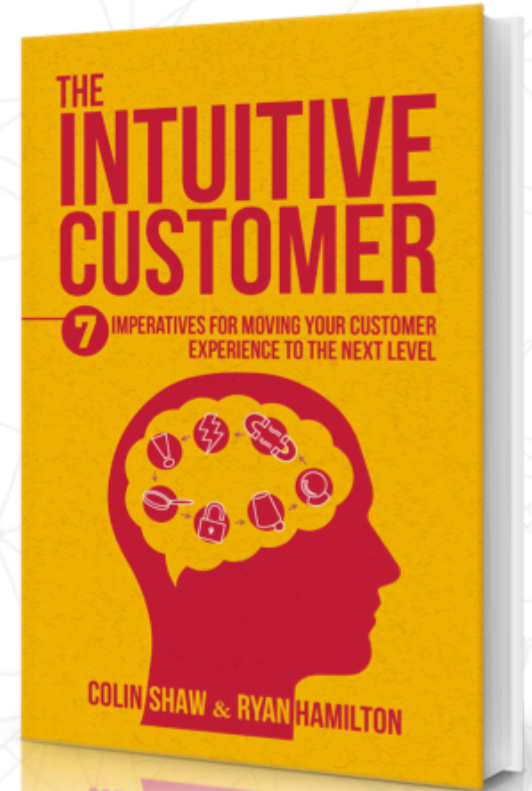
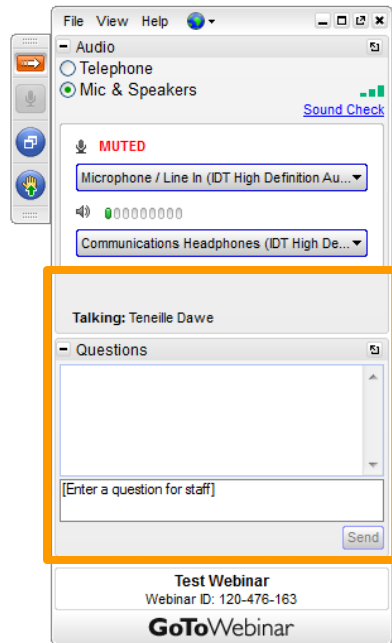


# The Intuitive Customer:

*Seven Imperatives for moving your CX to the next level*

Colin Shaw  
Founder & CEO,  
Beyond Philosophy



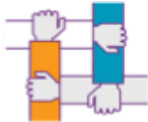


# Beyond Philosophy & how we work...



## 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.

## Independent report by Forrester

*Maersk Line increased their Net Promoter score by 40 points in 30 months, which increased Shipping volumes by 10%*

**FORRESTER®** **MAERSK LINE**

# **RICOH**

imagine. change.

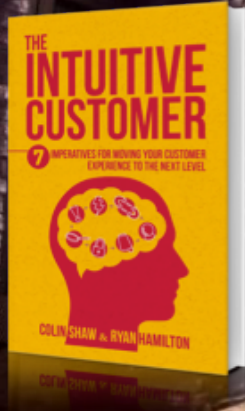
*"We have Increased our Net promoter score by 34 points in 30 months using Beyond Philosophy's methodologies. We have grown revenues by 10% year on year, in a 'shrinking printer usage market"*



**Glenn Laverty**  
President & CEO Ricoh Canada







## Behavioural Economics

Psychology



Subconscious



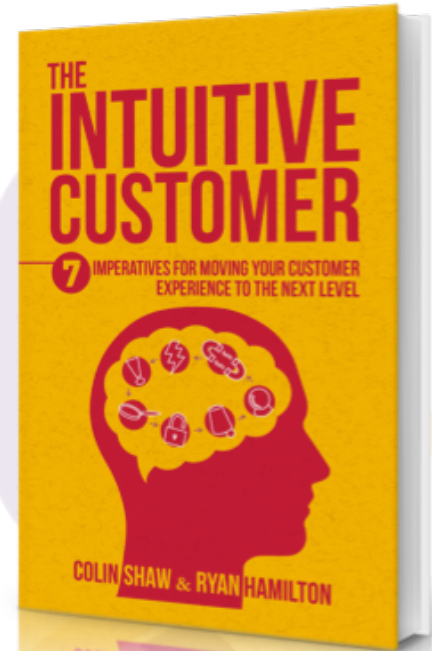
Emotions



Rational  
Action

# 'Seven Imperatives' or moving your CX to the next level

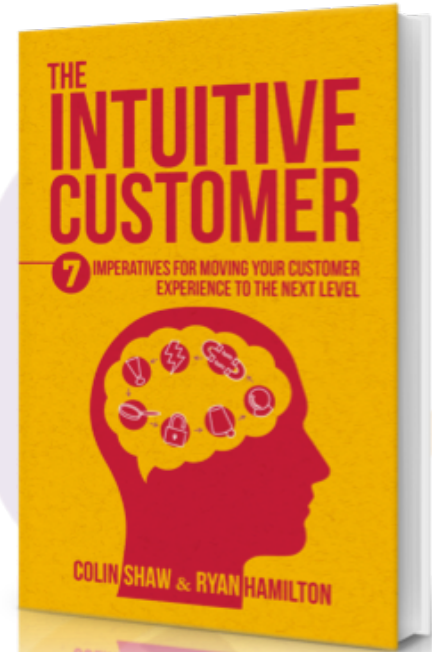
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7. **Realize the only way to build Customer loyalty is through Customer memories**



@ColinShaw\_CX

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# When Customers are tired they behave differently (Cognitive Depletion)



