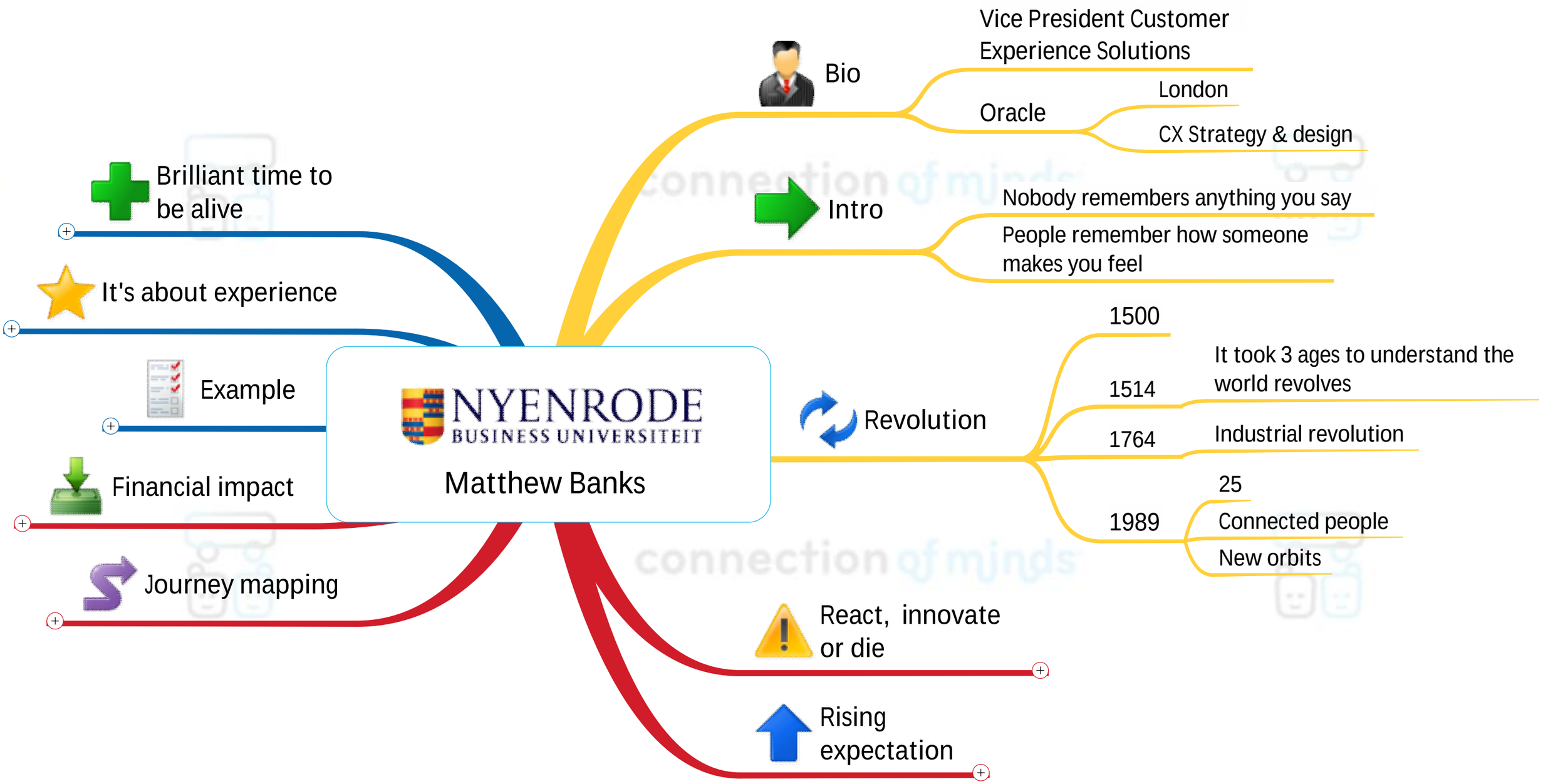
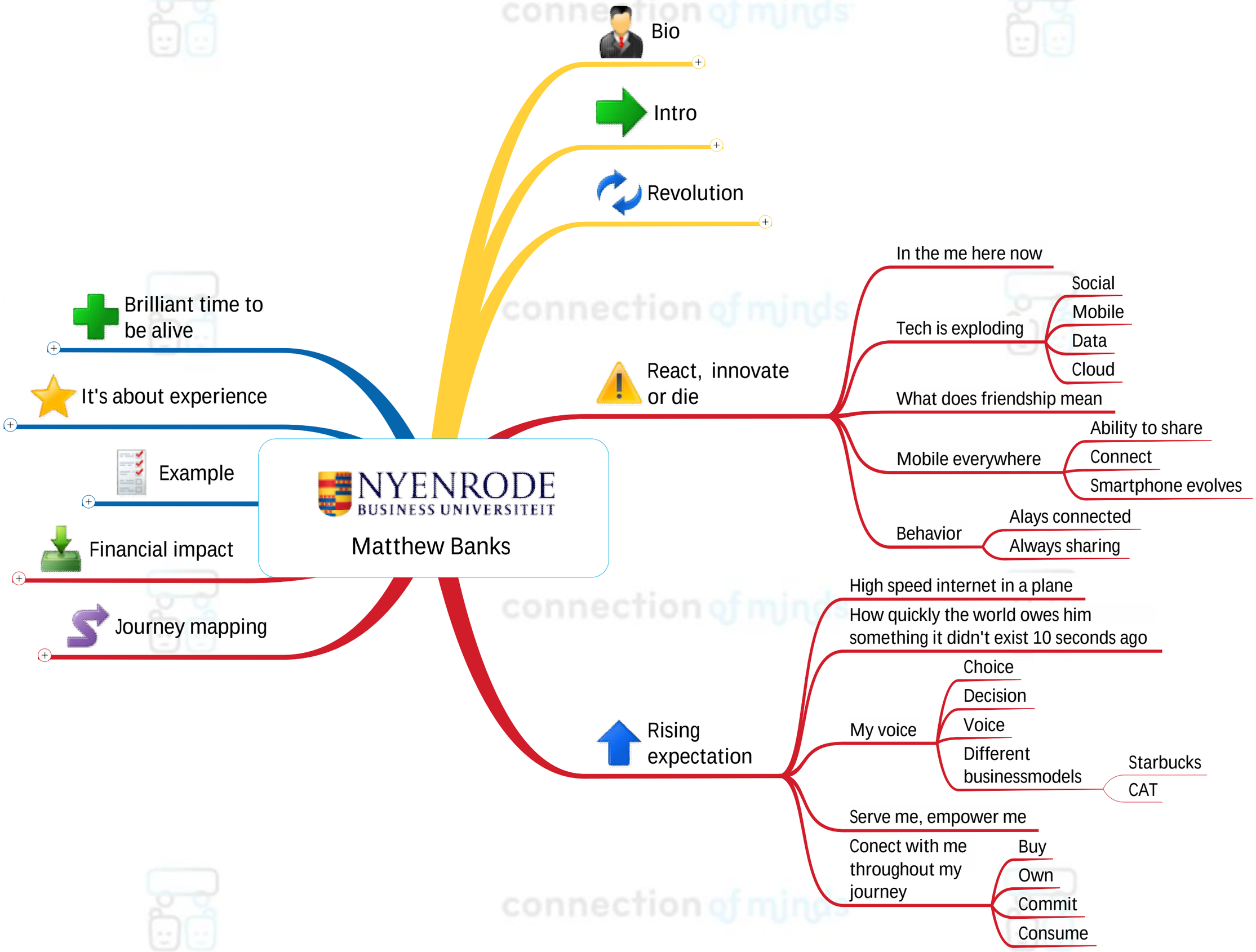
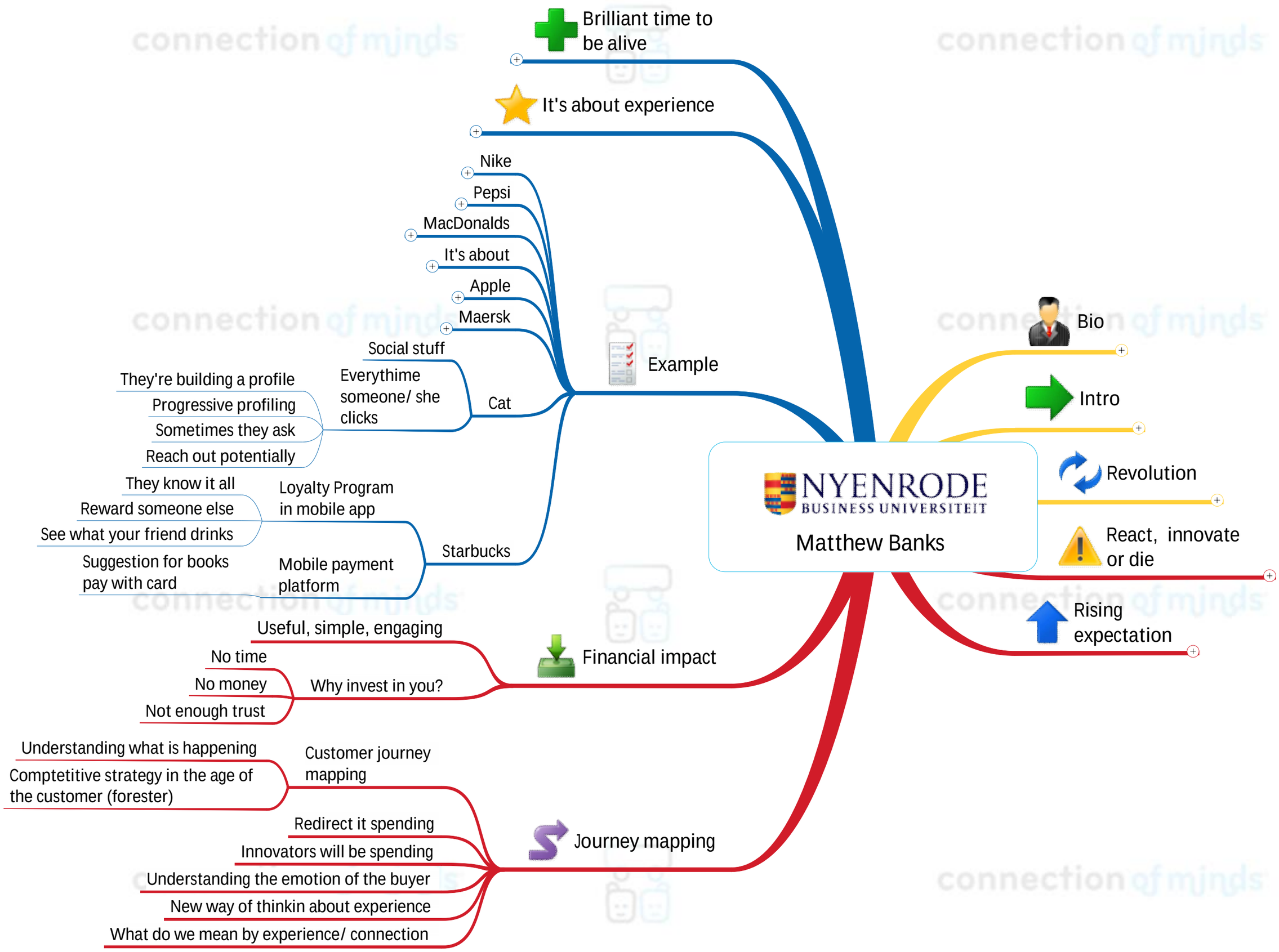
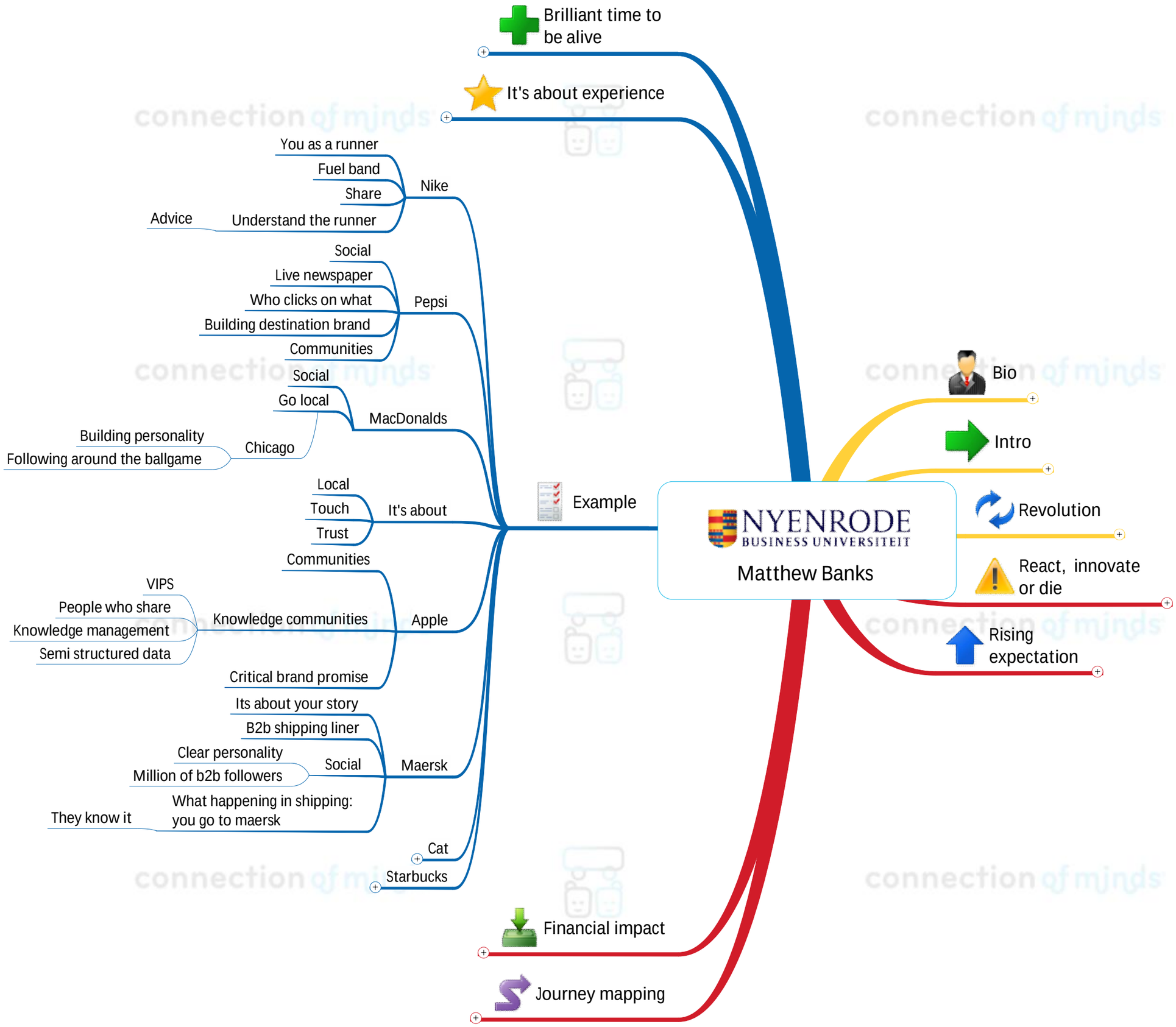

NYENRODE
BUSINESS UNIVERSITEIT
Matthew Banks
Bio
Vice President Customer Experience Solutions
Oracle
London
CX Strategy & design
Intro
Nobody remembers anything you say
People remember how someone makes you feel
Revolution
1500
1514
It took 3 ages to understand the world revolves
