



Nancy Rademaker
International Keynote Speaker

Extreme Customer Centricity

Survival in the New Normal



4 minutes to dial
this number



The Clash

The New Normal





Digital is
a novelty





Digital is
a novelty





Digital is
a novelty

Digital is
a norm






Digital is
a novelty

Now!

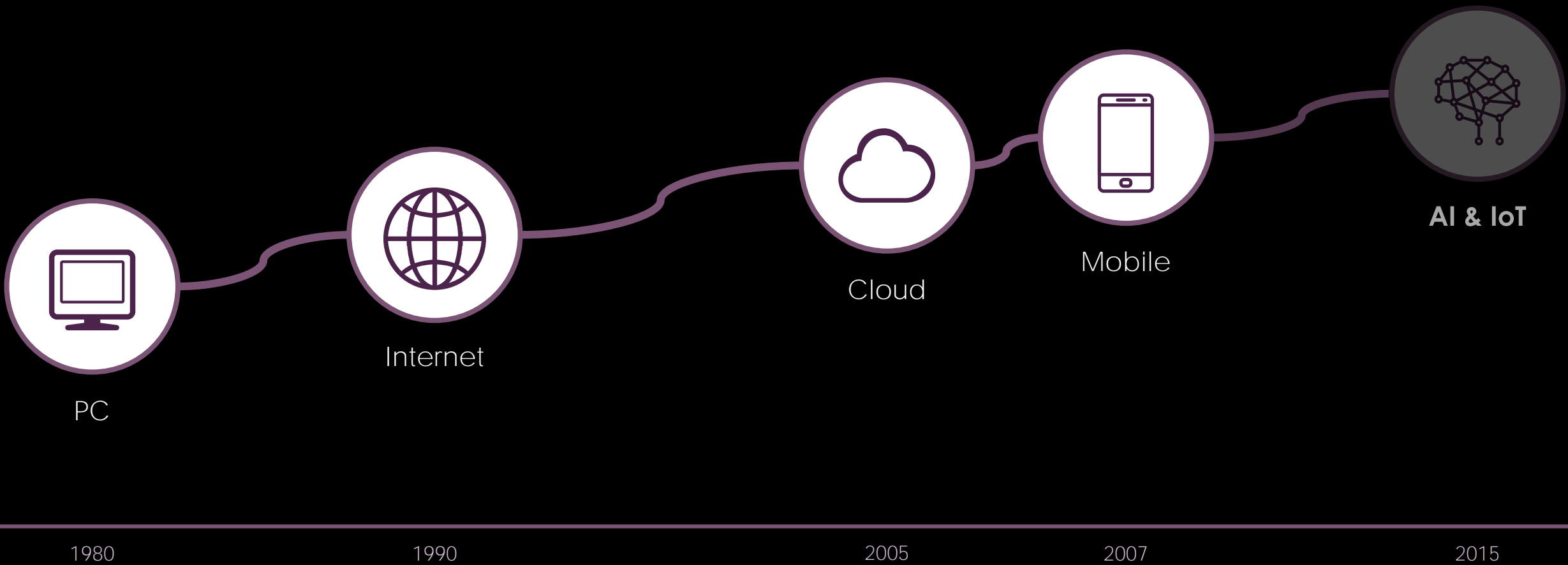
Digital is
a norm

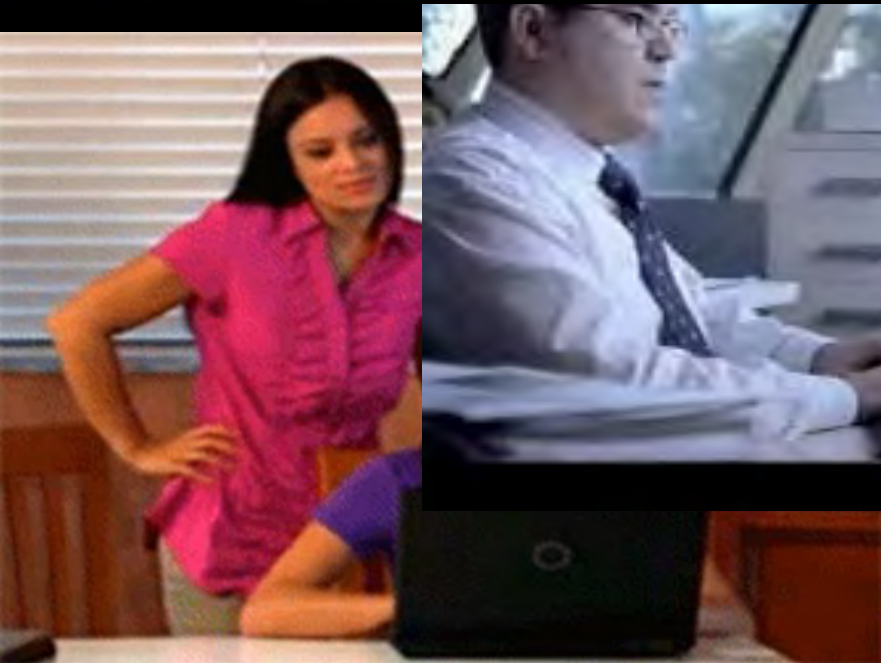


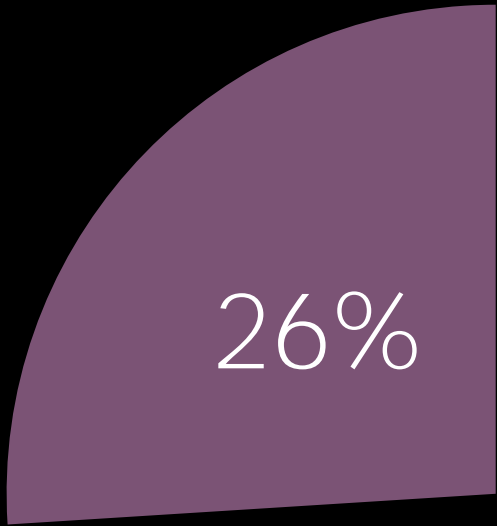
A portrait of a middle-aged man with a full brown beard and mustache, balding on top. He is wearing a dark blue V-neck sweater over a white collared shirt. The background is a dark grey-blue gradient. A large, semi-transparent purple shape is on the left side of the image, containing the text. A light grey curved shape is on the right side.

Software
is eating the
world.









2018

of executives predict
significant industry
disruption in the next 3
years



2019
73% of executives predict
significant industry
disruption in the next 3
years

SIGNIFICANT INDUSTRY DISRUPTION

NEW

TECHNOLOGIES

NEW

COMPETITION

HIGHER

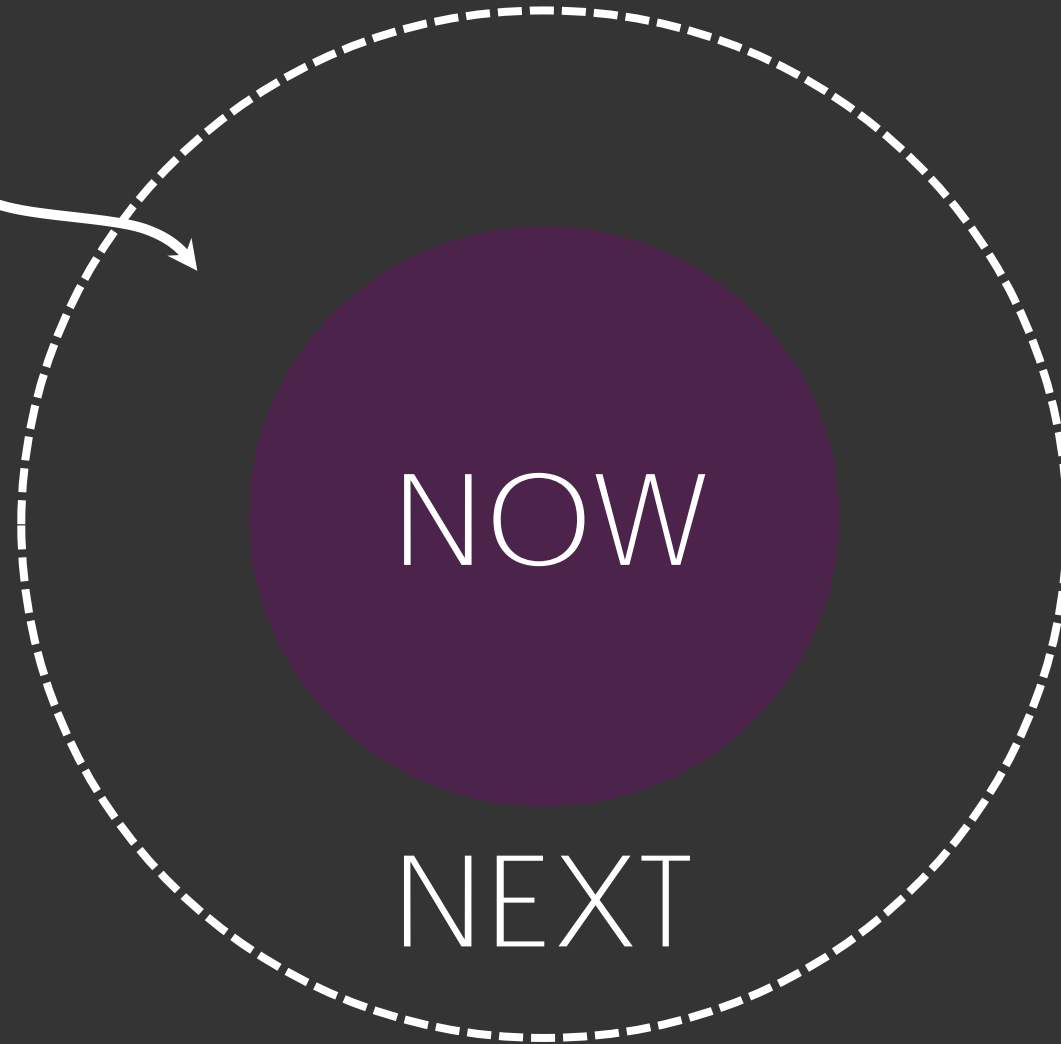
EXPECTATIONS



Massive split



3 LEVELS OF INNOVATION



A black silhouette of a male runner in profile, facing right, captured in a dynamic running pose. The runner is positioned on the left side of the image, with his right leg forward and arms pumping. He is set against a large, light purple circle that occupies the left half of the frame. The background of the entire image is a dark purple gradient.

Improve the NOW

Create the NEXT

Imagine the BEYOND





Technology
has changed
companies



Technology
has changed
humans





A black and white photograph of a person's face, partially obscured by their hand held up to their forehead. The person is looking directly at the camera with a serious expression. The background is dark.

i nformed
i ndividualistic
i mpatient
i nfluenced
i ntuitive



JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

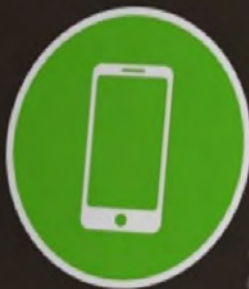
TOTAL
POPULATION



7.676
BILLION

URBANISATION:
56%

UNIQUE
MOBILE USERS



5.112
BILLION

PENETRATION:
67%

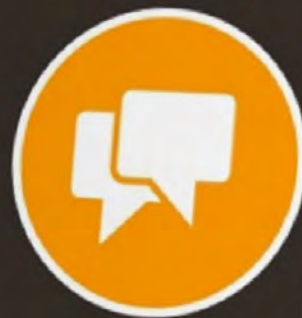
INTERNET
USERS



4.388
BILLION

PENETRATION:
57%

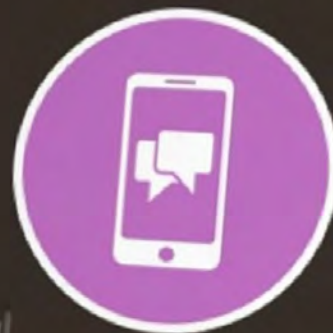
ACTIVE SOCIAL
MEDIA USERS



3.484
BILLION

PENETRATION:
45%

MOBILE SOCIAL
MEDIA USERS



3.256
BILLION

PENETRATION:
42%

SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EURO STAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEL; ROSERU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

 **Hootsuite**™ we are social

Connectivity to the next billion users



Dear Santa,
How are you? I'm good.
Here is what I want for
Christmas.

[http://www.amazon.com/
gp/product/B0032HF60
M/ref=s9_hps_bw_g21_
ir03?pf_rd_m=ATVP
DKIKXODER&pf_rd
s=center-3&pf_rd_r=9XW4
42FH1K03Y78MWQNM
&pf_rd_t=101&pf_rd_p=13289
01542&pf_rd_i=16579](http://www.amazon.com/gp/product/B0032HF60M/ref=s9_hps_bw_g21_ir03?pf_rd_m=ATVPDKIKXODER&pf_rd_s=center-3&pf_rd_r=9XW442FH1K03Y78MWQNM&pf_rd_t=101&pf_rd_p=1328901542&pf_rd_i=16579)

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

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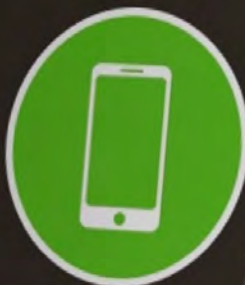
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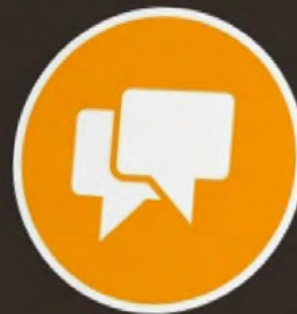
INTERNET
USERS



4.388
BILLION

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57%

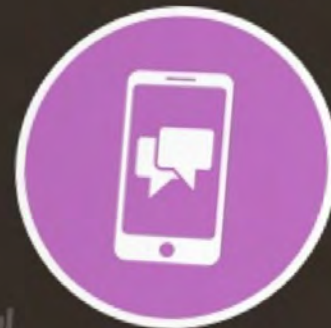
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7
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 Hootsuite™ we are social

Changing times

THEN



NOW





ACHTUNG !
SMOMBIE !