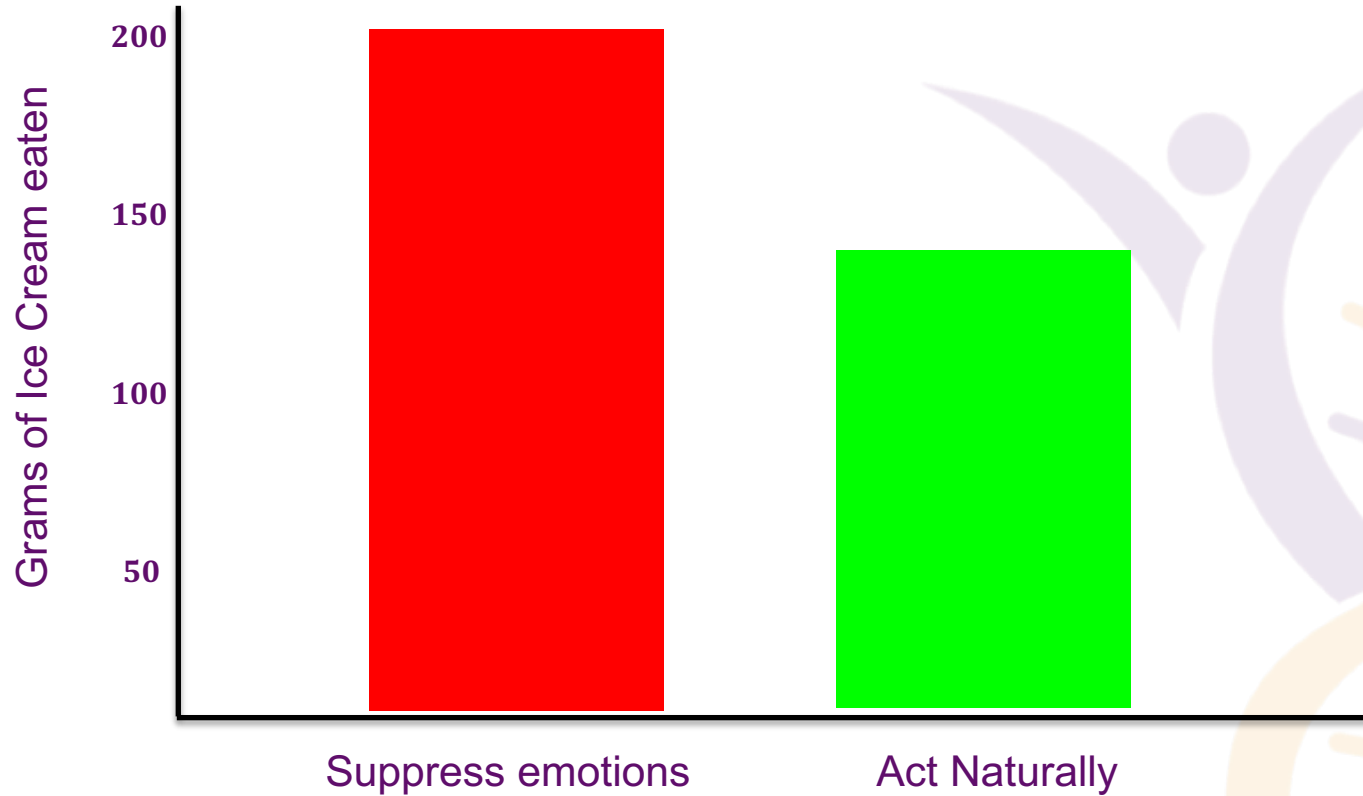
- Watch clip of movie
- Group 1 - Feel that emotion – let it out!
- Group 2 - Camera on you – we want you to maintain stone face.

Taste test ice cream, measured consumption.

