

Hawthorne, NY
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IBM / Deming Center

*Customer-centric Service:
Revealing Consumer
Desires*

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President &
Chief Experience
Officer

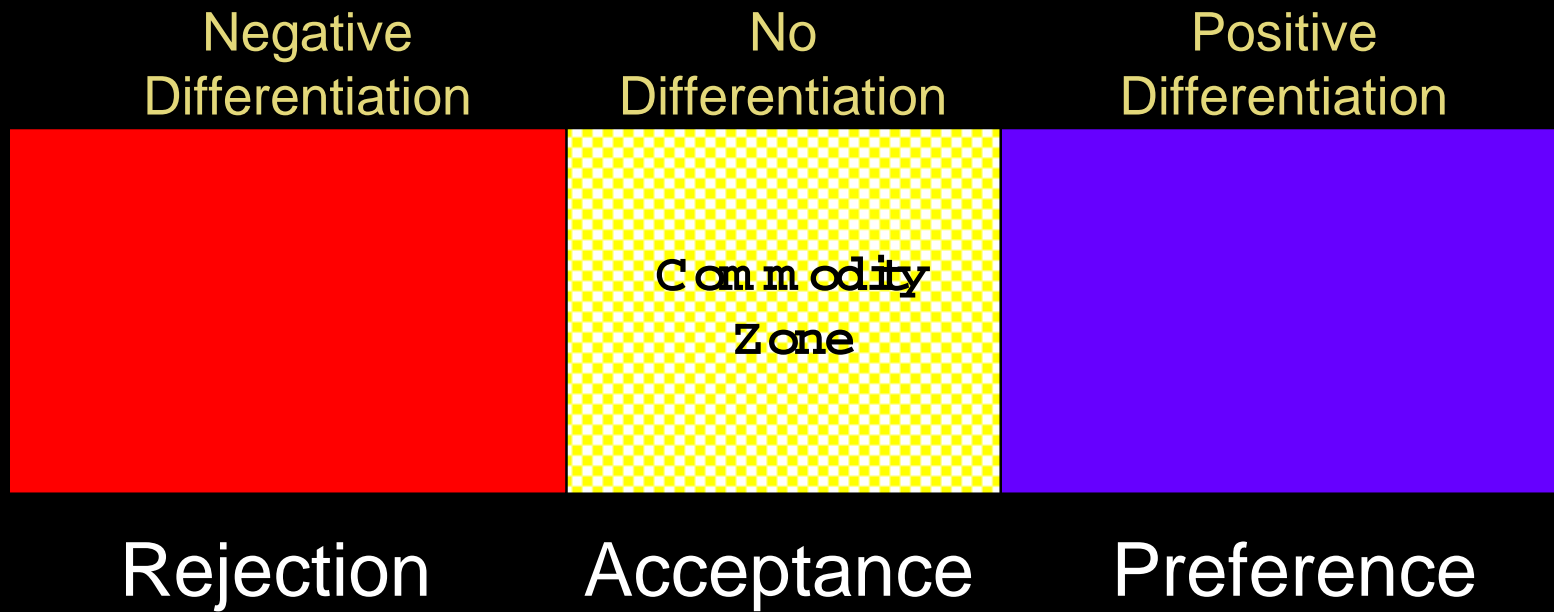


“Cannot Not Have An Experience”

“Good or Bad”

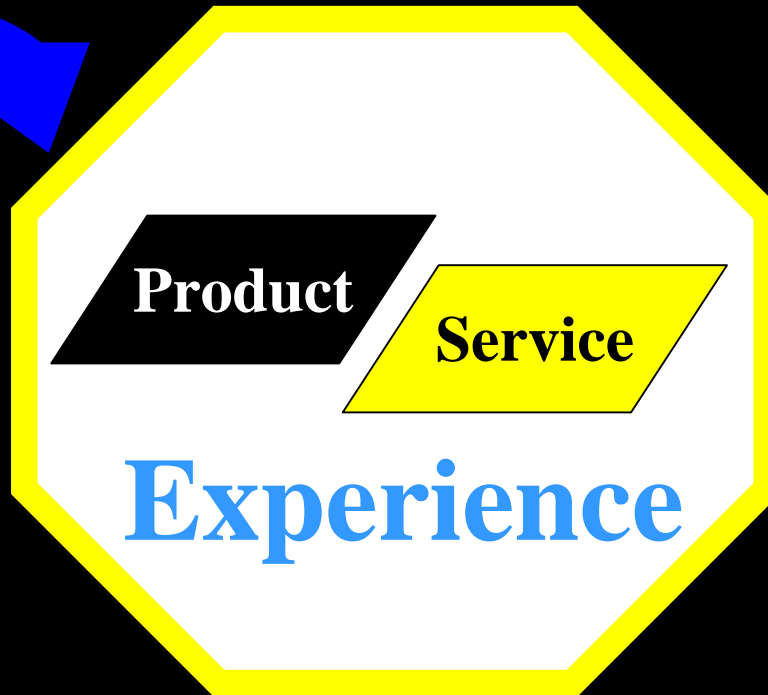
A Question
of
how
random or managed?