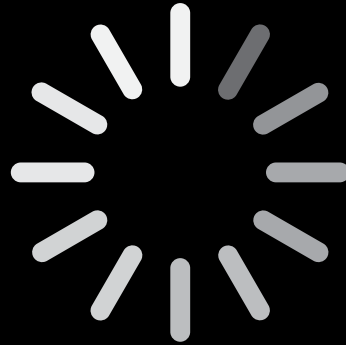
允许使用手机
但风险自负
CELL PHONES
WALK IN THIS
LANE IS DANGEROUS

请勿使用手机
NO CELL PHONES



Changing times

3 biggest fears of our generation





A single room
with a single
book





 ndividualistic

Customers are the center of
their very own universe



We put ourselves in the
center of the picture





Multiple ME's









I BEG YOUR PARDON, MISS--
PERHAPS I HAVE NO
RIGHT TO PEY INTO YOUR
AFFAIRS, BUT - I'D
LIKE TO HELP
YOU-- MY
NAME IS
RICHARD
TEMPLE!

TEMPLE? THE GREAT
DETECTIVE? WHY-- I
HAD GONG TO CALL
YOUR OFFICE AS
SOON AS I LEFT HERE
FOR AN APPOINTMENT
TONIGHT!



I'M AFRAID YOU'D HAVE
MISSED ME, BUT

HESTER
TEMPLE

SUPPOSE
YOU BEGIN

ROBERTS... MADEMON
ROBERTS... I'M A

I START TOMORROW MORNING.
ONLY, SHE'S A WAS... USED





A woman with curly hair is shopping in an Amazon Go store. She is holding a brown paper bag and placing a container of food into it. The shelves are stocked with various products.

amazon go

Welcome to Amazon Go and the world's most advanced shopping technology. No lines, no checkout—just grab and go!





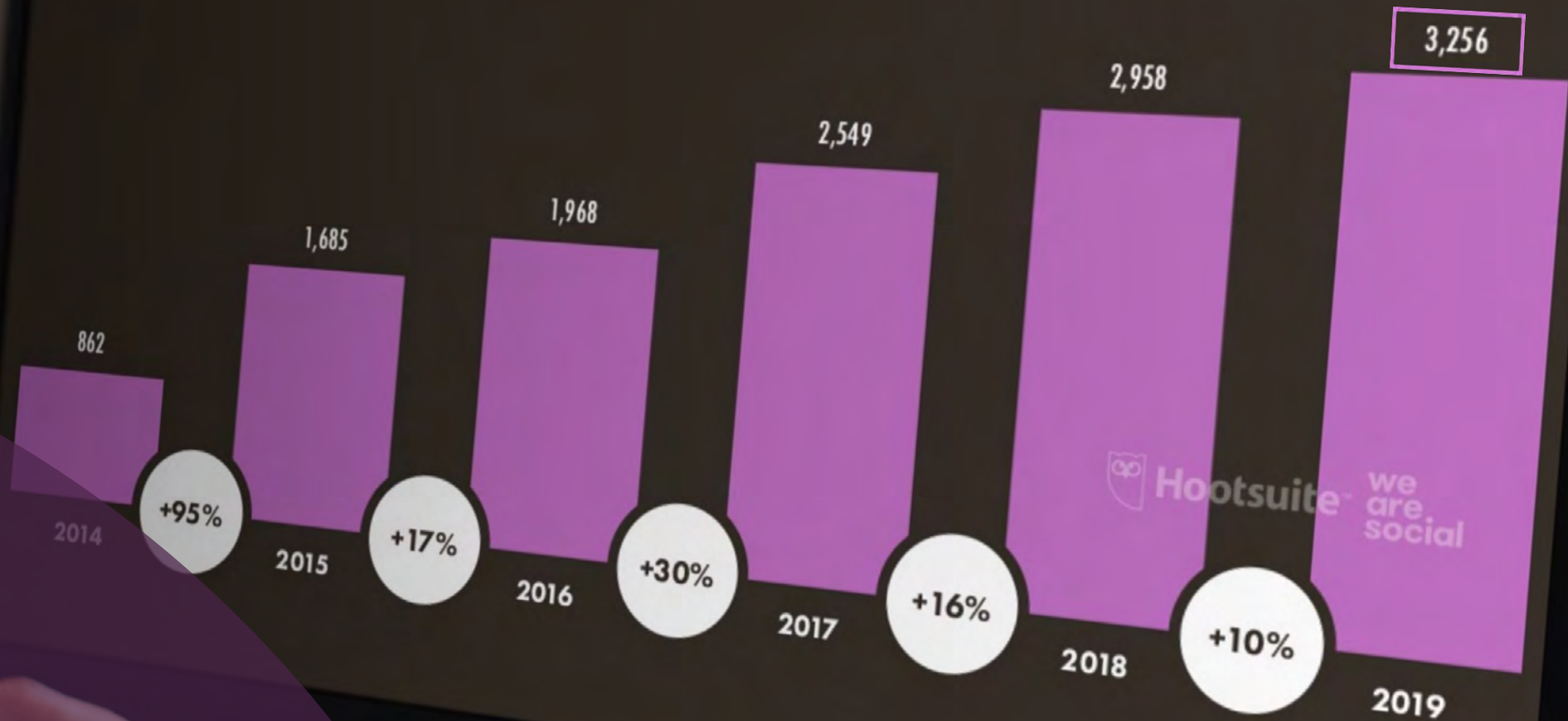
Do not steal time



JAN
2019

MOBILE SOCIAL MEDIA USERS OVER TIME

NUMBER OF MOBILE SOCIAL MEDIA USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



75%

DO NOT BELIEVE
COMPANIES
TELL THE TRUTH
IN ADS

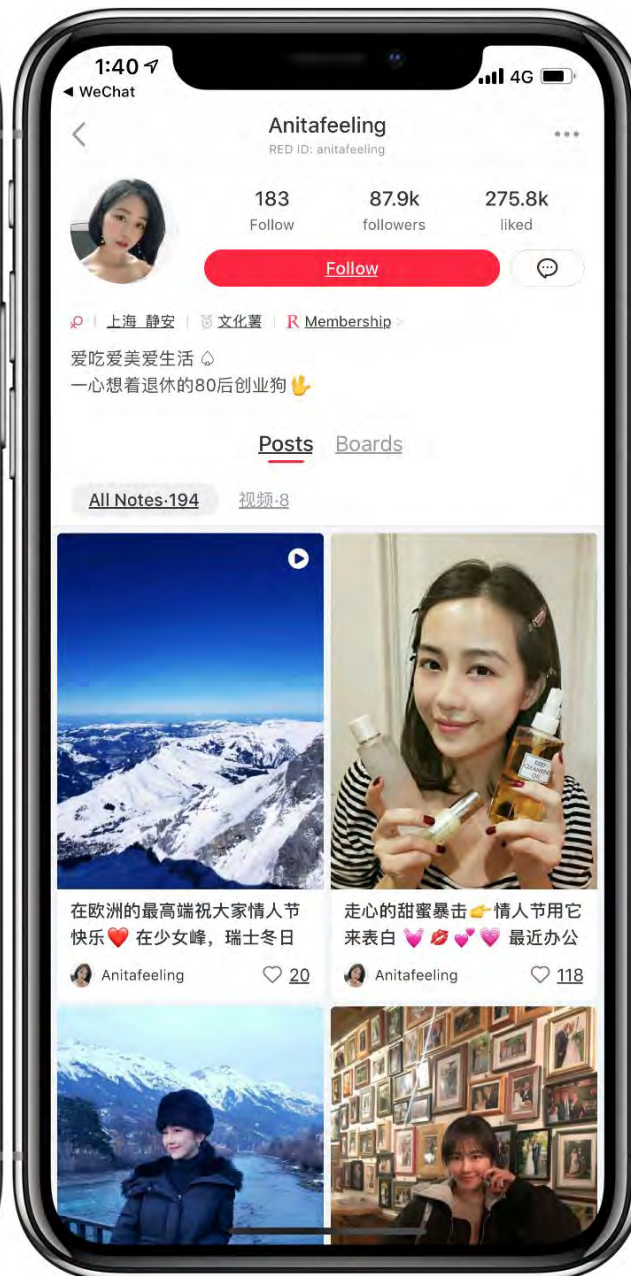




78%

Trust peer
recommendations





Traditional
mass media
campaigns
are losing
impact

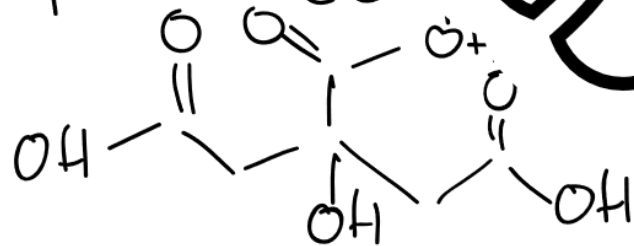
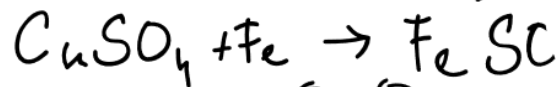
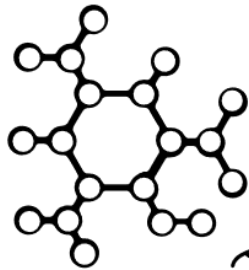
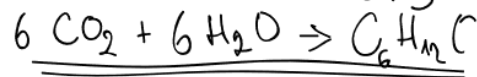
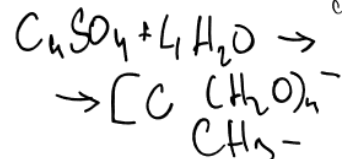
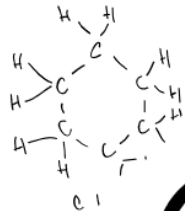
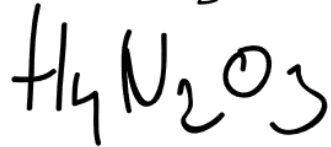
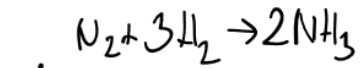
Book Your Trip Now!
www.WeTravel.com

SAVE 50% OFF
When you book 4 nights or more.*

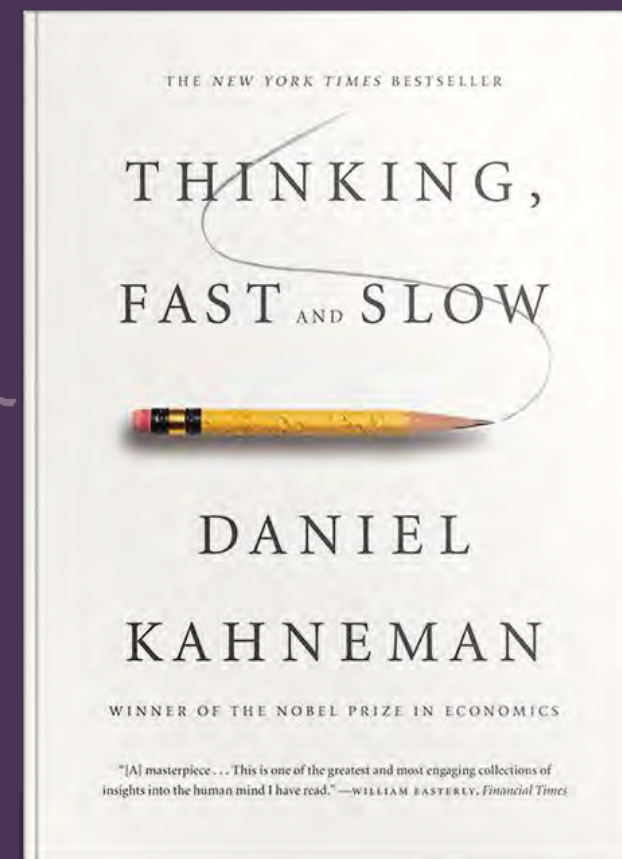
WeTravel
Getaway with us.

*Your Name travel has over 80 years of experience as a travel agency providing amazing deals for your dream vacation with experienced, friendly travel experts.











i nformed
i ndividualistic
i mpatient
i nfluenced
i ntuitive



We are the
“MURMURATION”



VOLATILE

UNCERTAIN

COMPLEX

AMBIGUOUS



“The rate of change is not going to slow down anytime soon”



John Kotter

“The only constant is change.
And the rate of change is increasing”

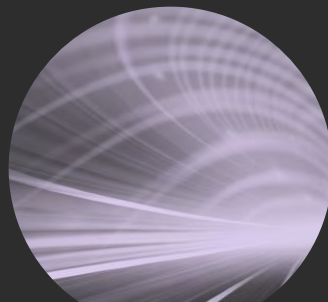


Peter Diamandis

“We live in an age where the
rate of change is colossal”



Salman Rushdie



In the new normal

Agility

is

CRUCIAL



Strategy becomes

Fluid

WHAT CAN WE LEARN FROM DISRUPTORS?



NETFLIX



Uber



coursera

DON'T START WITH THE
PRODUCT.

START WITH THE

Customer

A black and white portrait of Jeff Bezos, CEO of Amazon, looking slightly to the right. The image is partially obscured by a dark purple curved shape on the right side of the frame.

“

We're not competitor
obsessed, **we're customer**
obsessed. We start with the
customer and we work
backwards.

