@st_moritz #cx #ex

From story telling to story doing

Customer Experience is the new frontier for brands to differentiate

Veryday

At Veryday, we passionately believe that customer-centric solutions based on genuine customer insights can **empower, enrich and energize both people and brands**.

"You can't build a reputation on what you are going to do." – Henry Ford

Red Bull®

Let me tell you a story…

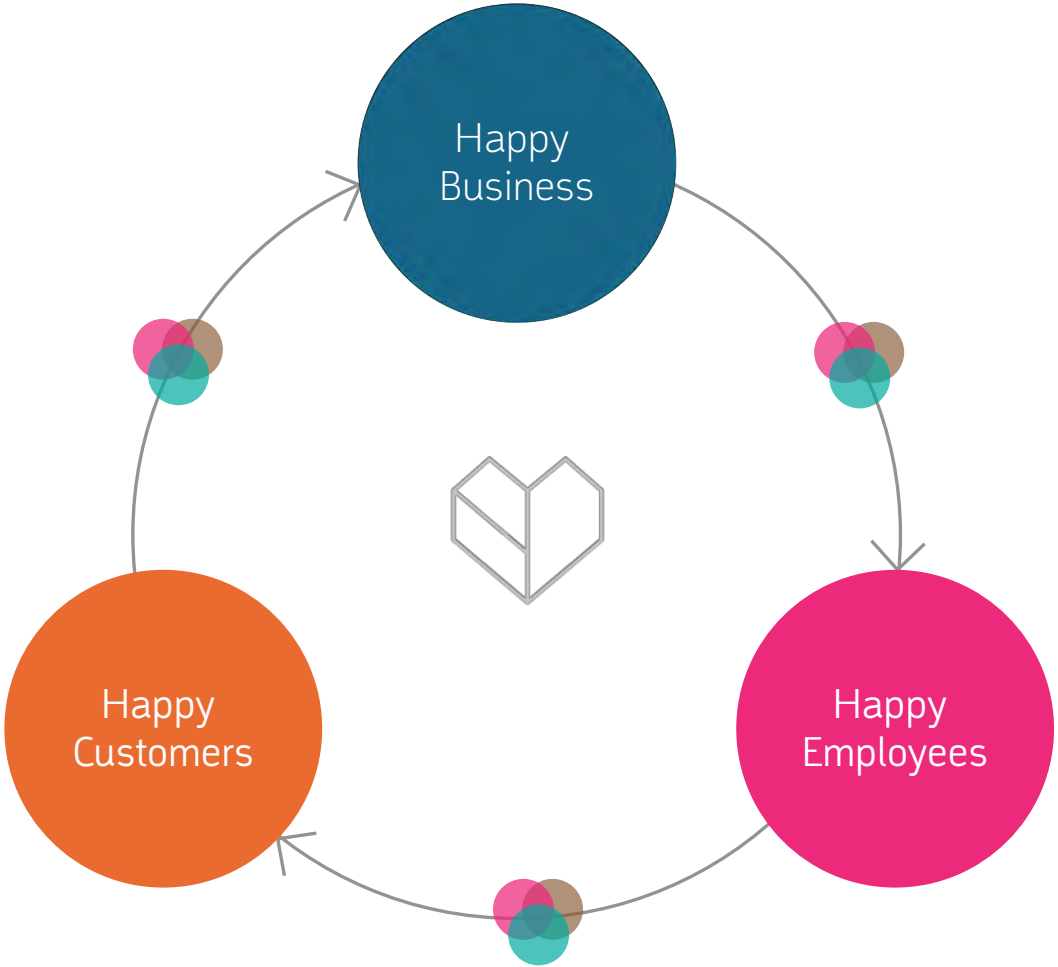
https://www.nbcwashington.com/entertainment/the-scene/An-Inside-Look-into-Amazons-Modern-Bookstore-476698643.html

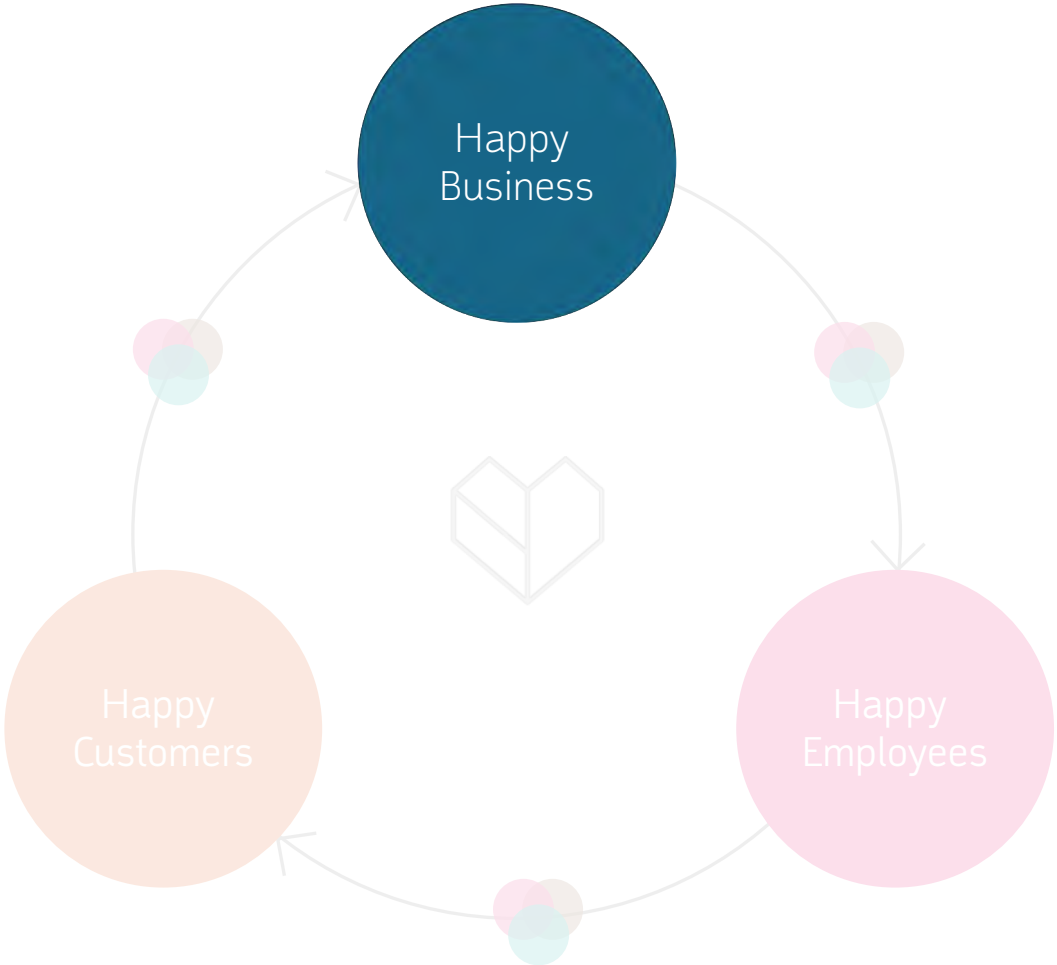
ubiquitous commerce

"People live incredibly fast lives and by combining high-end fashion with cutting edge wearable technology, we are able to offer customers a new level of convenience."