Decision Criteria

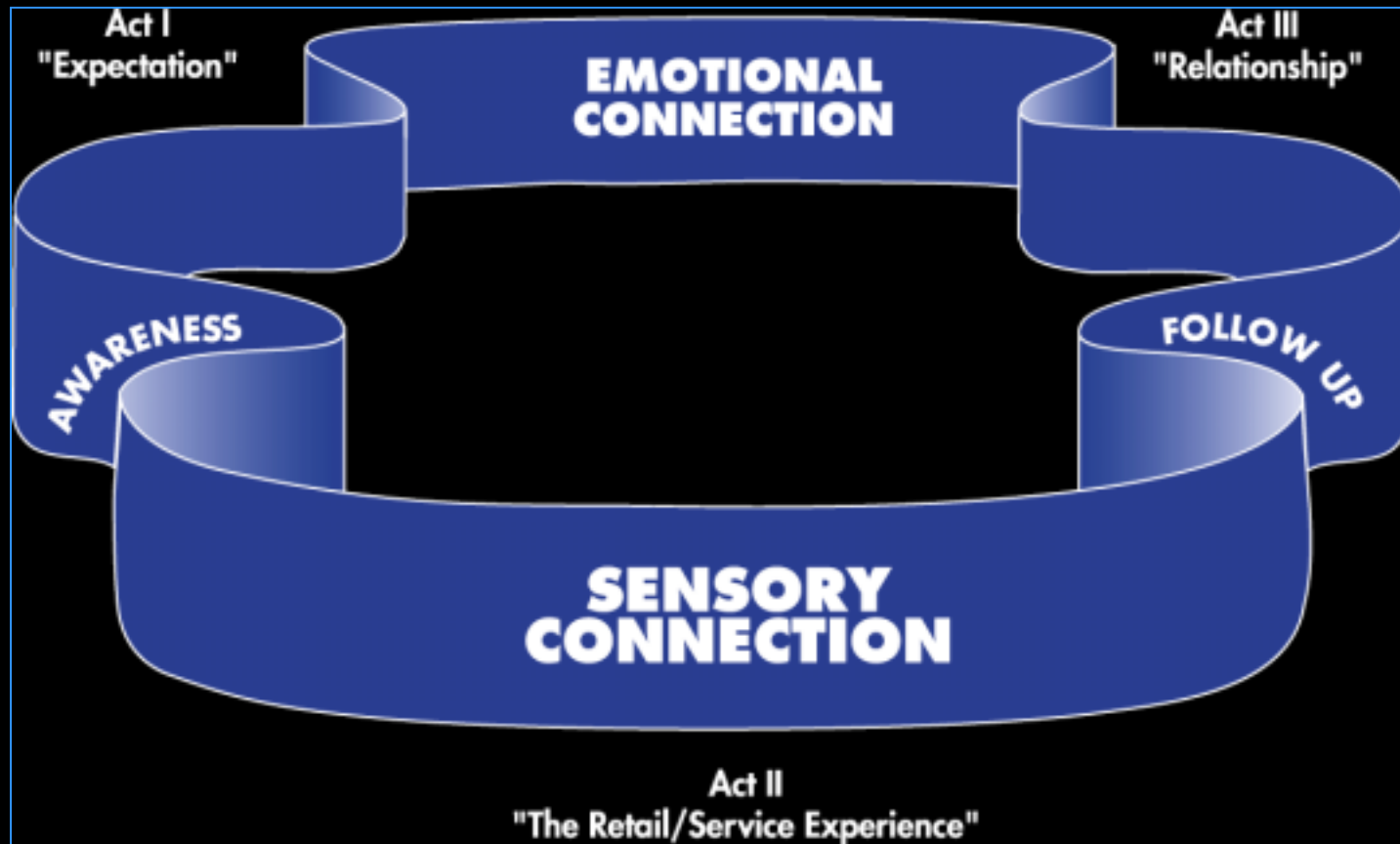


21st Century Value Creation

Brand Edges



Experiential Ribbon™





@*-business Impact “Cyber-schizophrenia”

