

Customers are irrational: *Stop fighting it!*



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Beyond Philosophy

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Consultant
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Webinar Interface Review

1. Viewer Window

GoToWebinar Example Interface

Audio: Use your microphone and speakers (VoIP) or
call using your telephone

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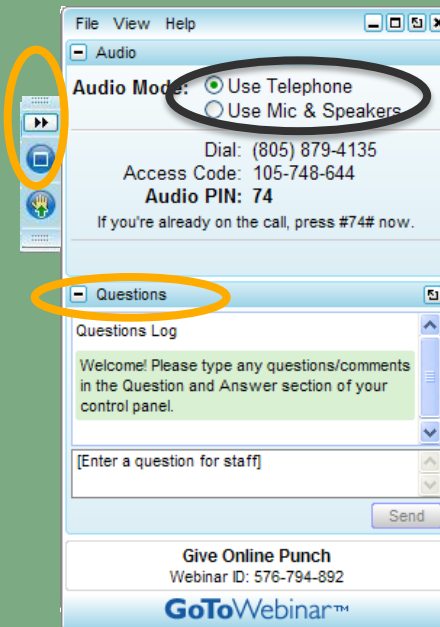


Network



Recycle Bin

2. Control Panel



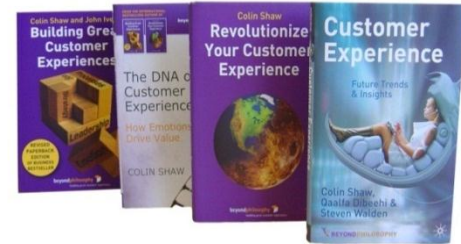
Who are Beyond Philosophy?



We are pioneers in the Customer Experience space.



We work in many countries across several continents



Thought leadership is our differentiator. We have literally written the books on Customer Experience.

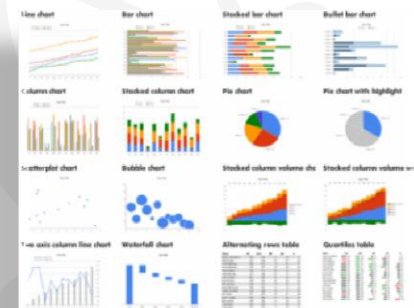


We put emphasis on the emotional side of customer experience



Cranfield
UNIVERSITY
School of Management

We maintain links with academia to keep us aligned with the latest breakthroughs

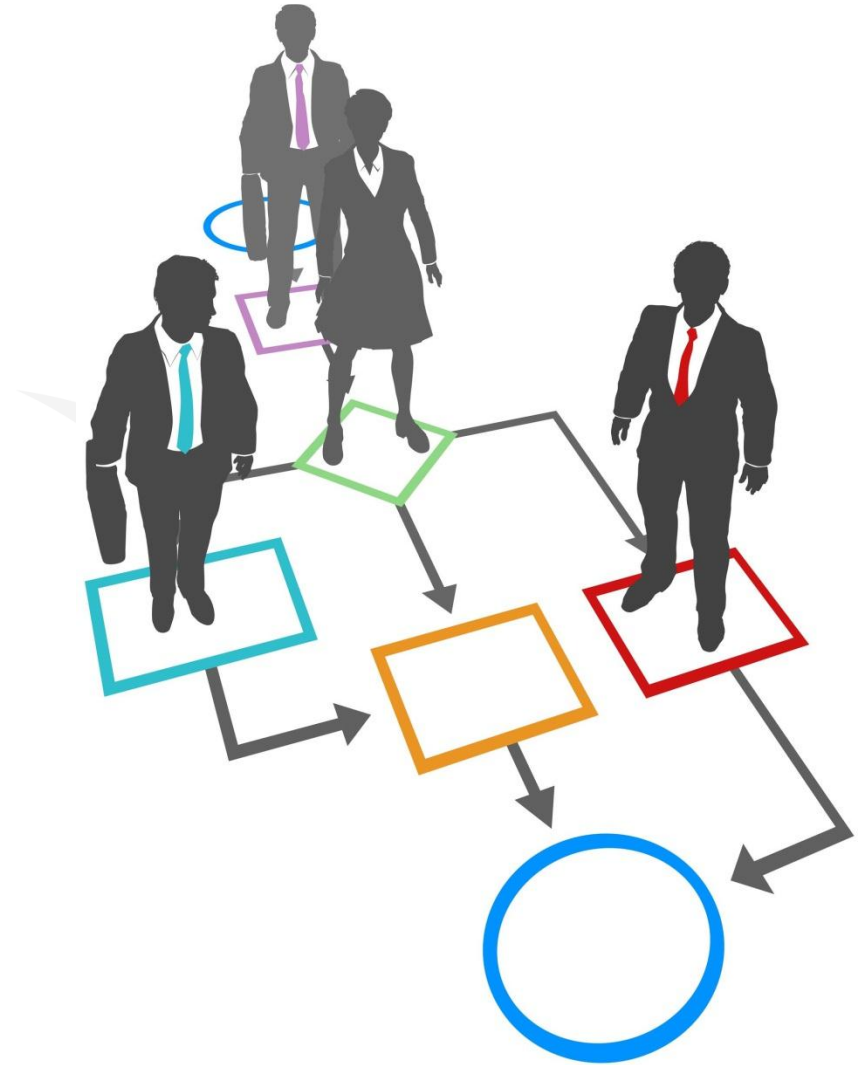


Evidence based consulting - we look for what really drives business value

Some of our clients...



Traditional way of looking at Customers...