John Minz
CEO of Heritage Bank, Australia

Image source: http://eng/stories-the-contact-less-payment-suit-lets-you-pay-with-a-simple-wave-of-a-sleeve-upd-100514/


Happy
Business
Happy
Employees
Happy
Customers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80%

of companies believe their products and services are differentiated

Source: Harvard Business Review 2012

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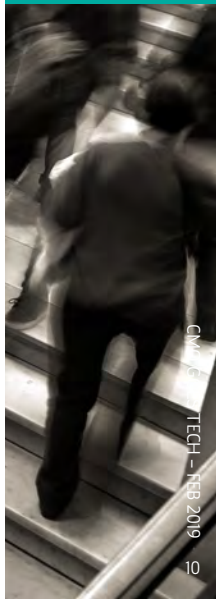
10% of customers agree



From inside-out focus to customer focus

Symbolic heat-map of wasted time in average corporate Headquarter offices

We are wasting human potential.
~25%
PRODUCTIVITY LOST
72%
NOT ENGAGED AT WORK
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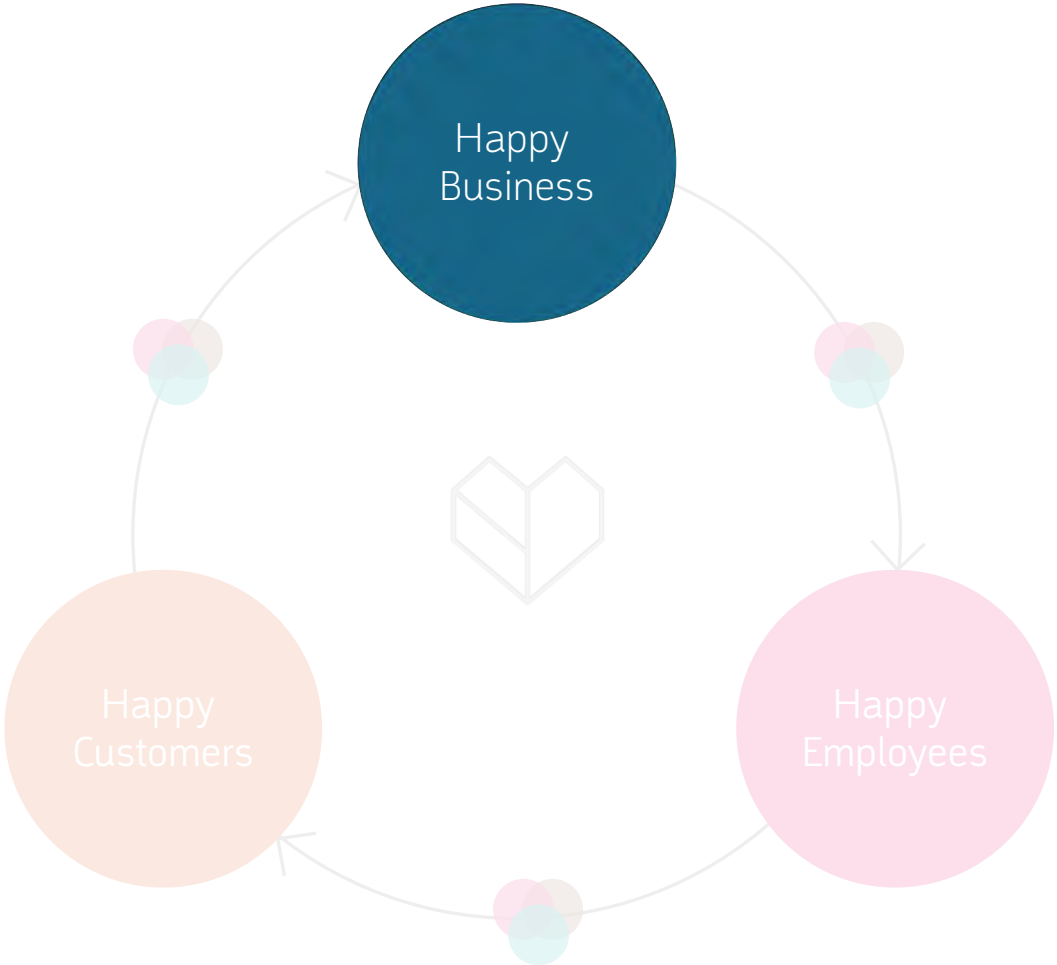
Example