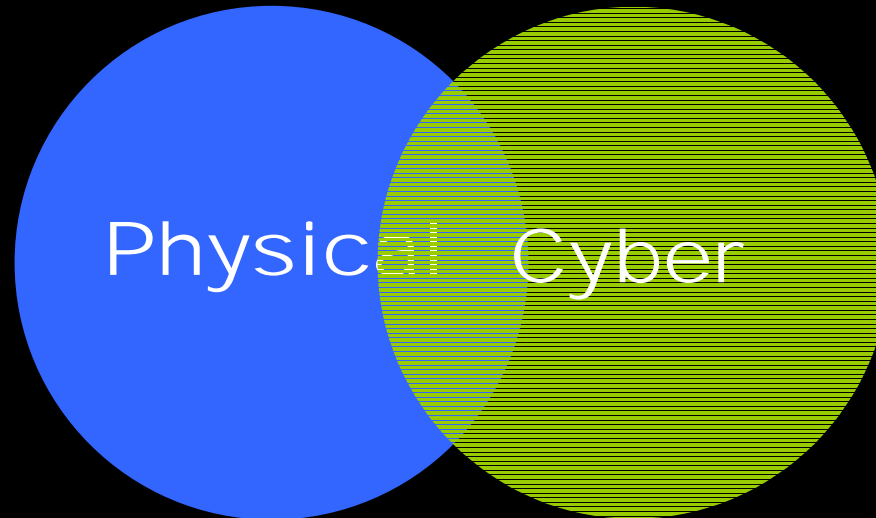


Physical

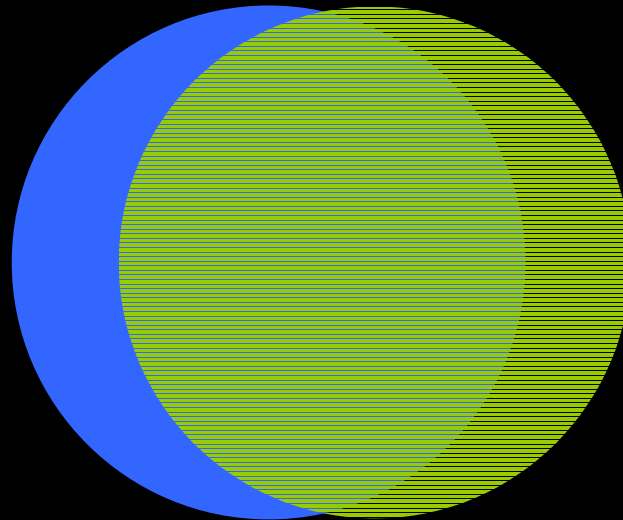


Cyber

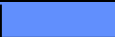
Overlapping



Convergence



*Not Just Technology or A Business Model
But A New Experiential Perspective
and Framework.*

