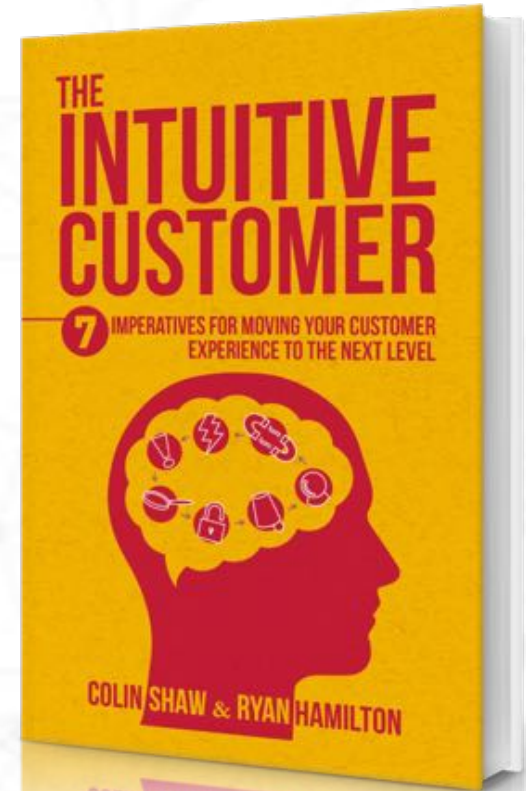


Why delighting your Customers is wrong:

Colin Shaw
Founder & CEO,
Beyond Philosophy



COLIN SHAW & RYAN HAMILTON

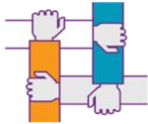


Beyond Philosophy & how we work...



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

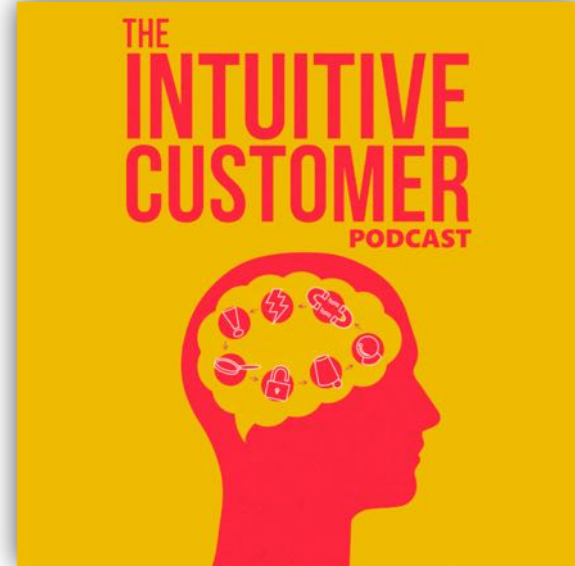
With our vast experience we know what works and what doesn't. We have evolved our tool set in practical implementation and these are proven to work. We can use these on our engagement or we can train your people on how to do this or a mix of both.

Webinars to podcasts...



Professor Ryan Hamilton

Colin Shaw



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Independent report by Forrester

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

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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



What I hear people say...

“We are trying to delight our Customers at every moment of contact”

True Commitment!

What is delight?

- Delight is a “high arousal” emotion.
- Happiness is a general, diffused, background emotion.
- Delight is derived from surprise of something specific.
- Delight is derived from exceeding expectation in something that is important to the Customer.
- You have to achieve other emotions first



Gate to gate in a Porsche



The case for not delighting Customers

- Commitment – needs actions not just words!
- The cost of delivery
- To obtain delight the second time around is a challenge as it's expected.
- The Danger: The bar has now been reset. If the action is not repeated in can lead to disappointment.



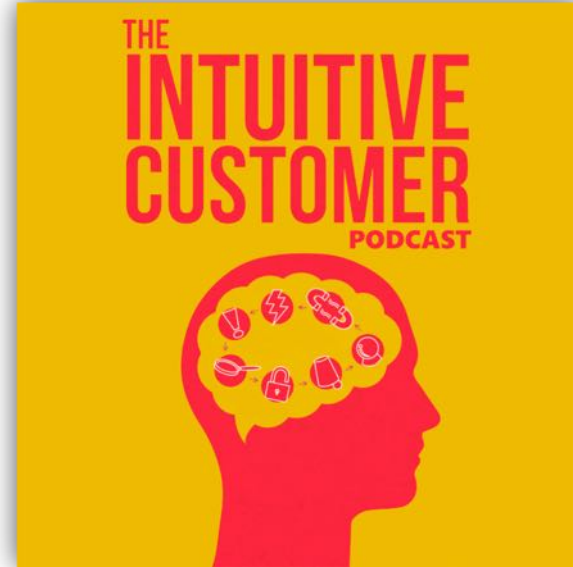
A faint, light gray background pattern consisting of a complex network of interconnected lines and dots, resembling a molecular structure or a web, covering the entire slide.

Delight is 100% a great strategy
but you need to commit!



Professor Ryan Hamilton

Colin Shaw



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