”



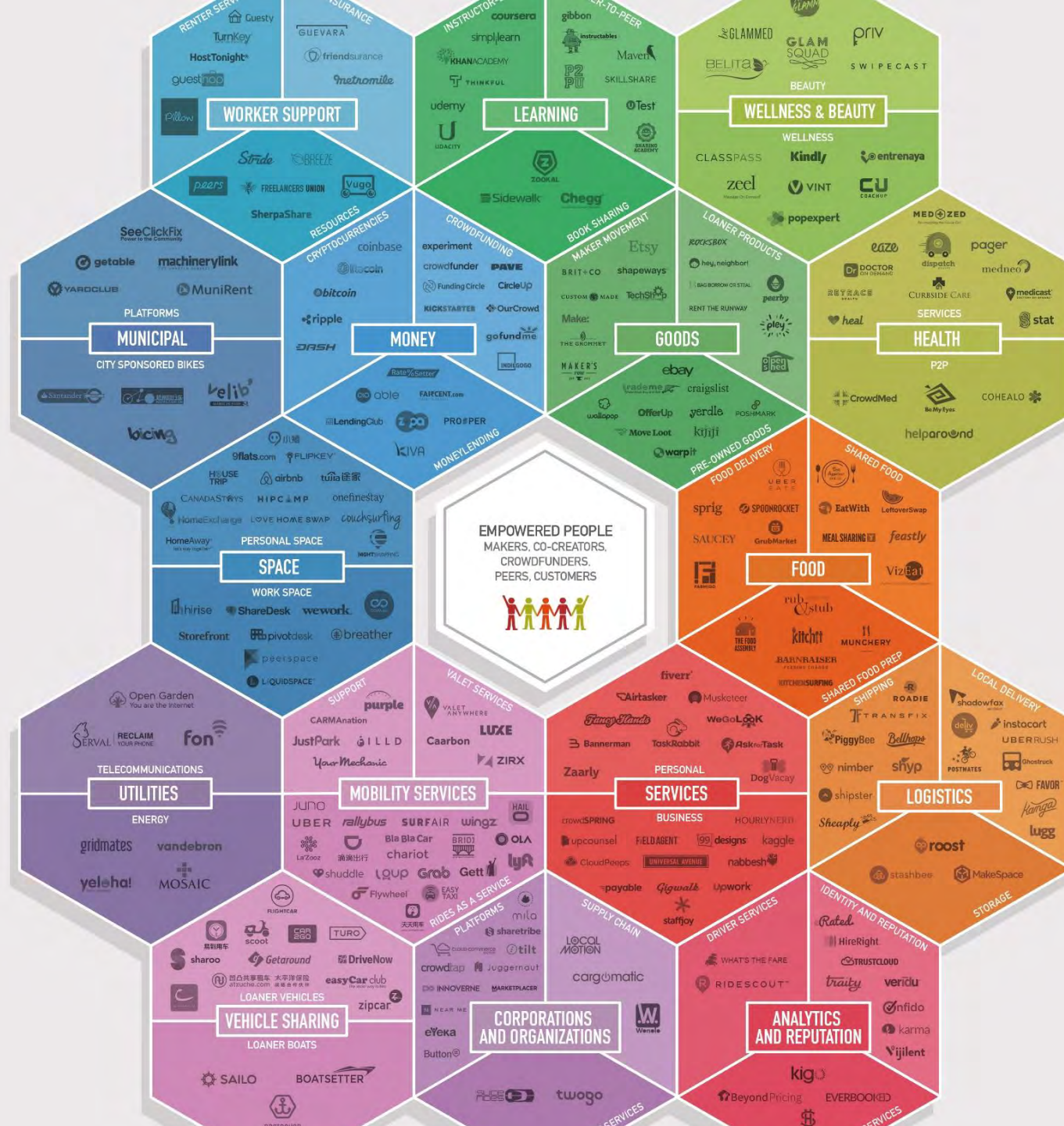
Jeff Bezos, CEO Amazon

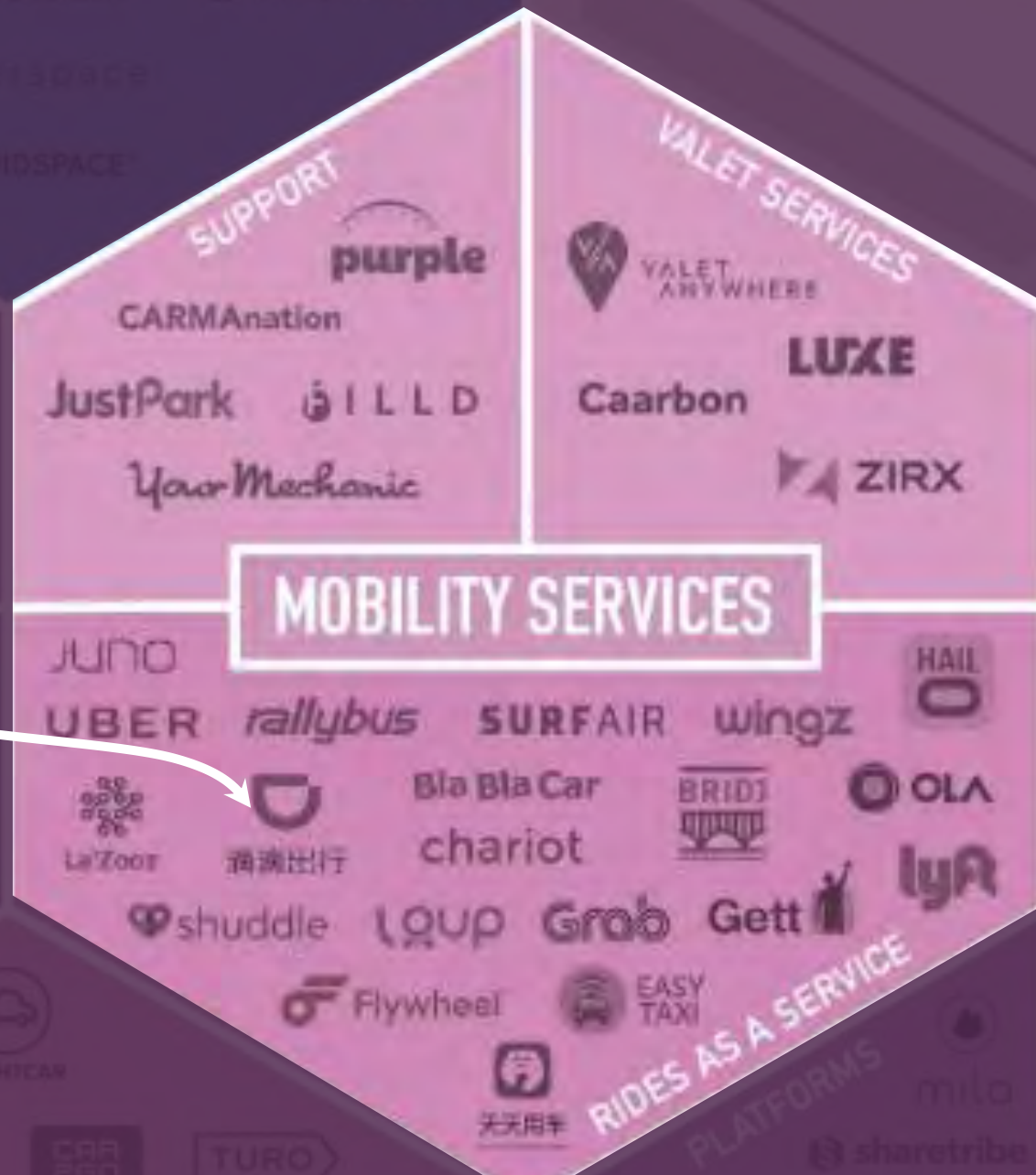


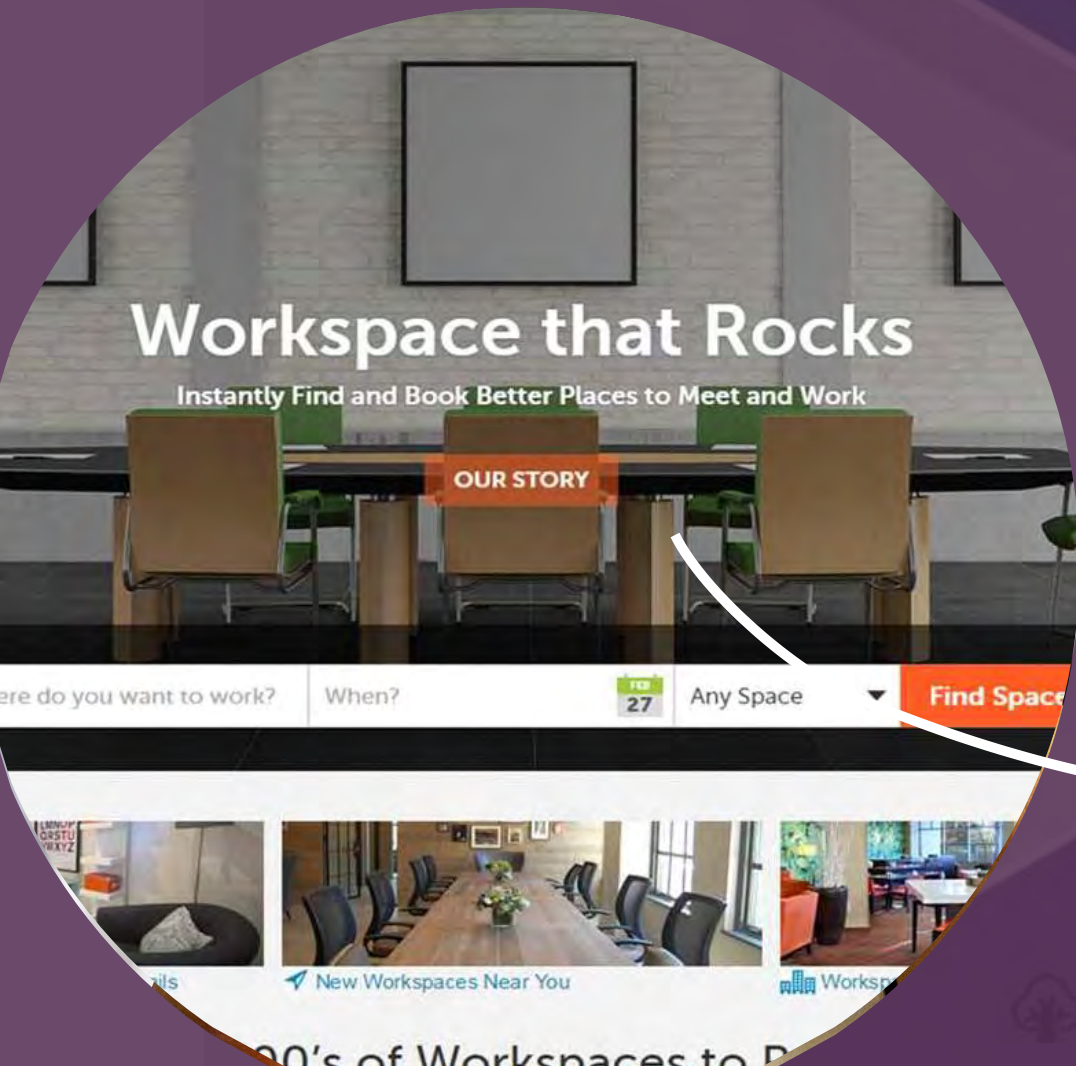
From Products to



Platforms





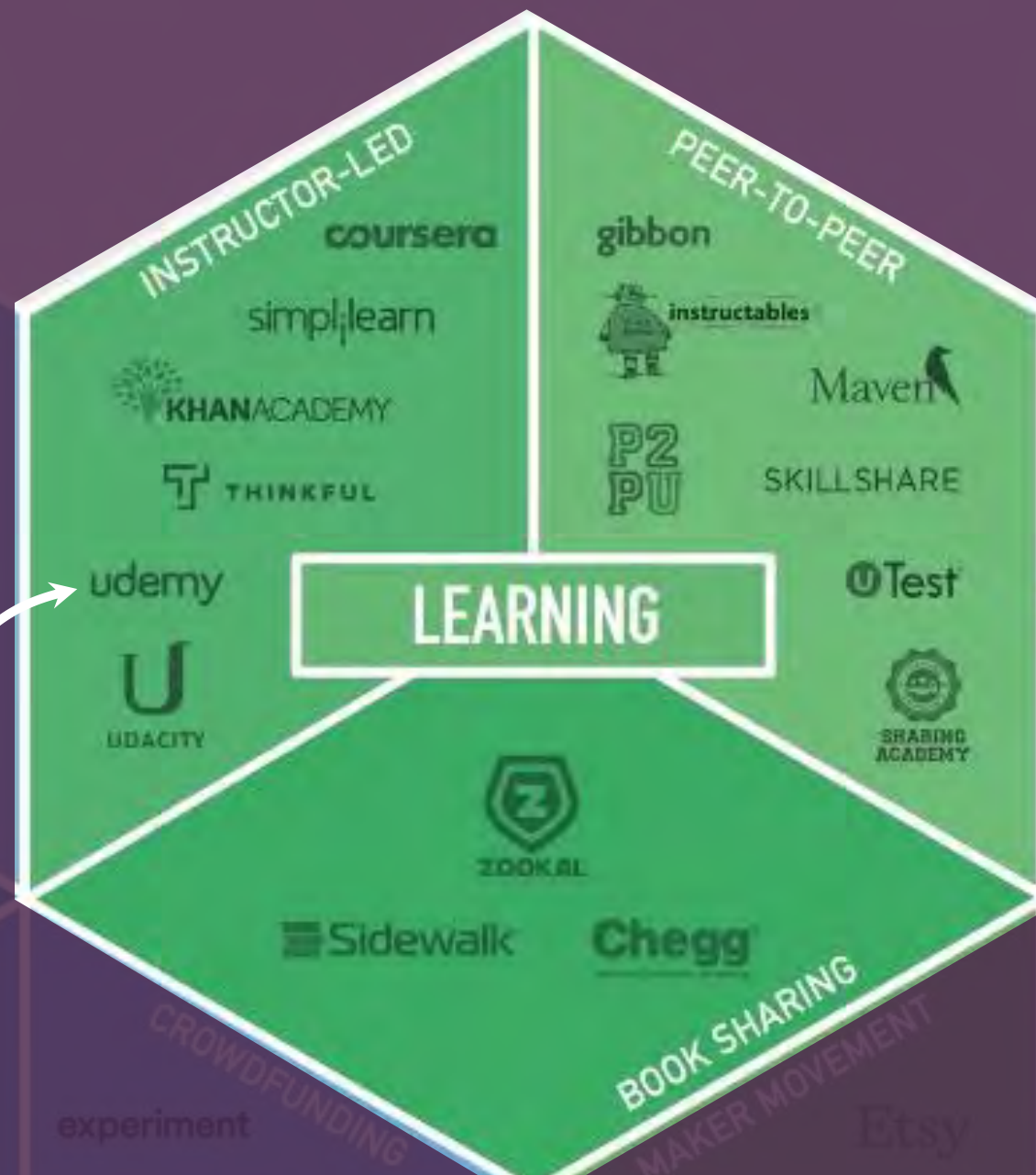


wyang
dCompanies.com
h 2016

Learn on your schedule

Study any topic, anytime. Explore thousands of courses starting at €10.99 each

What do you want to learn?



