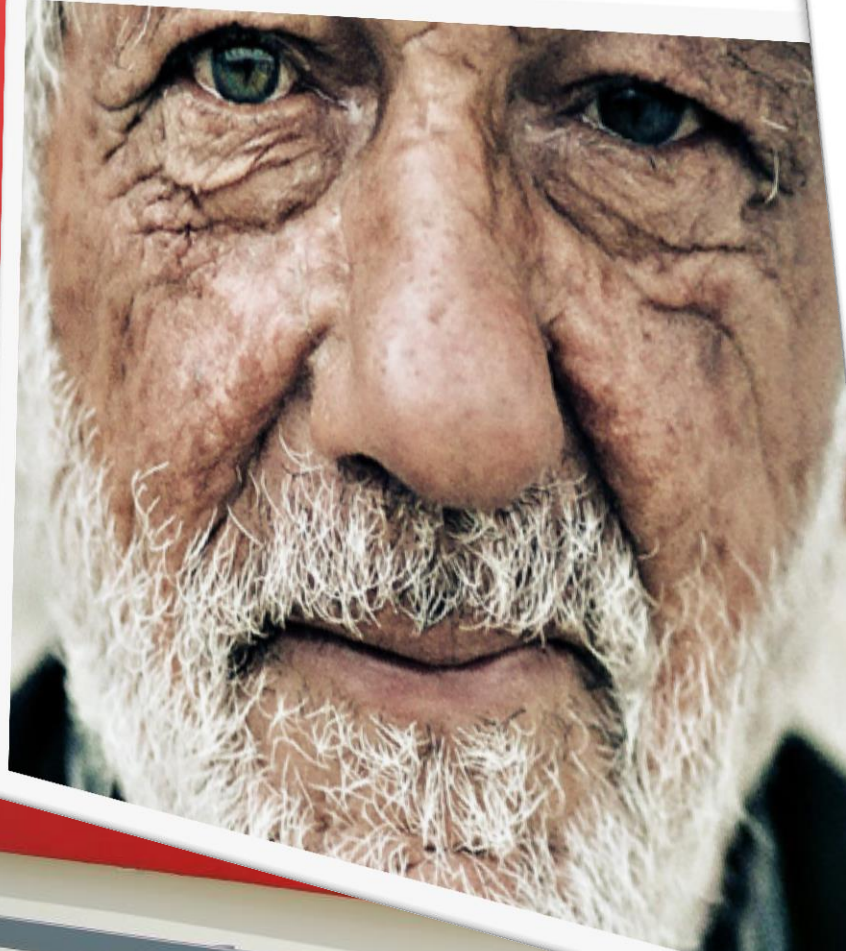
A modern interior space with wooden tiered seating and a large screen. The room features light-colored wooden walls and a floor made of large wooden planks. Several people are sitting on the wooden steps, looking towards a large screen on the left. The screen displays a brick wall. The overall atmosphere is clean and minimalist.

**I WANT
IT ALL
I WANT
IT NOW**



Abercrombie
& Fitch

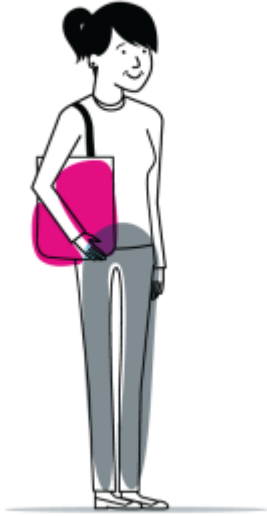
TRADEMARK SINCE 1892





Hand holding a small white object with Arabic script.

