











Uber and Lyft: Interchangeable?

4:16

Average wait
for an Uber

4:10

Average wait
for a Lyft

e
eats

€
in 3 min

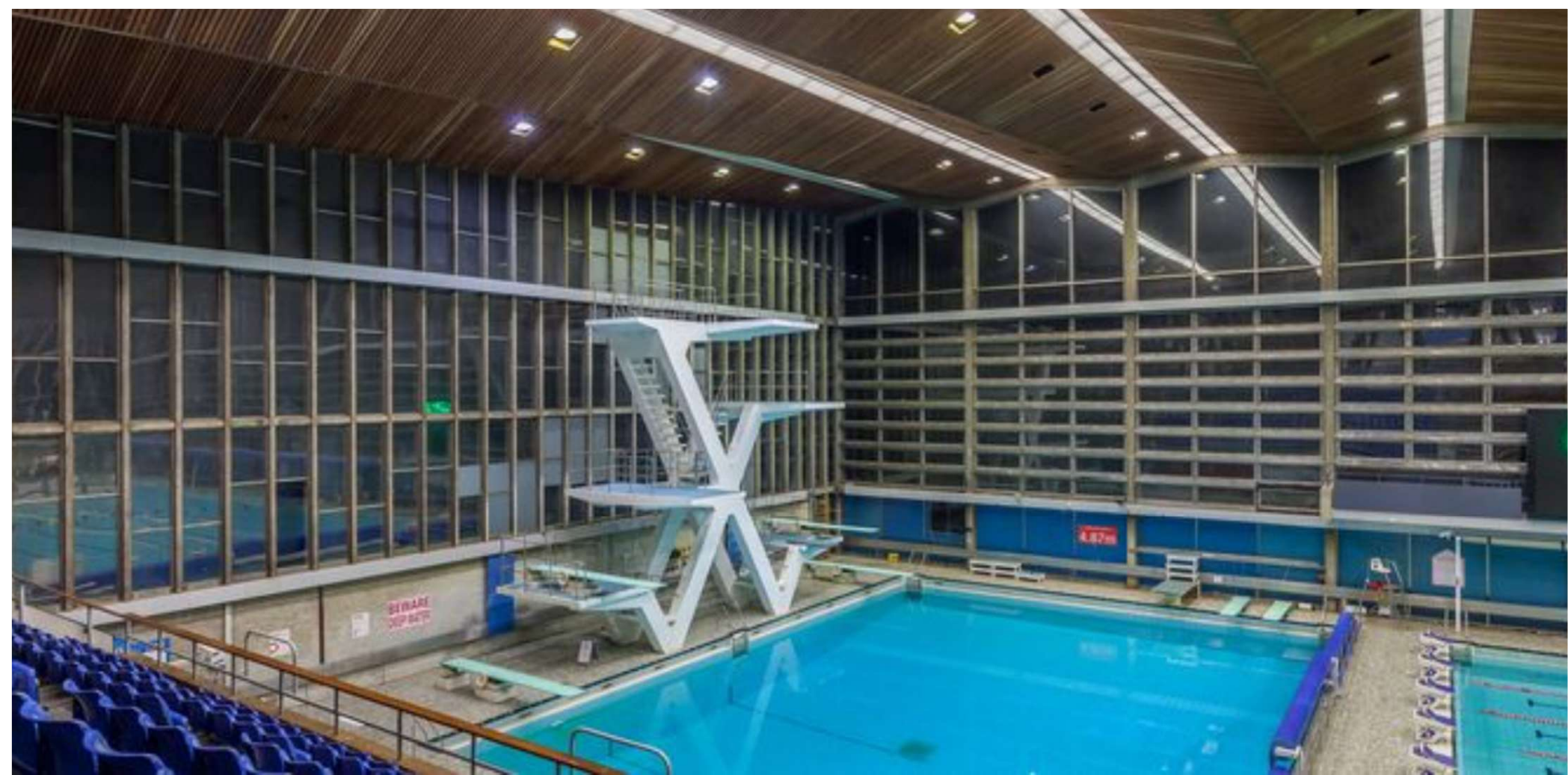
Private *1234
0% Tip

Order Ride Now

Later

"Expectation
is the root of all
heartache"

- Shakespeare







Add to Basket

or 1-Click Checkout



Buy now with 1-Click[®]



tinder

DOMINO'S TRACKER[®]

