

Transforming the Customer Experience in a Digitally Led Economy




Ian Golding, CCXP
Global Customer
Experience Specialist

How do
you feel
right now?







A person wearing a dark grey suit, white shirt, and a purple tie with gold dots is shown from the chest down. Their hands are positioned to hold a large, white heart with a thick red border. The heart contains text. The background is a solid blue color with a faint, stylized world map composed of vertical lines of varying heights on the left side.

Putting customer focus at
the heart of everything you
do, in order to achieve
customer satisfaction and
loyalty

It is so easy to
say...

...but so hard
to do

A close-up photograph of a person's hand holding a bright orange rectangular sticky note. The word "WHY?" is written on the note in a bold, black, hand-drawn font. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the edges of the note. The background is out of focus, showing a dark blue surface and a light-colored, textured surface below. The lighting is soft, highlighting the texture of the sticky note and the skin of the hand.

WHY ?

What experience are you delivering today?

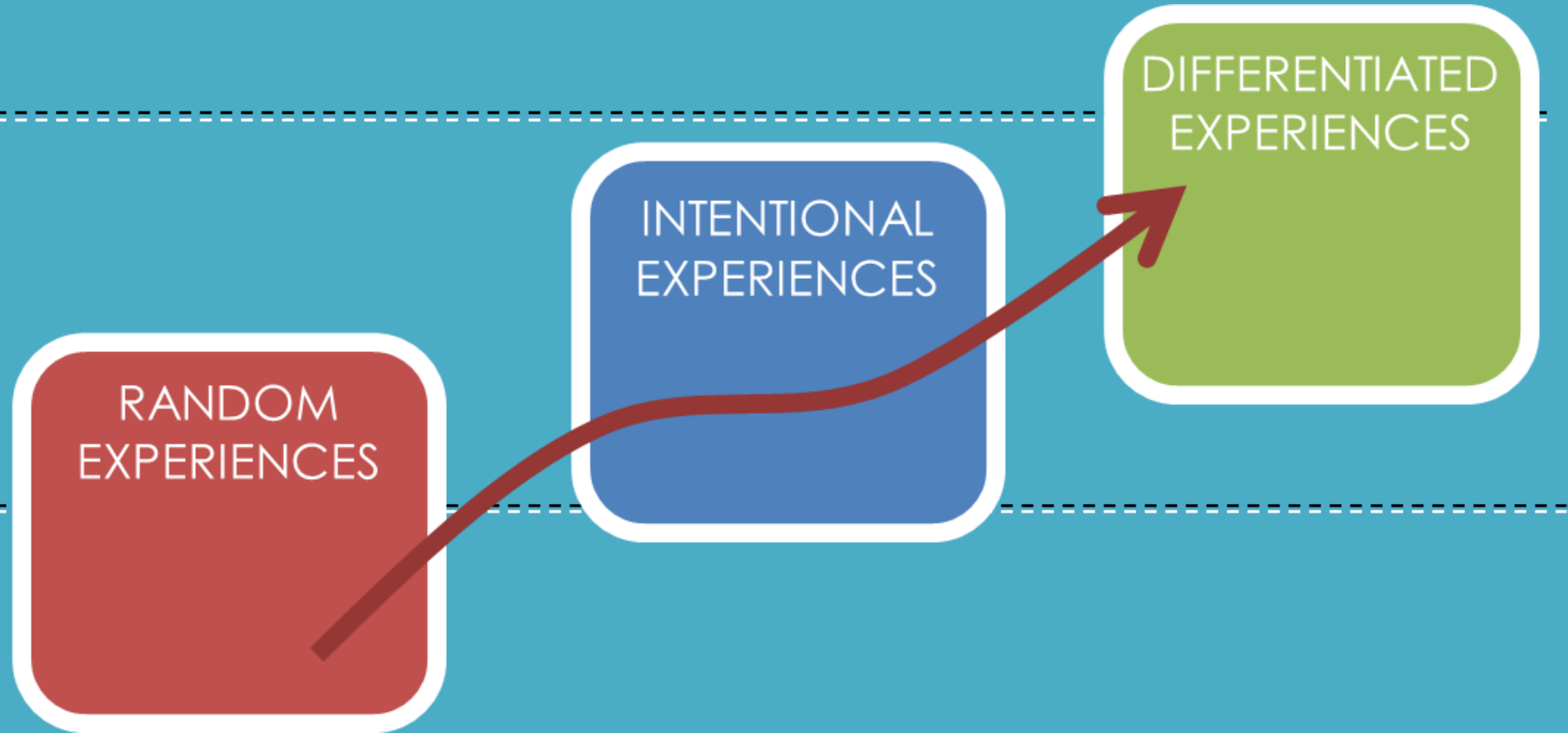
Exceed
expectations

DIFFERENTIATED
EXPERIENCES

INTENTIONAL
EXPERIENCES

Minimum
expectations

RANDOM
EXPERIENCES



DIGITAL DISRUPTION





UBER

World's largest
taxi company

Owens NO

~~Taxis~~



World's largest
Accommodation provider

Owens NO

~~Real
estate~~



World's largest
Phone companies

Owens NO

~~Telco
infra~~



Alibaba Group

World's most
Valuable retailer

Owens NO

~~Inventory~~

facebook.