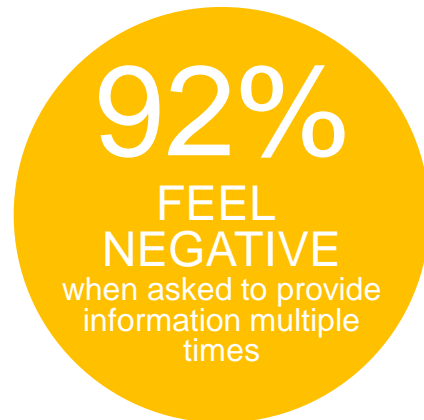
Good Not Good Enough



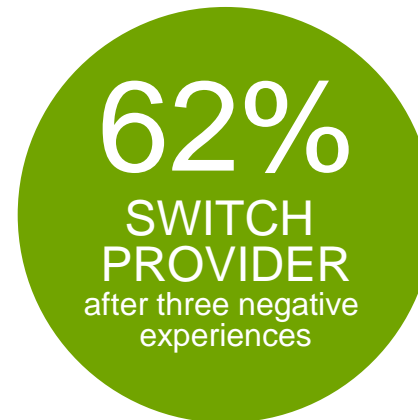
**BROKEN
CONVERSATION**



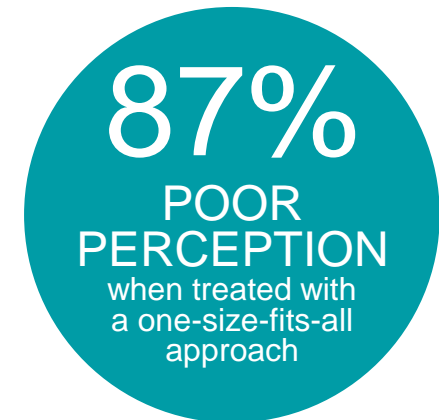
**YOU DON'T EVEN
KNOW ME**



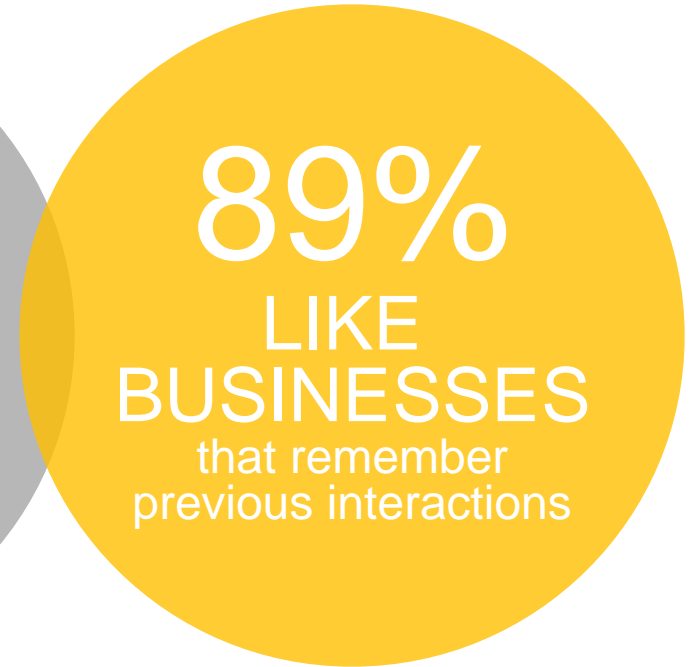
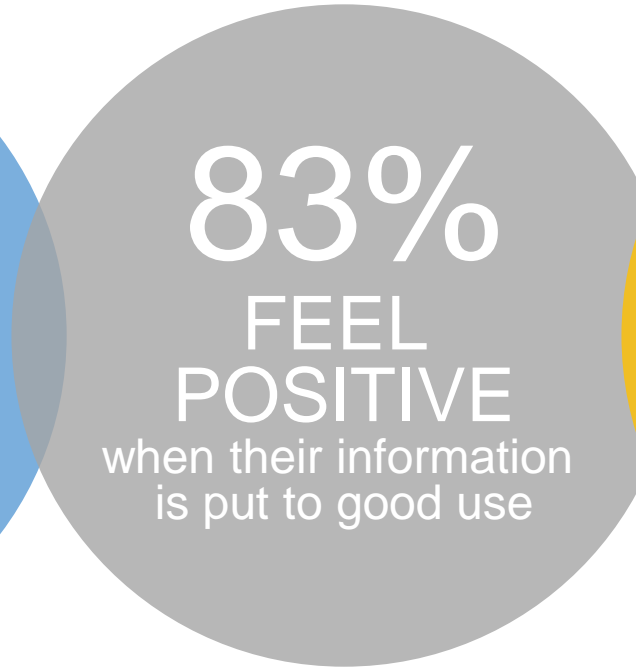
**POOR
EXPERIENCES**