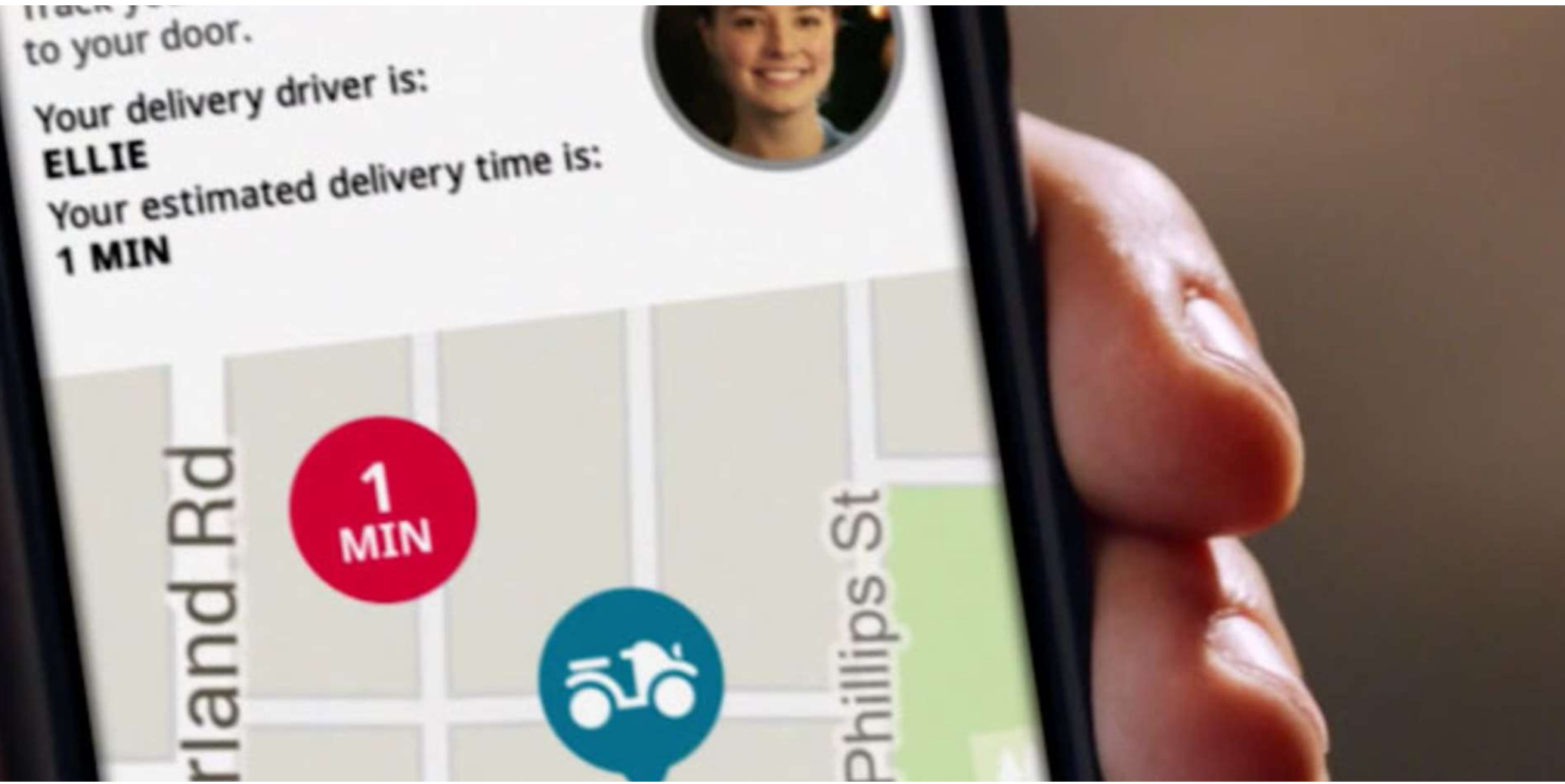


PATENT PENDING



YOUR ORDER IS IN THE OVEN!

