C2Mxel

STRATEGY FOR THE NEW WORLD
ZERO EMISSION
ZERO ACCIDENTS
THE NEW NORMAL

DIGITAL

NOW

DIGITAL IS A NOVELTY

DIGITAL IS THE NORM

TIME
DIGITAL DISRUPTION EXPLODES THE STATUS QUO
2030 is TODAY
1993
THE INTERNET WILL DISAPPEAR

Eric Schmidt (Google)
In the next few years, the offline world will digitize completely.
53% of people suffer from Nomophobia

“The Fear of Being Out of Cell Phone”

They have become so dependent on their mobile that discovering it is out of charge or simply misplacing it sends stress levels soaring. More than one in two said this is why they never switch it off. One in ten said they needed to be contactable at all times because of their jobs, while 9 per cent said that having their phone switched off made them anxious.

Experts say nomophobia could affect up to 53 per cent of mobile phone users, with 48 per cent of women and 58 per cent of men questioned admitting to experiencing feelings of anxiety when they run out of battery or credit, lose their phone or have no network coverage.
3 BIGGEST FEARS
OF OUR GENERATION
GROWTH IN THE INTERNET OF THINGS

THE NUMBER OF CONNECTED DEVICES WILL EXCEED 50 BILLION BY 2020

IoT INCEPTION

EVERYTHING

BILLIONS OF DEVICES
50
40
30
20
10
0


1M
0.5B
1.2B
3.7B
8.7B
14.2B
18.2B
22.9B
28.4B
42.1B
50.1B
DATA ARE RESOURCES
NEW COMBINATION OF EXISTING ELEMENTS

USE NEW WORLD TO THE MAX

CREATE NEW CUSTOMER NEEDS
DISRUPTIVE INNOVATION follows a New Pattern
Innovators

Early Adopters

Early Majority

Late Majority

Laggards

Faster

Higher

Early Warning
IN THE NEW NORMAL

- IT IS ABOUT SHORTCUT ECONOMIES
“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

~Charles Darwin, 1809
In the new world, it is not the big fish which eats the small fish, it’s the fast fish which eats the slow fish

Klaus Schwab
Founder and Executive Chairman
World Economic Forum
If the rate of change on the outside exceeds the rate of change on the inside, the end is near.
THE BENCHMARK IS NOW NETWORK SPEED
THE END OF LINEAR THINKING
IN THE NEW NORMAL

AGILITY IS CRUCIAL
THE NEW NORMAL

EXTREME CUSTOMER NEEDS

EXTREME SPEED OF CHANGE
NO LONGER
B2B
B2C
BUT IT IS
H2H
ZERO TOLERANCE

**BROKEN CONVERSATION**

47% ABANDON PURCHASING after two separate interactions

**YOU DON'T EVEN KNOW ME**

92% FEEL NEGATIVE when asked to provide information multiple times

**POOR EXPERIENCES**

62% SWITCH BRAND after three negative experiences

**IMPERSONAL & IRRELEVANT**

87% POOR PERCEPTION when treated with a one-size-fits-all approach
KNOW ME
HAVE ONE CONVERSATION
NO PRODUCTS NOR SERVICE
IT IS ABOUT CEX
CONVENIENCE IS THE NEW LOYALTY
Likely to continue being a customer
EXTREME SIMPLICITY
Pay Your Mastercard with a Selfie
NO DIGITAL STRATEGY BUT A STRATEGY FOR THE DAY AFTER TOMORROW
THE SHIT OF YESTERDAY

TODAY

TOMORROW

DAY AFTER TOMORROW
THE CUSTOMER IS THE HEART OF THE BUSINESS
THE CUSTOMER IS THE ONLY REAL BOSS

YOU ARE FIRED
WE ARE CUSTOMER OBSESSED
SHOW ME THE KPI’s
HUNT CUSTOMERS
HOLD THEM
KEEP THEM HAPPY
MAXIMIZE THEIR VALUE
OPERATIONALLY EFFICIENT
CUSTOMER EFFECTIVE?
THE NEW CUSTOMER INTERFACE

SELF-SERVICE     HUMAN-LIKE     HUMAN BACK-UP     HUMAN EMOTIONS
DELIVER  WOW
BYPASS CONVENTIONS AND RULES.

10X REMOVE SERVICE FRICTION.

10X PIMP CUSTOMER EXPERIENCE.

10X LEVERAGE THE NETWORK.
‘SOMETIMES PEOPLE REMEMBER WHAT YOU SAY. SOMETIMES PEOPLE REMEMBER WHAT YOU DO. BUT THEY ALWAYS REMEMBER HOW YOU MAKE THEM FEEL’.

Maya Angelou
Author, Poet & Playwright
CUSTOMERS WANT TO BE IN CONTROL OF THE EXPERIENCE
PROVIDE DYNAMIC JOURNEYS
CUSTOMER JOURNEY IS NOT LINEAR
CREATE MANY TOUCHPOINTS
LISTEN PASSIONATELY
TO TELL YOUR STORY AND INSPIRE
PEOPLE SHOULD EXCELL IN THESE SKILLS:

PASSION

EMPATHY

CREATIVITY
AMAZING EXPERIENCES
The new customer relationship

The digital relationship adds:
- Operational Excellence
- Automation + data

The human relationship adds:
- Customer intimacy
- Emotional connections
- Empathy + Creativity + Passion

WHEN DIGITAL BECOMES HUMAN

www.stevenvanbelleghem.com | @stevenVBe
Computers personalize,
**humans make it personal**

Computers predict,
**humans surprise**

Computers deliver,
**humans over-deliver**

Computers confirm,
**humans smile**
CREATE A CIRCLE OF TOUCHPOINTS

CEX

CUSTOMER

HUMAN

DIGITAL
CREATE A CIRCLE OF TOUCHPOINTS