

Umwelt

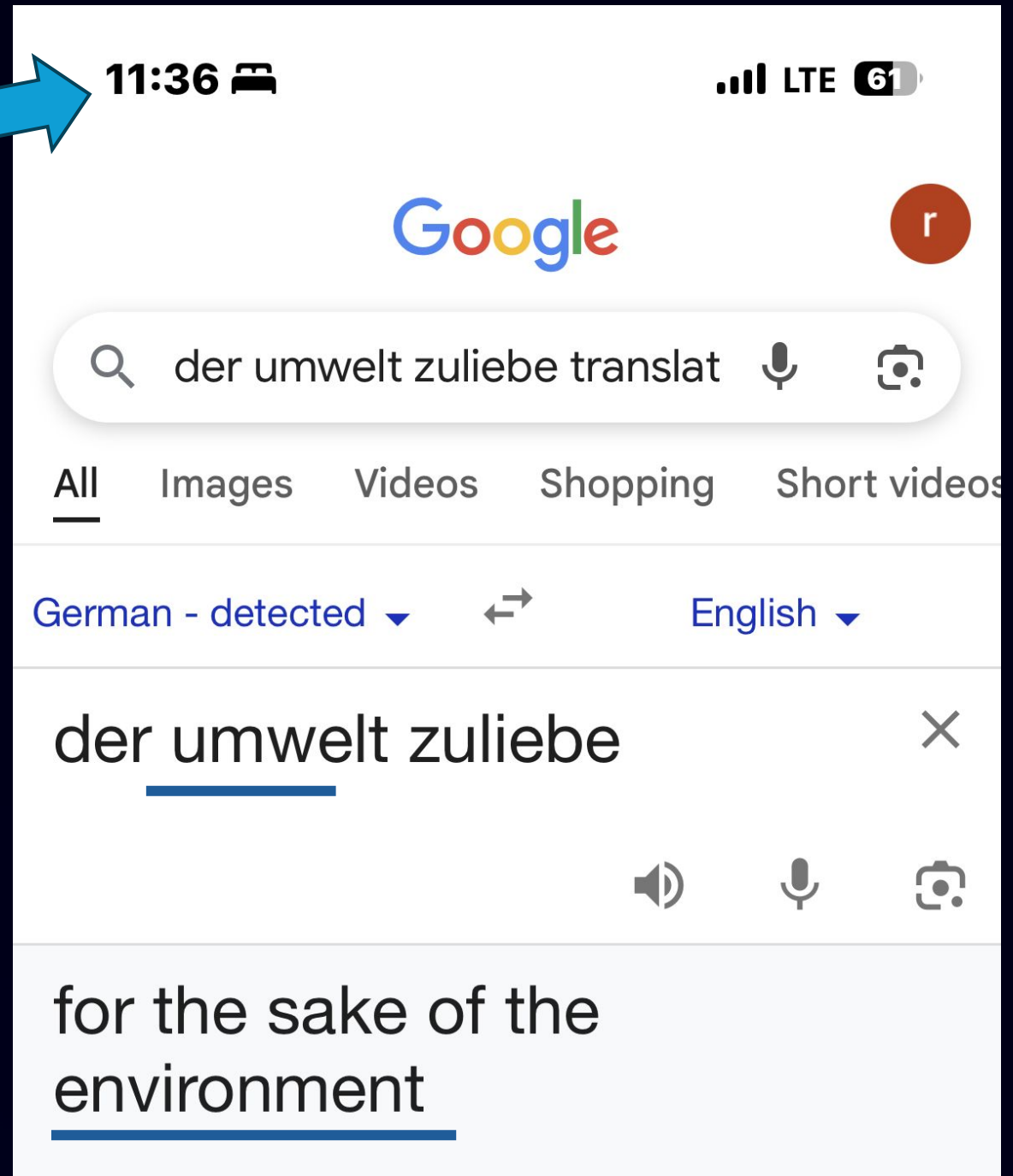


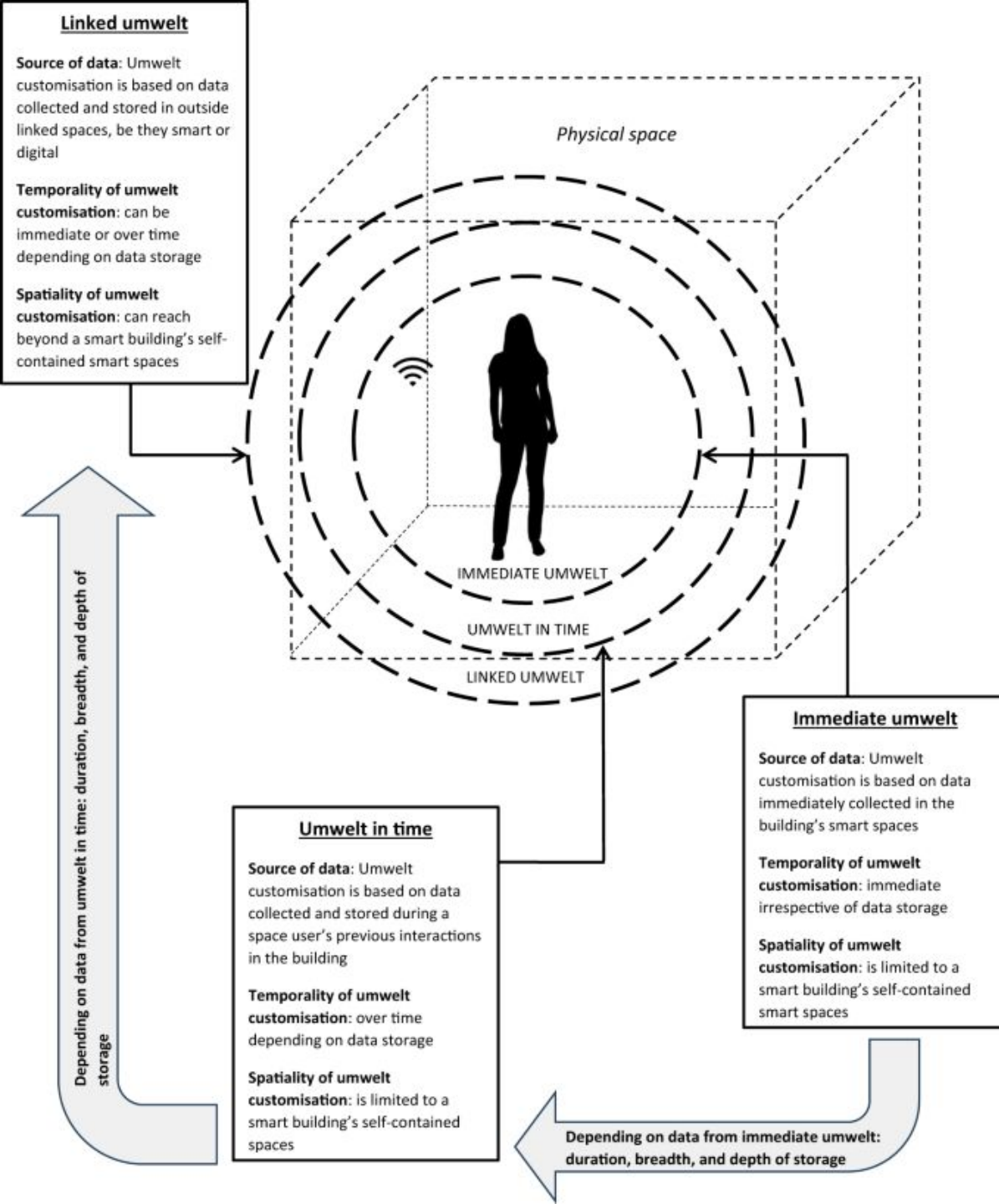


DER UMWELT ZULIEBE

Wenn Sie Ihr Handtuch weiter verwenden

CURIOSITY





UMWELT— has no English Translation

“While multiple ORGANISMS may share the same physical space, each inhabits a **distinct subjective reality**—a personal ‘BUBBLE’ of experience”

- Jakob von Uexküll







can follow scent trails
that are **over 12 days old.**

Horses can read **human emotions, analyze
pheromones, and feel vibrations we
cannot**





1.Perception: What does the customer notice first?

2.Interpretation: How do they assign meaning?

3.Action: What do they do next?