100,000 online courses

Explore a variety of fresh

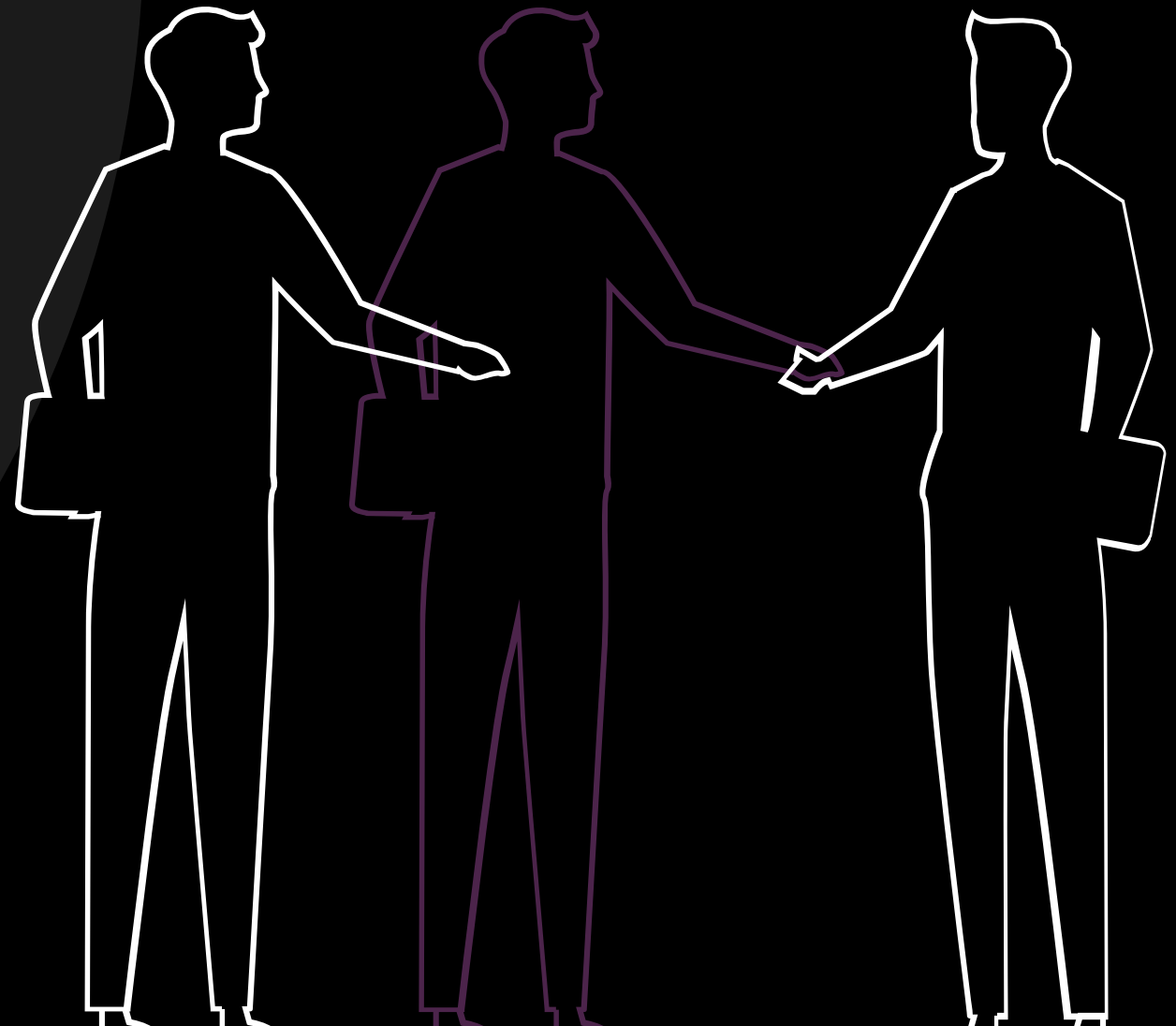
Expert instruction

Find the right instructor

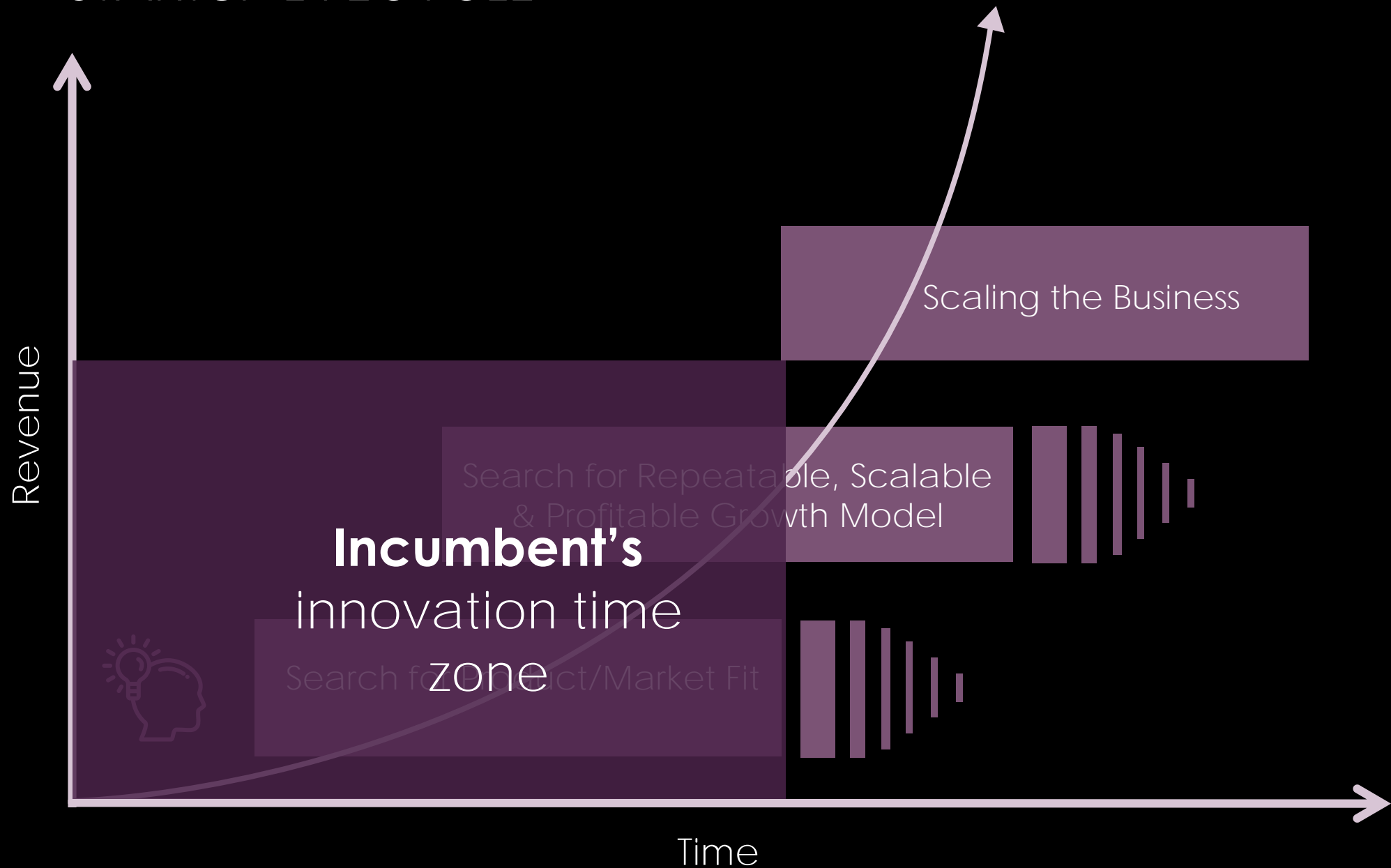




Cut out the
middle man



STARTUP LIFECYCLE



A side-view mirror of a car is shown, reflecting a road scene. The mirror is black and oval-shaped. Inside the mirror, a road with a white line on the left side is visible, leading towards a horizon with trees and a blue sky with light clouds. The background outside the mirror is a blurred landscape of green grass and trees, indicating the car is moving. A purple rectangular box is overlaid on the bottom right of the mirror's reflection.

Objects in mirror are
closer than they appear

THE BATTLE FOR THE CUSTOMER

CX

COMES FIRST.



Customer EXPERIENCE

a customer's PERCEPTION of
his interaction with any part
of an organization

Influences BEHAVIOUR

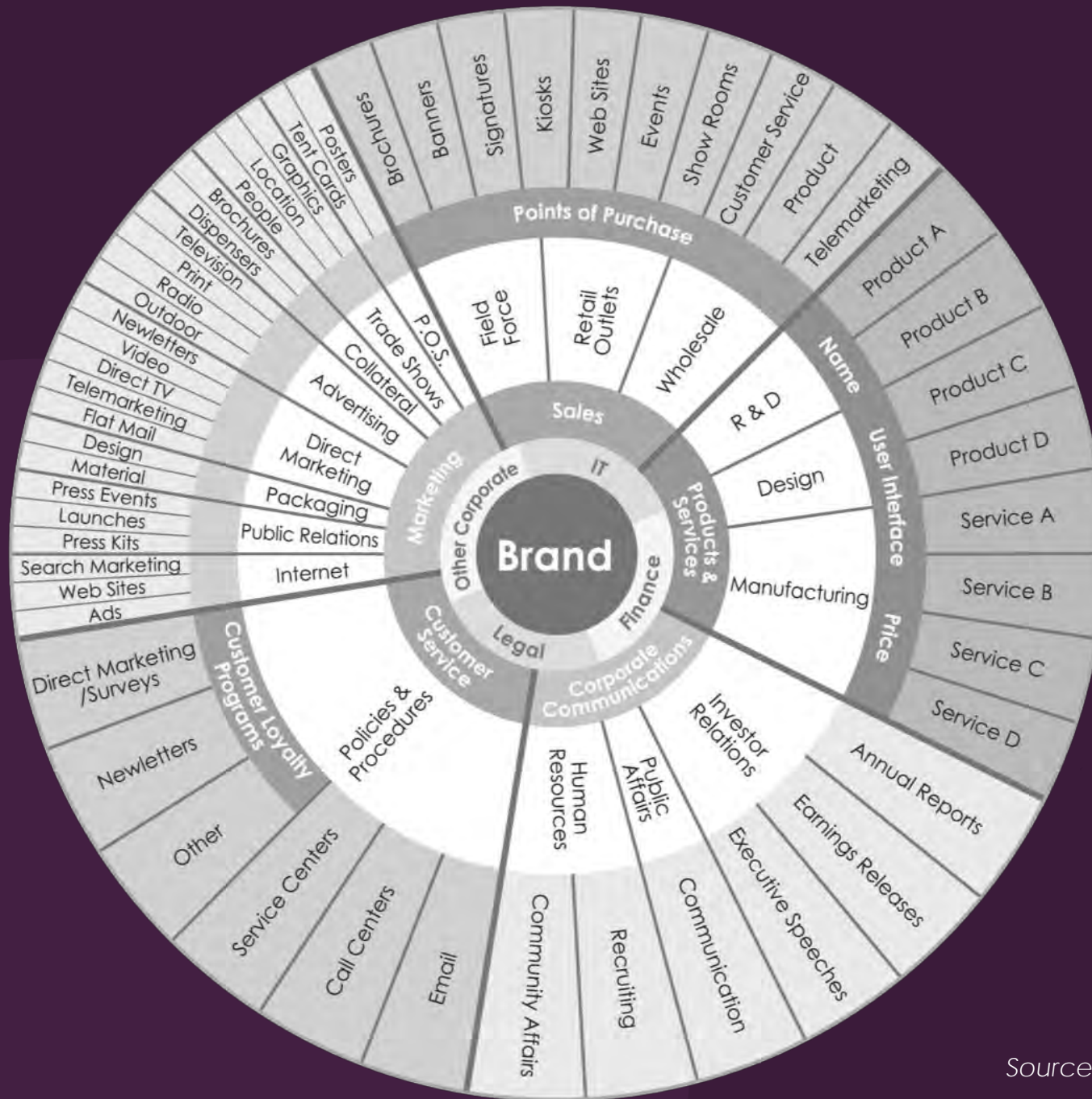
Builds MEMORIES



Interactions = Touchpoints



Perception = Reality



Source: Denis Lee Yohn

Design CX with the

Customer

in mind

HUGE shock





50% of the CX
involves EMOTIONS



"Yes"



"No"