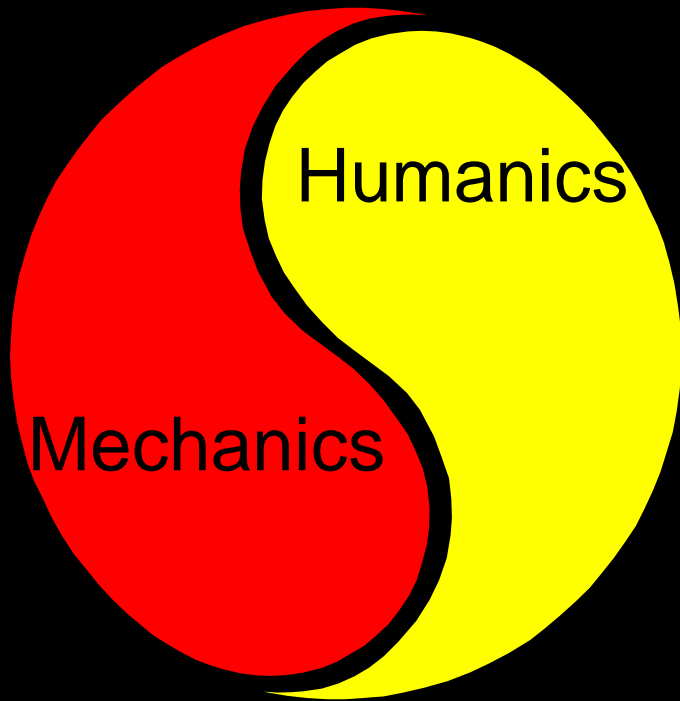


The Atomic Structure of Experience is Comprised of Experience Clues

Two Categories

A blue grid pattern on a black background, receding into the distance, with the text 'Two Categories' overlaid. The grid consists of horizontal and vertical lines that converge towards a vanishing point in the center of the top edge. The text 'Two Categories' is positioned in the upper middle of the grid. 'Two' is in red and 'Categories' is in green.

More than the Physical Environment or Good Customer Service



The complete interdependence of Humanics and Mechanics is critical to the experience.