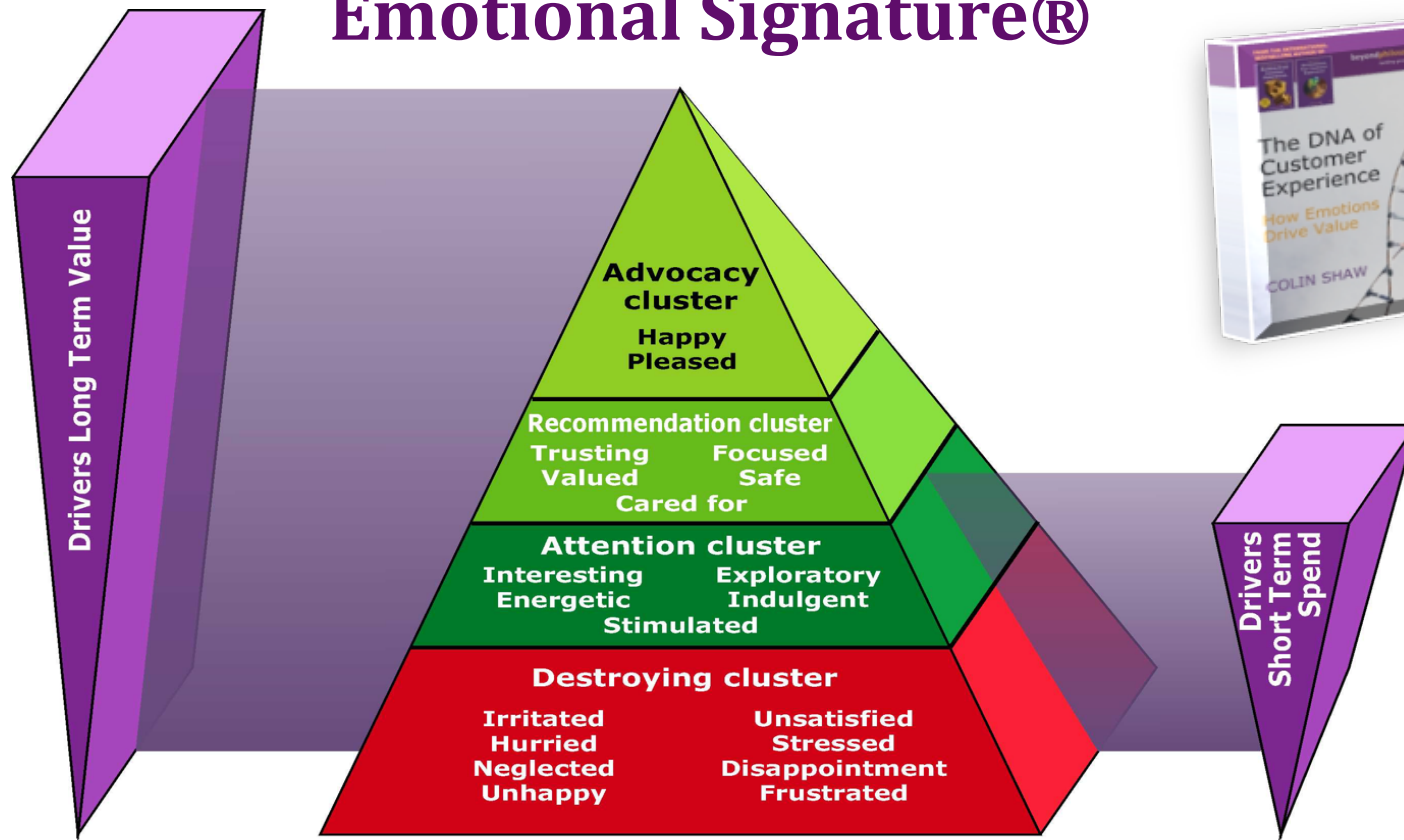
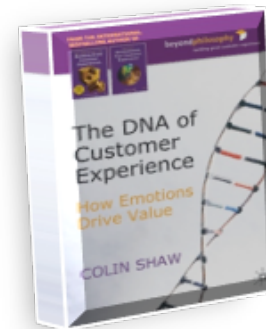
Vohs & Heatherton (2000) *PsychSci*



# Depletion ruins your diet



# Emotional Signature®

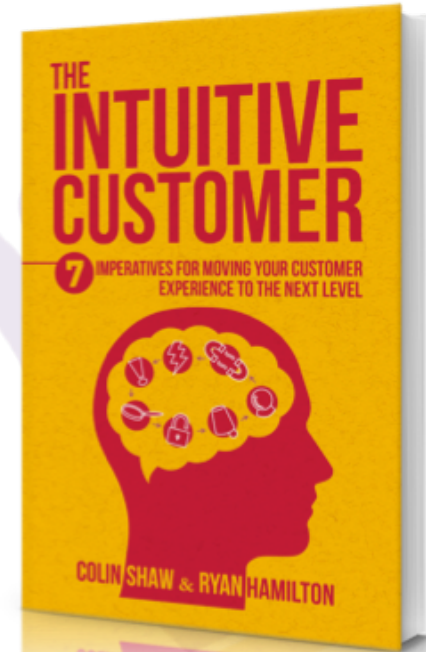


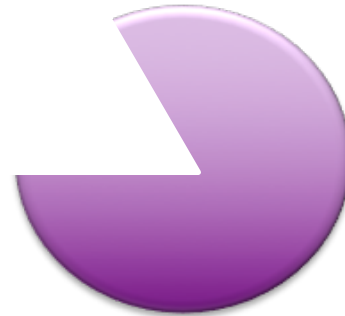
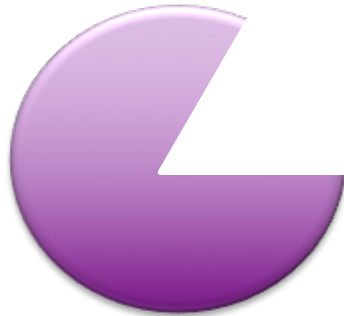
Hierarchy of Emotional Value



# 'Seven Imperatives' or moving your CX to the next level

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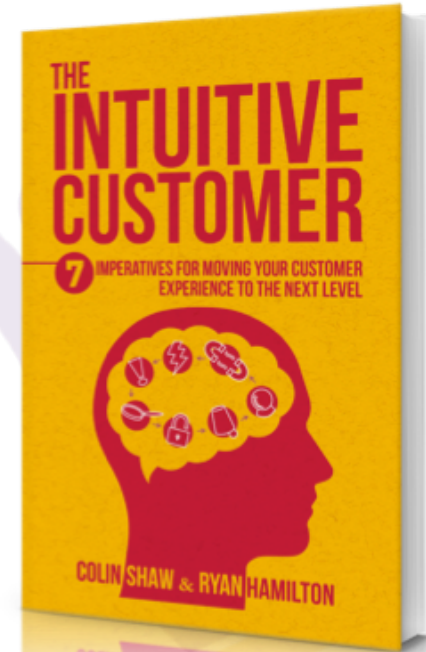
# People are irrational!