Take a look at
ALL of the
customer behaviour





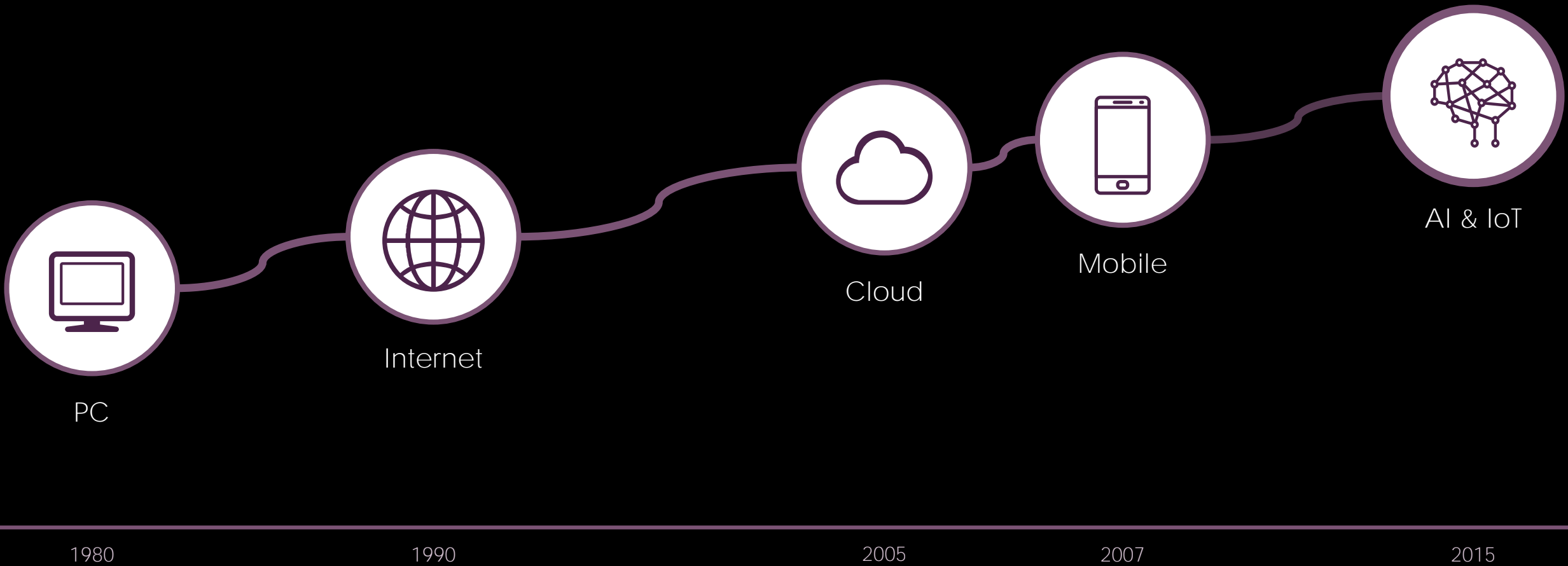


Big data



AI







“

***If you don't have an AI strategy,
you are going to die in the world
that's coming.***

- Devin Wenig, CEO eBay

”



**“Data is cheap
but it’s dumb.”**

-Peter Sondergaard
SVP, Research, Gartner





“Companies will be valued not just on their big data, but on the algorithms that turn that data into actions and impact customers.”

- The Arrival of Algorithmic Business, 2015

Algorithms already influence



Who we talk
And listen to



What we
Listen to



Where we
Drive



What we
Watch



Who we vote
For



Uber



NETFLIX



Cambridge
Analytica

Algorithms already influence



Who we date



What we read



Where we eat



How much we pay



tinderTM



amazon.com

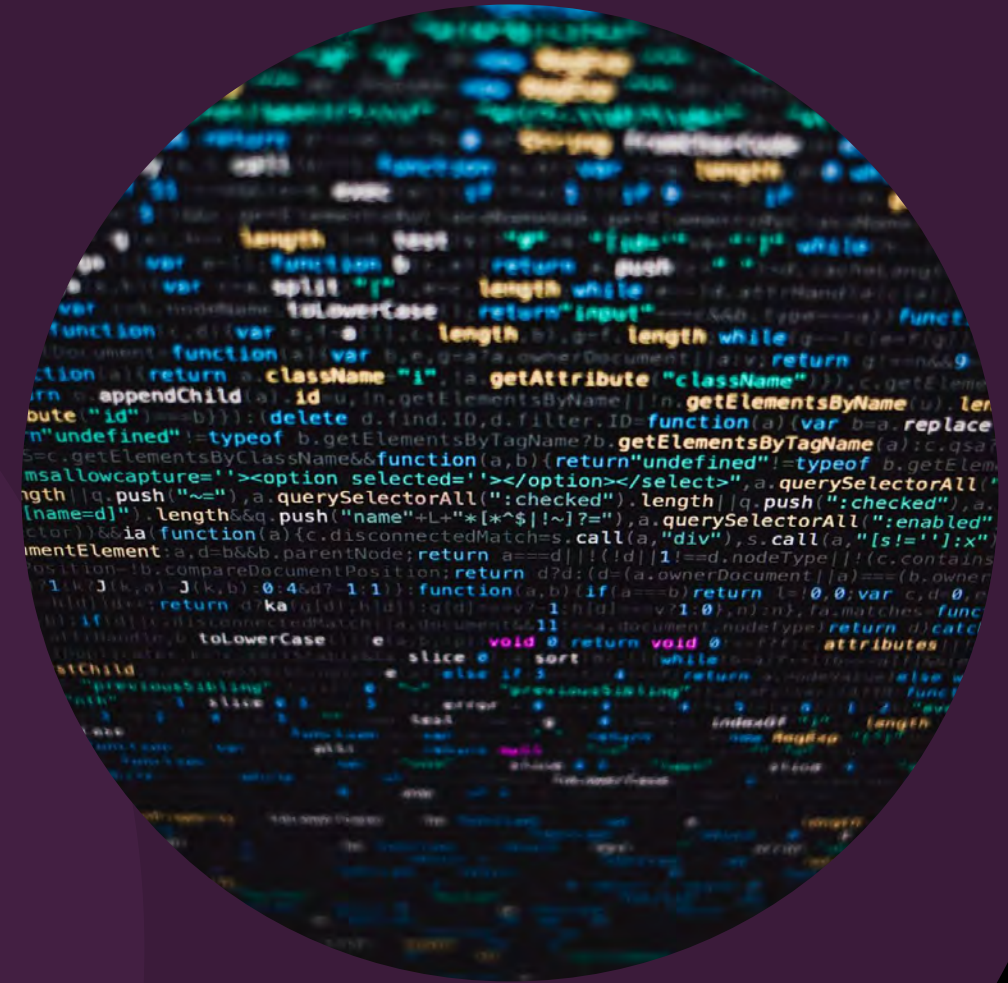


Google



Booking.com

Analytics vs. Algorithms



Analytics vs. Algorithms

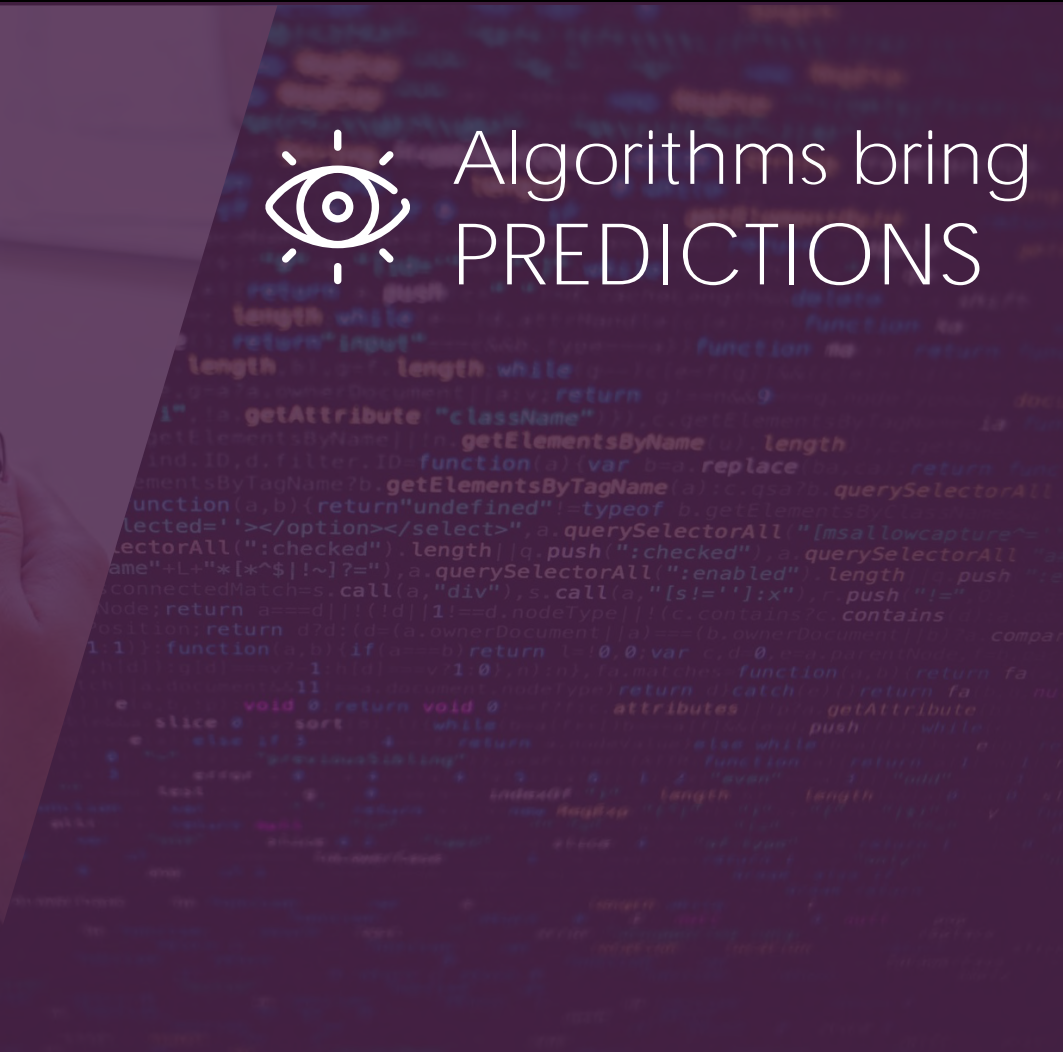
Level of Intelligence



Analytics bring
INSIGHTS



Algorithms bring
PREDICTIONS



Past

Present

Future





Process
optimization



Forecasting



Customer
Service



Diagnostics



Sales

Machines don't have to break.



More data

Even more
Sales

Smarter
Algorithms

Happier
Customers

Smarter
Products & Services



More data

Smarter
Algorithms

Smarter
Products & Services

Even more
Sales

Happier
Customers



More data

Smarter
Algorithms

Smarter
Products & Services

Even more
Sales

Happier
Customers



More data

Smarter
Algorithms

Smarter
Products & Services

Even more
Sales

Happier
Customers



“AI’s Virtuous Cycle”

More data

Even more
Sales

Smarter
Algorithms

Happier
Customers

Smarter
Products & Services





As little as 1% of industrial
data is being used today

Source: mckinsey & company





WTF?
What's the Future?

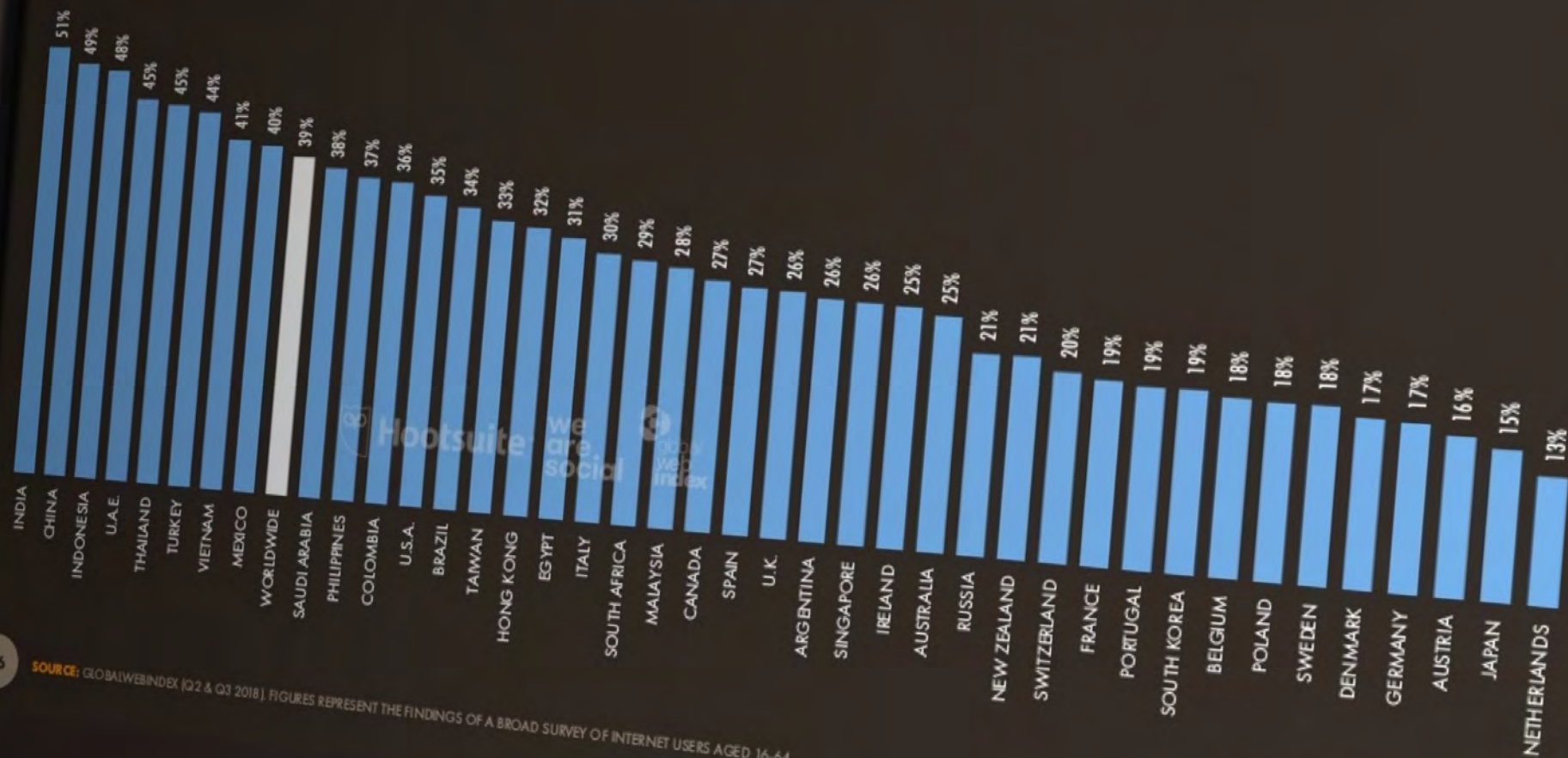
iPhone of the
next decade



JAN
2019

USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF **INTERNET USERS** IN TOP ECONOMIES WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY (ANY DEVICE)