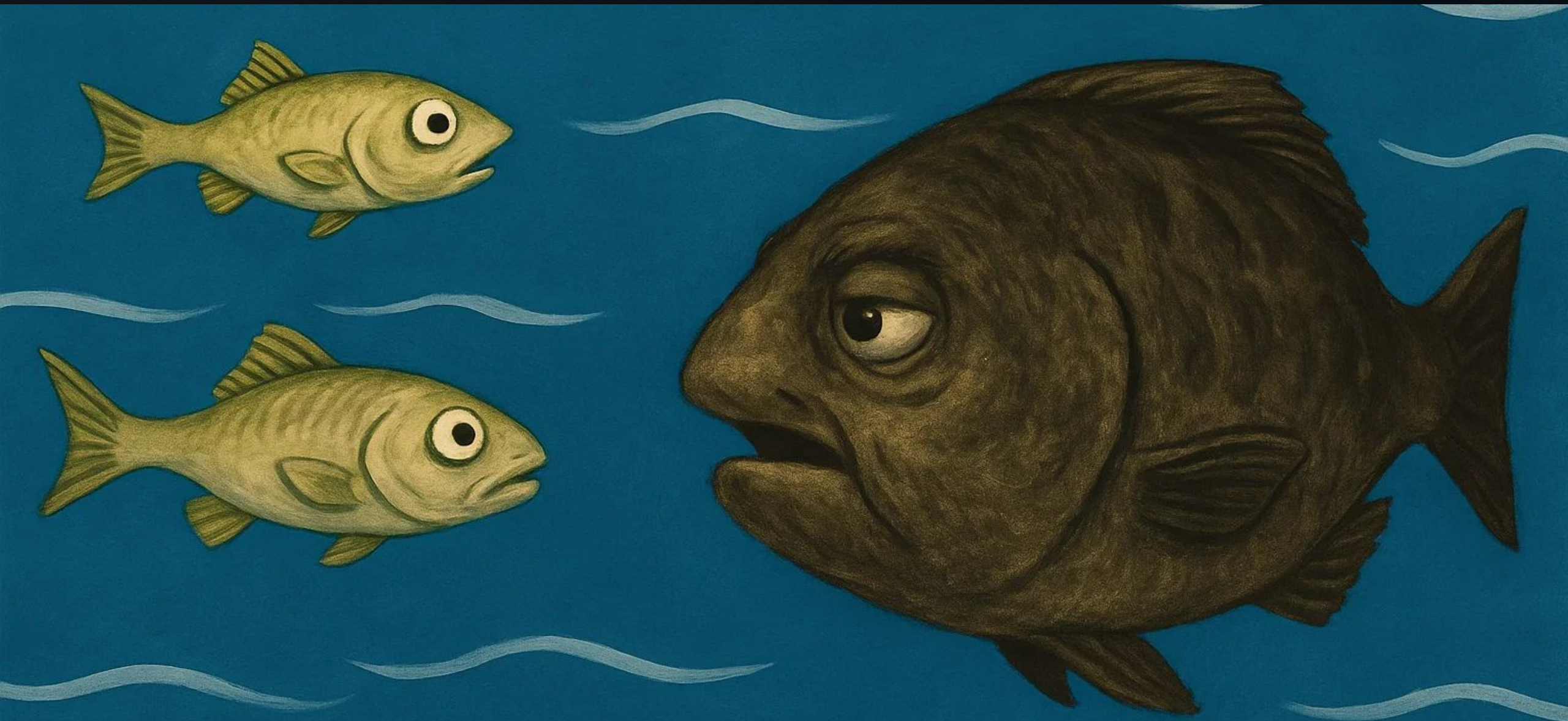
4.Feedback: How does the system respond?



Your Customer's
Experience is Determined
by THEIR View from Their
Umwelt – or Subjective
Reality



This is Water – David Foster Wallace





GETTING YOUR
ORGANIZATION CX//EX READY
and the Seven Steve's

ASK “WHAT IF?”

“

The most interesting situations can usually be expressed as a What-if question.

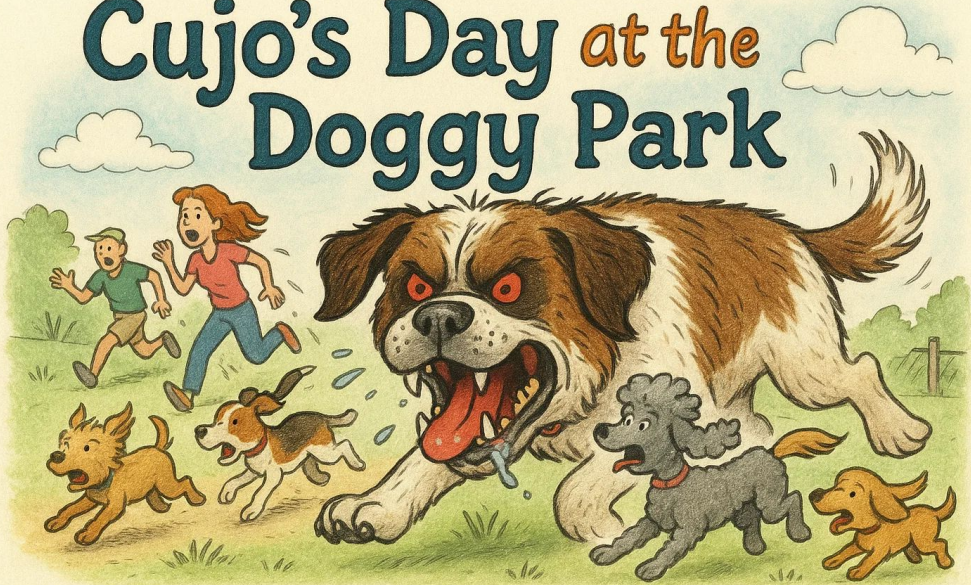
- Stephen King

”