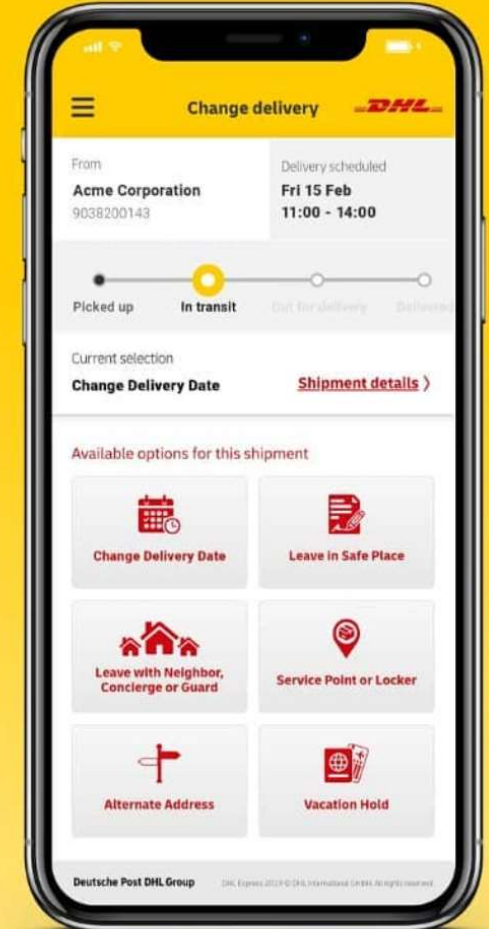
Shahla started baking your order at 06:31 PM

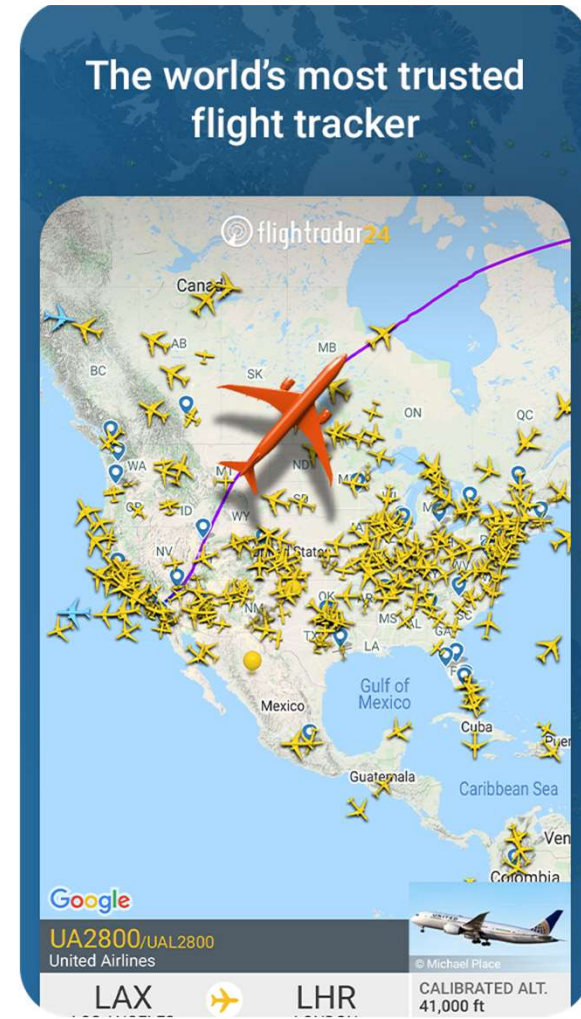






**ACCESS ON
DEMAND DELIVERY,
SHIPMENT
TRACKING AND
QUOTES IN ONE
EASY-TO-USE APP.**












- 
- **WHERE IN OUR CUSTOMER JOURNEY CAN WE IMPROVE ON INSTANT?**
 - **WHAT CAN WE DO TO MAKE THEM 'FEEL' THEY ARE NOT WAITING FOR ANYTHING?**
 - **HOW CAN WE DO BETTER ON KEEPING THEM INFORMED?**
 - **HOW CAN WE BETTER LEVERAGE DIGITAL TO DELIVER 'INSTANT'**