Pharma companies investing in service design to create more value

From pills to outcomes

If you want to be future proof,
you have to prove your value.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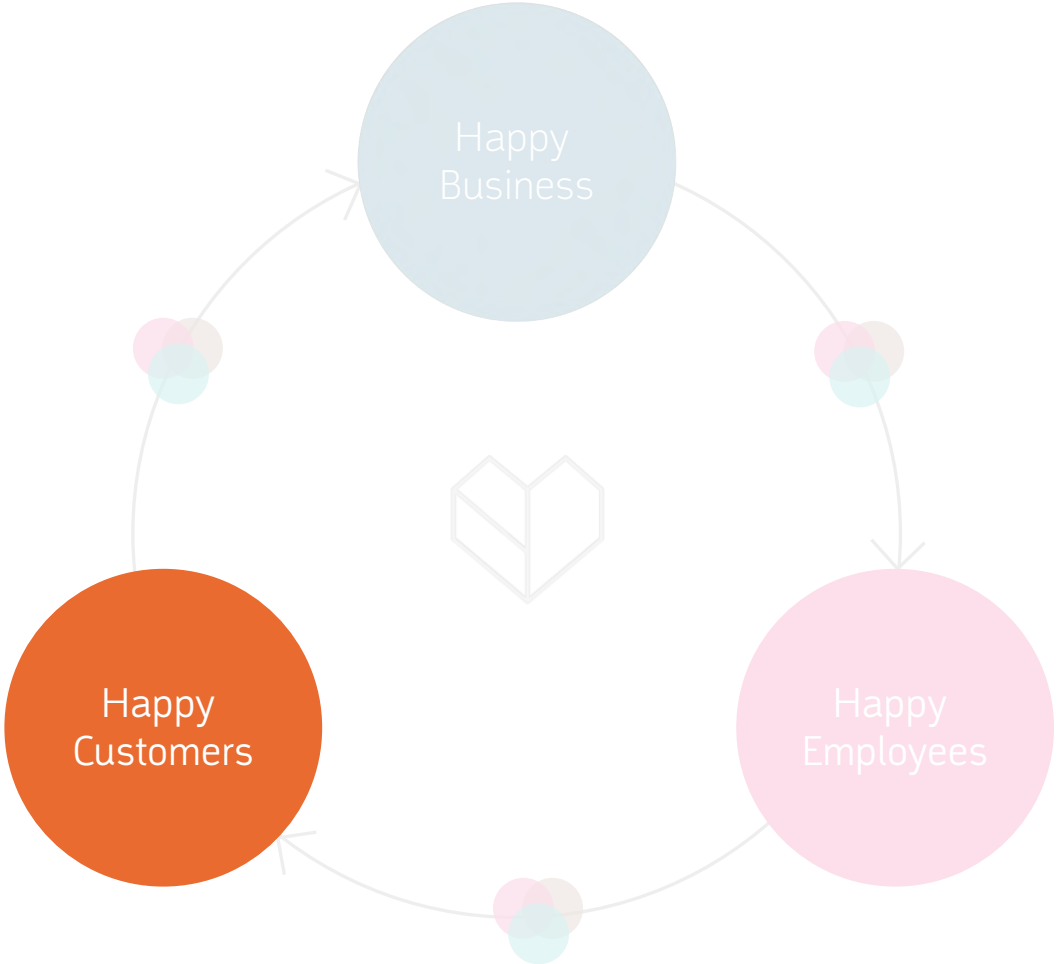
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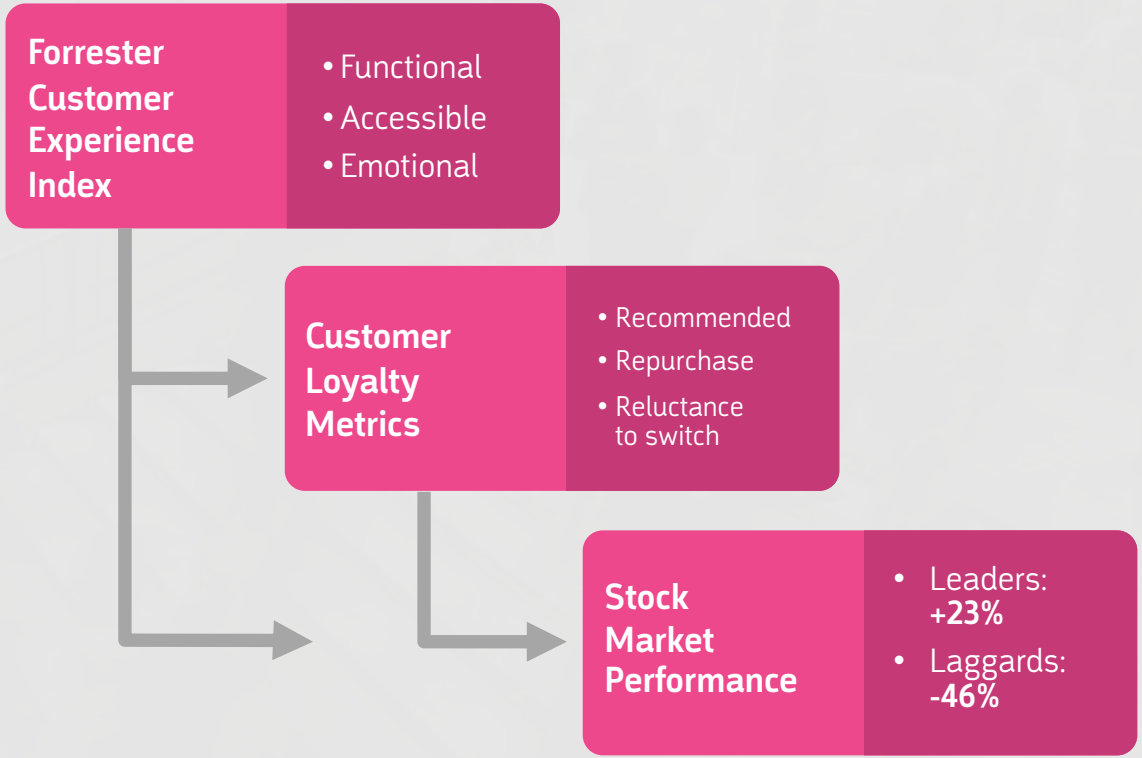
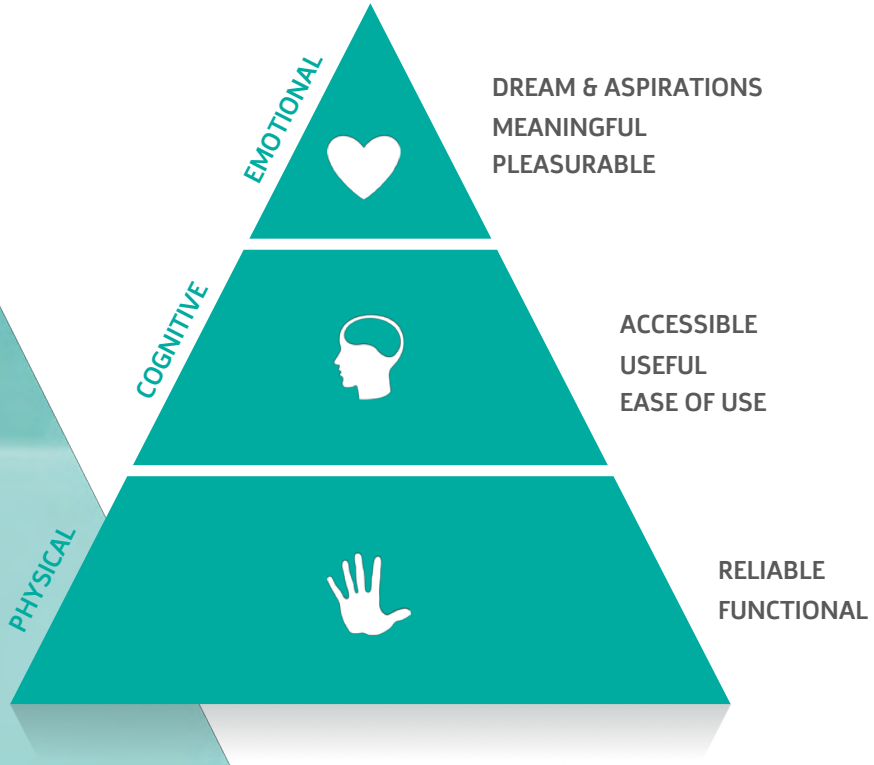
Customer Experience drives loyalty and performance

