

Transforming the Customer Experience in a Digitally Led Economy



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How do
you feel
right now?







A person in a dark grey suit and tie is holding a large, hollow red heart-shaped frame with both hands. The frame is centered in the image, and the person's hands are visible at the top and bottom. The background is a solid blue color with a faint, stylized blue heart shape on the left side.

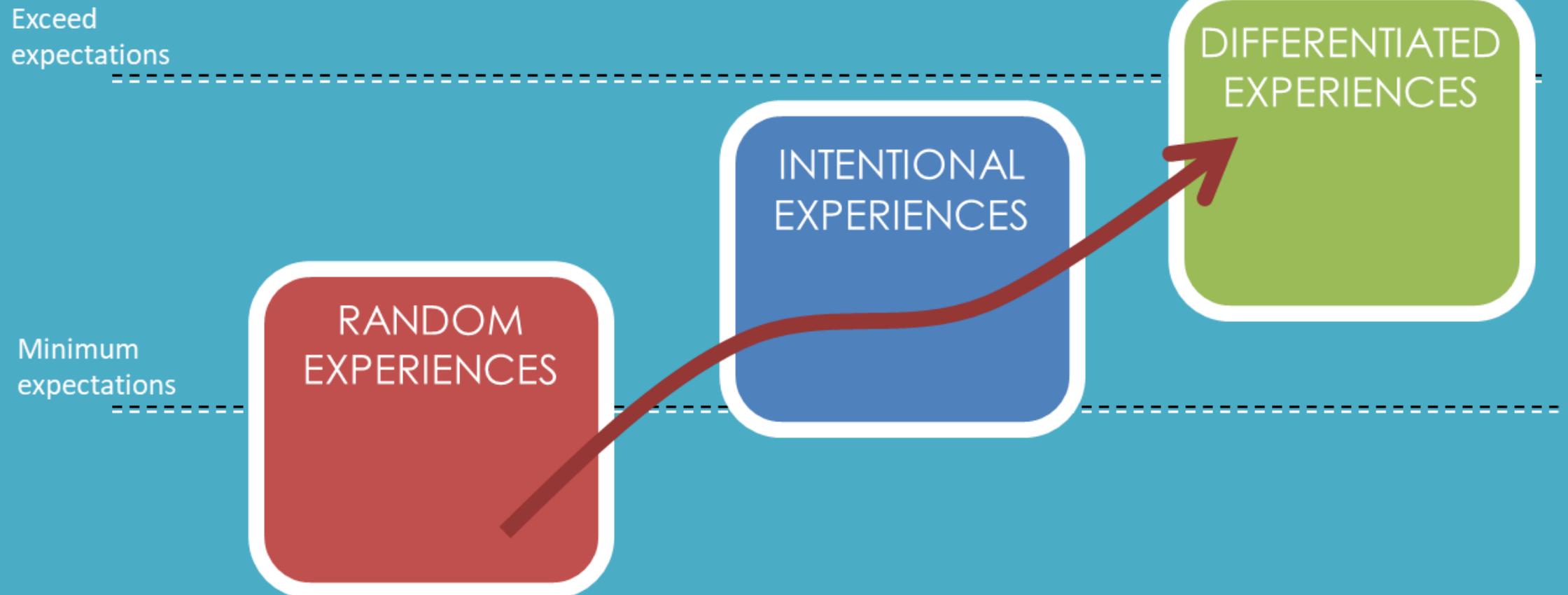
Putting customer focus at
the heart of everything you
do, in order to achieve
customer satisfaction and
loyalty

It is so easy to
say...

...but so hard
to do

WHY ?

What experience are you delivering today?





DIGITAL DISRUPTION



U B E R

World's largest
taxi company

Owns NO

~~Taxis~~



airbnb

World's largest
Accommodation provider

Owns NO

~~Real
estate~~



World's largest
Phone companies

Owns NO

~~Telco
infra~~



Alibaba Group

World's most
Valuable retailer

Owns NO

~~Inventory~~

facebook.

Most popular
Media owner

Owns NO

~~Content~~

SocietyOne

World's fastest
Growing bank

Owns NO

~~Actual
money~~

NETFLIX

World's largest
movie house

Owns NO

~~Cinemas~~

Apple Google

World's largest
Software vendors

Owns NO

~~Apps~~





RIGHT

WRONG

IT DEPENDS

WHY ?