56

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

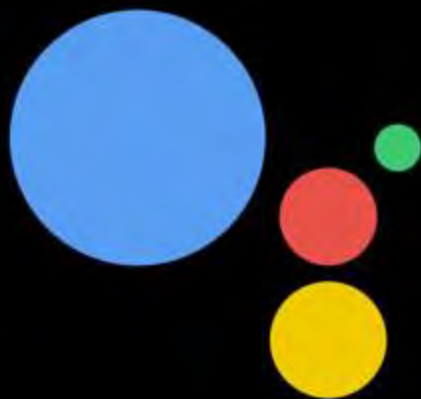


Web	10
Mobile	3
Voice	1

50% voice
by 2020

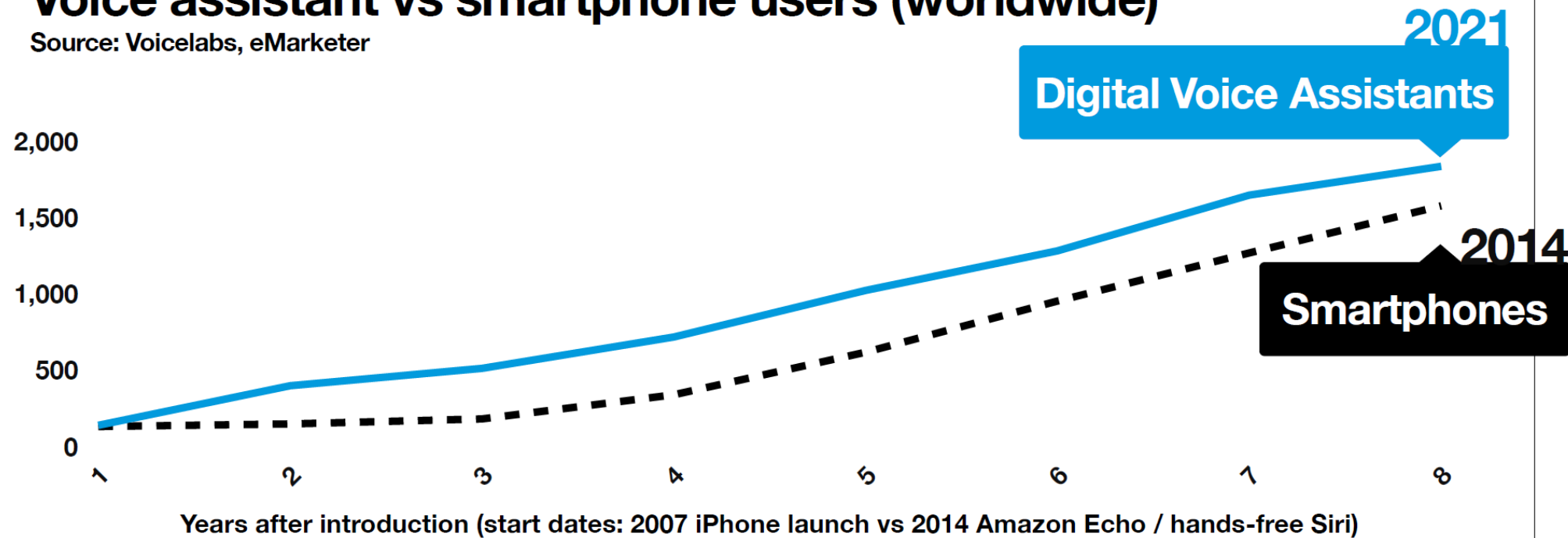


A shift of trust

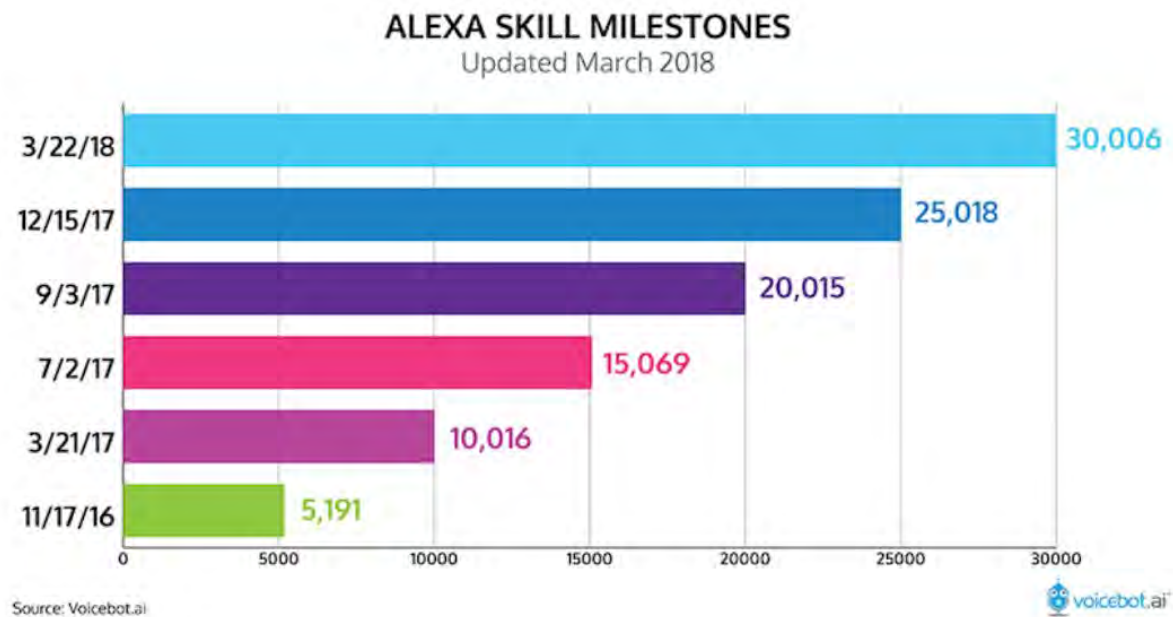


Voice assistant vs smartphone users (worldwide)

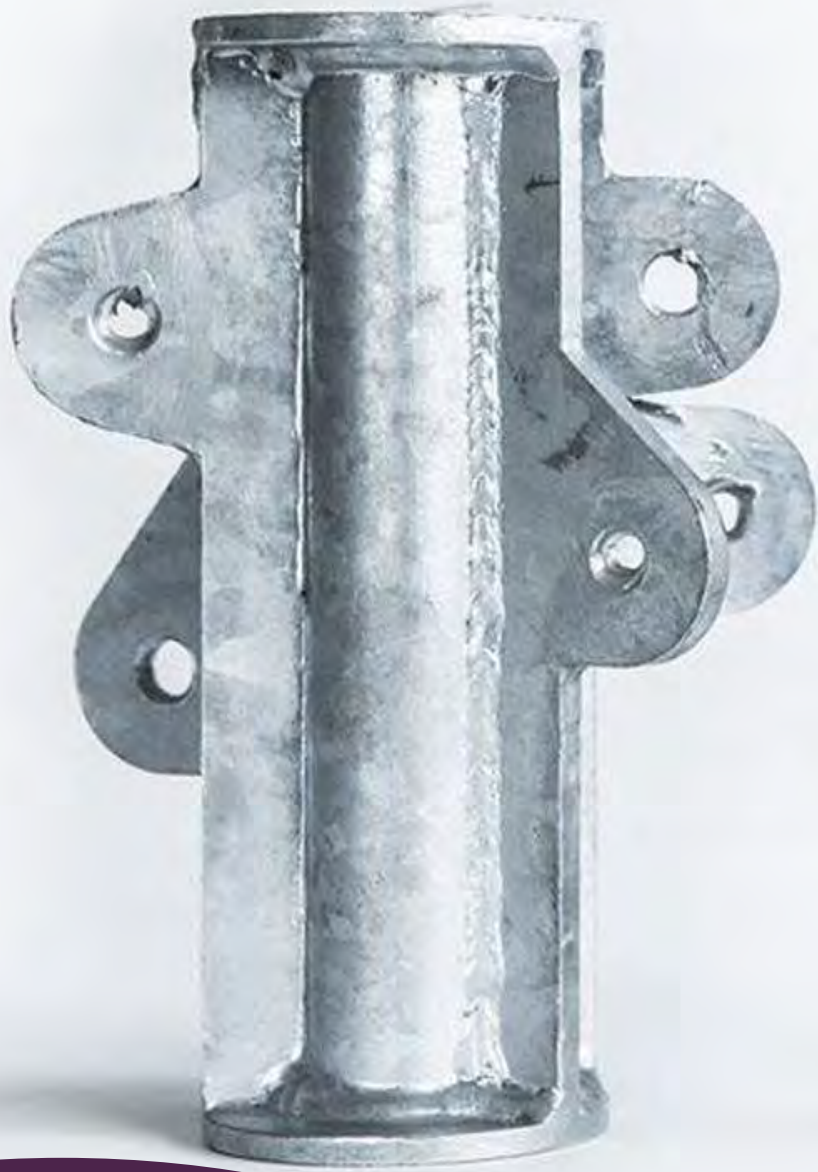
Source: Voicelabs, eMarketer

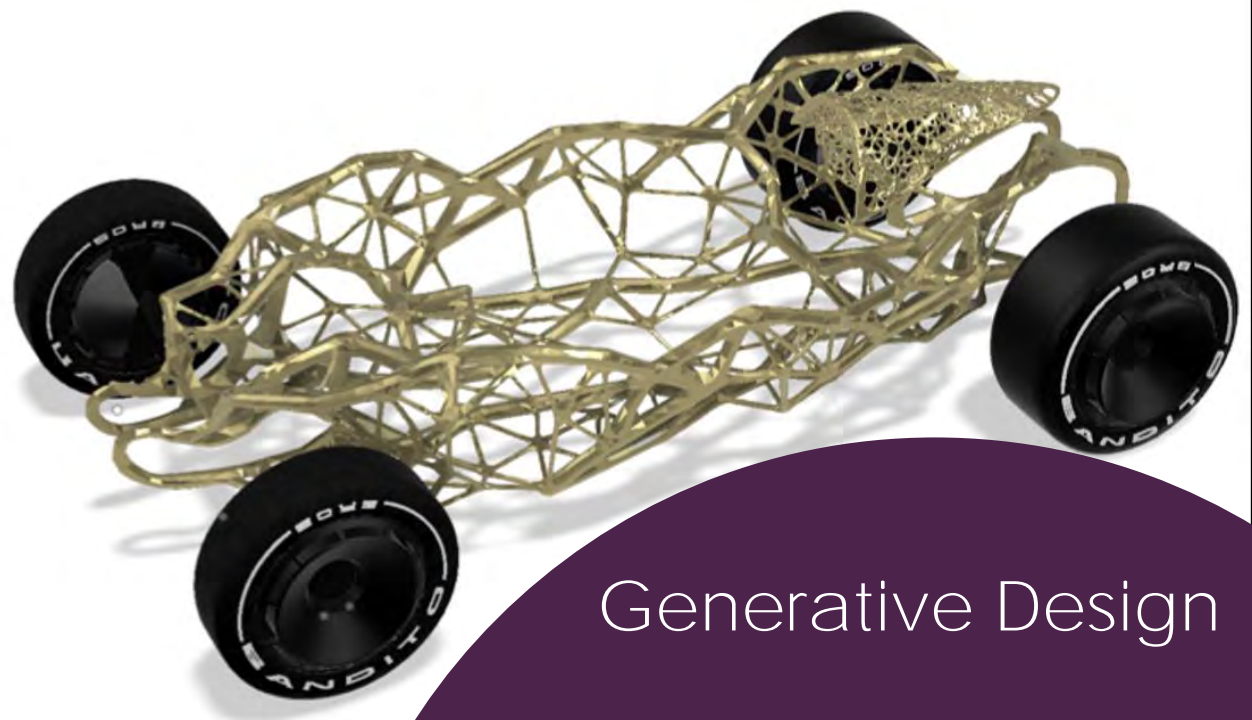
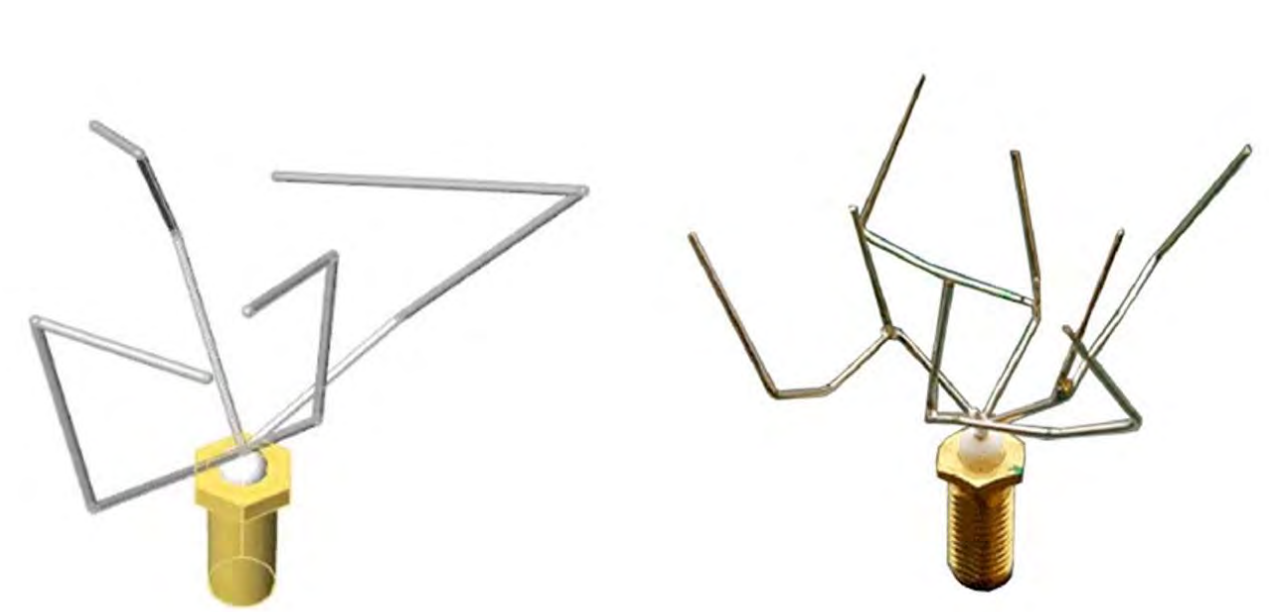