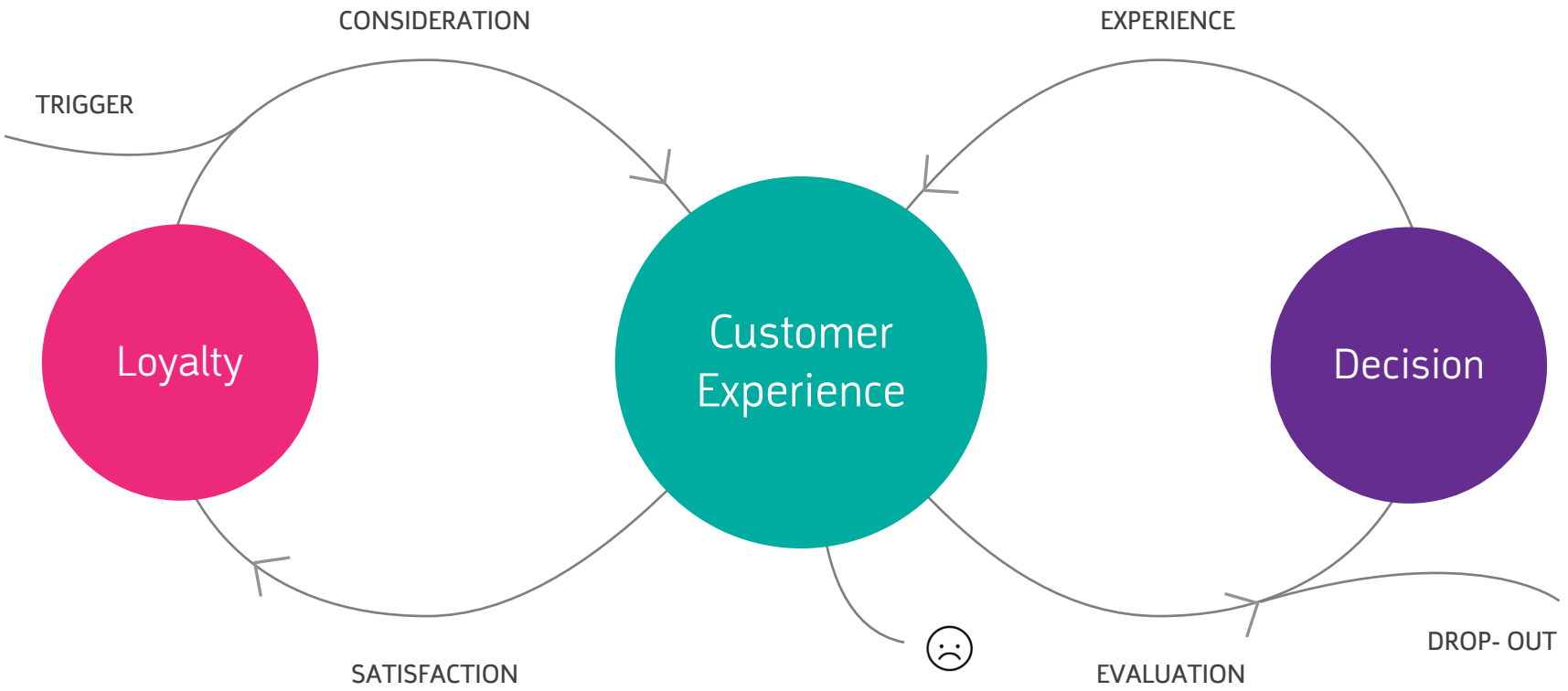


Sources: Forrester, Temkin Group, Watermark Consulting

Understanding customers

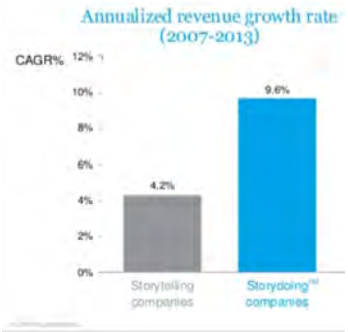


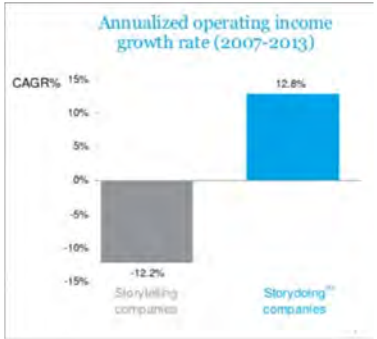
The customer experience loop



The big difference

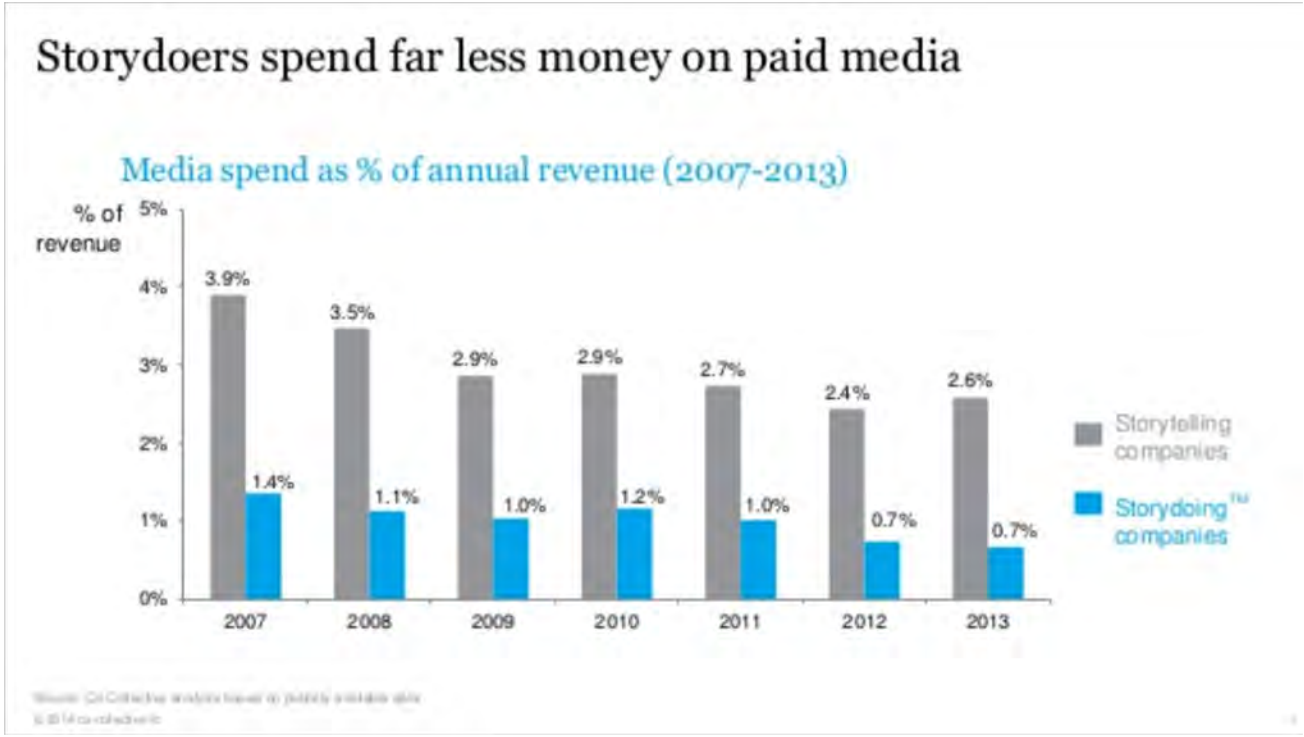
Storytelling	Storydoing
Pepsi	Red Bull
McDonalds	Chipotle
United Airlines	JetBlue
Clorox	Method
Reebok	Toms Shoes
Lenovo	Apple
Chevrolet	Tesla