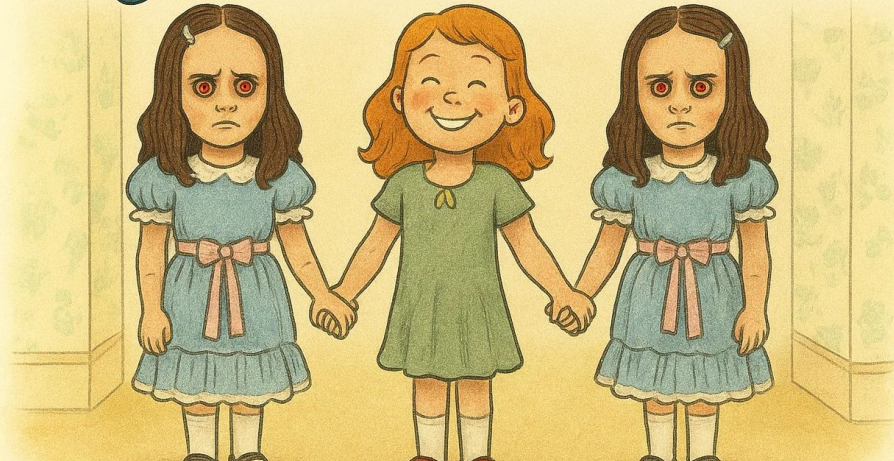
STEPHEN KING

Cujo's Day *at the* Doggy Park



STEPHEN KING

My Vacation *Friends*



I Do Not Mean Absurd
What If Questions Like,

“What if Stephen King
Wrote Children’s
Books?”

Not Unanswered ...
Unasked



**IF WE CAN
UNDERSTAND THE
CUSTOMER REALTIES
AND EXPECTATIONS
BETTER**

HOW MIGHT WE?



HOW MIGHT WE?

Reduce risk?

Find efficiencies?

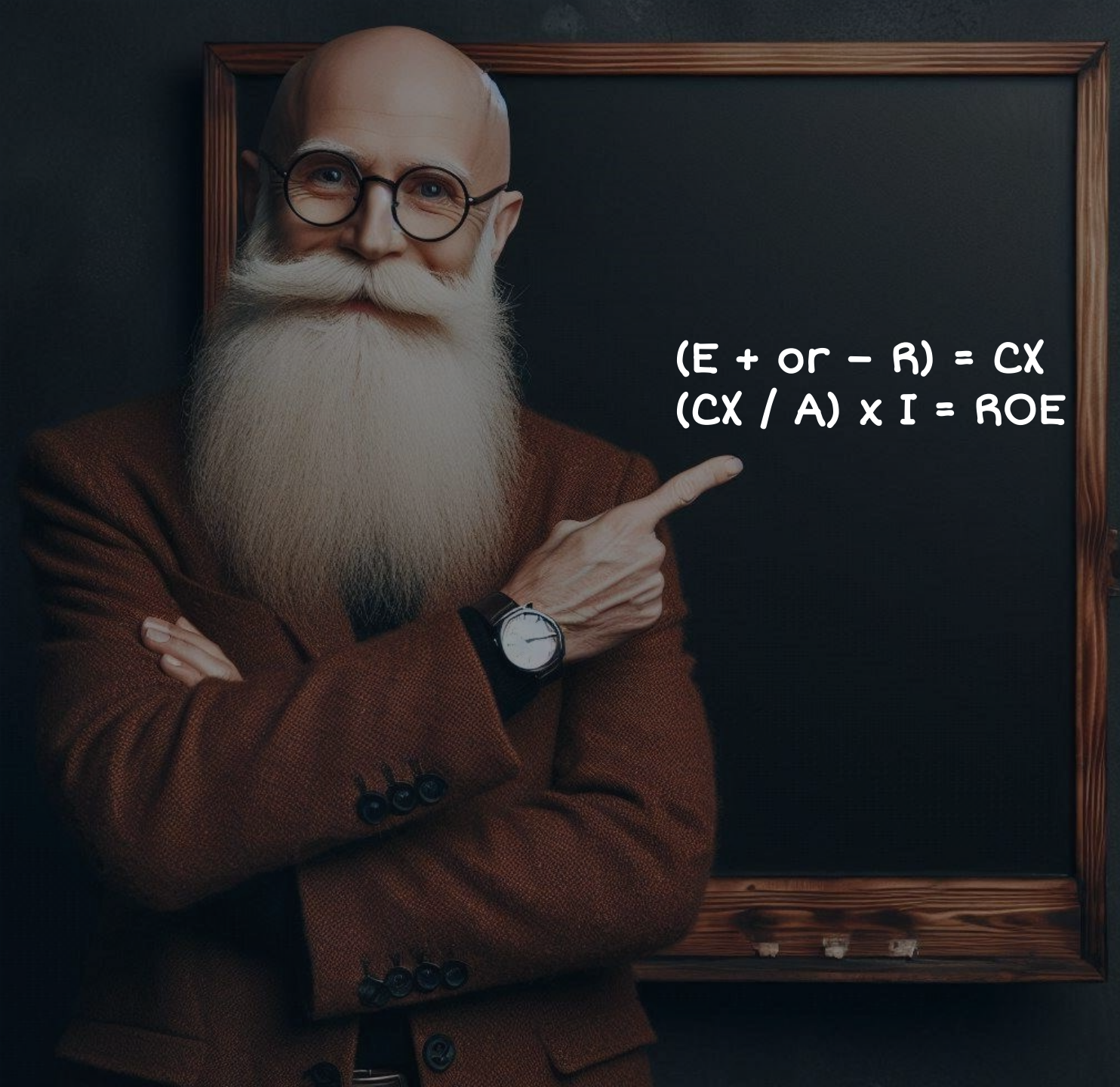
Reduce churn?