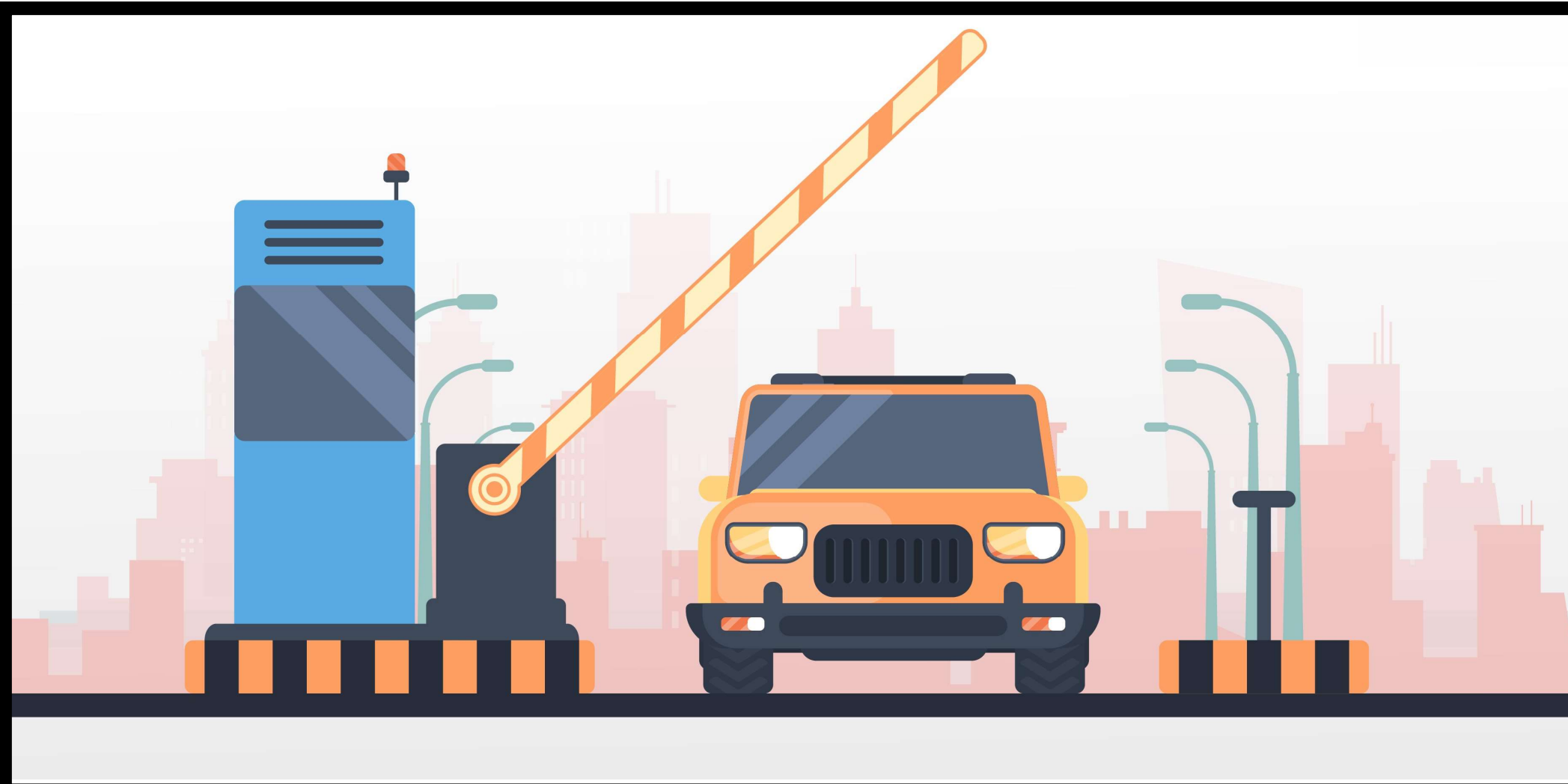


Our













SAMSUNG

Taylor Swift




All for Muharrem to have one day,
with no barriers.







BLUE DOT CONSUMER

- 
- **HOW CAN WE MAKE THEM FEEL IT IS ABOUT THEM AND NOT ABOUT THE PROCEDURE/PROCESS?**
 - **HOW CAN WE LEVERAGE THE DATA WE HAVE TO MAKE THEM FEEL SPECIAL AND UNIQUE?**
 - **WHERE WOULD PERSONALIZATION BE MOST EFFECTIVE IN TERMS OF 'FEELING SPECIAL' FOR A CUSTOMER?**
 - **HOW CAN WE LEVERAGE DIGITAL IN PERSONALIZATION?**













4D



**four dimensional
connectivity**

GOOGLE


Mashable

Hi, how can I help?

Make me a haircut appointment on Tuesday
morning anytime between 10 and 12.

No problem. I'll make you an appointment and
update you soon.