EMOTIONAL

How does it make
people feel?

FUNCTIONAL

Does it do what
people want it to
do?

Experience

ACCESSIBLE

How easy is it for
people to do what
they want to do?

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

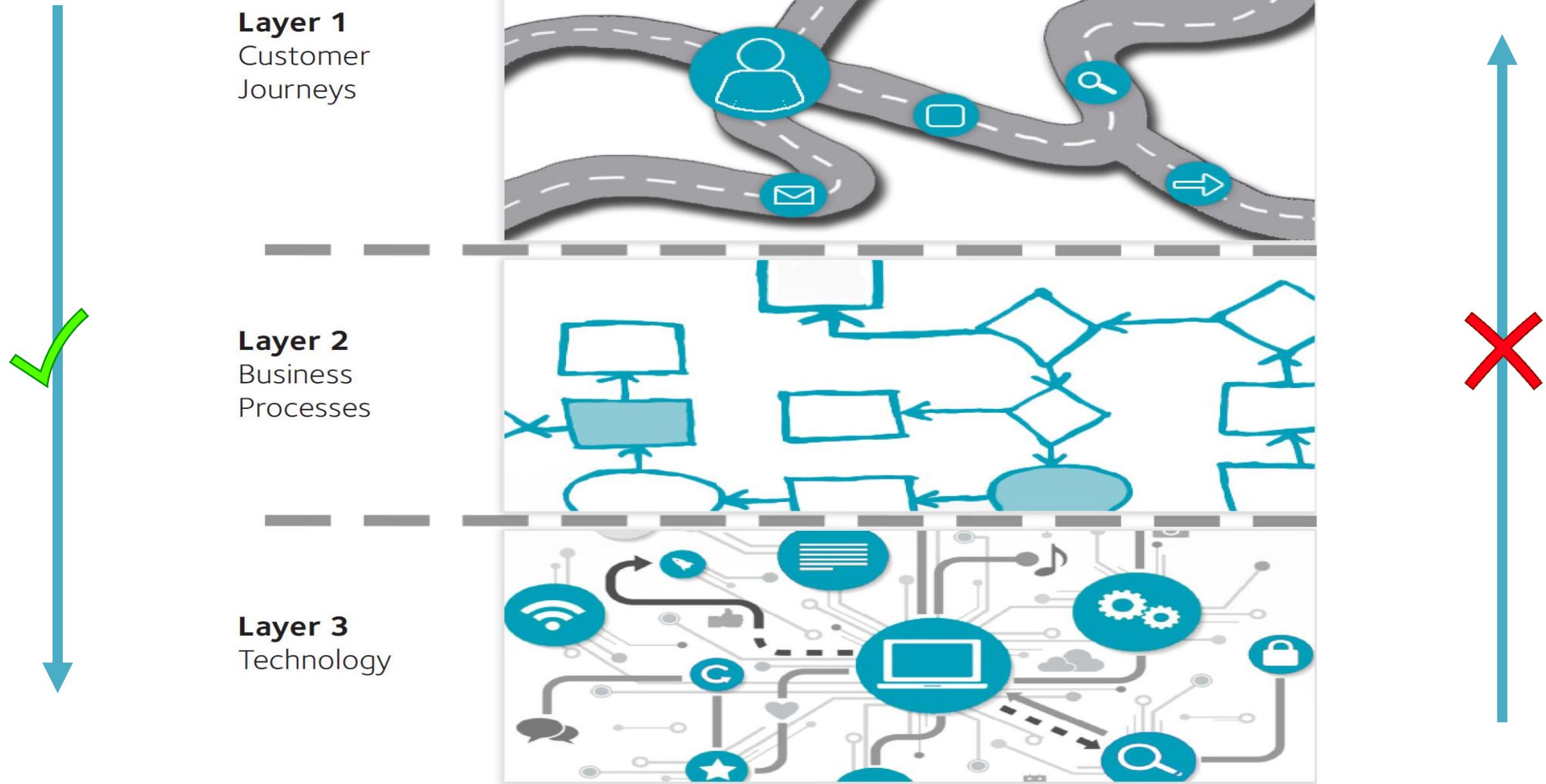
BORN
1977-1995



Generation Z

BORN 1996
AND LATER

Organisational Layers of Customer Experience



Thank You

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