START WITH THE CUSTOMER'S TRUTH

**“Change your
words into truths
and then change
that truth into
LOVE.”**





$$(E + \text{or} - R) = CX$$
$$(CX / A) \times I = ROE$$

EXPECTATIONS:

The Algebra of
Experience is
About a
Customer's
Truth



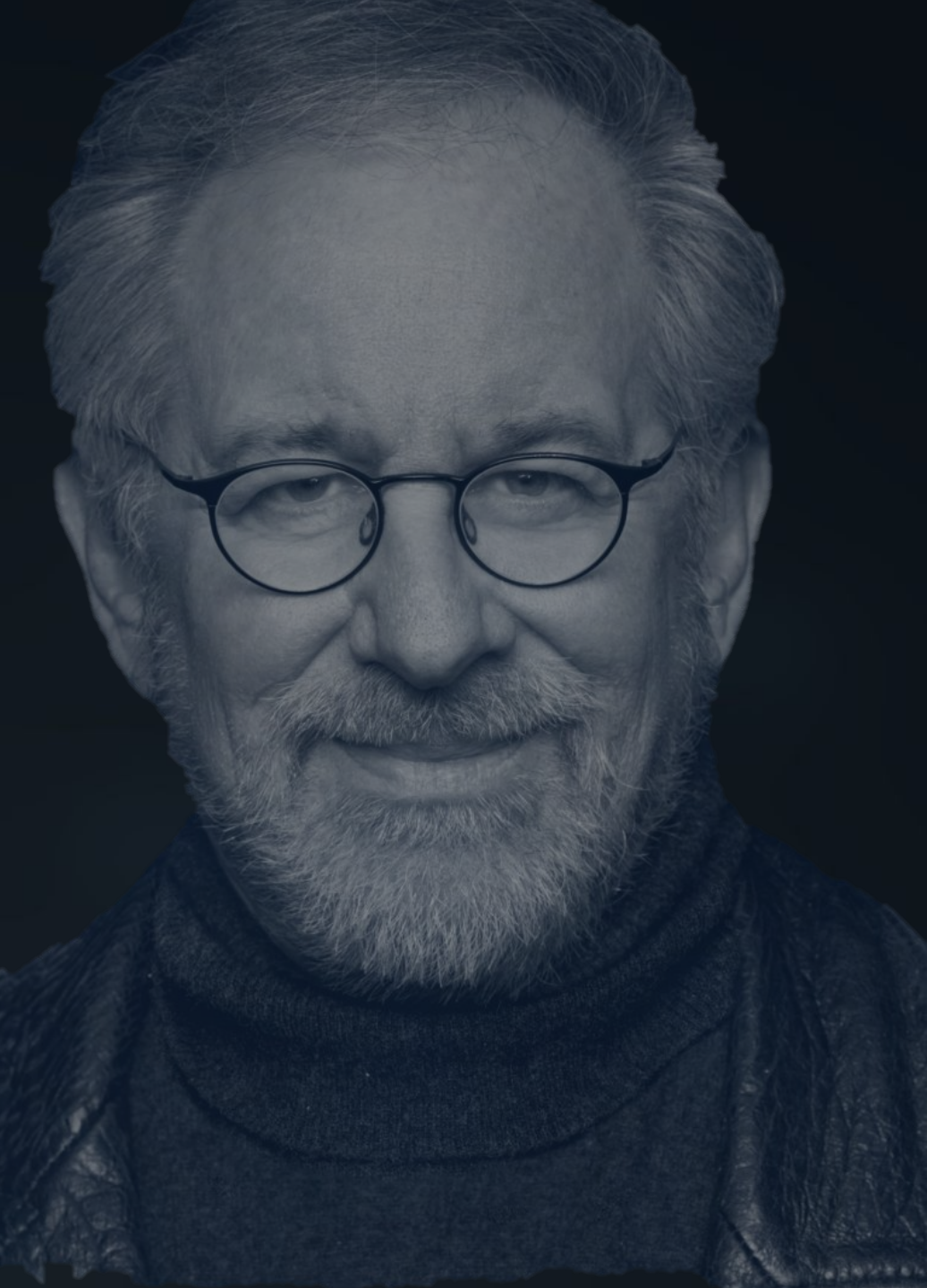
We've entered the
swipe left era on
brands, services,
and even people



“ Being heard
is so close to being loved
that for the average person, they
are almost indistinguishable. ”

- David Augsburger





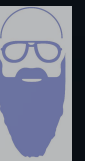
START AT THE END

“

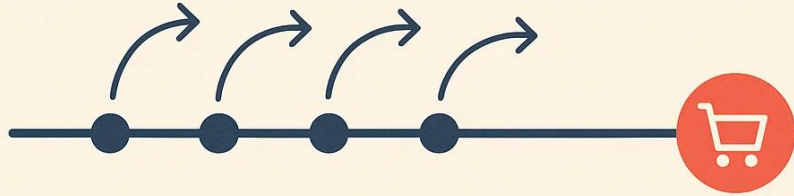
People have forgotten how to tell a story. Stories don't have a middle or an end anymore. They usually have a beginning that never stops beginning.

