



# THE BIG MISTAKE PEOPLE MAKE IN DIGITAL TRANSFORMATION AND HOW TO AVOID IT

Presented by  
Colin Shaw, Founder and CEO



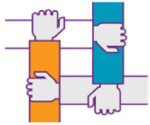
**BEYOND PHILOSOPHY**  
Building Great Customer Experiences

# Beyond Philosophy & how we work...



## WE ARE PRACTICAL THOUGHT LEADERS

We take a scientific approach; we don't just look at the rational experience but also what drives human behavior - emotions, subconscious, behavioral economics and psychology, and then mix this with a practical implementation. Thought leadership with real world results. Hence our name '*Beyond Philosophy*'



## WE ACT AS YOUR GUIDE AND PARTNER

We'll help you develop the strategy, guide the initiatives, and even train your CX team on our tools & methodologies. We do not wish to embed ourselves or be 'camped out' in your organization.



## WE REDUCE RISK AND INCREASE PERFORMANCE

We have a variety of proven tools and techniques to apply to your unique situation. We build a program around what will get you the best results. Through our vast experience we know what works and what doesn't.



## OUR EXPERIENCE IN CUSTOMER EXPERIENCE IS VAST

We are the first operational CX consultancy and training company in the world. Since 2002, we have had the pleasure to serve many of the top organizations across the globe.



## WE FOCUS ON WHAT WILL DRIVE VALUE (\$) FOR YOU

We do not believe in 'exceeding Customer expectations' at every point of contact. We do believe in identifying and focusing on those aspects of your experience that will drive the most value for you. To help achieve this we have the world's largest database of what drives Customer emotions.



## SEASONED CUSTOMER EXPERIENCE TOOLS & METHODS

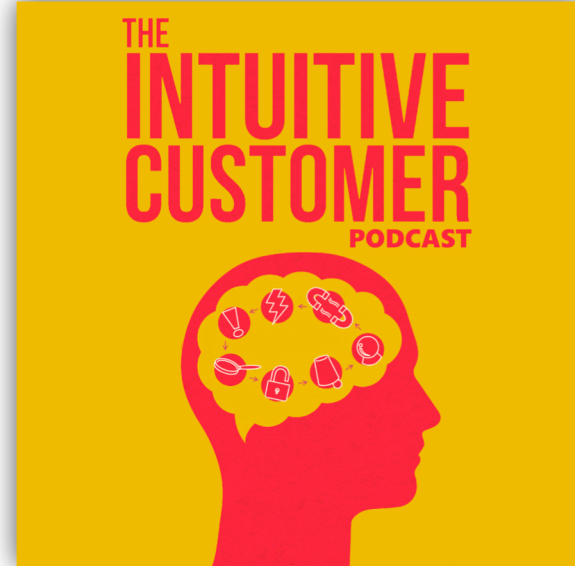
With our vast experience we know what works and what doesn't. We have evolved our tool set in practical implementation and these are proven to work. We can use these on our engagement or we can train your people on how to do this or a mix of both.