**IMPERSONAL
& IRRELEVANT**



The Engagement Opportunity



CUSTOMER EXPECTATIONS

KNOW ME

MAKE IT MATTER

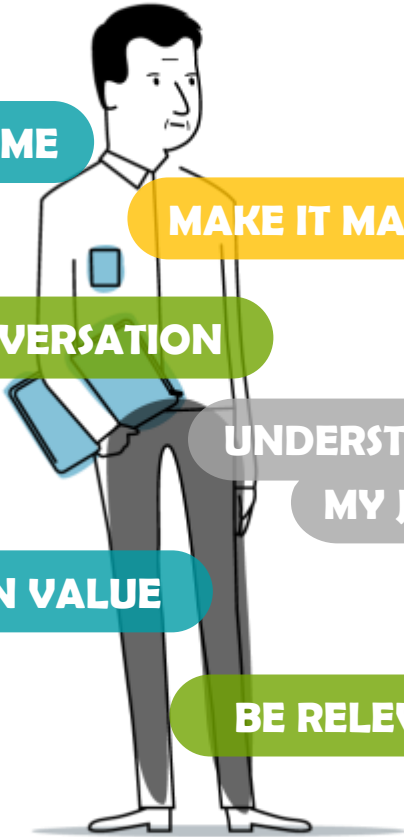
ONE CONVERSATION

UNDERSTAND

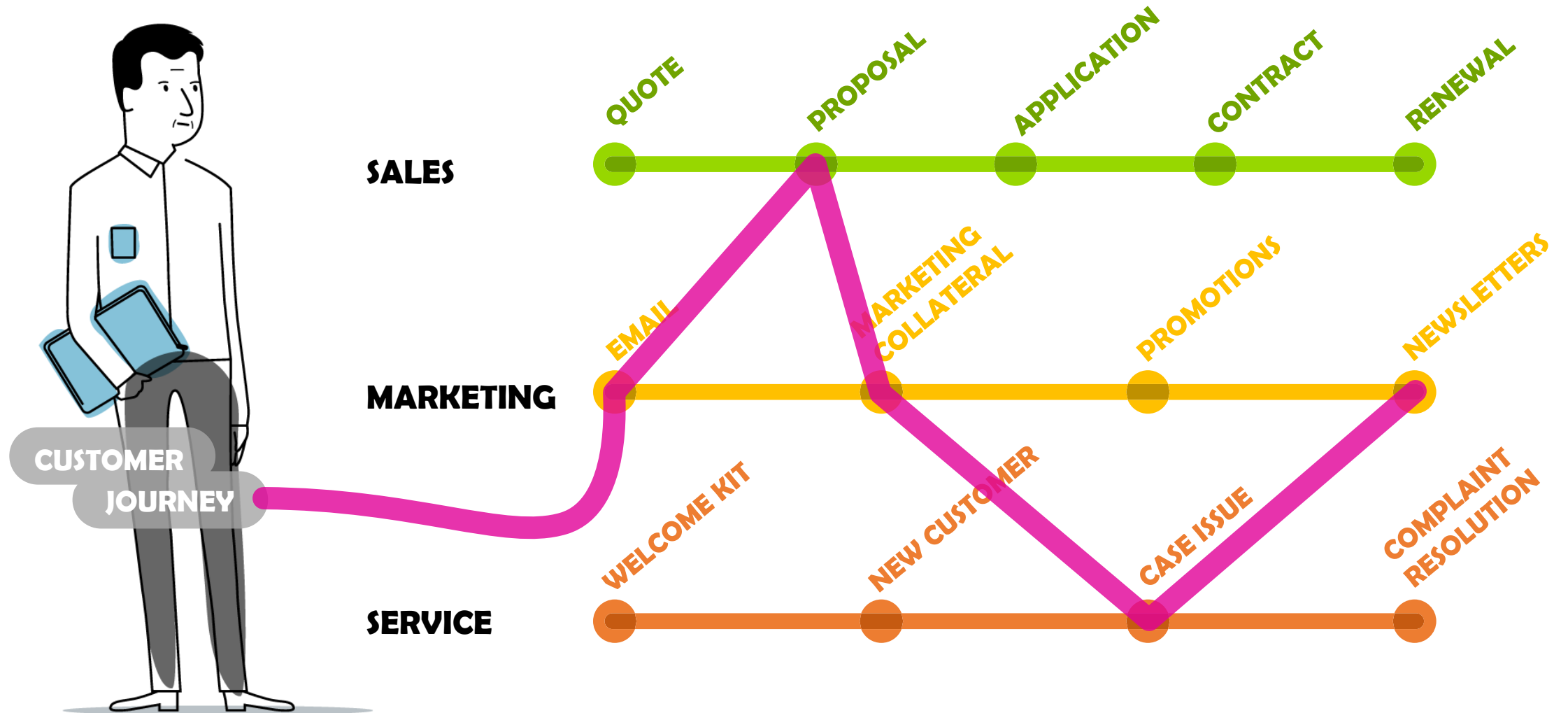
MY JOURNEY

FOCUS ON VALUE

BE RELEVANT



How businesses are approaching this







PURPOSE

Extreme
customer