# 'Seven Imperatives' or moving your CX to the next level

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## Intuitive System

Always on,  
instant &  
automatic



- *It's obvious*
- *It's clear*
- *I just know this is right...*
- *My gut tells me....*
- *All my experience tells me I should do this.*

## Rational System

Controlled,  
on & off,  
self aware,  
'thinking'

- *I have been thinking...*
- *I need to think about it...*
- *Let me sleep on it*
- *You raise a good point...*
- *Probably...*
- *Depends...*

Stanovich and West's 1999,



## Intuitive System

Always on,  
instant &  
automatic

Large capacity

Fast

Effortless

Parallel Thoughts

Associative

Intuitive & Perceptual

Good at estimates

Logs incidences &  
notes colorations

Slow to learn

Small capacity

Slow

Takes effort,  
consumes energy

Serial Thoughts

Rules based

Good at precise  
calculations

Good at making  
trade-offs

Learns & taught

Learns & taught

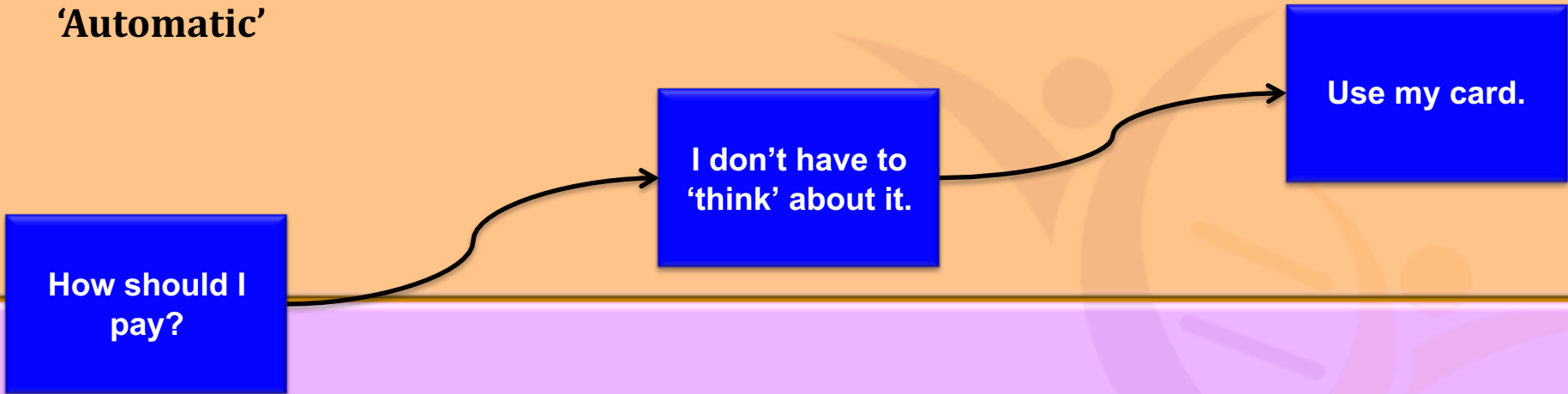
## Rational System

Controlled,  
on & off,  
self aware,  
'thinking'



# Automatic/Intuitive purchase scenario...

## Intuitive System 'Automatic'



## Rational System 'Thinking'

# Override scenario...

## Intuitive System 'Automatic'

This one looks  
cheap.

I want to buy a  
watch

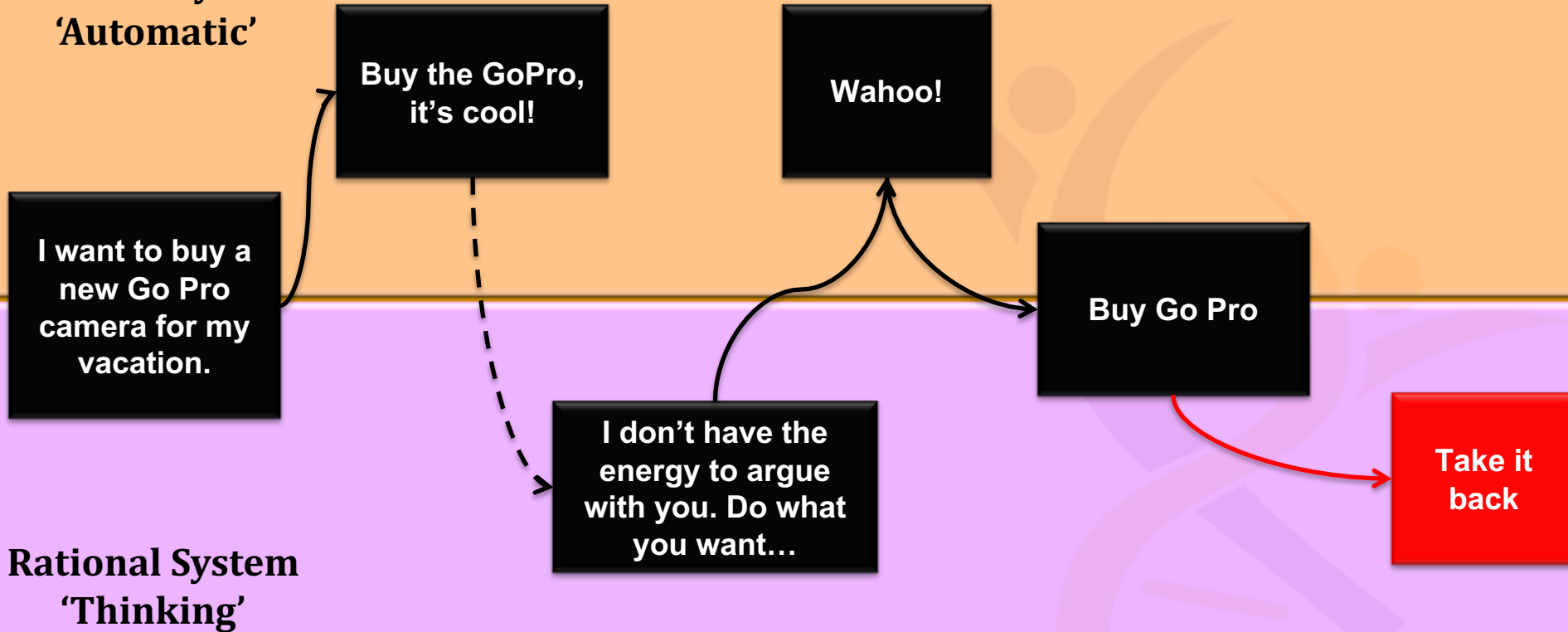
Hold on, cheap  
does not mean not  
good! Let's take a  
look at a good  
brand

Let's buy this  
instead.