*What happens is the Google Assistant makes
the call seamlessly in the background for you.*

- 
- **WHERE ARE YOU ON BEING A 'DIGITAL FIRST' OPERATION?**
 - **IS DIGITAL BUILT AROUND THE CONSUMER OR THE PROCESS?**
 - **WHERE WOULD AN INVESTMENT IN DIGITAL TRANSFORMATION MAKE THE MOST DIFFERENCE?**
 - **WHAT ARE THE LEGACY ISSUES OR INVESTMENT REQUIRED TO BECOME 'DIGITAL FIRST'?**



EMOTIONAL ENGAGEMENT

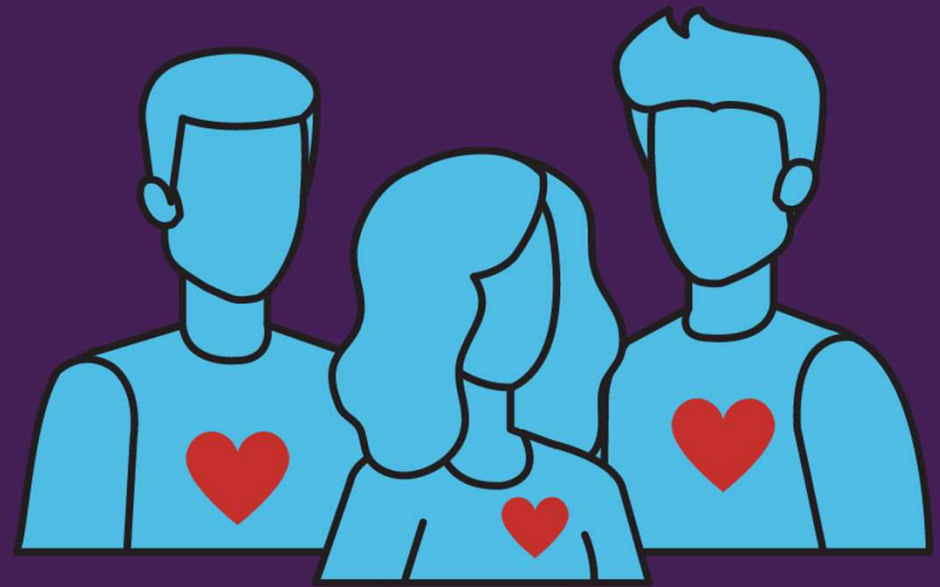


customer lifetime value

TRANSACTIONAL



RELATIONAL







**THE CAPTIVE
ECONOMY:**
THE IMPLICATIONS
OF CAPTIVITY

vulnerability
transparency
authenticity
honesty
connection



EMPOWER
EFFECT THEIR EVERYDAY
LIFE

04
LEVEL



ENGAGE
TRIBAL SENSE OF
BELONGING

03
LEVEL



DELIGHT
GET MORE THAN I EXPECT

02
LEVEL



SATISFY
I GET WHAT I EXPECT

01
LEVEL

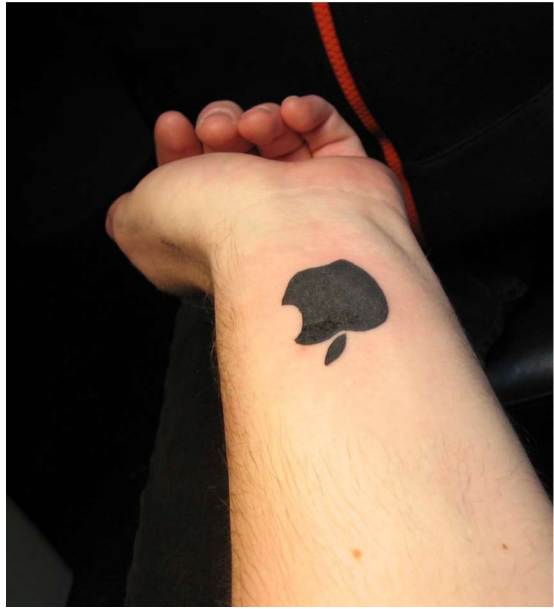


DISSATISFIED
GET LESS THAN I EXPECT

-1
LEVEL







ENGAGEMENT

COMPASSION

I want to **relieve** your suffering

05

EMPATHY

I **feel** your suffering

04

SYMPATHY