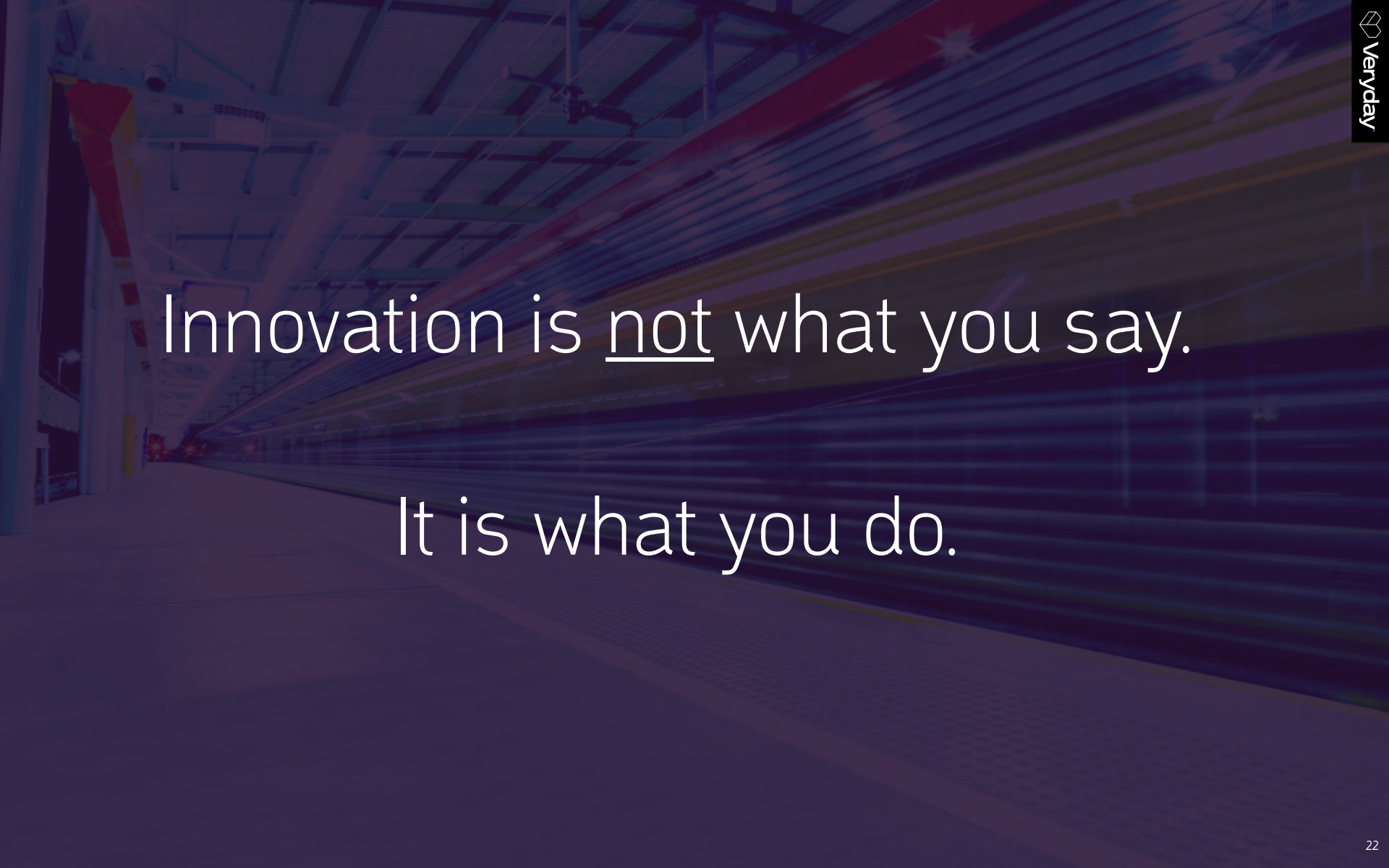


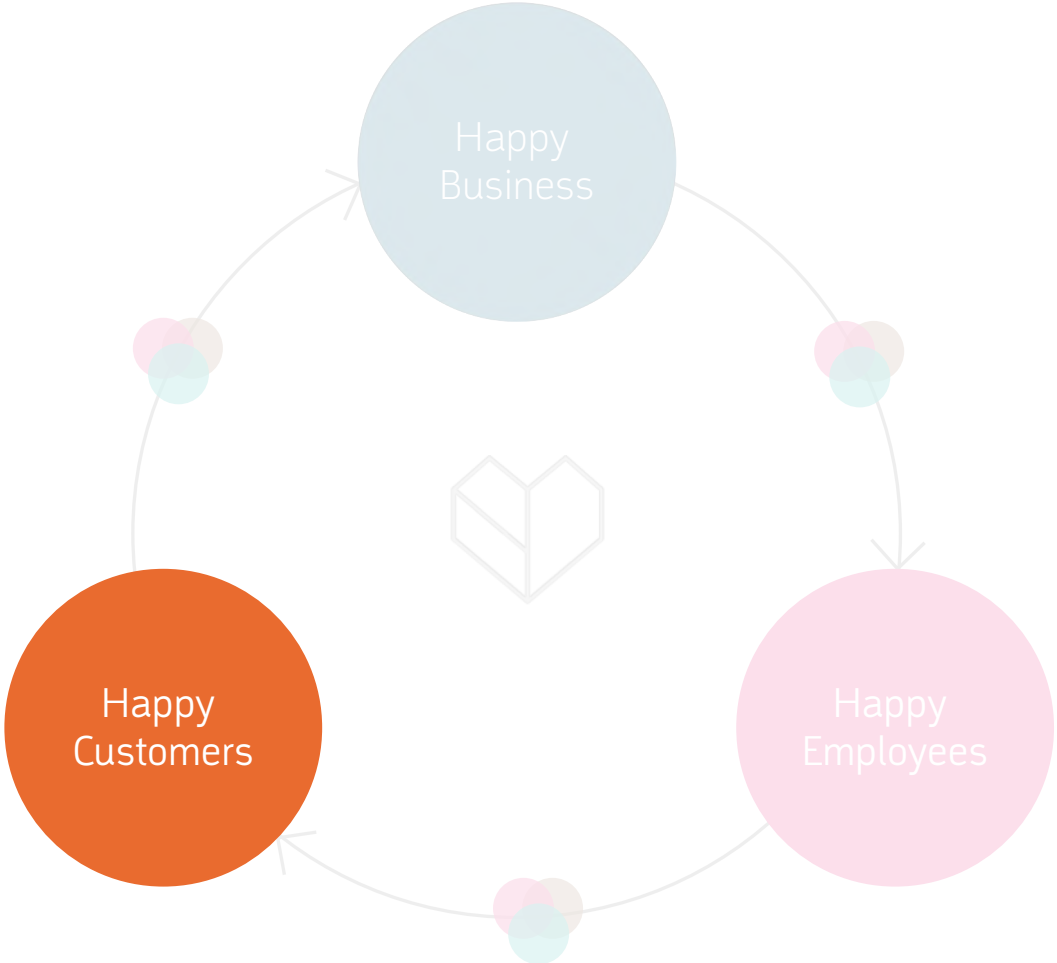
Source: Co:collective

The storydoing approach creates value and reduces cost



Source: Co:collective


Innovation is not what you say.
It is what you do.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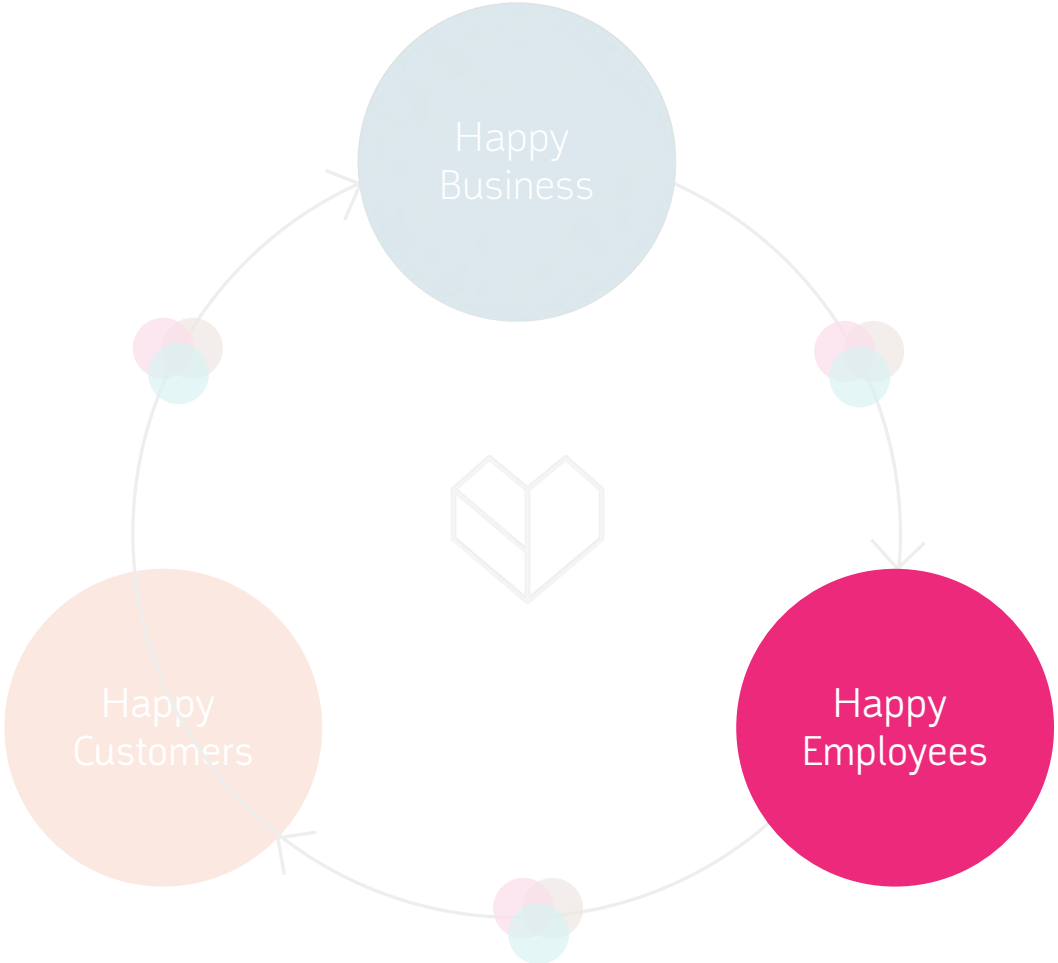
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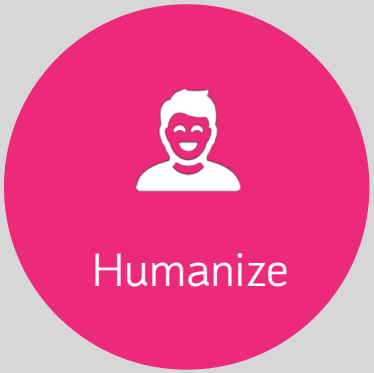