## Rational System 'Thinking'

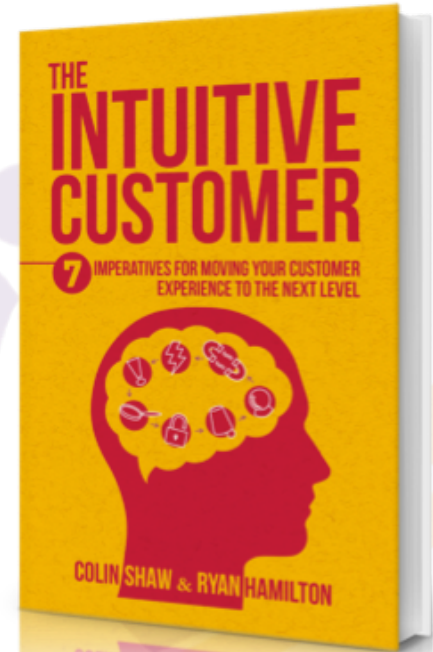
# Emotional state entering experience scenario – Customer is tired, distracted, hurried, stressed, multi tasking

## Intuitive System 'Automatic'

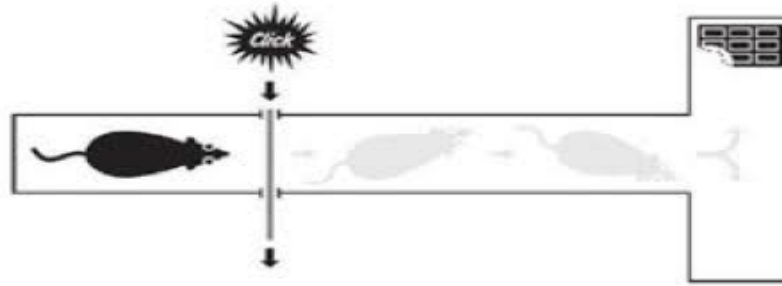


# 'Seven Imperatives' or moving your CX to the next level

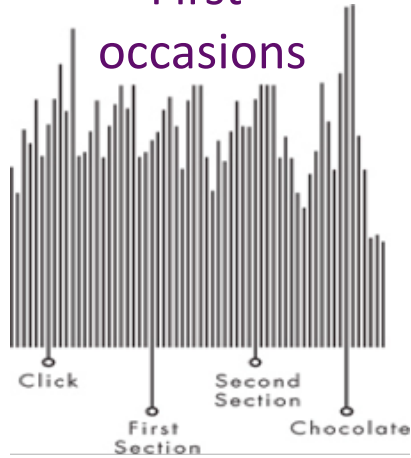
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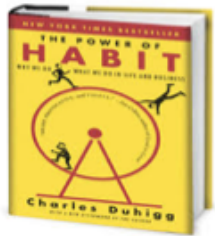
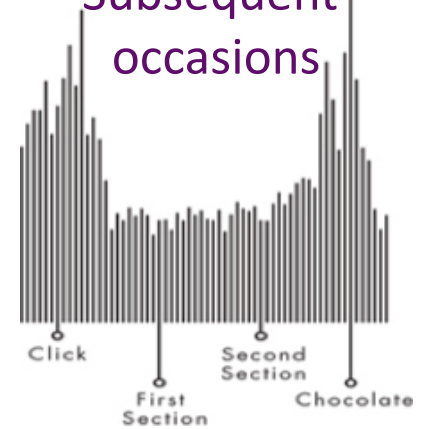