# Webinars to podcasts...

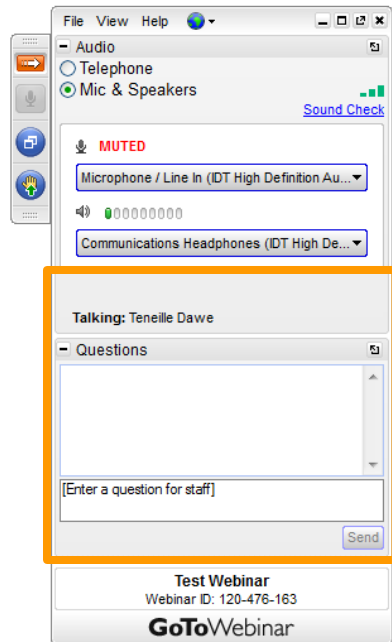


Professor Ryan Hamilton

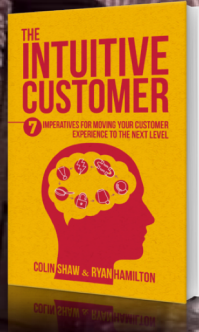
Colin Shaw



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## Behavioural Economics



Psychology

Subconscious

Emotions

Rational  
Action

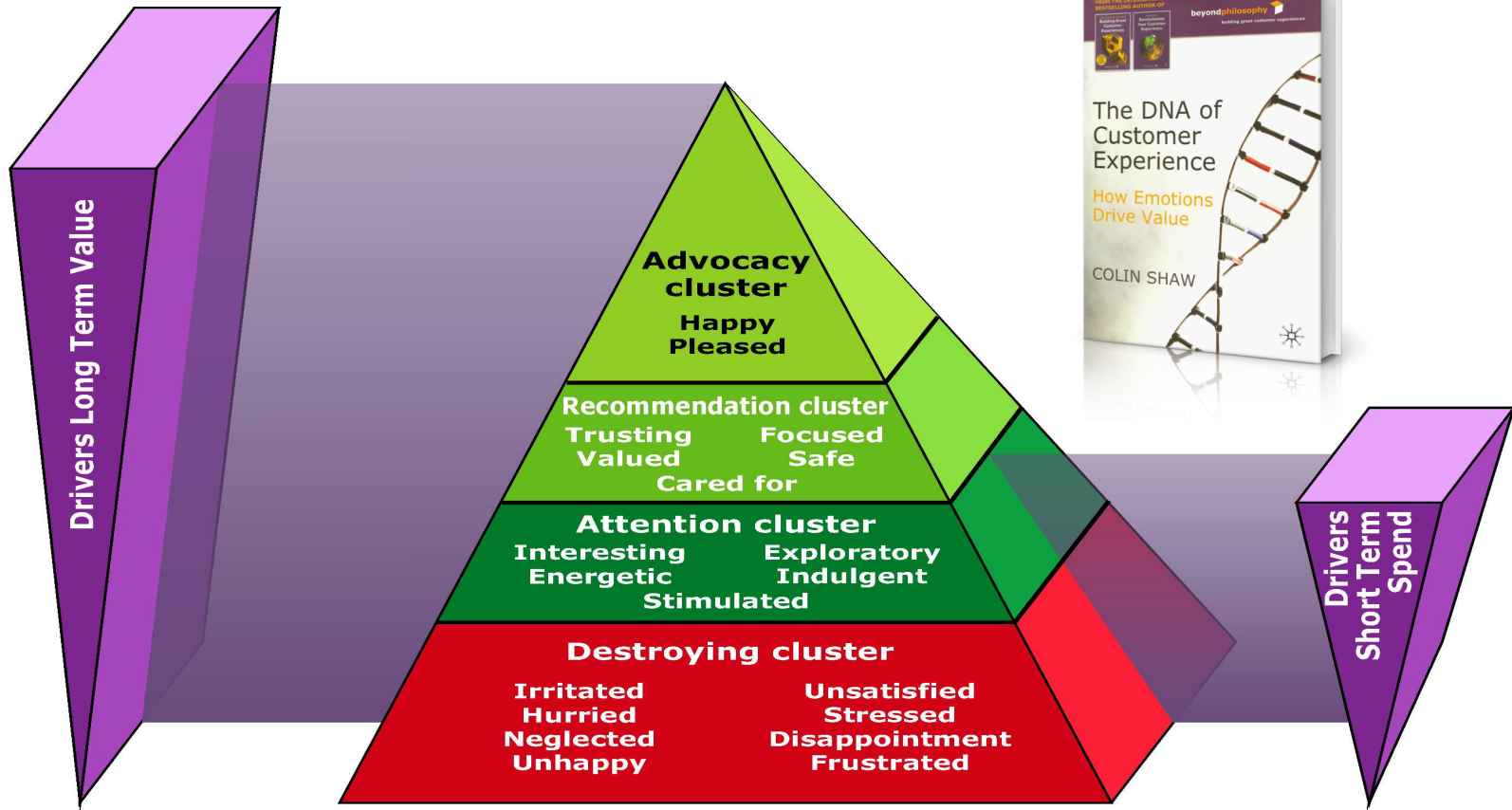
Intuitive and  
Rational  
systems – Not  
thinking or  
checking