I **care** about your suffering

03

PITY

I **acknowledge** your suffering

02

INDIFFERENCE

The failure to **recognise** your emotional state

01

*BURTON



INDIFFERENCE

The failure to **recognise**
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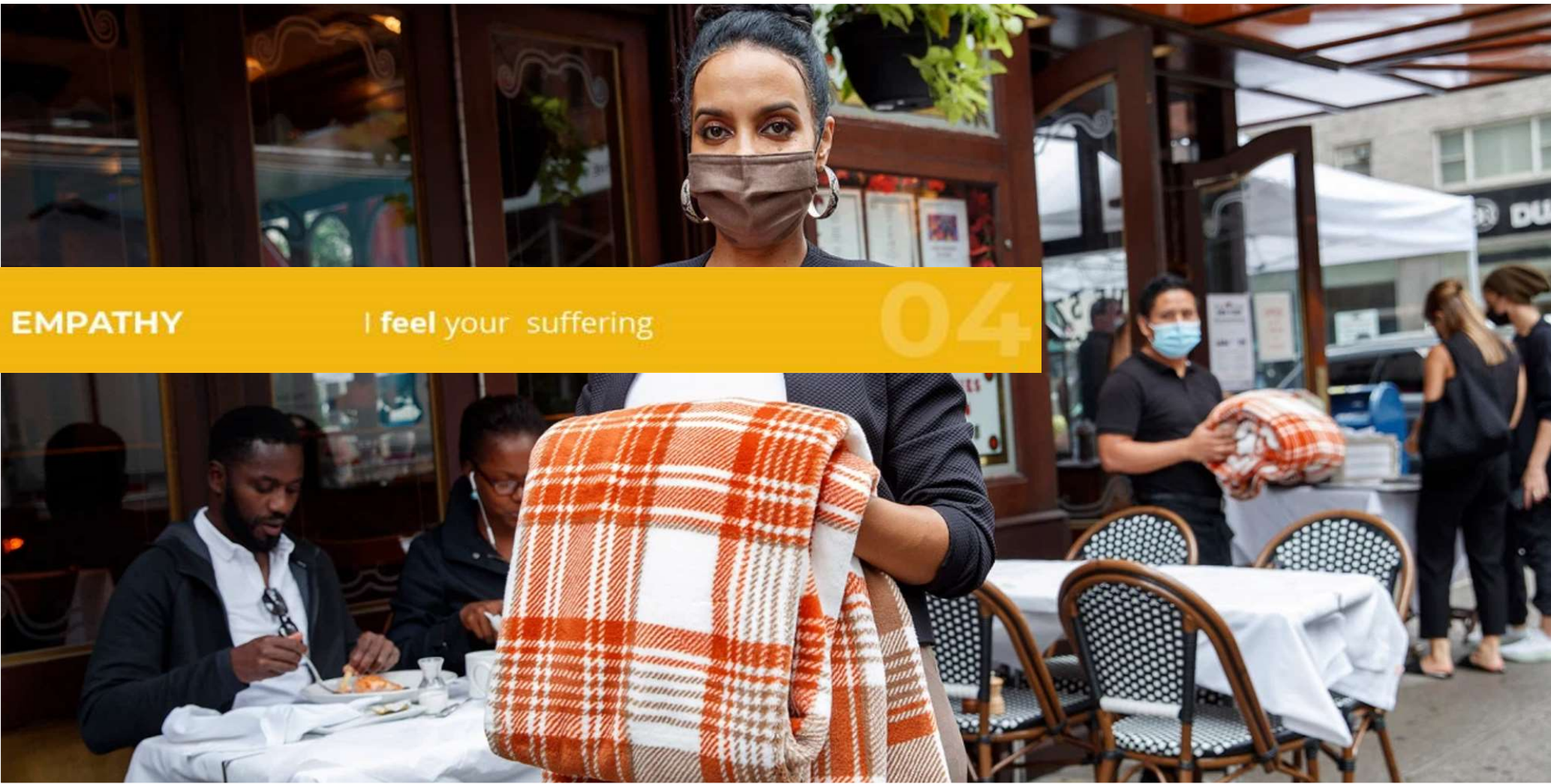
02

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*BURTON

More Than Just Insurance.

Plymouth Rock
assurance®



Hey peeps!
Get Home Safe®
this weekend.

More Than Just Insurance
Plymouth Rock
assurance

Get Home Safe®

Taxi Reimbursement

Included with All Car Insurance Policies

[LEARN MORE](#)



The Simple Truths *of Service*



Inspired by Johnny the Bagger

By Ken Blanchard & Barbara Glanz

- 
- **HOW CAN WE BETTER CONNECT WITH OUR CONSUMER?**
 - **WHERE CAN WE HUMANISE THE PROCESS MORE AND MAKE THEM 'FEEL' SOMETHING?**
 - **HOW CAN WE SURPRISE/DELIGHT OUR CONSUMER? LITTLE THINGS v BIG THINGS?**
 - **HOW TO BALANCE 'DIGITAL FIRST' WITH HUMAN CONNECTION?**



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