Outpacing
smartphones



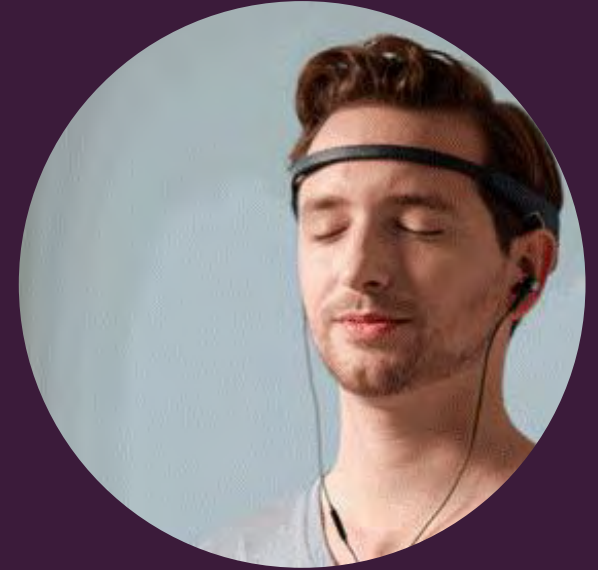
Opportunity
knocks!





Generative Design

BCI





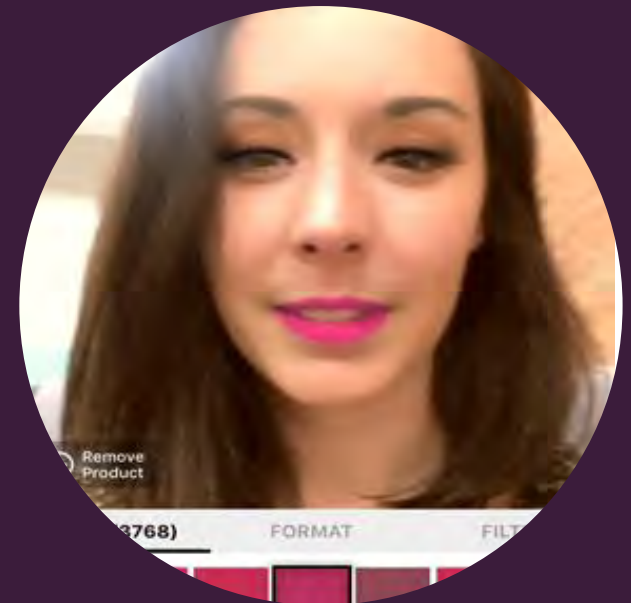
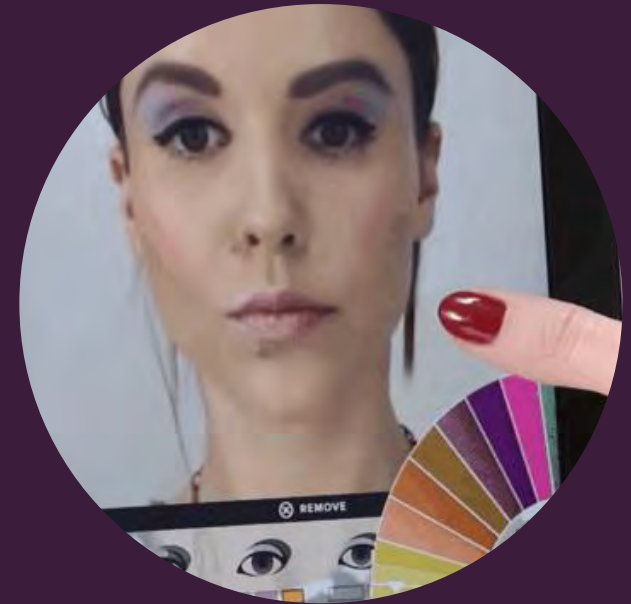
**If you think “going forward” it will move forward.
If you want it to move to the right or to the left,
it will move from the left or right.**



virtual reality



augmented reality





huge
opportunities



i nformed
i ndividualistic
i mpatient
i nfluenced
i ntuitive

The *Customer*

expects extreme

Transparency

Personalization

Convenience

Speed

iT2



Security



Security
Privacy



Security
Privacy
Pricing



Mi



in business

in sales

in health

in hospitality

in manufacturing

in education...

Personalized Shoes



Personalized Food



VEGGIES
64%

34%
PROTEIN

Your
HERO FOODS

CAULIFLOWER, MUSHROOMS,
BROCCOLINI

CALS
390



Precision Medicine



Programmable Wood



THE VALUE OF PERSONALIZATION

$$\frac{\text{Relevance} \times \text{Timeliness} \times \text{Integrity}}{\text{Personal Information} \times \text{Effort}}$$

CONVENIENCE
IS THE NEW

Loyalty



Frictionless
Accessible
Subscription
Technology

Convenience
augmented





Collaborate with a design pro for a Pinterest worthy home.

Start Designing



🔍 Search for shoes, clothes, etc.

SEARCH

🛒 MY CART

Women ▾

Men ▾

Kids ▾

Departments ▾

Brands ▾

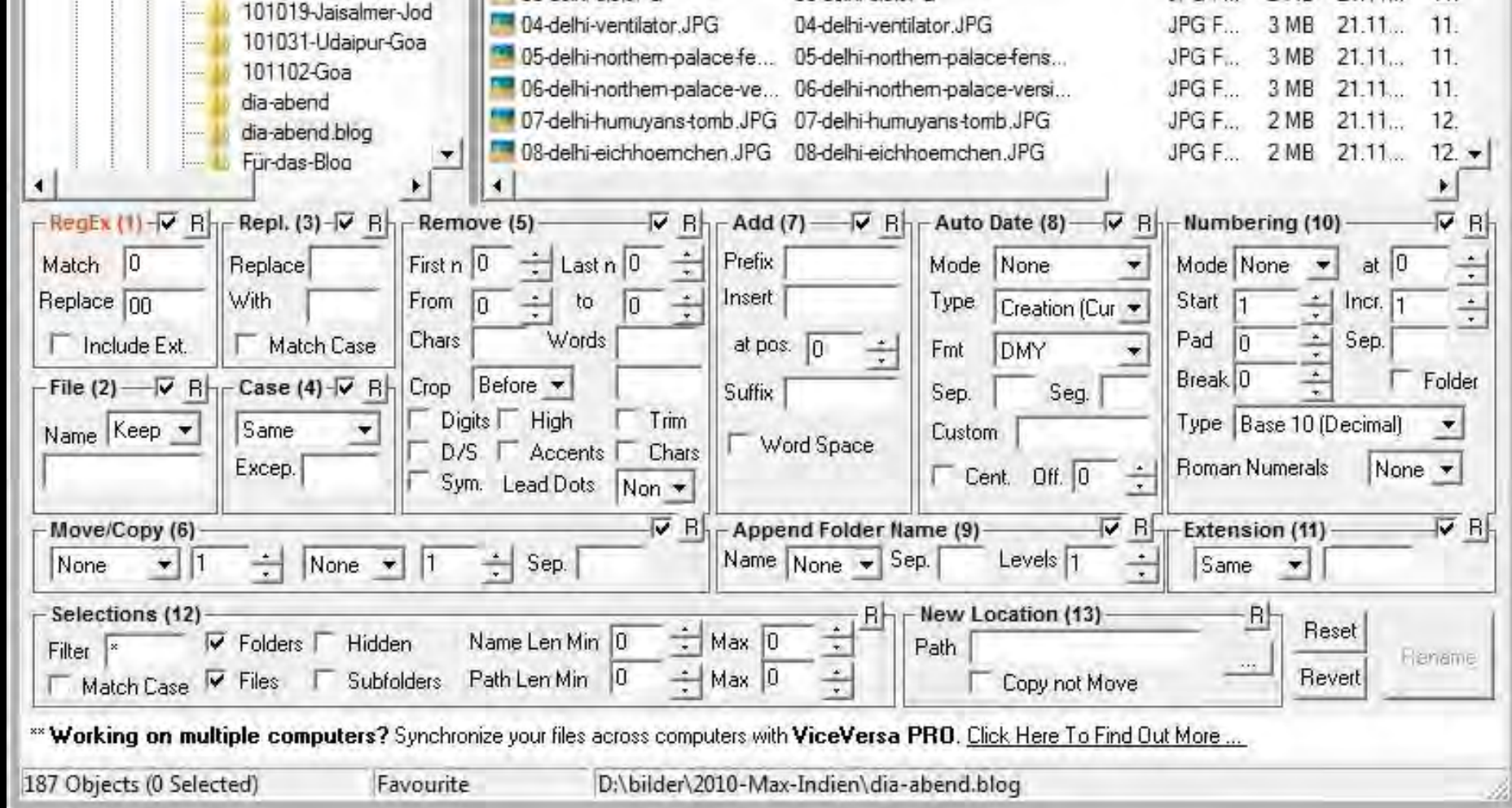
Sale ▾

Sign In / Register

Bravo, Boot Season!

Cheers to sublime textures and bold hues.

SHOP NEW ARRIVALS



Designs You Don't Have To Imagine

See your exact room,
expertly designed in 3D,
with actual pieces of furniture
from well-known brands
that you can buy on the spot.





Prime Members
Save 20%
on Diapers Subscriptions
> [Shop now](#)



ubscription



Welcome to furniture freedom



ubscription



02.04.19

Would you rent Ikea furniture? Subscription plans are coming

Ikea is testing a new model in Switzerland: Renting out furniture rather than just selling it. Think of it as Netflix for chairs.







✧ ZERO CLICKS ✧



**TRY SOME
PLANTS
IN YOUR
SPACE**



Frictionless
Accessible
Subscription
Technology

Convenience
augmented



Speed of delivery



LIKELY TO CONTINUE
BEING A CUSTOMER

LOW EFFORT

91%

HIGH EFFORT

4%



YES,
WE CLEAN UNDER HERE TOO!

DIAMOND RESORTS
INTERNATIONAL
Stay Vacationed.

Wi-fi Password

$$P(m \geq \frac{N}{2}) = \sum_{m=\frac{N}{2}}^N \binom{N}{m} (0.25)^m (0.75)^{N-m}$$

COME IN & TRY
THE WORST SALAD
ONE WOMAN ON
TRIP ADVISOR
EVER HAD
IN HER LIFE.

Value



Time



Money



Emotion

The *Customer*

expects extreme

**The most
Trustworthy
Relationship**

Transparency

**The most
Personal
Experiences**

Personalization

**The most
Ultimate
Simplicity**

Convenience

**On-demand
Services and
Products**

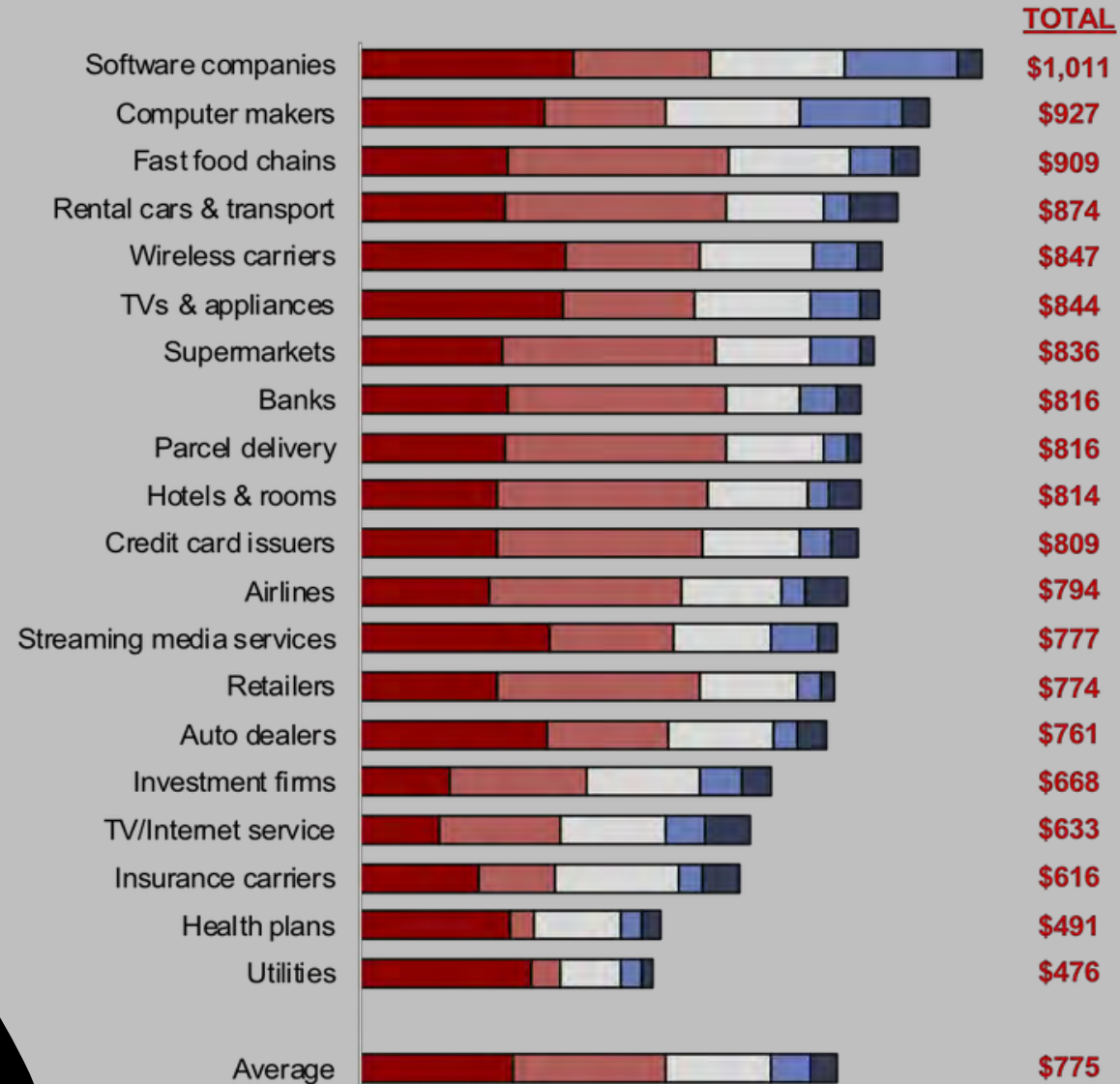
Speed

+21% YoY

Revenue Increases From A Moderate Improvement in Customer Experience

Additional revenues over 3 years for a typical company with \$1 billion in annual revenues (\$ million)