*Description of  
'travel' alarm*

Feel frustrated

Returns Item

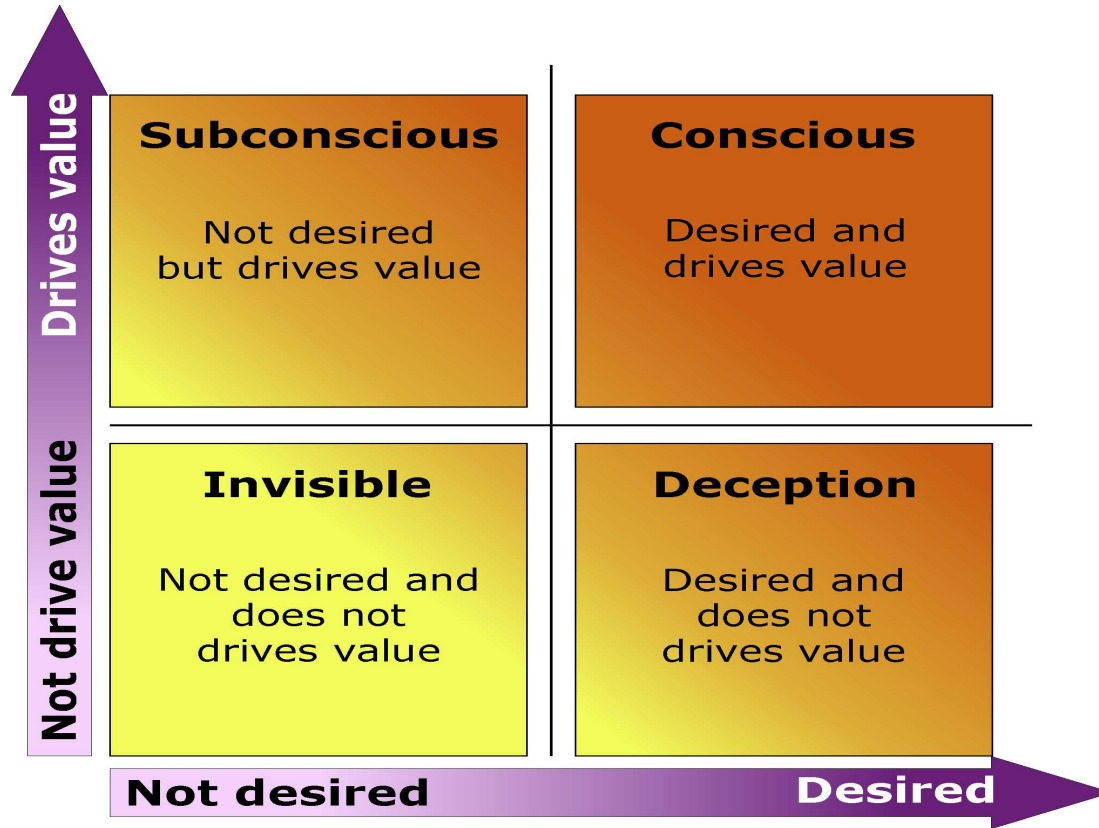
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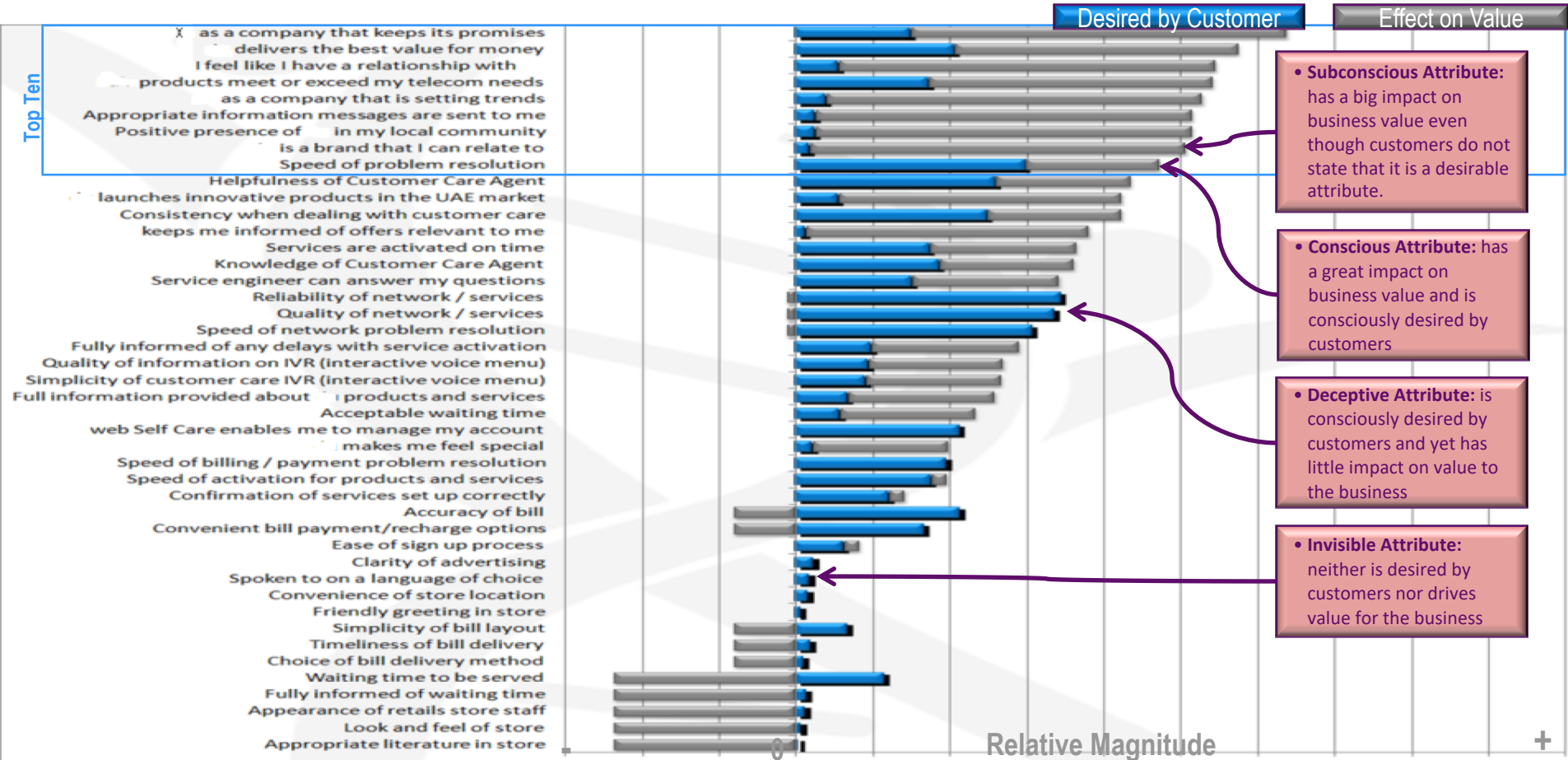
Hierarchy of Emotional Value