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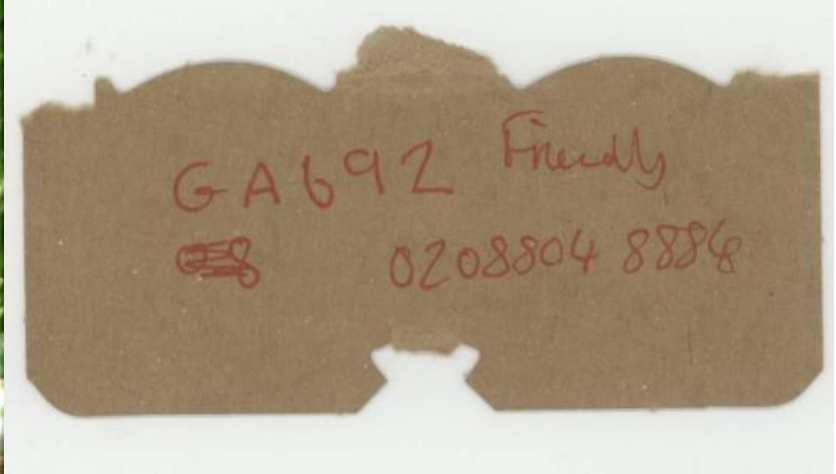
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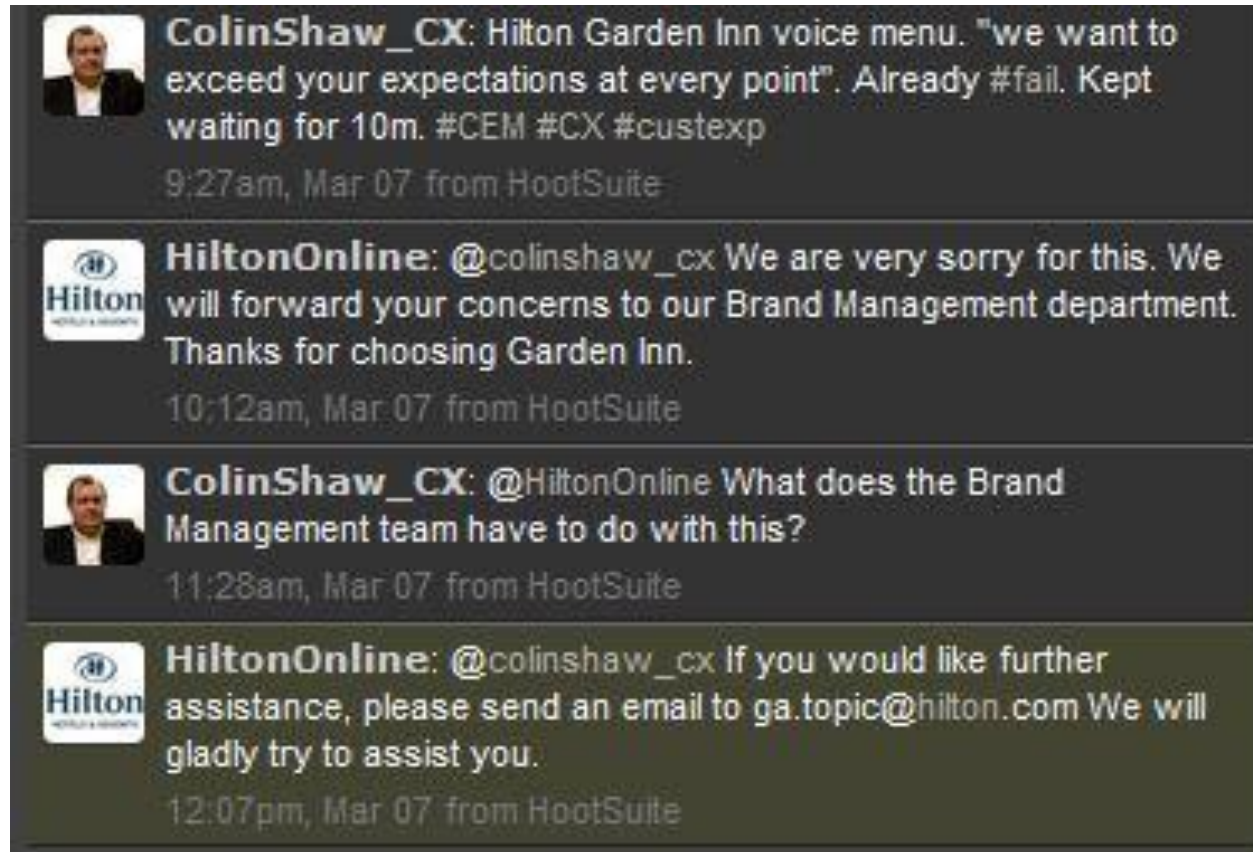
Do not eat or
drink anything.
even if you left it out: get charged



7 4 2008



The transactional experience transfers into social media...



A screenshot of a Twitter conversation on a dark background. The conversation consists of four tweets. The first tweet is from ColinShaw_CX, a man in a suit, complaining about a Hilton Garden Inn voice menu. The second tweet is from HiltonOnline, the Hilton logo, apologizing and offering to forward concerns to the Brand Management department. The third tweet is from ColinShaw_CX asking what the Brand Management team should do. The fourth tweet is from HiltonOnline offering further assistance via email. The tweets are timestamped and show they were sent from HootSuite.