Shaping the future of work



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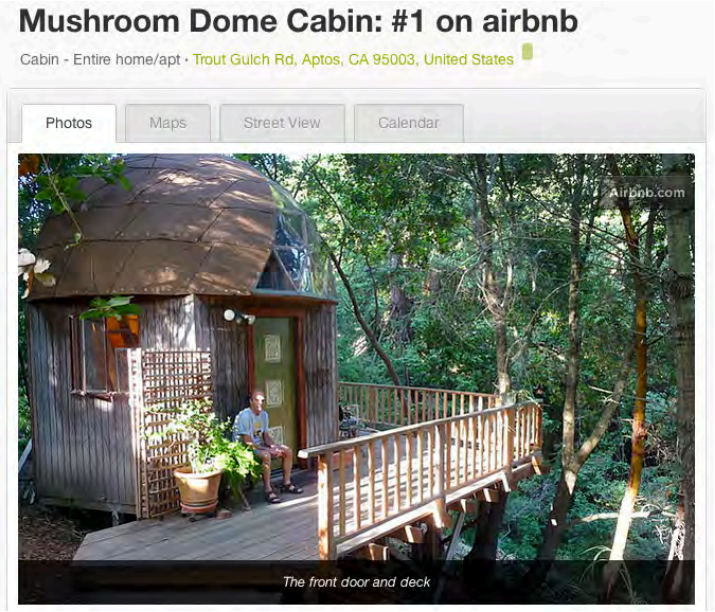
Employees come to work to join a mission!



Employee Experience at Airbnb:
- Meeting rooms modelled to resemble listings
- Chief Employee Experience Officer
- Seeing staff like founders and hosts like employees