1764
Industrial revolution
1989
25
Connected people
New orbits
Brilliant time to be alive
It's about experience
Example
Financial impact
Journey mapping
React, innovate or die
Rising expectation


NYENRODE
BUSINESS UNIVERSITEIT
Matthew Banks
Bio
Intro
Revolution
React, innovate or die
In the me here now
Tech is exploding
Social
Mobile
Data
Cloud
What does friendship mean
Mobile everywhere
Ability to share
Connect
Smartphone evolves
Behavior
Alays connected
Always sharing
Rising expectation
High speed internet in a plane
How quickly the world owes him something it didn't exist 10 seconds ago
My voice
Choice
Decision
Voice
Different businessmodels
Starbucks
CAT
Serve me, empower me
Conect with me throughout my journey
Buy
Own
Commit
Consume
Brilliant time to be alive
It's about experience
Example
Financial impact
Journey mapping


Matthew Banks
Brilliant time to be alive
It's about experience
Example
Nike
Pepsi
MacDonalds
It's about
Apple
Maersk
Cat
Social stuff
Everythime someone/ she clicks
They're building a profile
Progressive profiling
Sometimes they ask
Reach out potentially
Starbucks
Loyalty Program in mobile app
They know it all
Reward someone else
See what your friend drinks
Mobile payment platform
Suggestion for books pay with card
Financial impact
Useful, simple, engaging
Why invest in you?