ColinShaw_CX: Hilton Garden Inn voice menu. "we want to exceed your expectations at every point". Already #fail. Kept waiting for 10m. #CEM #CX #custexp
9:27am, Mar 07 from HootSuite

HiltonOnline: @colinshaw_cx We are very sorry for this. We will forward your concerns to our Brand Management department. Thanks for choosing Garden Inn.
10:12am, Mar 07 from HootSuite

ColinShaw_CX: @HiltonOnline What does the Brand Management team have to do with this?
11:28am, Mar 07 from HootSuite

HiltonOnline: @colinshaw_cx If you would like further assistance, please send an email to ga.topic@hilton.com We will gladly try to assist you.
12:07pm, Mar 07 from HootSuite



Process or Experience?



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Customer Experience definition

A Customer Experience is an interaction between an organization and a customer as perceived through a Customer's conscious and subconscious mind. It is a blend of an organization's rational performance, the senses stimulated and emotions evoked and intuitively measured against customer expectations across all moments of contact.

Rational and Conscious



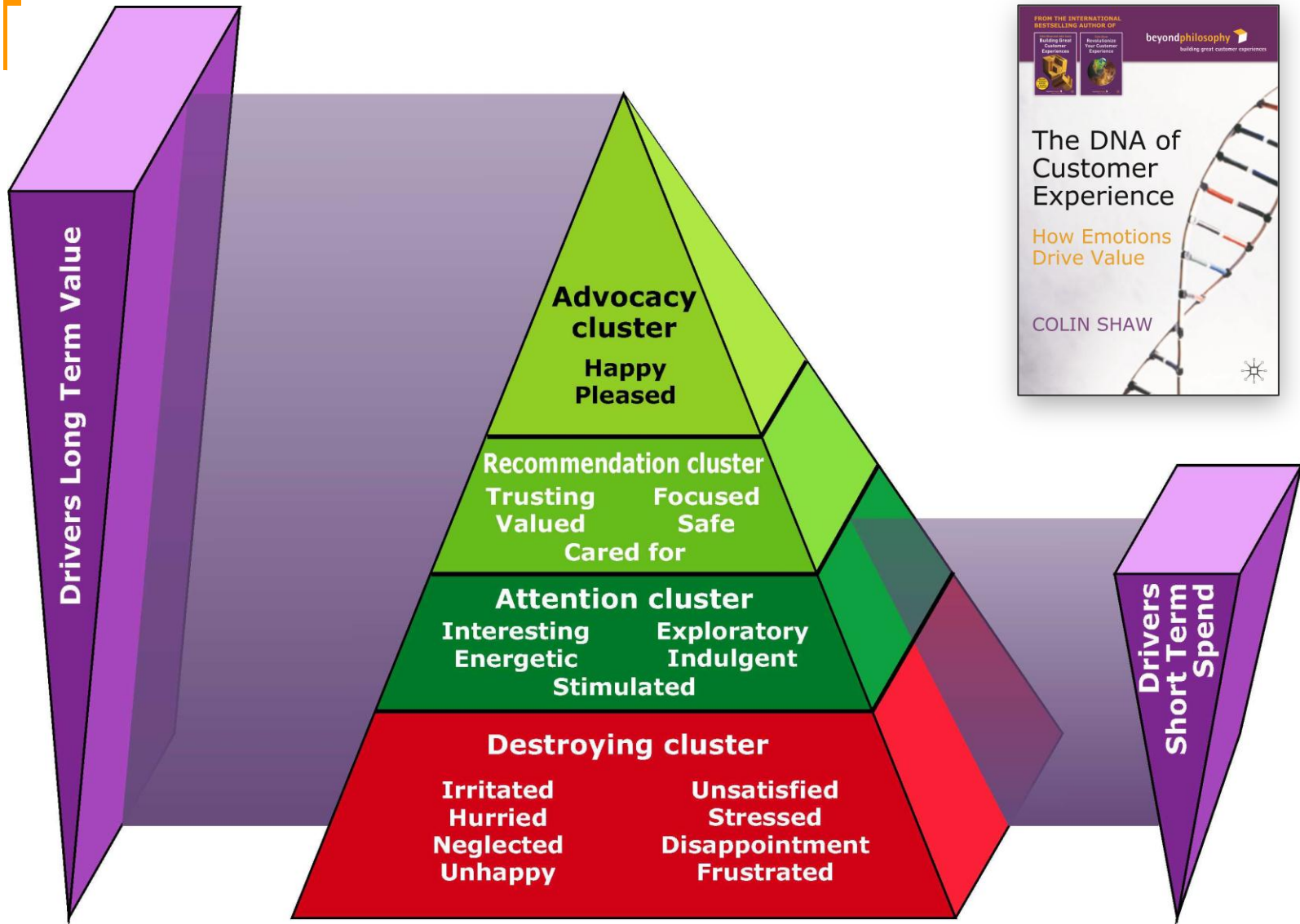
Emotional and Subconscious



The emotional Customer Experience



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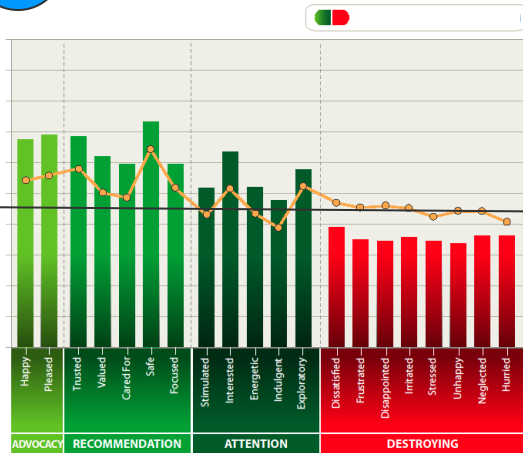


Hierarchy of Emotional Value

Credit card company example...