First  
occasions

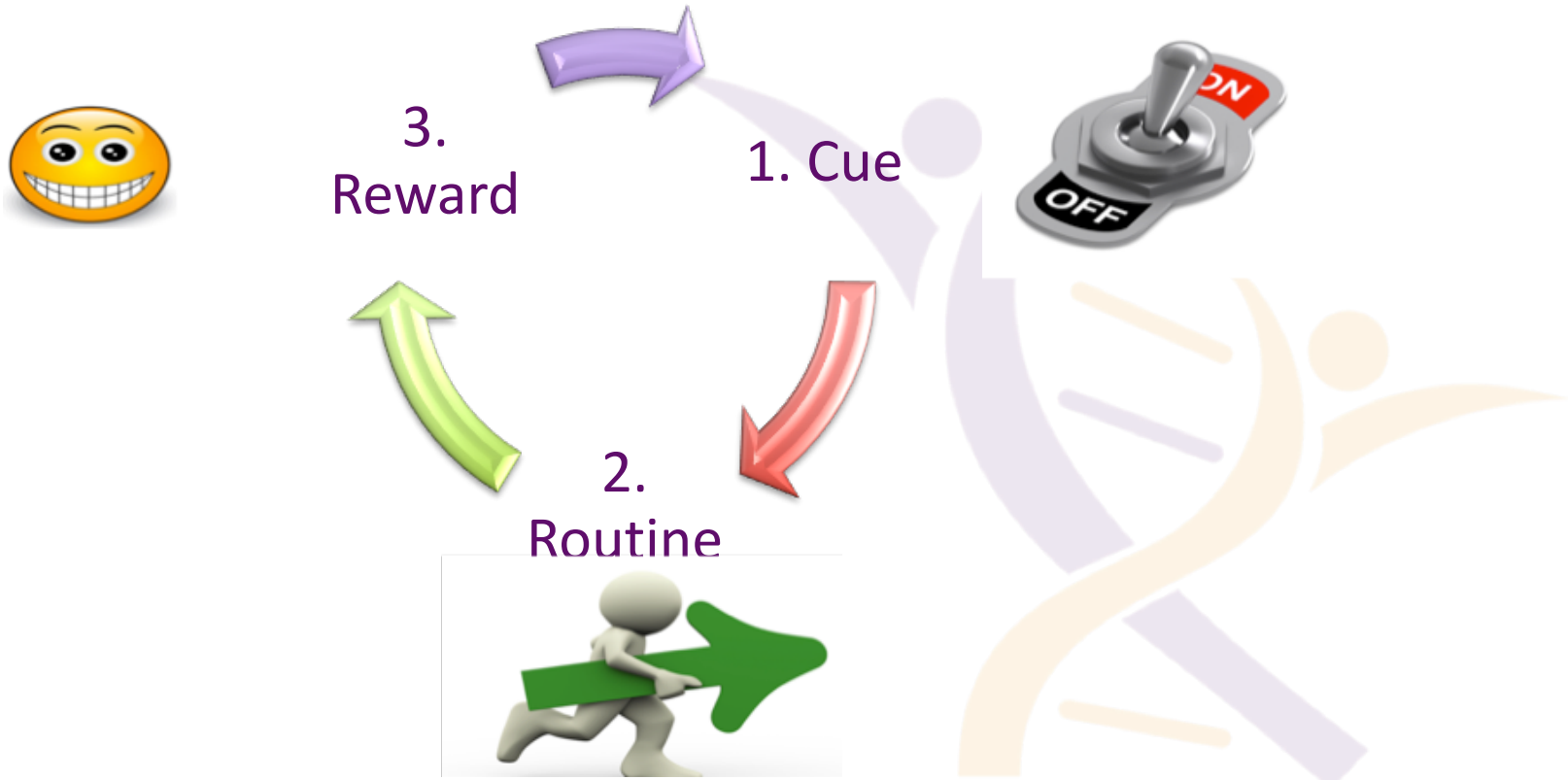


Rat brain  
wave activity

Subsequent  
occasions



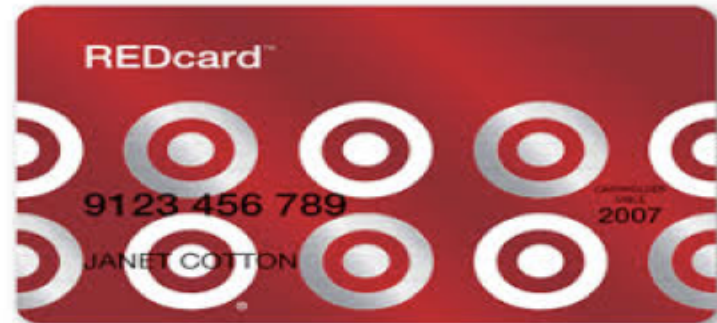
# How habits are formed...



# Predictive Analytics

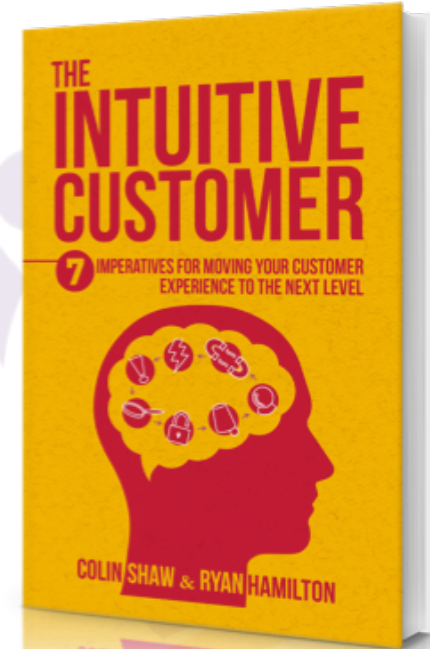


**TARGET**



# 'Seven Imperatives' or moving your CX to the next level

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@ColinShaw\_CX





# Psychology of *Wait Time*

**Unoccupied** wait feels longer  
than occupied



**Pre-process** wait feels longer  
than post-process wait



**Uncertain** wait feels longer  
than known wait



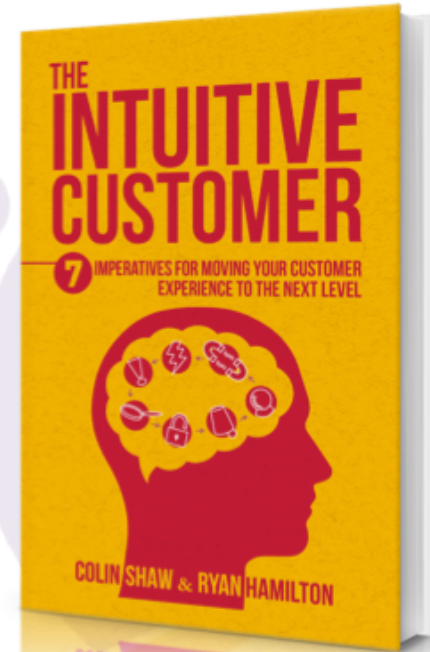
**Unexplained** wait feels longer  
than explained wait