centricity

Technology
as a
facilitator

Selling
without
selling

B CONVERSATIONAL

b-conversational.com  twitter.com/stevenVBe

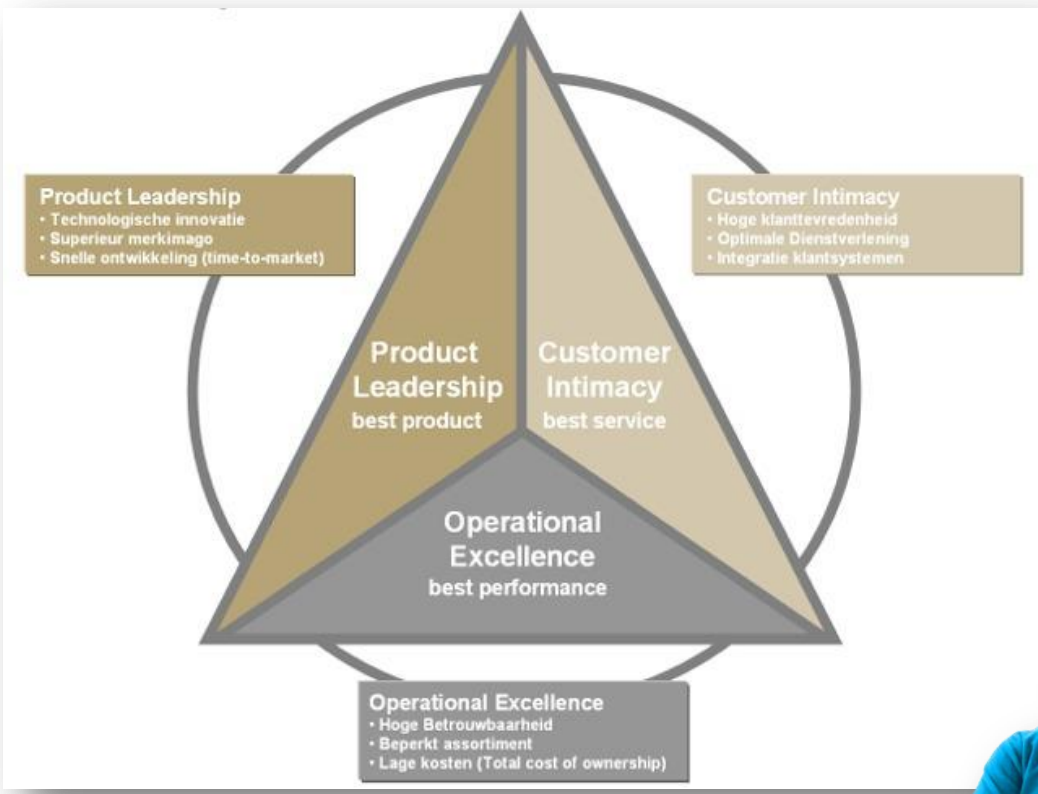




Solution
Selling



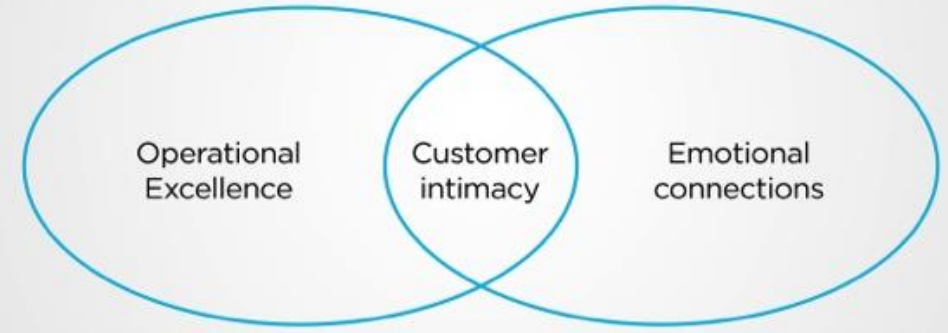




The **new customer relationship**

The digital relationship adds

The human relationship adds