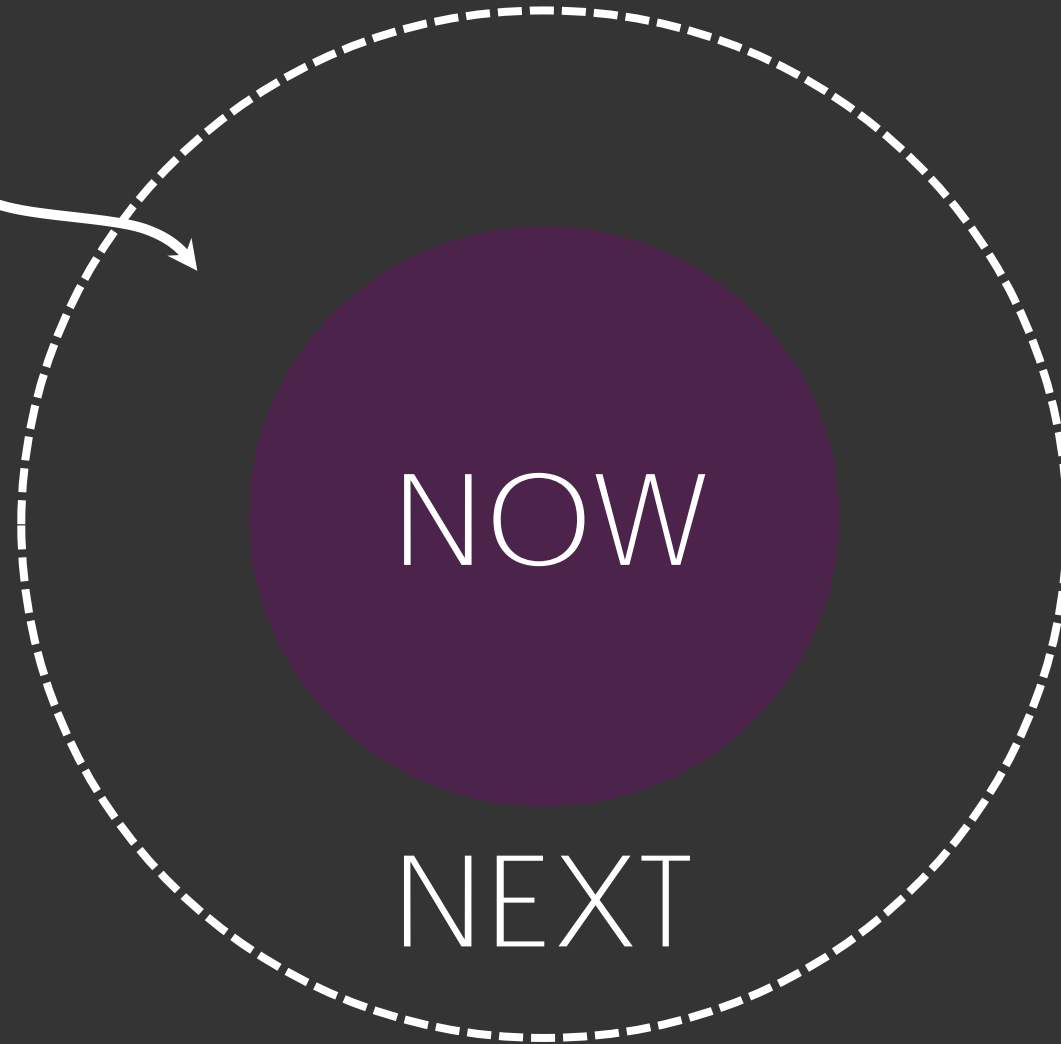
■ Retain Sales ■ Additional Sales □ Word of Mouth ■ New Products ■ Forgiven Mistakes



Source: Temkin Group

CX
PAYS

3 LEVELS OF INNOVATION



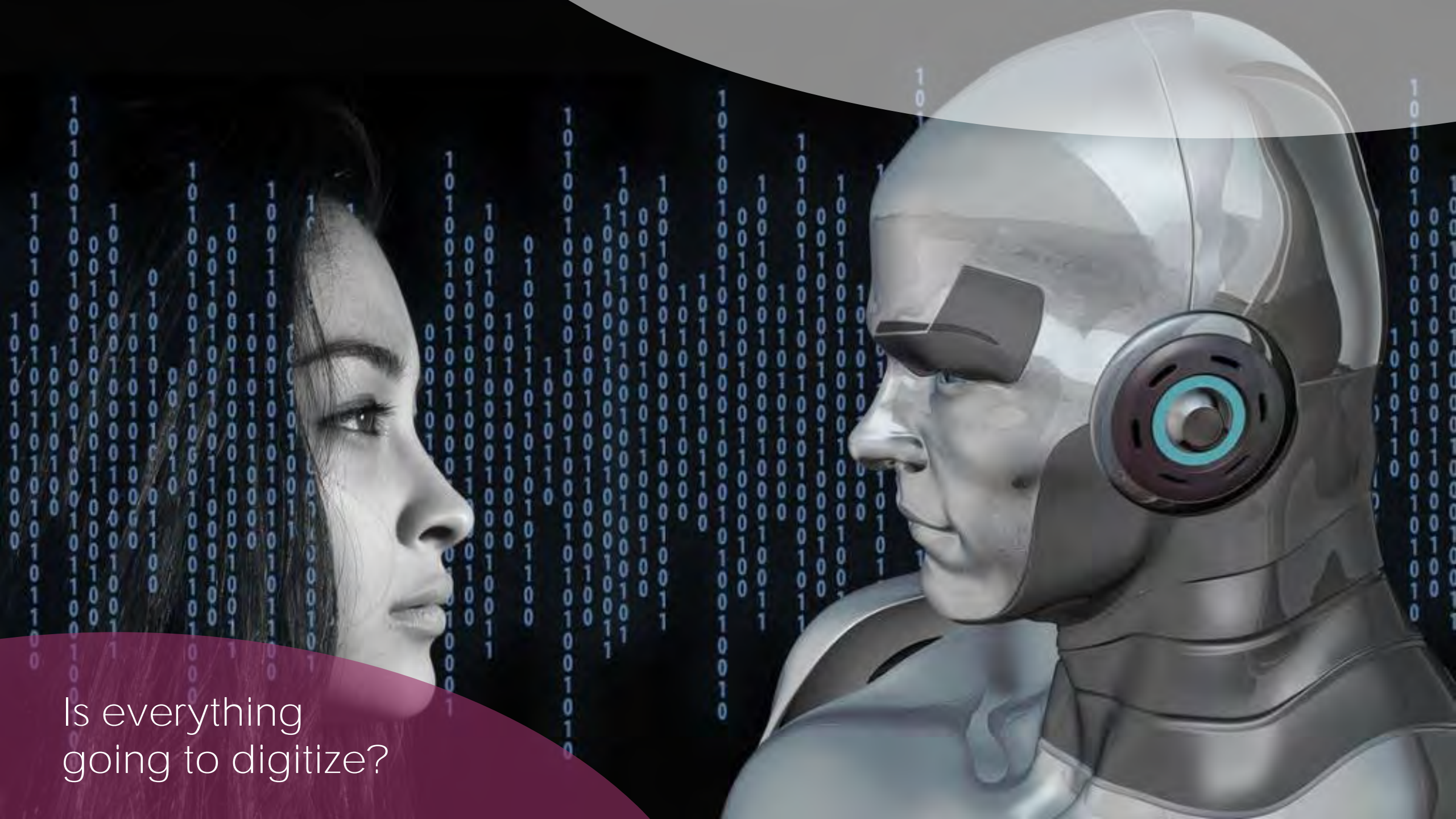
THE CUSTOMER
SHOULD BE IN ALL





“ There is only one boss.
The customer.
And he can fire everybody in
the company from the
chairman on down,
simply by spending his money
somewhere else! ”

Sam Walton, Founder WALMART



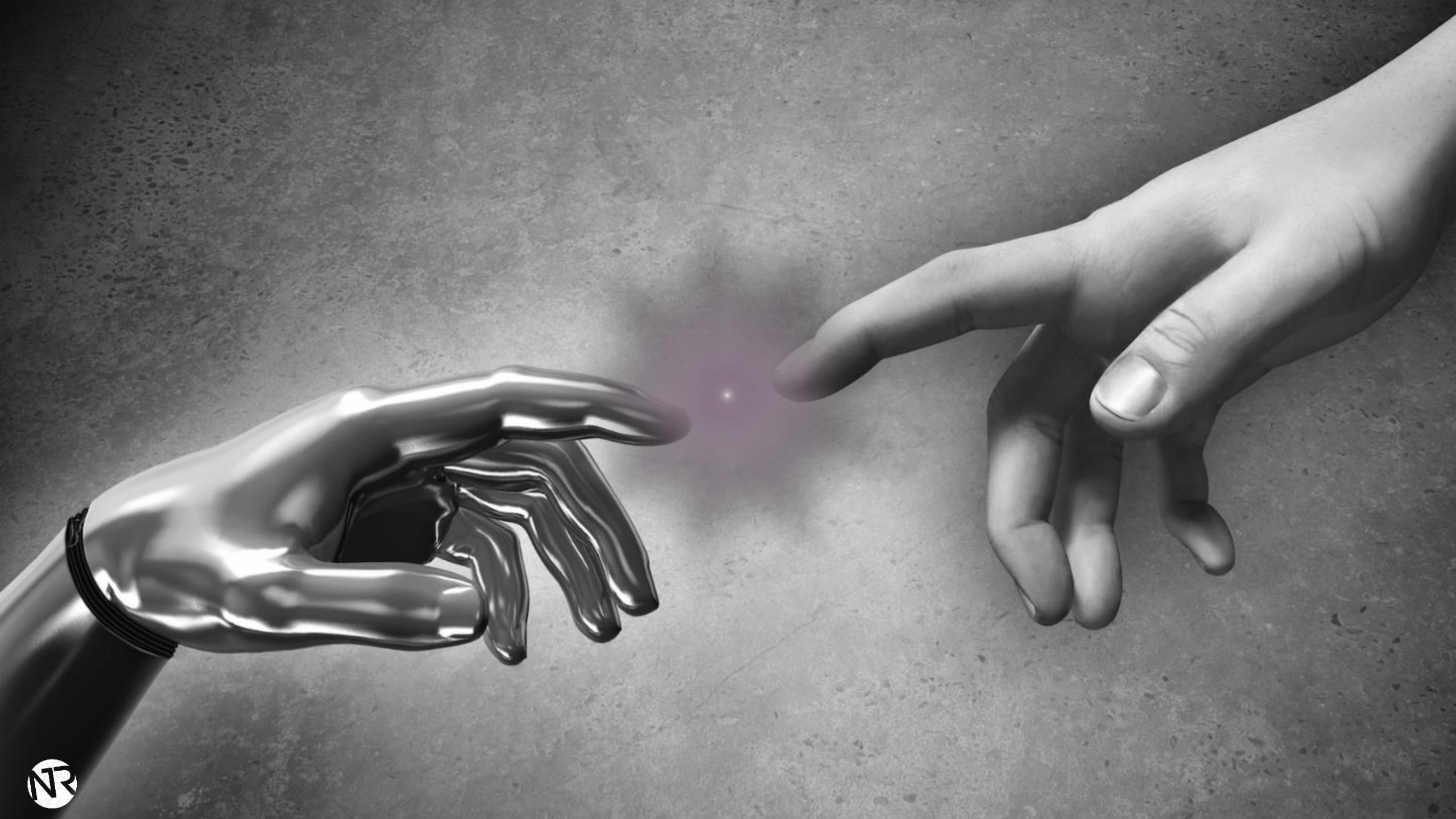
Is everything
going to digitize?



Man WITH
machine

AI \longrightarrow IA





It's all
about the



WOW



I've learned that

People will forget what you

said

People will forget what you

did

but people will never forget how
you made them

feel



Maya Angelou

THANK YOU



Nancy Rademaker
International Keynote Speaker

Would love to have
your feedback!



Nancy Rademaker
International Keynote Speaker