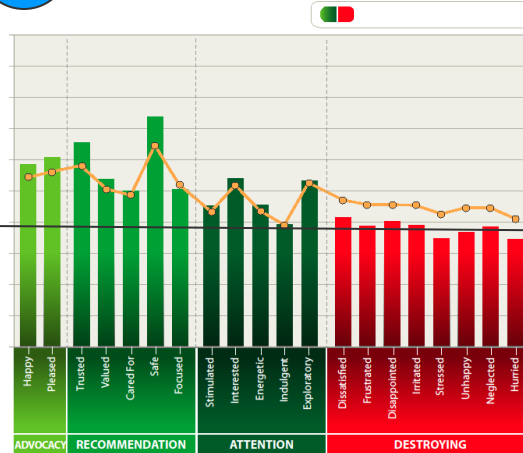
1

Getting a Card



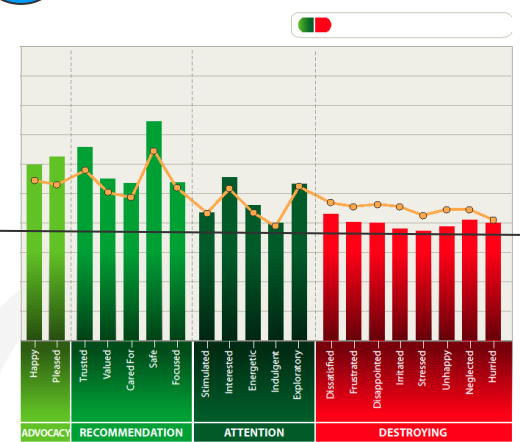
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Using my Card