+300% Employees are 300% more involved and motivated in a storydoing company

Source: Co:Collective

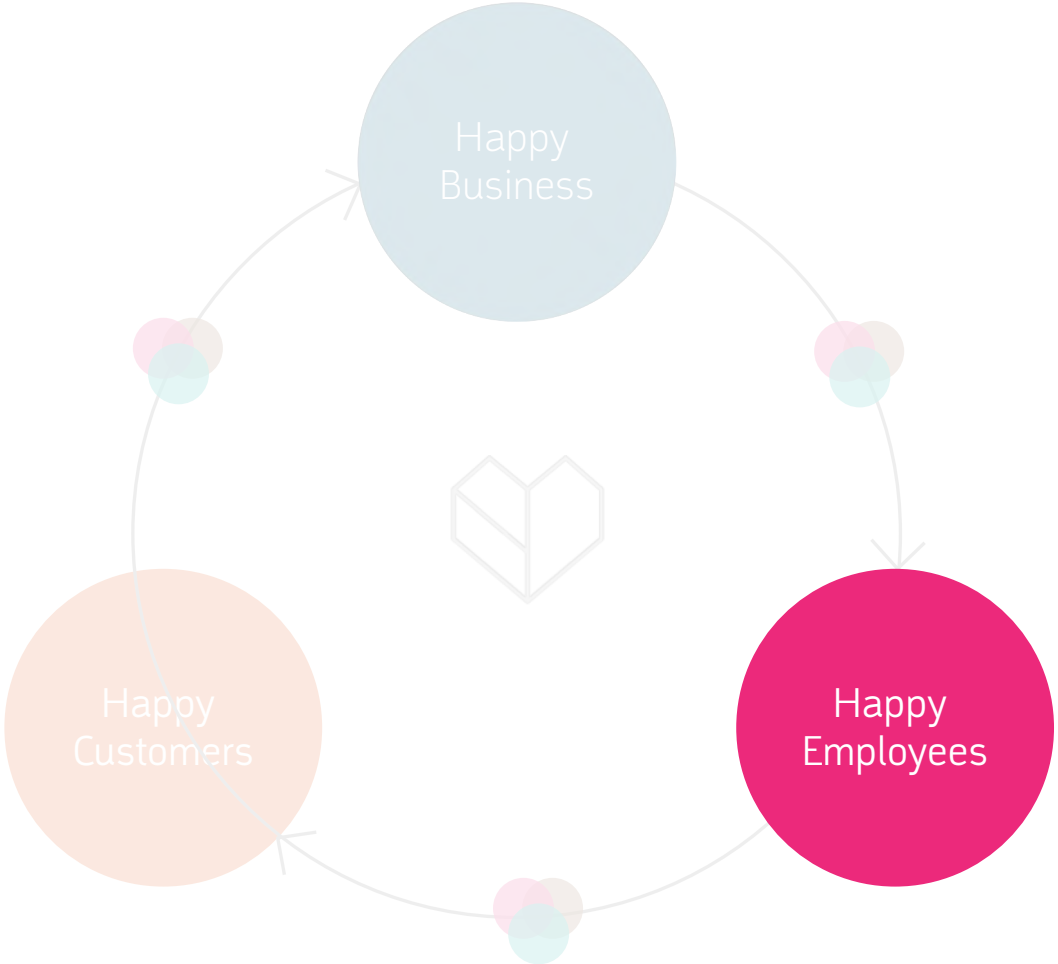
Global Tech Company
From Resources to Potential

Veryday

Spotify

From Fixed to Fluid

Veryday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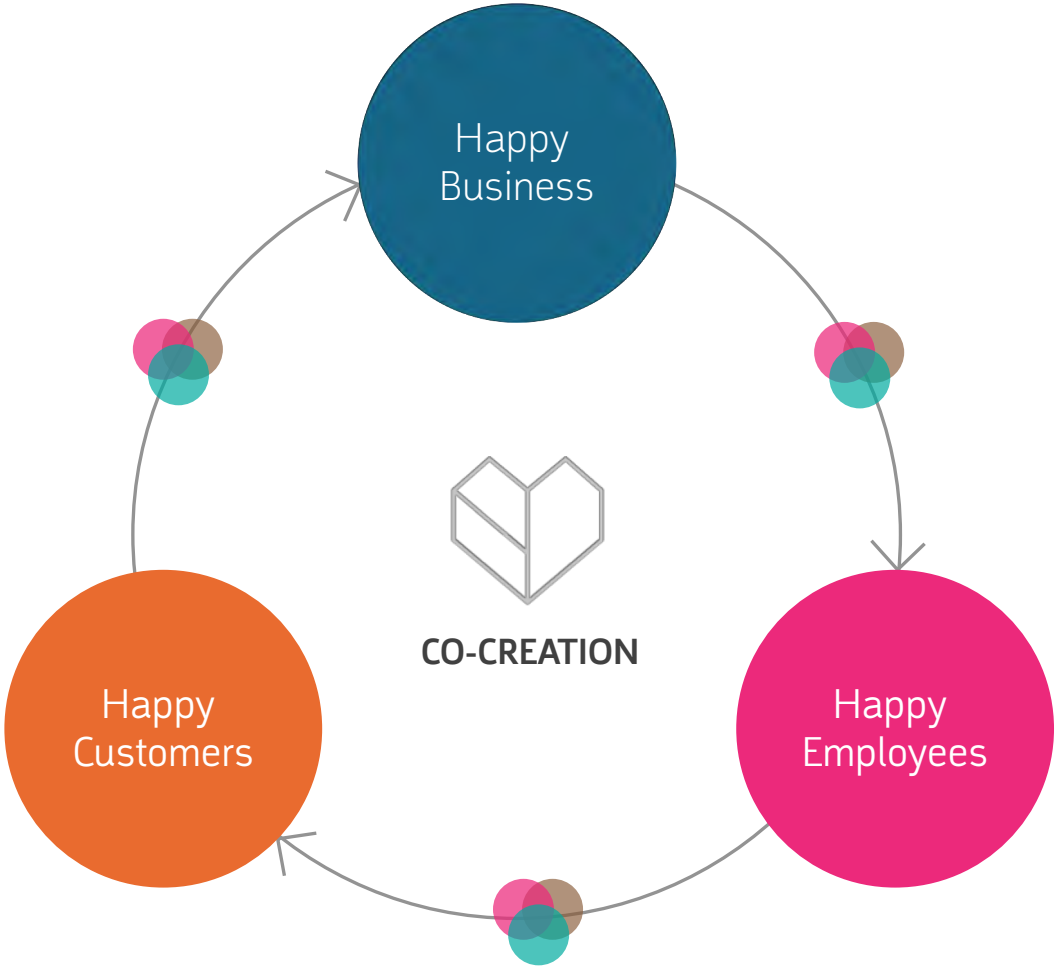

Happy
Business
CO-CREATION
Happy
Customers
Happy
Employees

1.