Automation + data

Empathy + Creativity + Passion



WHEN DIGITAL BECOMES HUMAN

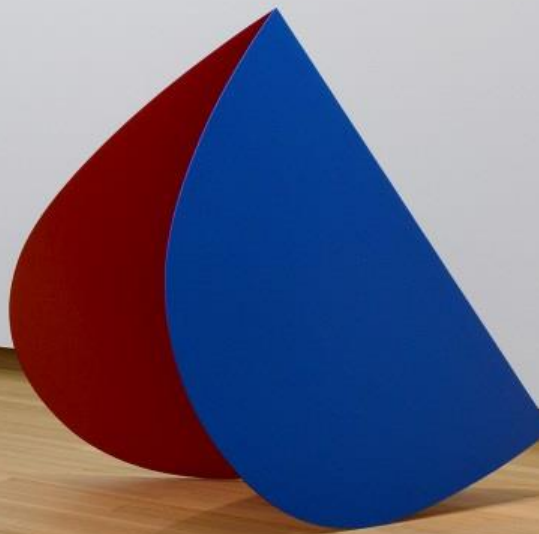
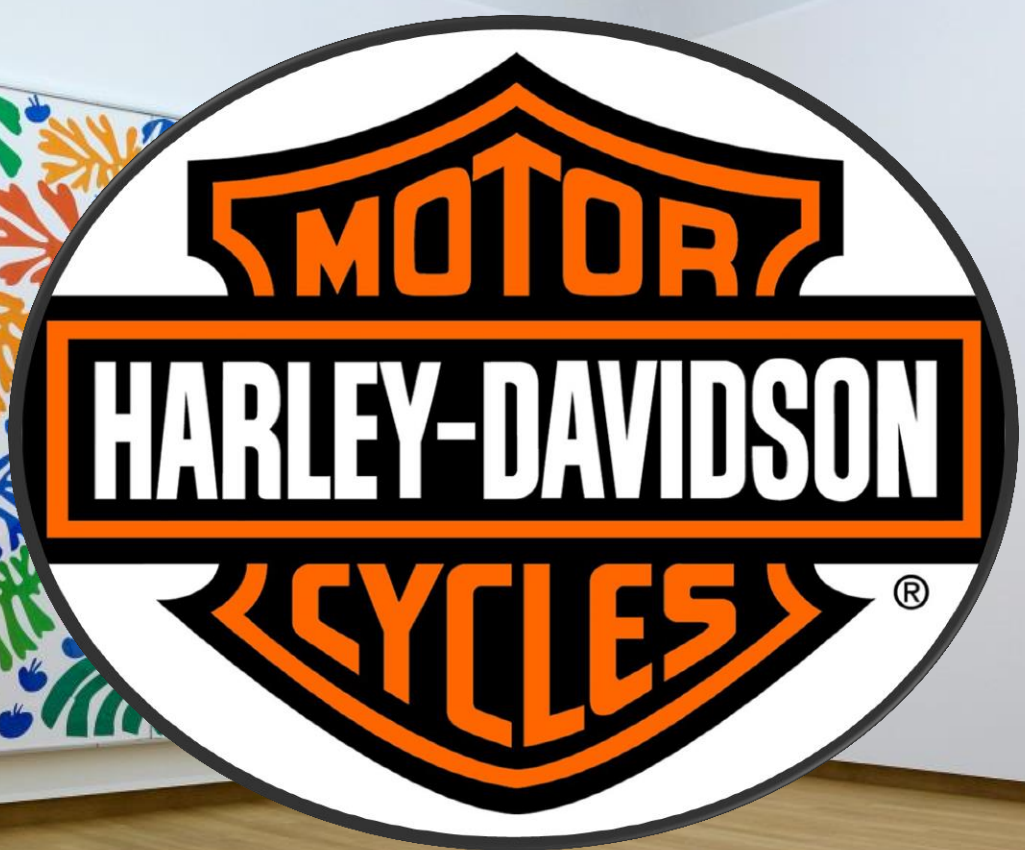
www.stevervanbelleghe.com | @stevanVBe





CEO





The Progression of Value



Is Your Organization Selling Experiences, Or Is It Still Thinking in Terms of Products?