Most popular
Media owner

Owens NO

~~Content~~

 SocietyOne

World's fastest
Growing bank

Owens NO

~~Actual
money~~

NETFLIX

World's largest
movie house

Owens NO

~~Cinemas~~

 Apple  Google

World's largest
Software vendors

Owens NO

~~Apps~~

\$.

AI





RIGHT

WRONG

IT DEPENDS

A close-up photograph of a person's hand holding a bright orange rectangular sticky note. The word "WHY?" is written on the note in a bold, black, hand-drawn font. The background is out of focus, showing a person's arm and a dark blue garment. The lighting is soft, highlighting the texture of the sticky note and the skin of the hand.

WHY ?



Putting the interests of
the BUSINESS first to
make as much money as
possible?

Putting the interests of
the CUSTOMER first to
make as much money as
possible?





the
Matures
BORN 1945
AND EARLIER



the
Baby Boomers
BORN
1946 - 1964



Generation X
BORN
1965-1976

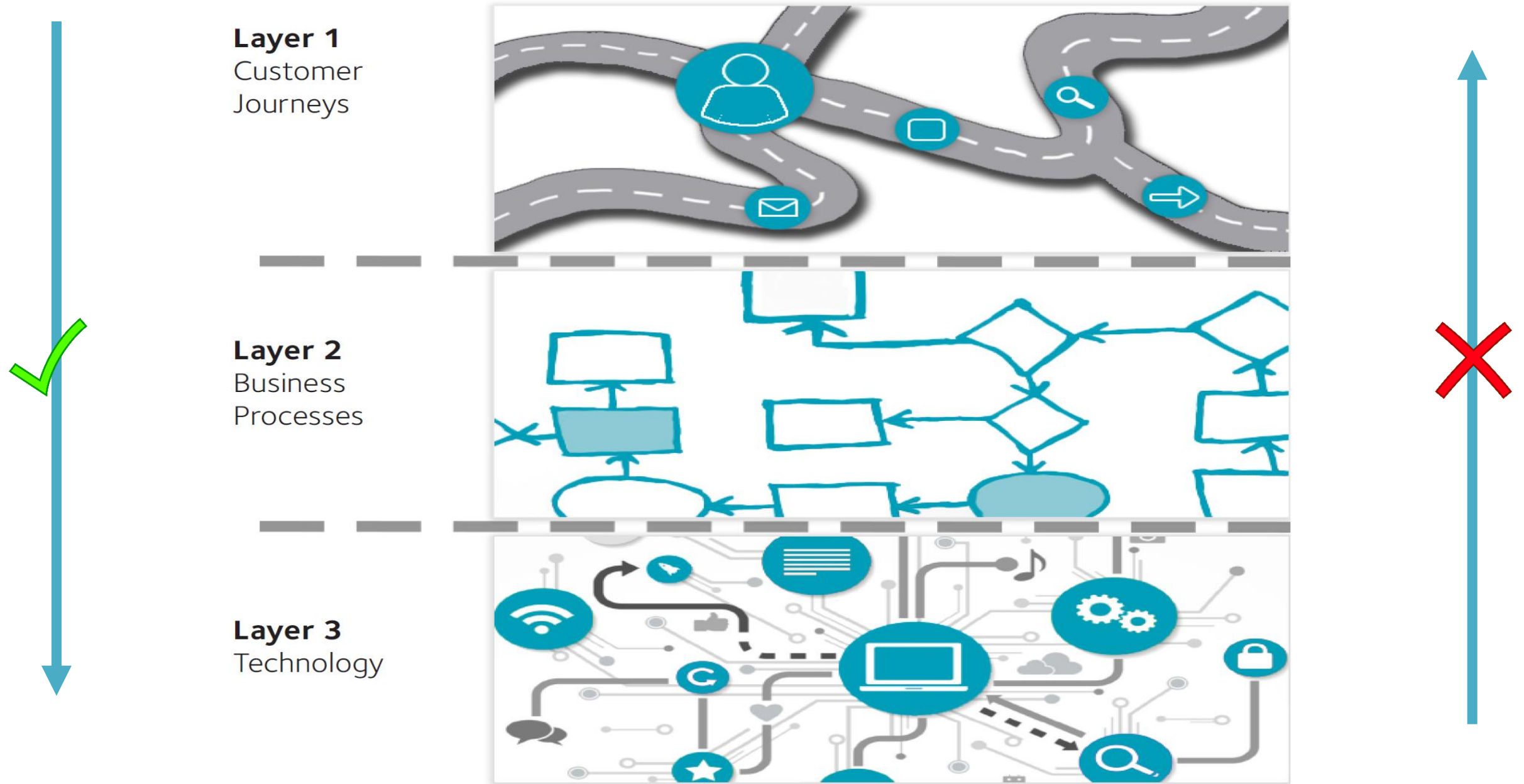


Millennials
BORN
1977-1995



Generation z
BORN 1996
AND LATER

Organisational Layers of Customer Experience



Thank You

ijgolding.com

