Customer Experience: Future Trends & Insights

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Where will the biggest opportunities stem from in Customer Experience?

- Experience Psychology
- Neuroexperience
- Social Media
Customer Experience is all we do!

Thought leadership is our differentiator

Fourth book now available

Offices in London, Atlanta with Partners in Europe & Asia

Links with Academia

Focus on the emotional side of the Customer Experience
We are Proud to Have Helped Some Great Organizations…
Webinar Interface Review

1. Viewer Window

GoToWebinar Example Interface

Audio: Use your microphone and speakers (VoIP) or call in using your telephone.
Dial:
Access Code:
Audio Pin:

www.beyondphilosophy.com

2. Control Panel

Audio Mode: Use Telephone
Use Mic & Speakers
Dial: (305) 879-4135
Access Code: 105-748-644
Audio PIN: 74
If you're already on the call, please #74# now.

Questions

Welcome! Please type any questions/comments in the Question and Answer section of your control panel.

[Enter a question for staff]
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.
What are the subconscious signals your organization is giving to customers? Are these driving or destroying value for you?

We don’t trust you; we think you will steal our pens.

We value you; we personalize Your coffee by putting your name on it.
The subconscious mind processes 200,000 times more information than the conscious mind, without us having to focus on it.

It does that processing before our eyes have even recognised the person or object.

Dr Peter Jones
Chartered Psychologist
AFBPsS  CSci
Social Media and the Customer Experience
United Breaks Guitars

The Dave Carroll hit single that became an overnight internet sensation!
Today's Deal: 53% Off Pet Grooming, Toys & More at Downtown Pet Spa

$35

Buy!

Value: $75  Discount: 53%  You Save: $40

Time Left to Buy:
12 hours
16 minutes
44 seconds

34 bought

The deal is on!
Tipped at 10:36AM with 30 bought

The Fine Print
Expires 01/31/2010
First-time grooming customers only, but anyone can buy this Groupon for in-store merchandise. Limit 1 per person. Not applicable for daycare, phone, or web orders. Cannot be combined with any other offers.

Highlights
- Luxurious pet grooming
- Huge selection of toys and pet products
- Pets will come happy and leave happy

The Company
The Salty Paw
36 Peck Slip New York, NY 10038
www.thesaltypaw.com

Discussion

has anyone gone to this
b( oom, I have a toy... more

Join the discussion
I comment

Get your business on Groupon!

Get Featured!
Dell Swarm

Bag an even better deal this week when you join a group to buy Dell computers! Get a FREE Wasabi™ Ultramobile Printer (worth $319) with the Studio XPS M1340. All while you save $300 and have it at the final low price of $2199 with a total of 15 buyers in each Swarm, or 12% off the starting price of $2499 – a price that’s already lower than at Dell.com.sg!
TWEET THE TWELPFORCE
To contact the Twelpforce, just Tweet to us by adding "@Twelpforce" to the beginning of your tech-related question. Or go to BestBuy.com/Twelpforce
“Media is not social”

Source:
David Armano
www.darmano.typepad.com
Digital Social Experience definition:

A technology enabled social interaction that helps to meet psychological needs: safety, belonging, esteem and self actualization, and the resultant emotions evoked. Technology enables a wider, faster, more frequent engagement between people and thus creates a digital social experience.
**Stages of maturity**

**Disregard**
- Social Media is disregarded as a fad
- Social Media does not apply to them
- They are in a monopoly situation
- Their competition is not doing anything
- The Senior team do not use Social Media

**Observe**
- A visionary in the organization sees the potential.
- Organization starts to look at what people are saying about them in Social Media
- Start to observe other activities.
- Small experimentation undertaken

**Broadcast**
- The organization starts broadcasting on platforms.
- No ability for two way conversation is available
- Social Media is seen as a threat as the organization can not control the message.
- Typically this is outsourced at this point

**Involve**
- The organization is having a conversation.
- Social Media being used to capture feedback
- Marketing starts experiments about capturing Customer comments
- It is informal
- Normally the Social Media team is brought in house

**Integral**
- People couldn’t live without Social Media
- Seen as experts by their Customers.
- Lines are blurred between Customer and the organization
- Customer are answering questions for the organization.
- Symbiotic relationship
What Drives Value in a Social Media Experience?
The organisation *stimulates* Customer by undertakes an action through a “touch point”...

I see a consolidated view of my activity with Company A

Navigation of the web site

I am sent offers that meet my need

…the Customer has a *response* to this stimulus...

I trust Company A

I am annoyed

I am pleased

…this has an *effect* on Company A’s, measured by value indicators.

**Attitude**

Brand

**Claimed Behaviour:**
Commitment, Net Promoter, Customer satisfaction, value for money

**Actual Behaviour:**
Revenue and Volume; Customer Retention. Customer Acquisition. Churn.
We forget Customers are people…

The segments we looked at:

- Personal Social Experiences
- Customer Social Experiences
- Business Social Experiences
What we did...
Examples of attributes used

Rational attributes of a Social Experience:

- People refer to your comments on their blog
- The speed of accessing information
- The ease of using the social media
- The quality of the information
- The page layout/design of social media sites.

Emotional attributes of the Social Experience:

- Feeling that I am important when using social media
- Feeling that I am accepted when using social media
- The respect I get from others when using social media
- The sense of esteem I get when using social media
- The trustworthiness of the information when using social media.
Typical research results...