The experience economy



Commodity
1¢ to 2¢ a cup

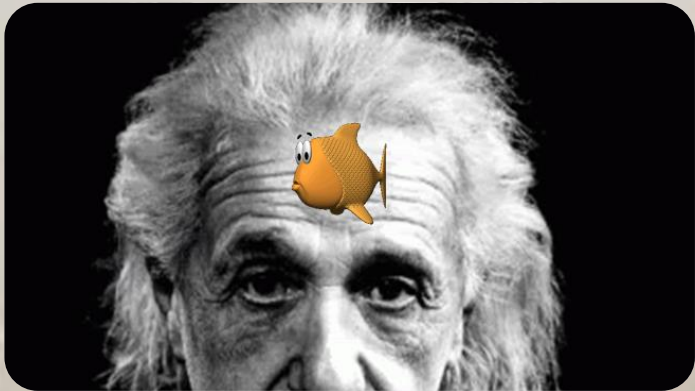
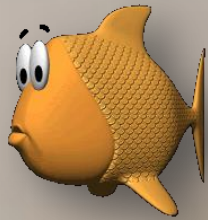


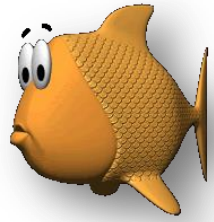
Goods
5¢ to 25¢ a cup



Experience
\$2 to \$5 a cup



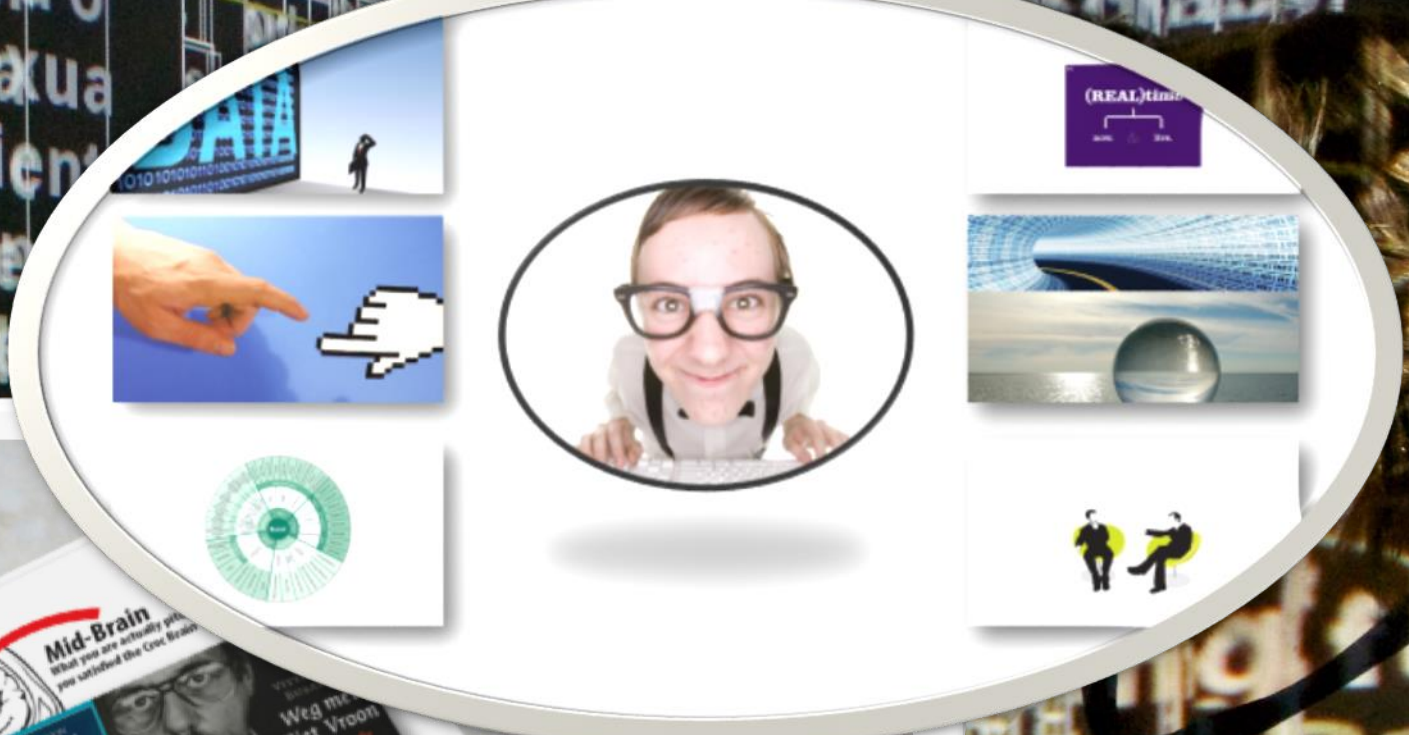






CUSTOMER SERVICE

- OUTSTANDING**
- Excellent
- Very Good
- Average
- Below Average



Neocortex
What you think you are pitching to

Croc Brain
What you are actually pitching to

Mid-Brain
What you are actually pitching to
you satisfied the Croc Brain

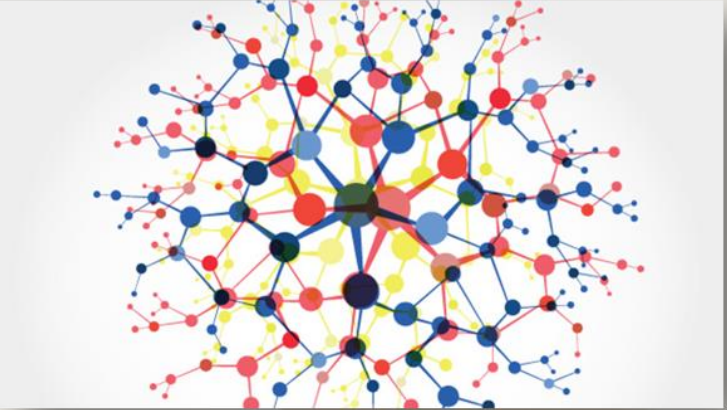
WEG MET PIET VROOM
Een biografie





CONNECT
TO MANY
ENGAGE
INDIVIDUALS



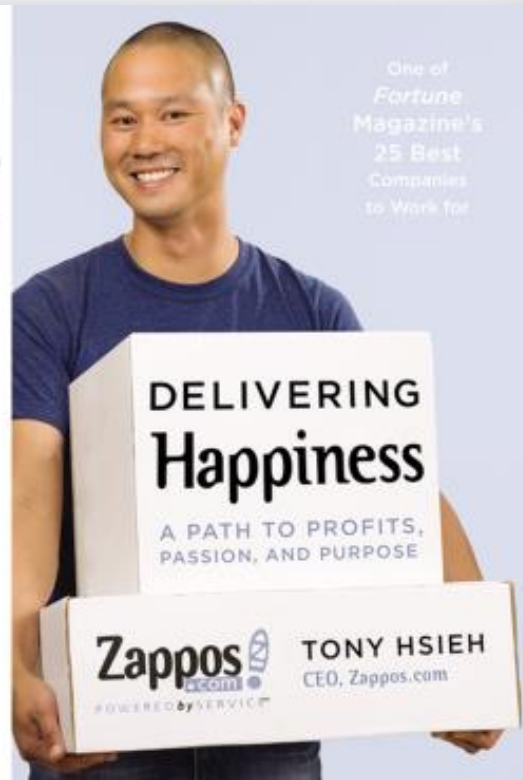




Zappos Family Core Values

As we grow as a company, it has become more and more important to explicitly define the core values from which we develop our culture, our brand, and our business strategies. These are the ten core values that we live by:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble

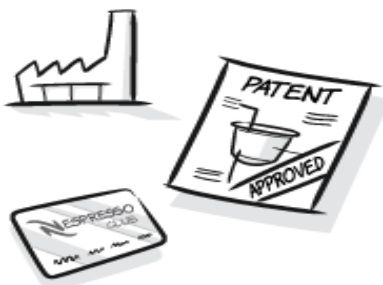




STRATEGIC PARTNERS



KEY ACTIVITIES



KEY RESOURCES



VALUE PROPOSITION



CUSTOMER RELATIONSHIP



CUSTOMER SEGMENT



DISTRIBUTION CHANNELS



COST



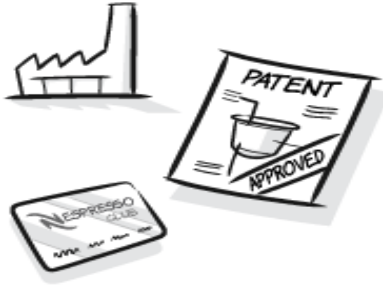
REVENUES



STRATEGIC PARTNERS



KEY ACTIVITIES



KEY RESOURCES



CUSTOMER EXPERIENCE

CUSTOMER RELATIONSHIP



DISTRIBUTION CHANNELS



ENGAGE INDIVIDUALS

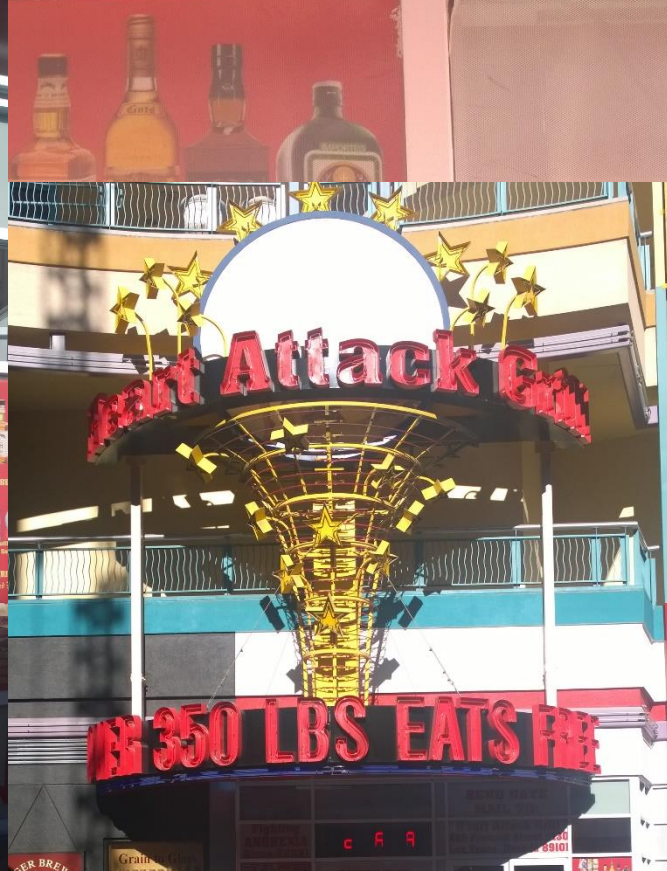
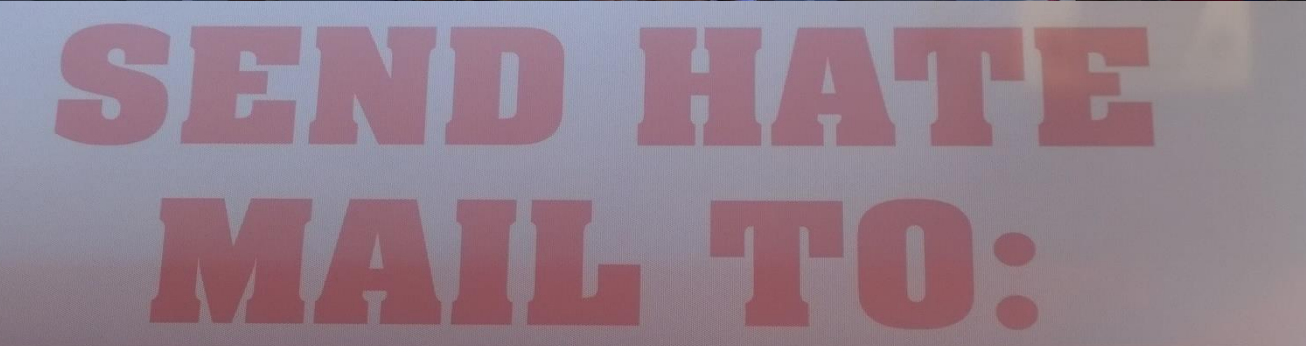
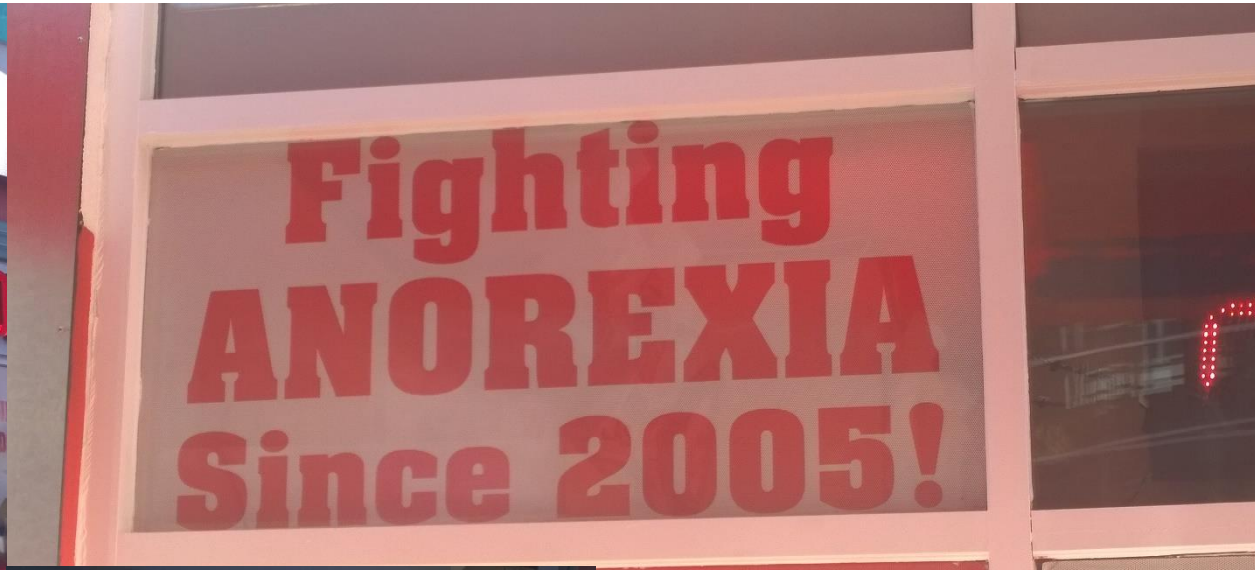
FIND THE RIGHT
KEEP THEM
MAXIMIZE VALUE