– Steven Spielberg

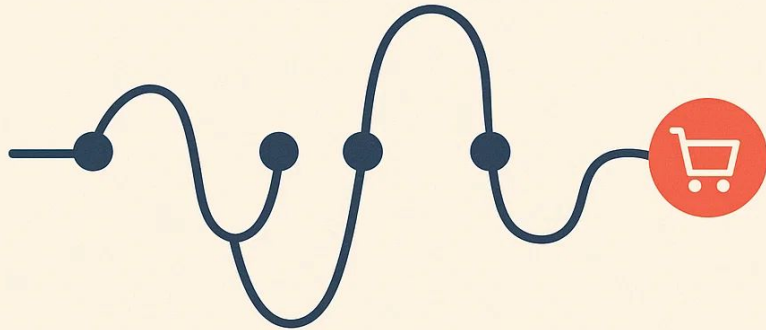
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BRAND'S
VISION



CUSTOMER
JOURNEY

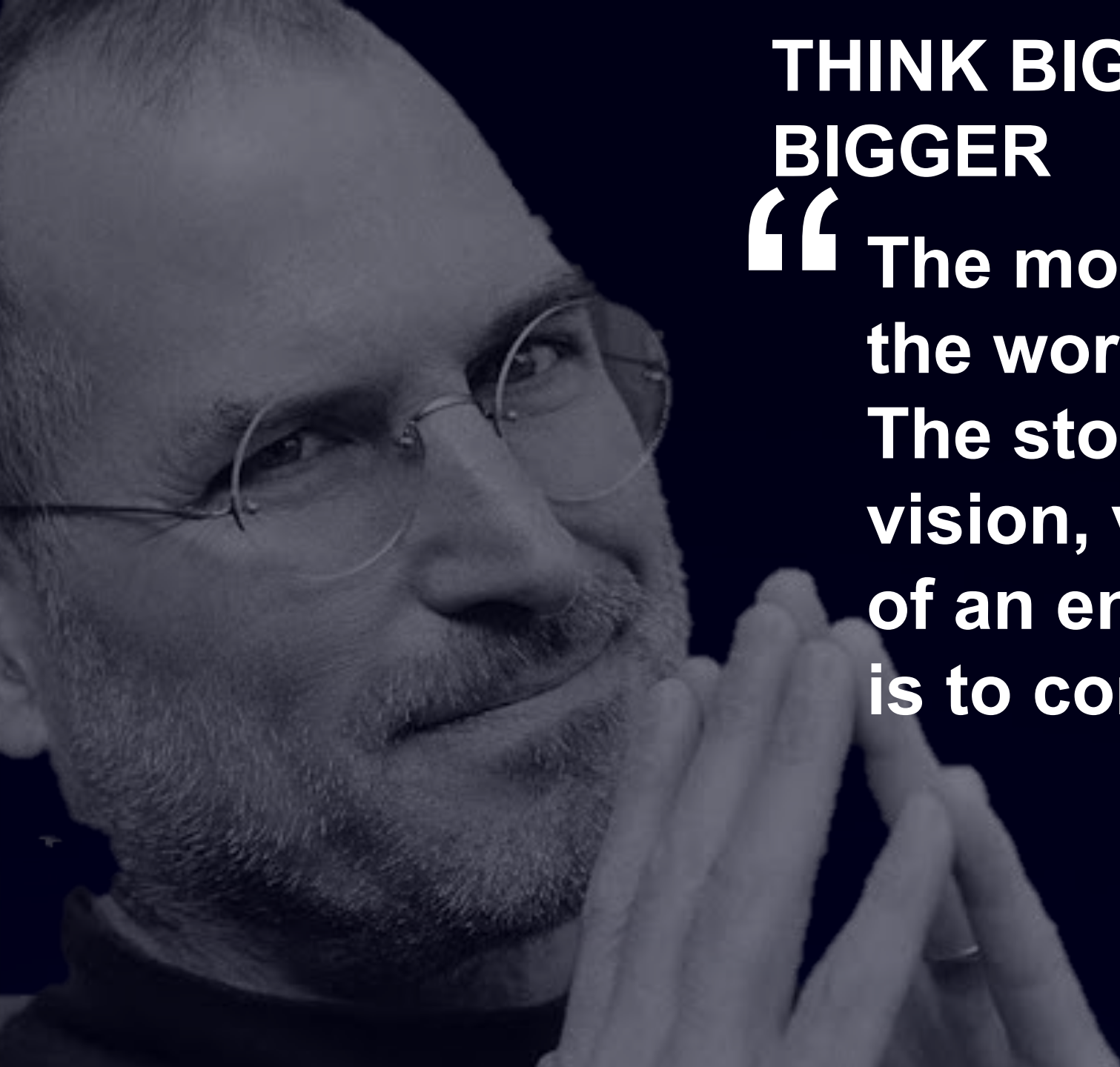


CX
INSIGHTS
REVEAL
THE
CUSTOMER'S
(Actual
Story) LIVED



WE PUT A
PERSON ON THE
MOON 2 YEARS
BEFORE WE PUT
WHEELS ON A
SUITCASE





THINK BIG THEN THINK BIGGER

“ The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation that is to come. ”