<table>
<thead>
<tr>
<th>Top three attributes based on desirability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall</strong></td>
</tr>
<tr>
<td>The helpfulness of links posted by other people</td>
</tr>
<tr>
<td>The ease of use of Social Media</td>
</tr>
<tr>
<td>The speed of finding relevant information</td>
</tr>
</tbody>
</table>
Typical research results…

<table>
<thead>
<tr>
<th>Three lowest attributes based on desirability</th>
<th>Overall</th>
<th>Personal</th>
<th>Business</th>
<th>Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The feeling that I am accepted</td>
<td>The feeling that I am accepted</td>
<td>The feeling that I am accepted</td>
<td>The availability of a 3G signal</td>
<td></td>
</tr>
<tr>
<td>The sense of esteem I get</td>
<td>The sense of esteem I get</td>
<td>The sense of esteem I get</td>
<td>The feeling that I am important</td>
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</tr>
</tbody>
</table>
Emotional Signature®

Hierarchy of Emotional Value

Drivers Long Term Value

Advocacy cluster
Happy
Pleased

Recommendation cluster
Trusting
Valued
Cared for

Attention cluster
Interesting
Energetic
Stimulated

Destroying cluster
Irritated
Hurried
Neglected
Unhappy

Drivers Short Term Spend

Focused
Safe
Indulgent

Unsatisfied
Stressed
Disappointment
Frustrated
Neglected

**Meaning:** If you feel neglected, people are not paying attention to you.

**Example:** You can feel neglected when you send a direct message to someone who is ignoring you. It could be that you have set up a group and haven’t invited one person.

Irritated

**Meaning:** This is the feeling of being constantly annoyed with someone or something. An irritation can be small but really annoys you!

**Example:** The way that people reply to all in Twitter and you can only see half a conversation, the sales focussed group emails that you get on occasions.
Exploring

- **Meaning:** The feeling you get when you enjoy investigating or discovering something.
  - **Example:** In the social media context, it would be exploring the new articles, reading new content on Twitter or another site. Looking for new people to follow, looking for reviews of products to buy.

Safe

- **Meaning:** The feeling of safety is that you trust the environment, feeling secure.
  - **Example:** In social media your account will not be hacked. Your information is safe and not being used by someone else.

Cared for

- **Meaning:** When you feel cared for you feel someone is looking after you.
  - **Example:** In social media this could be receiving messages; having a ‘chat’. Someone looking out for your interests. Being supported in comments.
List of value drivers

- Customer loyalty
- Net Promoter Score
- Customer retention
- Satisfied with the use of social media
- Social media makes me feel like I belong to a community
- The level of trust in social media
What customers say they desire

What drives business value
Value and Desirability Index

- **Subconscious**
  - Not desired but drives value

- **Conscious**
  - Desired and drives value

- **Invisible**
  - Not desired and does not drives value

- **Deception**
  - Desired and does not drives value
What did we discover?

- We discovered social media is driven by emotions
- Maslow theory is alive and well
- Esteem, feeling accepted & feeling important are statistically confirmed as being key to drive value.
- Personal and Business very much alike – Friends/Contacts – the act of staying in touch
- Customers comparing their Social Experience with a normal Customer Experience, and find it wanting.
Overall Social Media Emotional Profile...

![Graph showing emotional profiles across different clusters and dimensions]

- **Below average**
- **Much Greater**
- **Similar pattern**

**Cluster**
- Advocacy
- Recommendation
- Attention
- Destroyer

**I feel**
- Happy
- Pleased
- Trusting
- Valued
- Cared for
- Safe
- Focused
- Stimulated
- Energized
- Indulgent
- Interested
- Exploratory
- Unsatisfied
- Frustrated
- Disappointed
- Irritated
- Stressed
- Unhappy
- Neglected
- Hurried
Overall what should we focus on that people desire AND drives value?

- The level of encouragement I receive to post my comments and express my opinion
- The respect I get from others
- The feeling I am important
- The sense of self-esteem I get
- The feeling that I am accepted
What Customers desire and drives value in a Customer Social Experience

Conscious

- The level of encouragement I receive to post my comments and express my opinion
- The respect I get from others

Subconscious

- The feeling I am important
- The sense of self-esteem I get
- The feeling that I am accepted
Destroyers of Trust in a Customer’s Social Experience

- The novelty of the information I come across
- The ability to send a direct message
- The ease of receiving direct messages
- The speed of getting replies
What does this mean we should do?
‘To occupy the attentions’ reminds us of the ‘attention cluster’ of emotions in the Emotional Signature®

‘To attract and hold fast’ reminds us of Customer loyalty and Customer retention.

‘To attract or please’ reminds us of Customer acquisition and ‘pleased’ being in the advocacy Clusters of emotions

‘To bind, pledge, etc’ reminds us that one way of building trust is to do what we say we are going to do.

ENGAGE!
What to do…

- Education of the senior team
  - Future workshops
- What is the Customer Experience you are trying to deliver in Social Experience?
- What are the emotions you are trying to evoke in Social Experience?
- Is your Social media experience deliberate?
- What does your Customer really want from Social Experience?
- What drives most value for the organization in your Social Experience?
Questions?

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