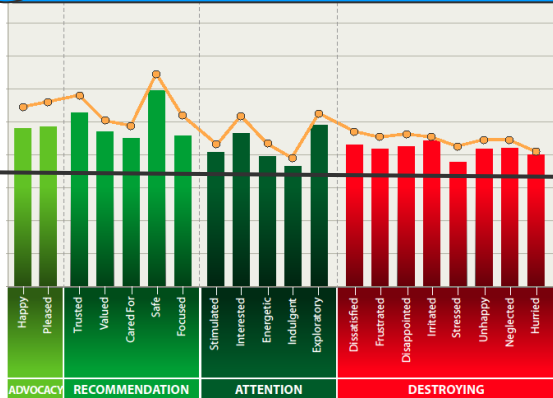
3

Servicing my Account



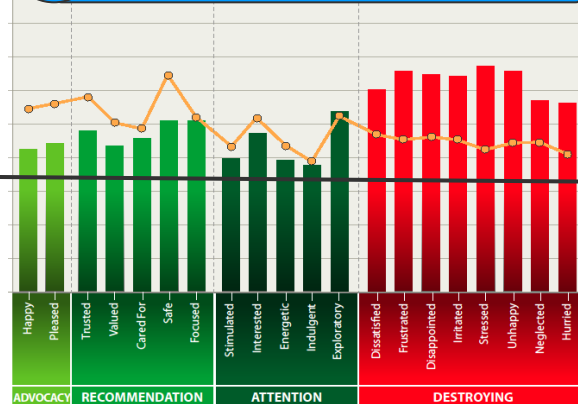
4

Extending my Relationship



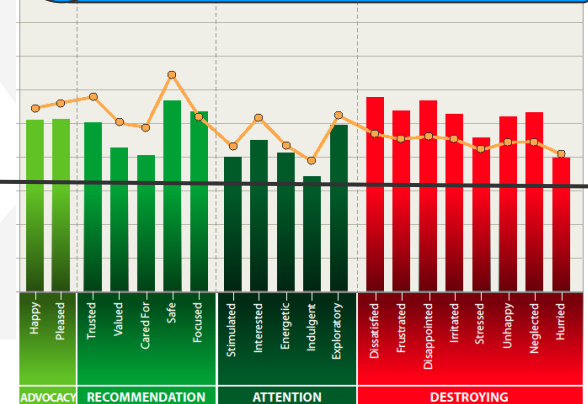
5

Having Financial Difficulty



6

Ending my Relationship





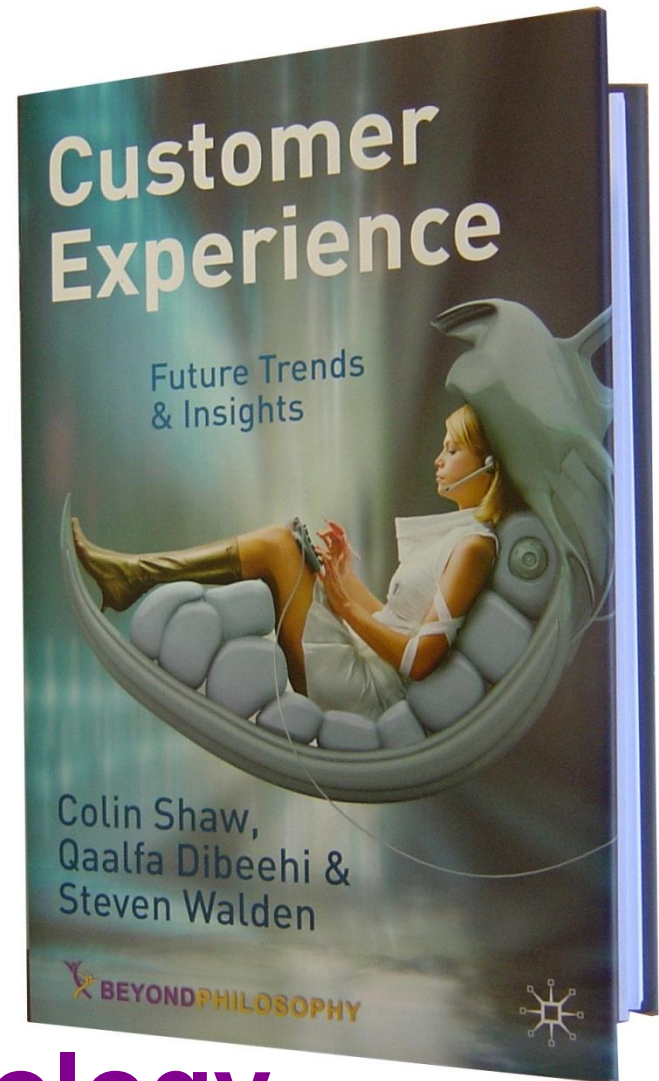
The subconscious experience



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The key to unlock the Customer brain



Experience Psychology

Sometimes we don't know about the things that influence us, we just subconsciously perceive them...

5:1



I am acting in a certain way, but not sure why.....

Subconscious signals effect our behaviour and we don't know why...

➤ Attributes of the brand

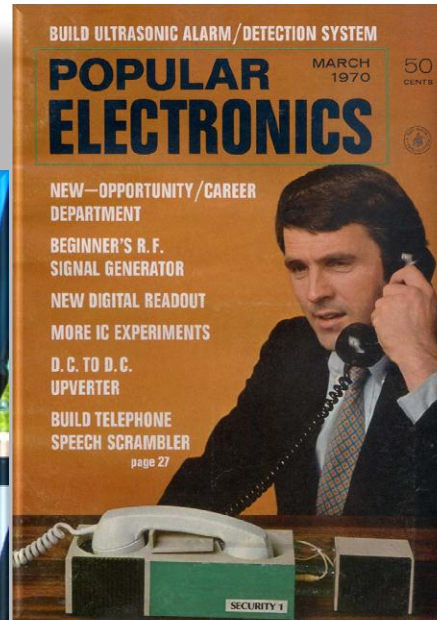
- Speed
- Power
- Aggressiveness
- Risk-taking



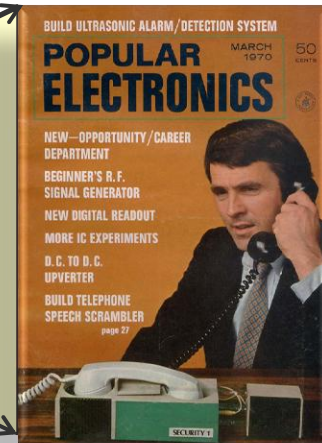
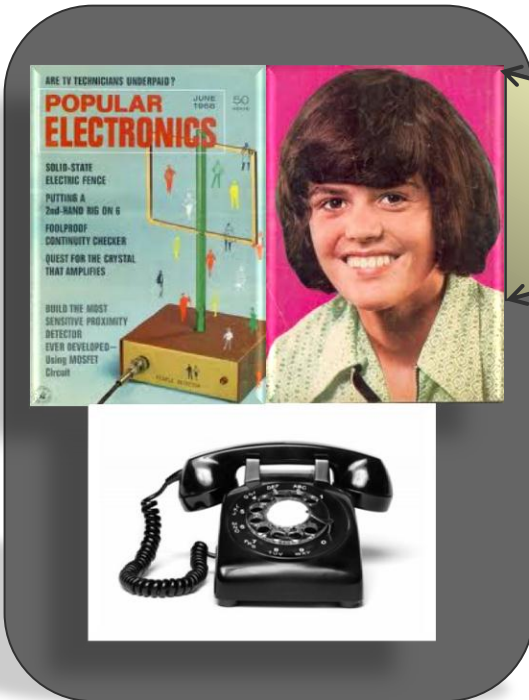
Professors S. Adam Brasel and
James Gips of the Boston College
Carroll School of Management

How we make decisions

- what are the subconscious signals?



We reference our memory to give this experience meaning



Prospect theory - Kahneman and Tversky - 1979

One of the foundations of Behaviour economics



- If a decision is taken to avoid a loss it will be a bolder more aggressive, than one to achieve a gain.
- We want to hold onto the things we have, we are protective, we want to keep our standard of living. We will gamble more to do that than to INCREASE our standard of living.
- Kahneman: “People hate losing more than they like winning by a factor of 2 or 3 - The emotional tail wags the rational dog”