— Steve Jobs



**CX INSIGHTS EXPAND OUR
NARRATIVES IN THE
CONTEXT OF CUSTOMERS**



Too Many Brands

*“Enough
About Me,
Let’s Talk
About You.*

*What Do
You Think
About Me?”*



Customers Want a Better Version of Themselves

This isn't what
your business
makes



+



=



This Is

Person who's a
potential customer

Your product

Awesome person
who can do rad shit!







THE HERO
OF THE
STORY

WINNING
BRANDS
PUT THE
CAPE ON
THE
CUSTOMER



DON'T WASTE WORDS OR TIME

“

*Just because people
want to eat the burger
doesn't mean
they want to
meet the cow.*

”

- Steve Buscemi



**CX
PROFESSIONAL
S**

**TOO OFTEN
TELL THEIR
LEADERSHIP
ABOUT THE
SCORES.**

**SCORES ARE
LEADING
INDICATORS**





Customer Lifetime Value (CLV)

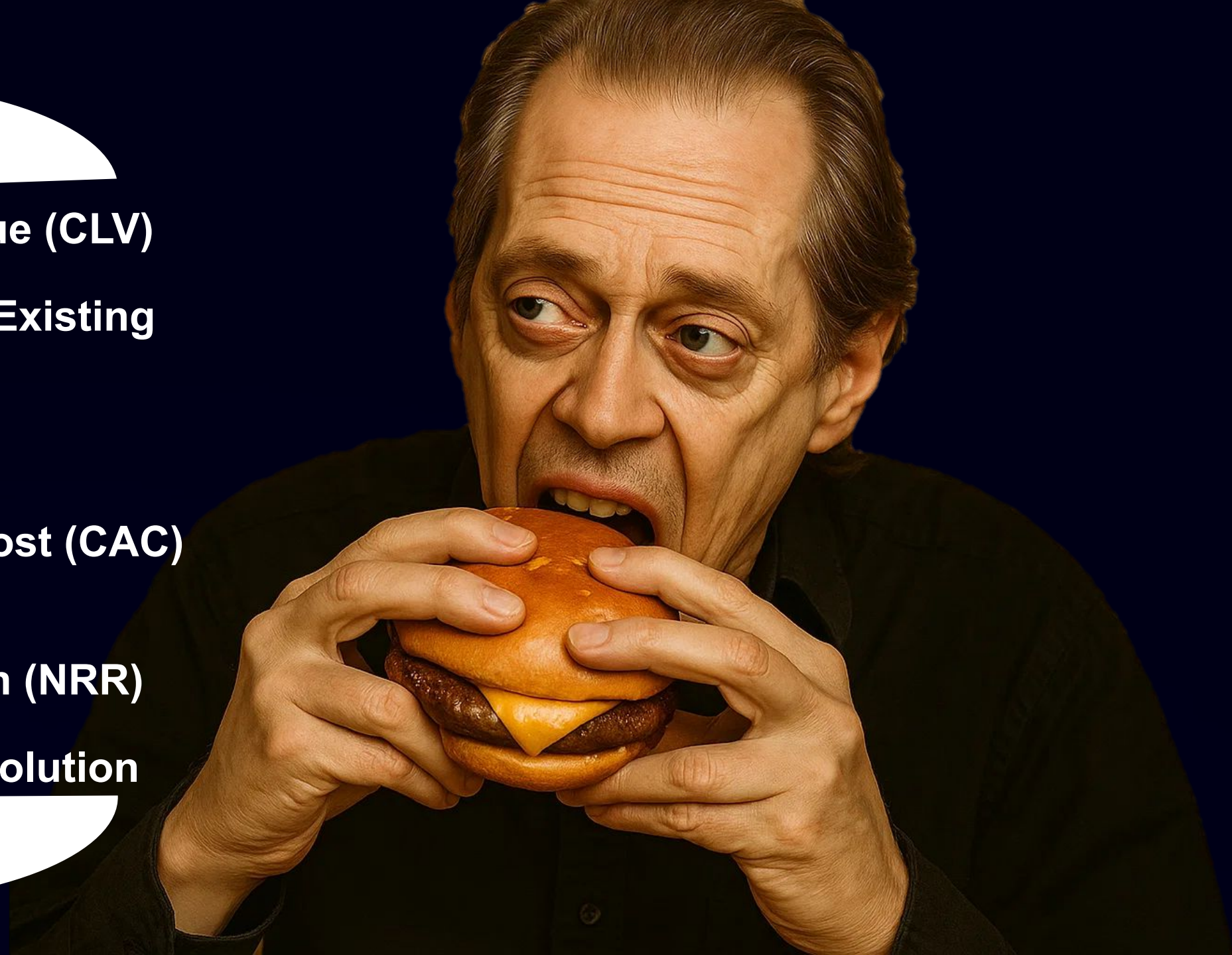
**Revenue Growth from Existing
Customers**