# 'Seven Imperatives' or moving your CX to the next level

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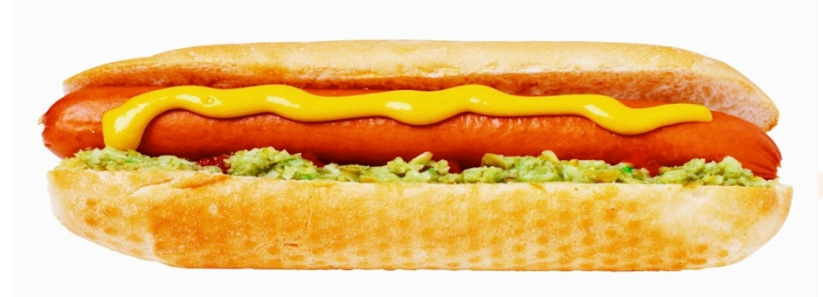


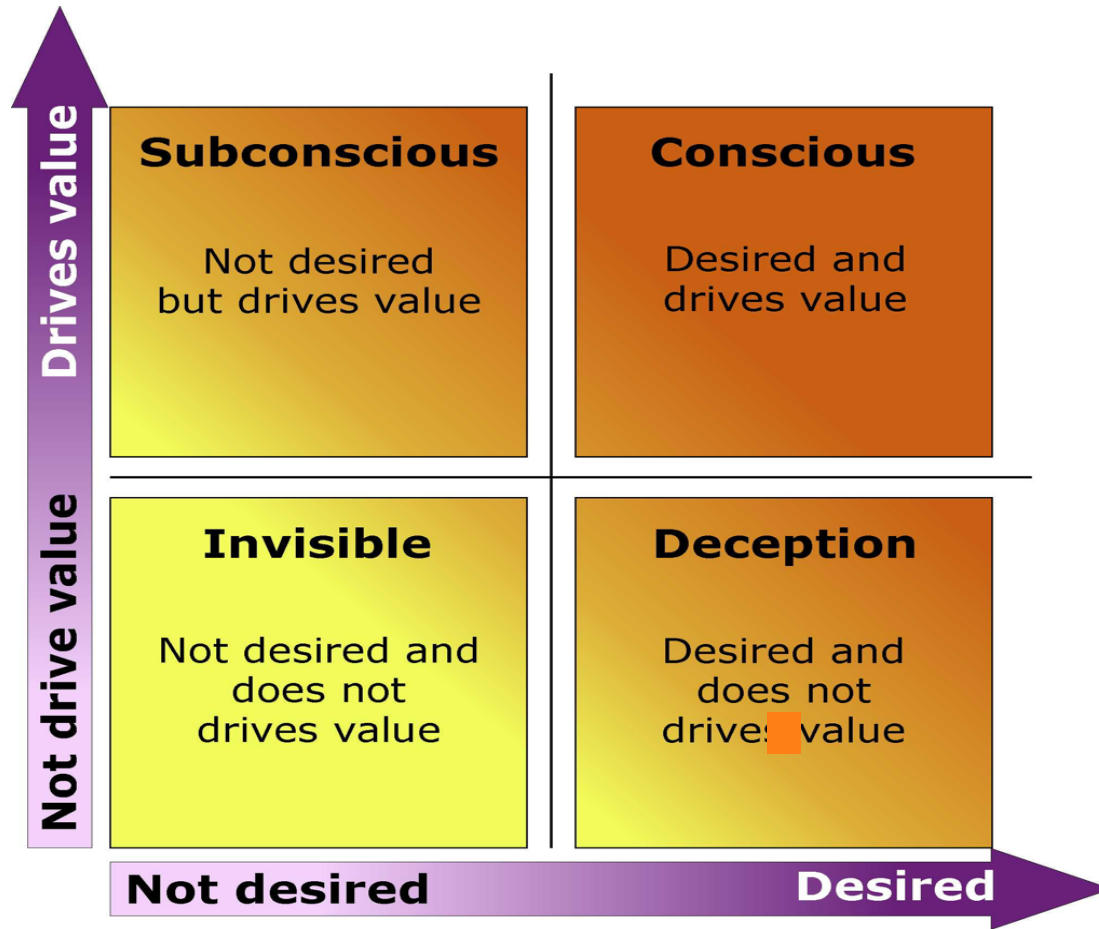


What customers say  
they desire



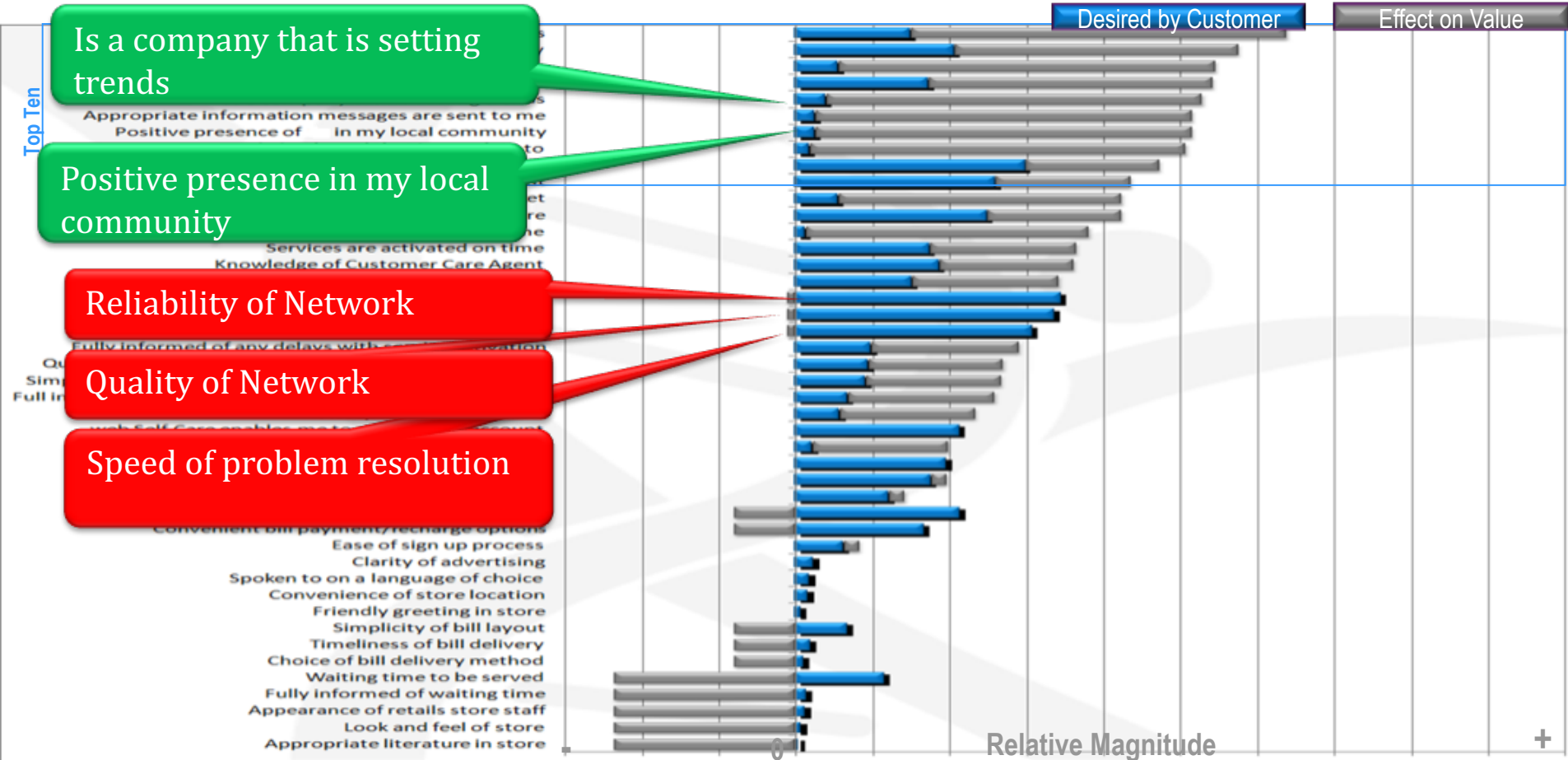
What drives  
business value







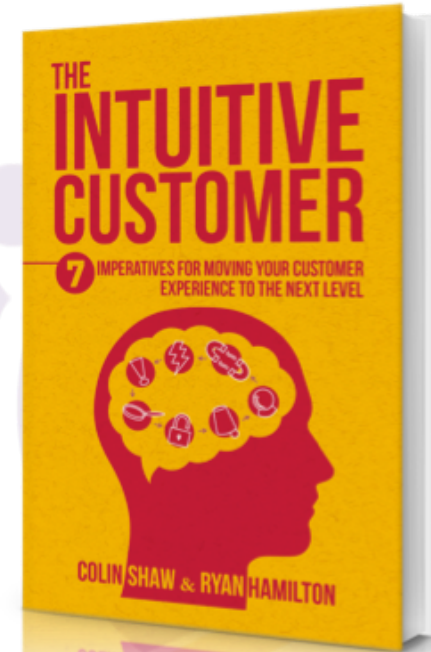
# Mobile Phone Company





# 'Seven Imperatives' or moving your CX to the next level

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Loyalty is a function of memory

Memories can be rewritten...





# Experiencing self

# Remembering self



Source: Professor Daniel Kahneman

# Key points...

- We don't choose between experiences we choose between the memory of an experience
- Customer loyalty is a function of memory