Practical examples



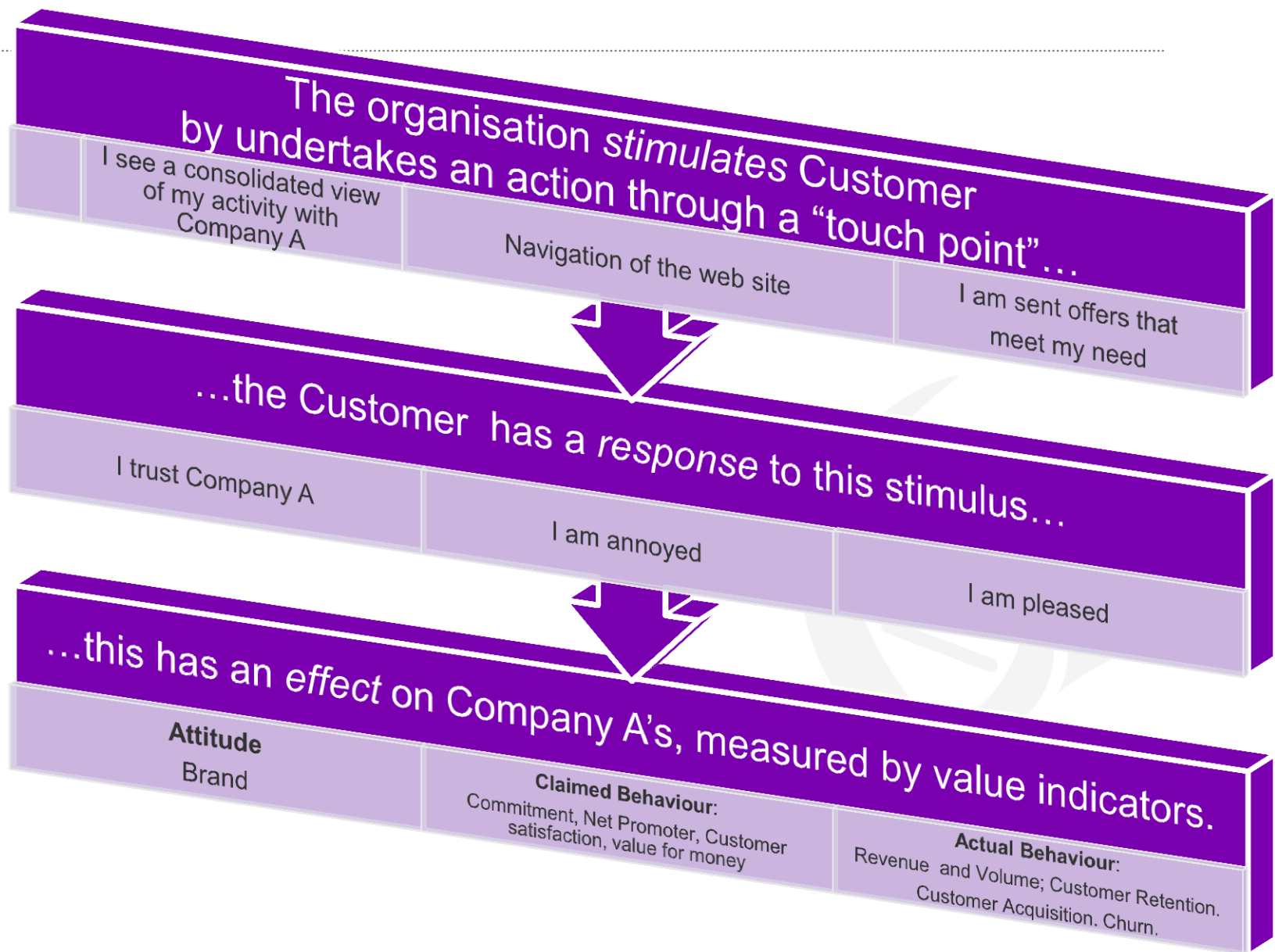
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SHOULD