COST



REVENUES

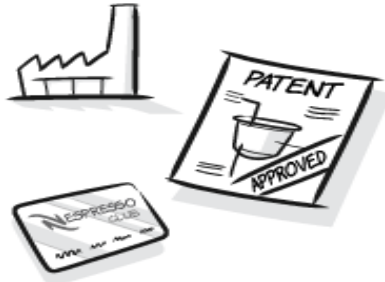




STRATEGIC PARTNERS



KEY ACTIVITIES



KEY RESOURCES



COST



CUSTOMER EXPERIENCE

VALUE CREATION

ENGAGE INDIVIDUALS

FIND THE RIGHT
KEEP THEM
MAXIMIZE VALUE

CUSTOMER EXPERIENCE MANAGEMENT

CUSTOMER GROSS PROFIT

EXTERNAL
VALUE
CREATORS

TOUCHPOINT
MANAGEMENT

CUSTOMER
JOURNEY
RESOURCES

CUSTOMER
EXPERIENCE

VALUE CREATION

CUSTOMER
EXPERIENCE
MANAGEMENT

ENGAGE
INDIVIDUALS

FIND THE RIGHT
KEEP THEM
MAXIMIZE VALUE

COST OF CUSTOMER EXPERIENCE

CUSTOMER GROSS PROFIT

EXTERNAL
VALUE
CREATORS

TOUCHPOINT
MANAGEMENT

CUSTOMER
JOURNEY
RESOURCES

CUSTOMER
EXPERIENCE

VALUE CREATION

CUSTOMER
EXPERIENCE
MANAGEMENT

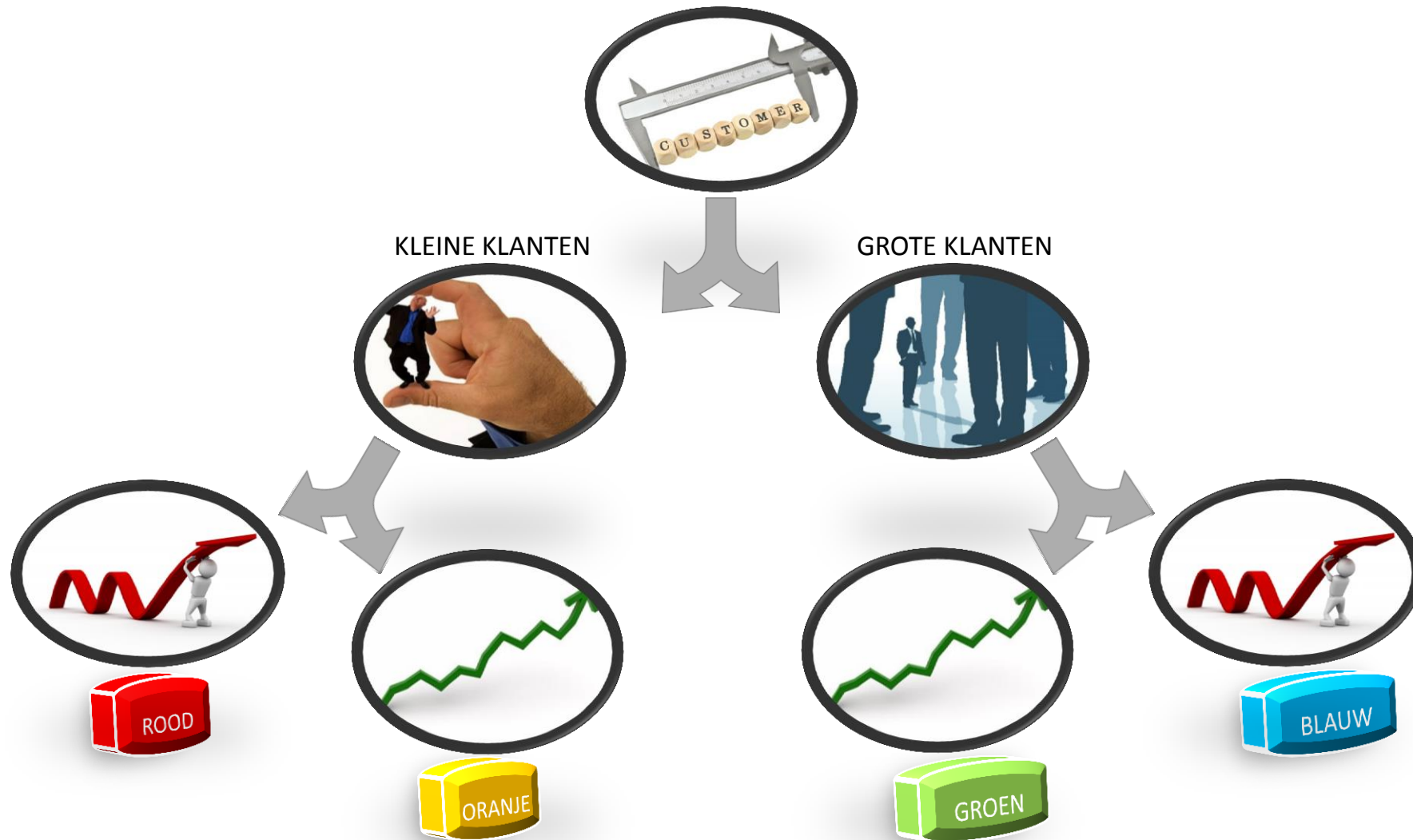
ENGAGE
INDIVIDUALS

FIND THE RIGHT
KEEP THEM
MAXIMIZE VALUE

COST OF CUSTOMER EXPERIENCE

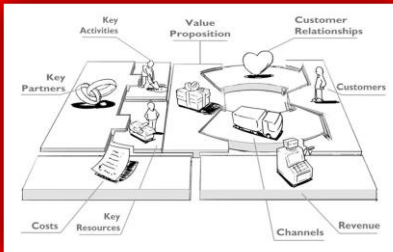
CUSTOMER VALUE

CUSTOMER GROSS PROFIT



ROOD

STRATEGIE



TAKTISCH PLAN

ORANJE

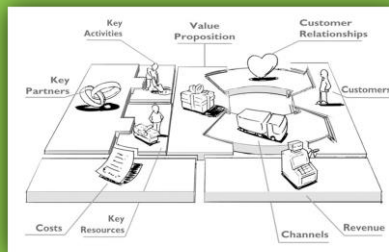
STRATEGIE



TAKTISCH PLAN

GROEN

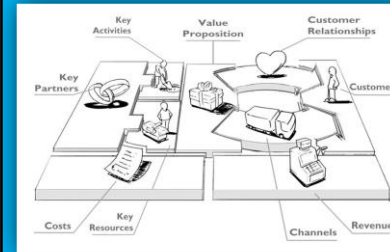
STRATEGIE



TAKTISCH PLAN

BLAUW

STRATEGIE



TAKTISCH PLAN

Executive Summary






rik@nexxworks.com



@rikvera

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Peter Hinssen

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