- People remember the peak emotion they felt and the end emotion.
  - Peaks can be positive or negative
  - Endings are VERY important

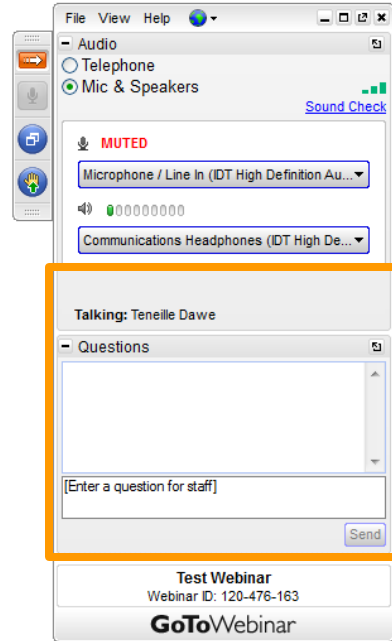






- The future lies in understanding your Customer at a much deeper level
- What are your Customer habits?
- Where is the current *peak* emotion being felt by your customers and why?
- What is the *end* emotions your customer is feeling? What do you want it to be?
- What drives and destroys most value for you

# Q&A time – Send us your questions







Professor Ryan Hamilton

Colin Shaw



Subscribe where ever you get your podcasts

## Upcoming webinars...

- **How to leverage qualitative employee and customer insight**

Thursday, February 22<sup>nd</sup>, 2018



**DON'T MISS THIS!**



FEEDBACK