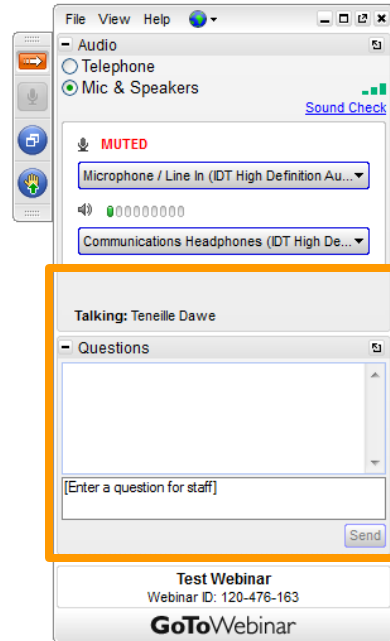


# Mobile Phone Company



# Peak End Rule

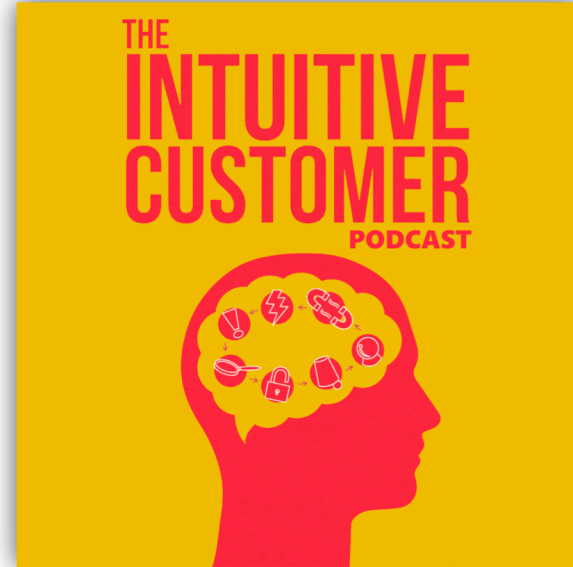
# Q&A time – Send us your questions





Professor Ryan Hamilton

Colin Shaw



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