Empathy by doing

Experio Lab –
Cross-functional patient journey exploration

CO-CREATION

https://vimeo.com/93253194

https://veryday.com/case/experio-lab/

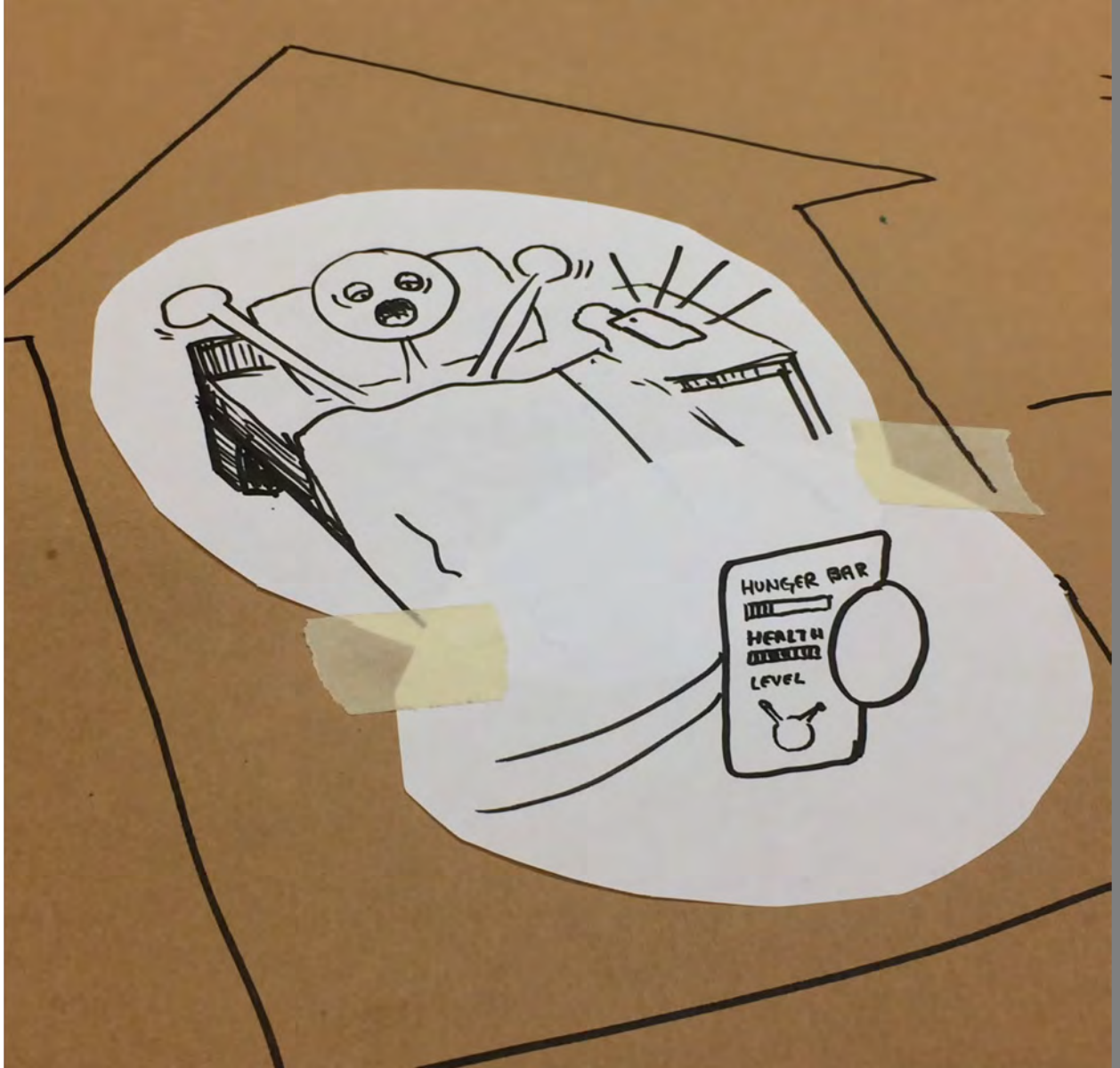
Solutions by doing

Skånetrafiken – Reinventing the urban travel experience in co-creation together with citizens

CO-CREATION

Sharing by doing

One shot video of experience prototypes



CO-CREATION

1. 2. 3. **4.**

Scaling by doing

Prioritization based on what customers care most about and highest business value

CO-CREATION

The 10-10-10 Rule: Evolve with users over time.

A solution should be as valuable to its user for the first 10 minutes, 10 days, 10 months of its life.

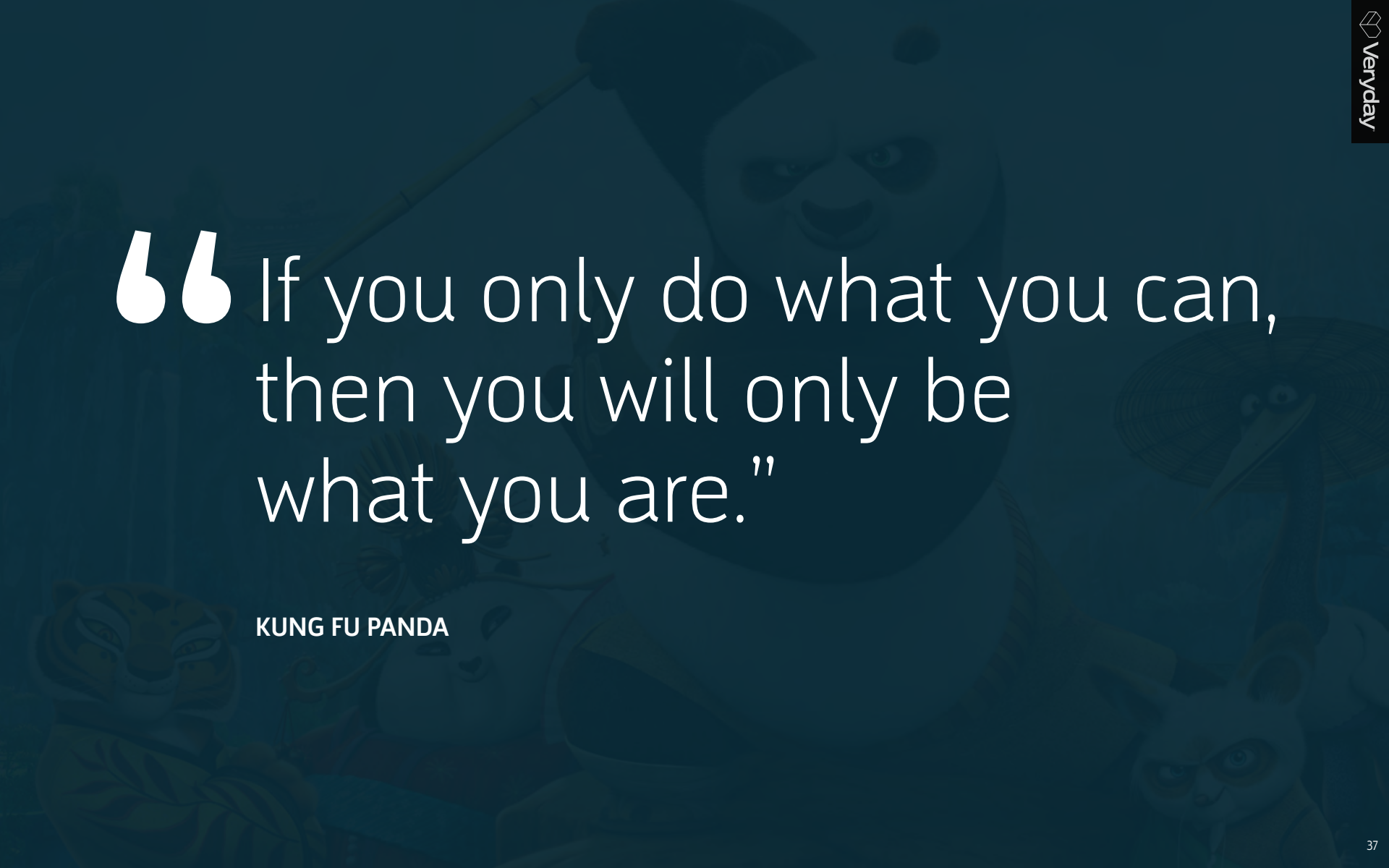
Reflection

STORY + **DOING** = **CO-CREATION**

What do your customers value?

How can you drive real action?

Who do you want to join your mission?


“If you only do what you can, then you will only be what you are.”
KUNG FU PANDA