Cost to Serve –

**Customer Acquisition Cost (CAC)
Reduction**

Net Revenue Retention (NRR)

FTR – First Touch Resolution



PUT THE CAPE ON THE CLIENT

There is always magic to be summoned at any point. That's the only thing that I feel I am able to give to people . They respond to me because I try to give them only their own magic... not mine, but theirs”

— Stevie Nicks









A photograph of a baby with a balding head, wearing a dark blue cardigan, leaning over a dark wooden table. To the left of the baby is a tall glass of golden beer with a thick white head of foam. The background shows a residential street with brick houses and a green lawn. The text "SOMETHING UNEXPECTED" is overlaid on the left side of the image.

SOMETHING
UNEXPECTED

“

Hold my Beer

”

- Stevie O'Dorney

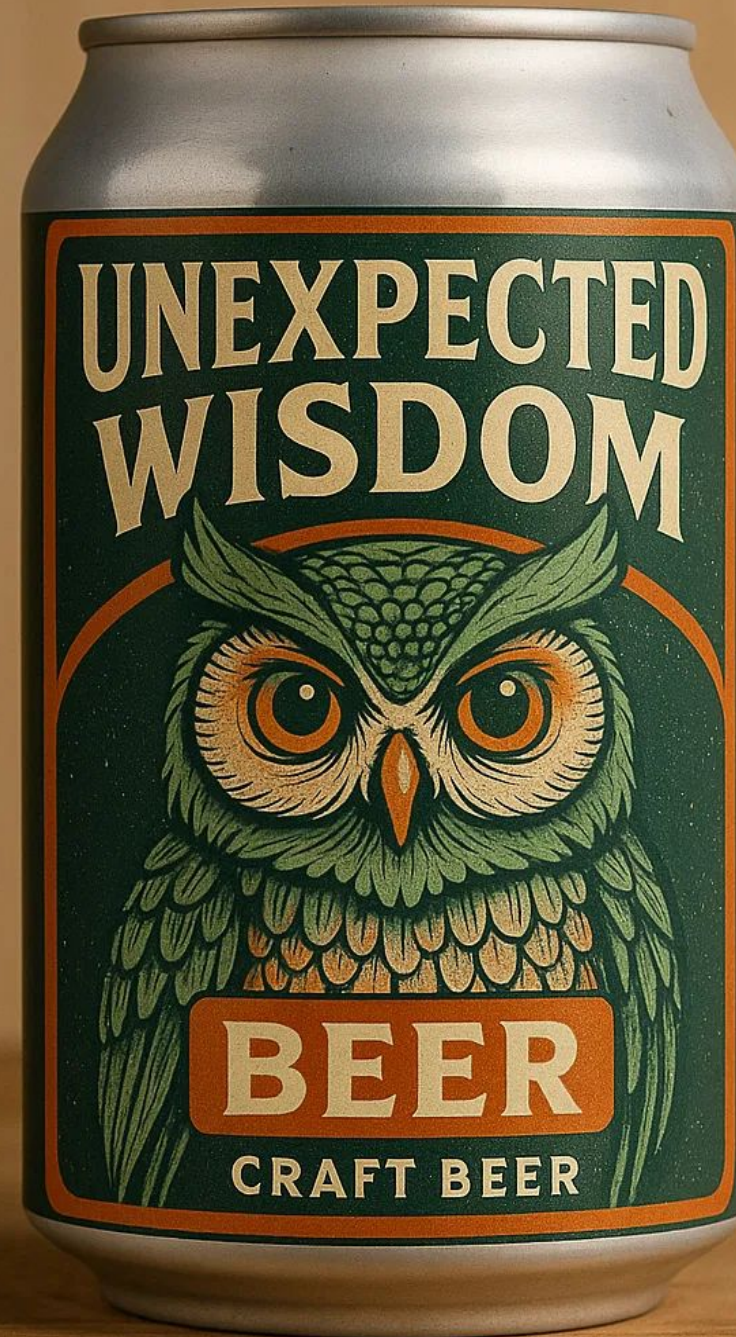
Complaints Are a Goldmine

**Customers Want LESS
Choice**

**Doctors Want to See Sales
Reps**

**People Want to Talk to a
Human not a Bot . . . Except
When . . .**

**It Is Not ONE Thing By
1,000% - It Is ONE
THOUSAND THINGS by 1%**





No One

Good

has a Pfizer Tattoo





... Find Me



C * R * E * A * M
Customers Rule Everything Around
Me