No time
No money
Not enough trust
Journey mapping
Customer journey mapping
Understanding what is happening
Comptetitive strategy in the age of the customer (forester)
Redirect it spending
Innovators will be spending
Understanding the emotion of the buyer
New way of thinkin about experience
What do we mean by experience/ connection
Bio
Intro
Revolution
React, innovate or die
Rising expectation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Brilliant time to be alive
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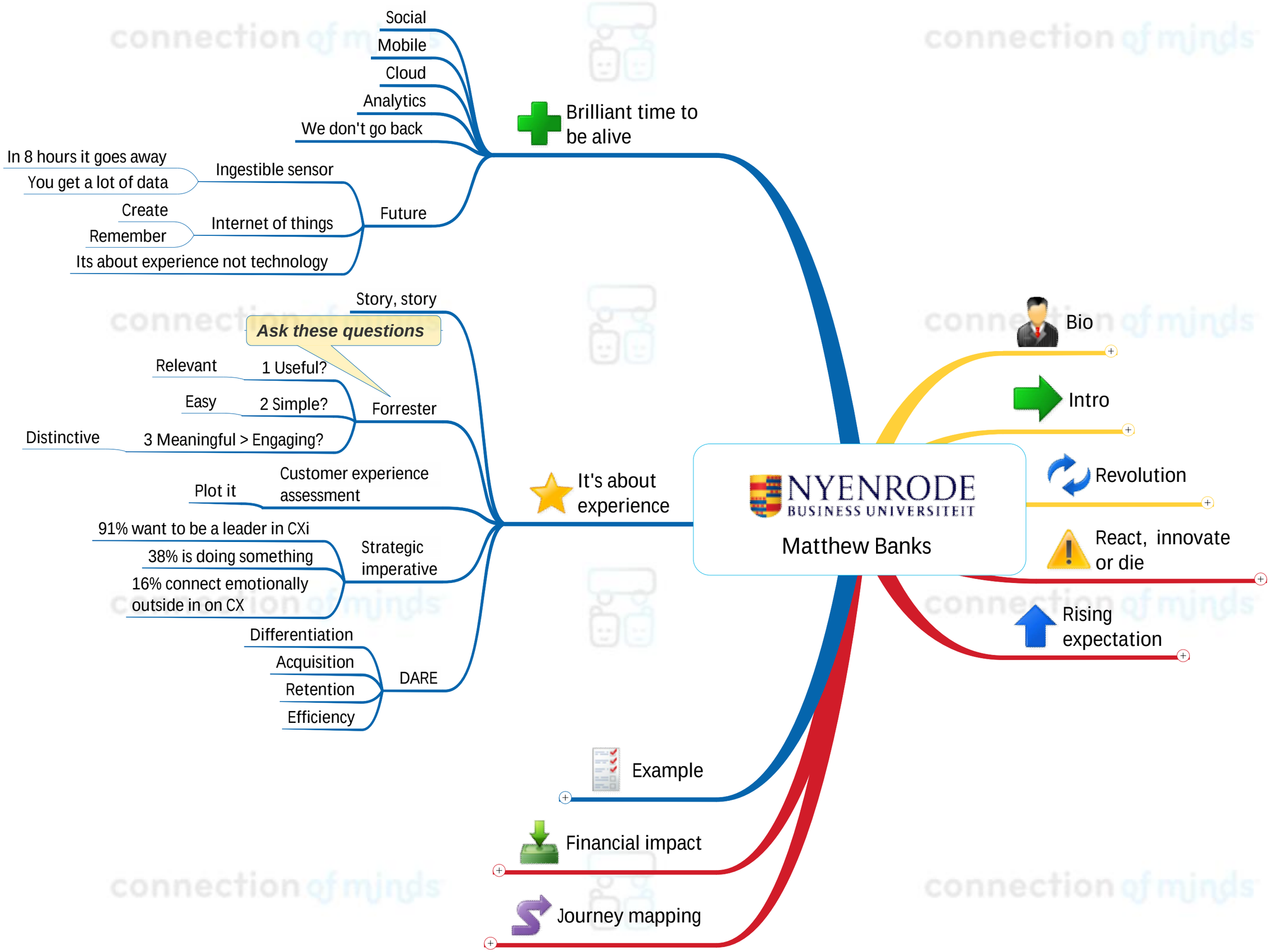
Rising expectation
Financial impact
Journey mapping
Example
Nike
You as a runner
Fuel band
Share
Understand the runner
Advice
Pepsi
Social
Live newspaper
Who clicks on what
Building destination brand
Communities
MacDonalds
Social
Go local
Chicago
Building personality
Following around the ballgame
It's about
Local
Touch
Trust
Apple
Communities
Knowledge communities
VIPS
People who share
Knowledge management
Semi structured data
Critical brand promise
Maersk
Its about your story
B2b shipping liner
Social
Clear personality
Million of b2b followers
What happening in shipping: you go to maersk
They know it
Starbucks
Cat


NYENRODE
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Matthew Banks
Bio
Intro
Revolution
React, innovate or die
Rising expectation
Example
Financial impact
Journey mapping
It's about experience
Brilliant time to be alive
Social
Mobile
Cloud
Analytics
We don't go back
Future
Ingestible sensor
In 8 hours it goes away
You get a lot of data
Internet of things
Create
Remember
Its about experience not technology
Story, story
Ask these questions
Forrester
1 Useful?
Relevant
2 Simple?
Easy
3 Meaningful > Engaging?
Distinctive
Customer experience assessment
Plot it
Strategic imperative
91% want to be a leader in CXi
38% is doing something
16% connect emotionally outside in on CX
DARE
Differentiation
Acquisition
Retention
Efficiency