Will

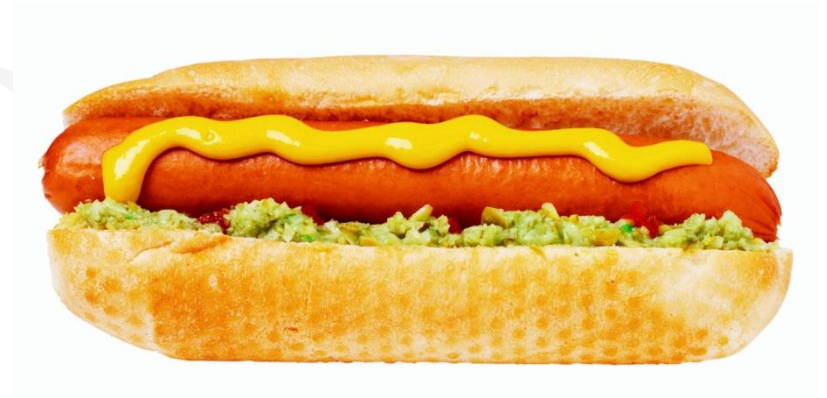


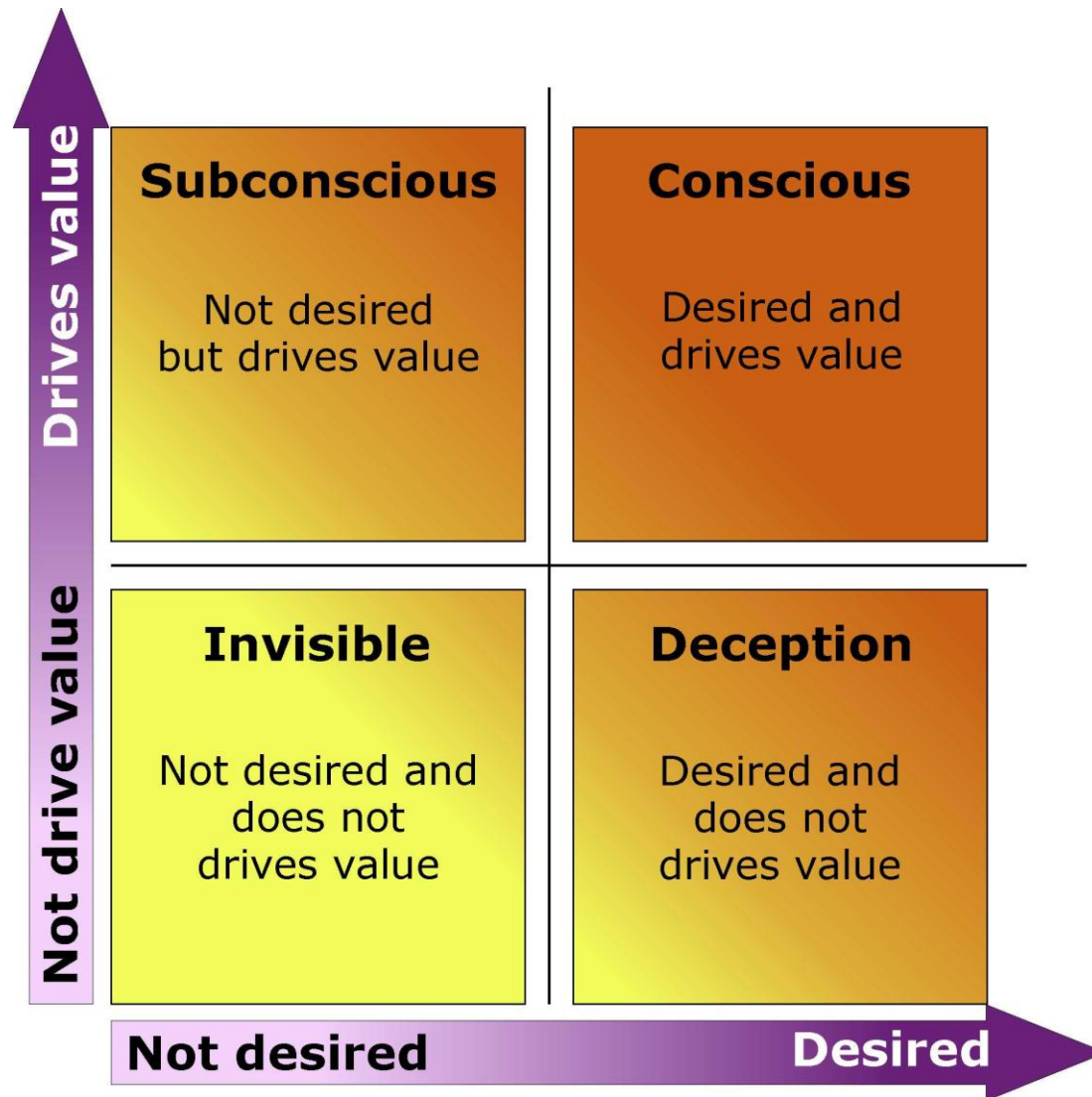


What customers
say they desire



What drives
business value



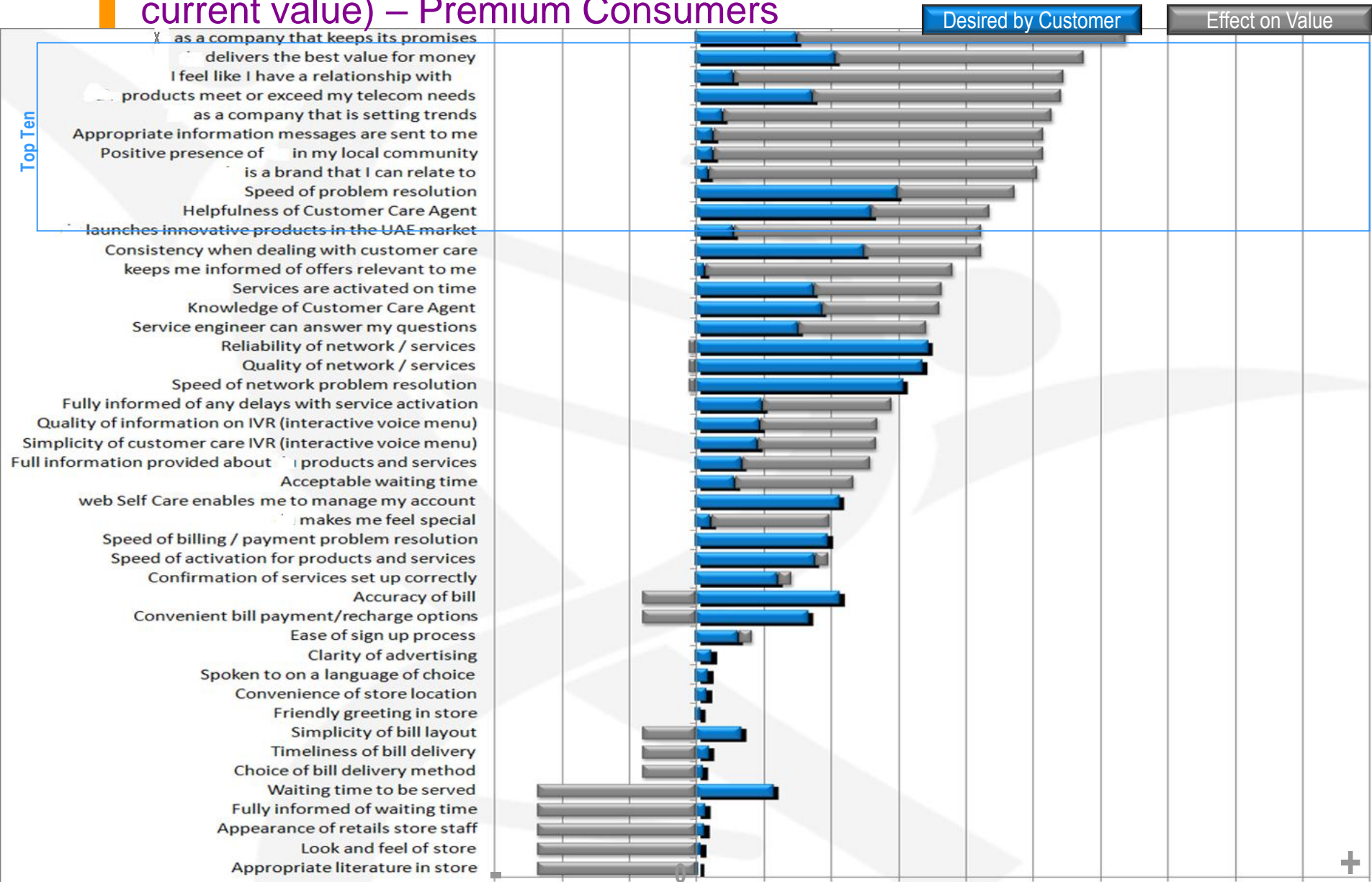


Middle East Telecommunications Company

**Product quality versus
emotional engagement**



Priority Order of the Attributes (Combined desirability and current value) – Premium Consumers

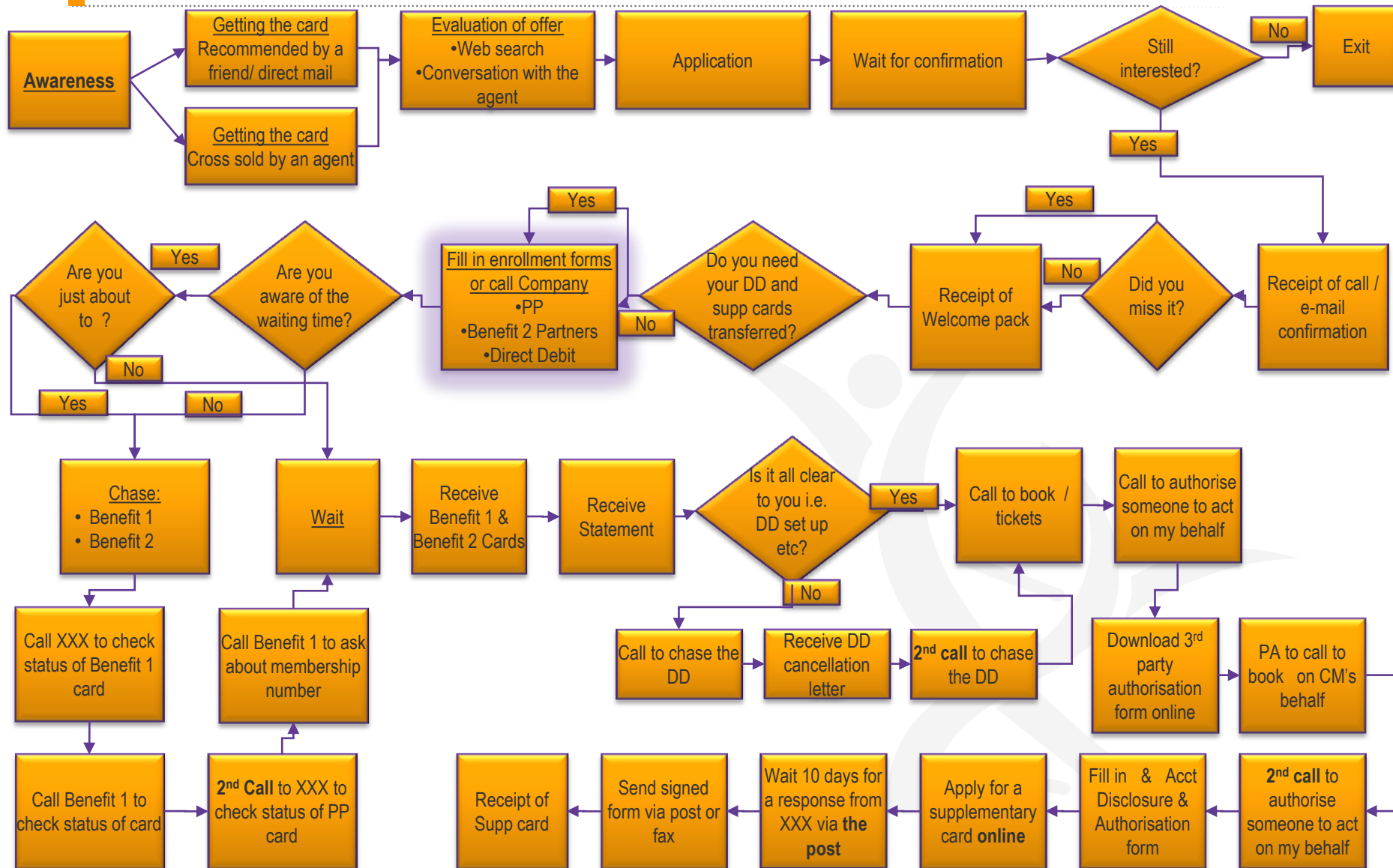




Designing a new experience



Mapping the Credit Card Journey



Cognitive Dissonance





**MAERSK
LINE**

FORRESTER®

- **Increase in Net promoter Score:** *“As a result of its customer experience efforts, NPS has improved from -10 to +30”*
- **Increases shipping volume.** *“Maersk correlated a 4 point*

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- **Tr**

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Maersk Line

Webinar June 21st

customer experience improvement methods. The firm then did a study comparing regions with and without a council. The result: participating local offices score 10 points higher on their NPS than those offices that opted out”.



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@ColinShaw_CX