Five Types

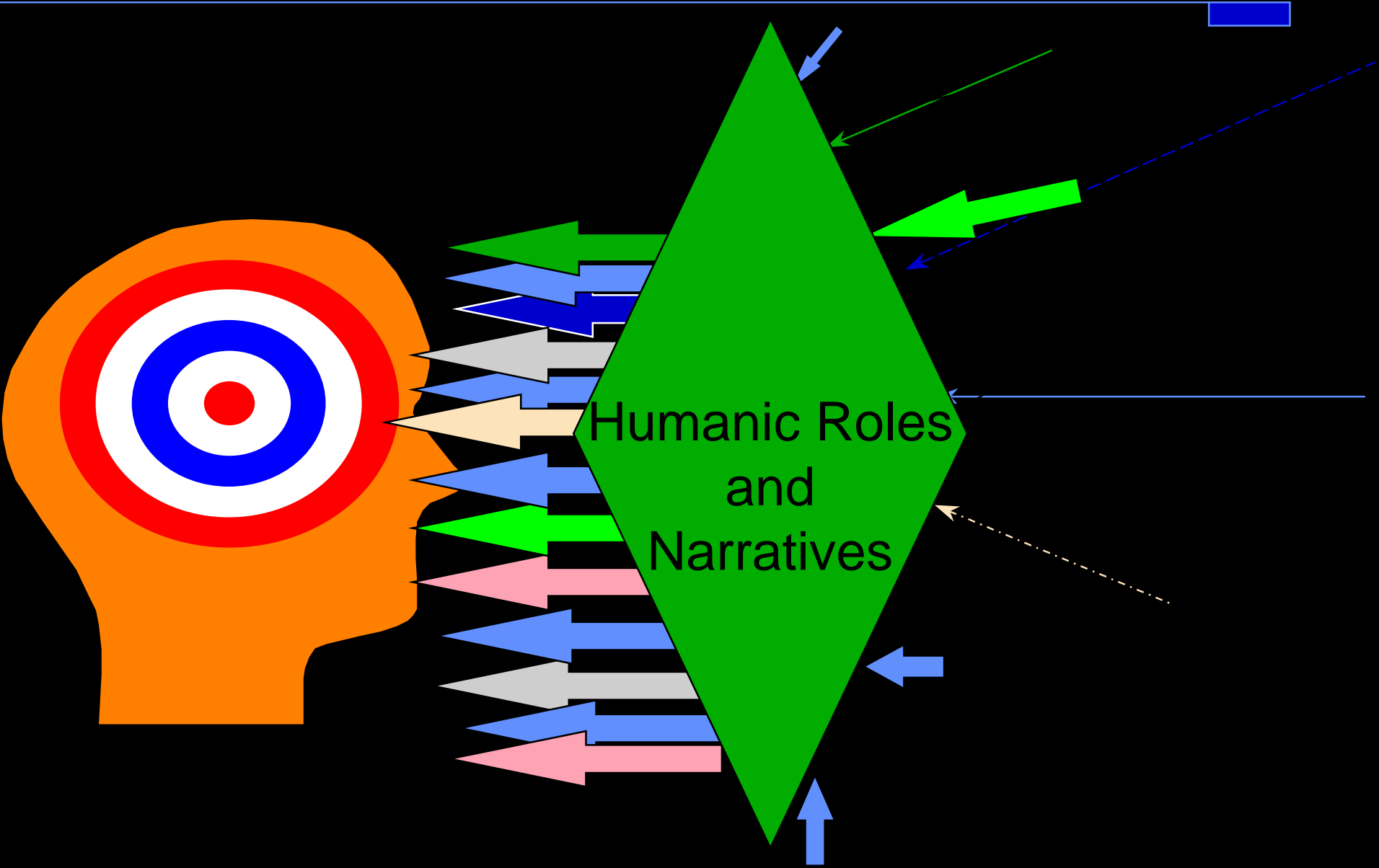
Types of Clues

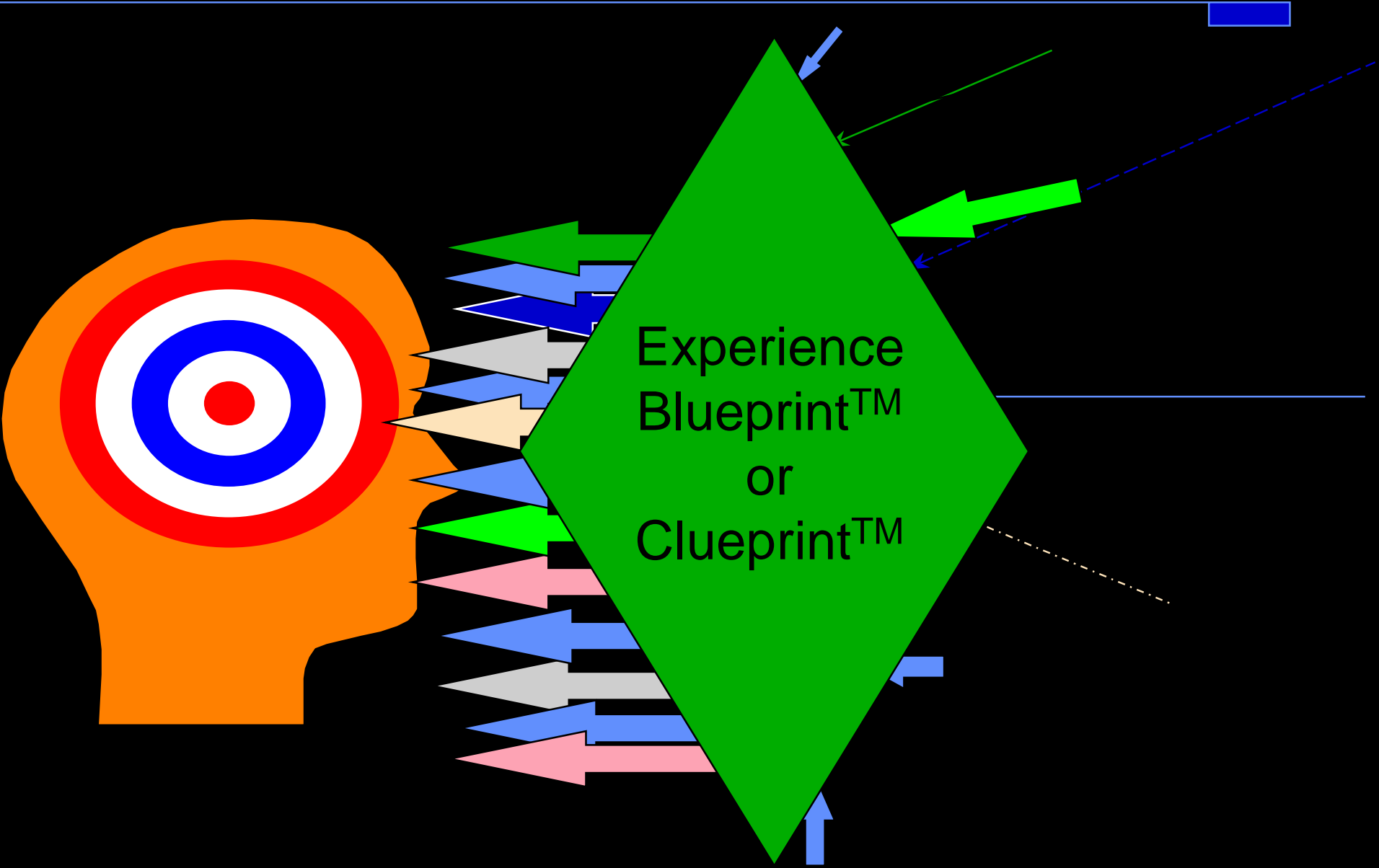


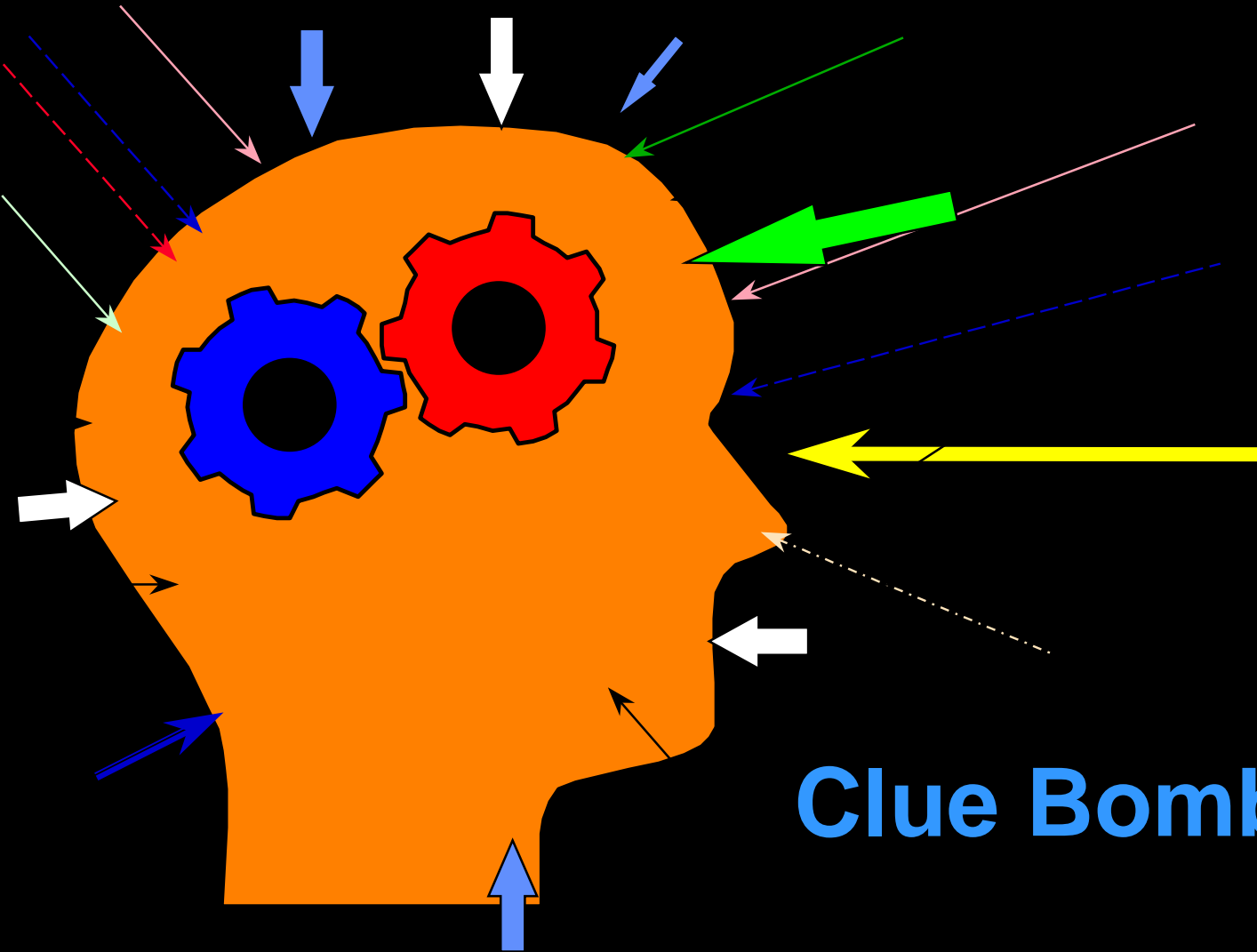
Touch See Smell
Taste Hear

Experience Management Systems

- *A systematic approach that consistently creates a distinctive, irreplicable experience for a each customer, driving preference and loyalty by designing, managing and evaluating clusters of experience clues around a highly focused motif.*



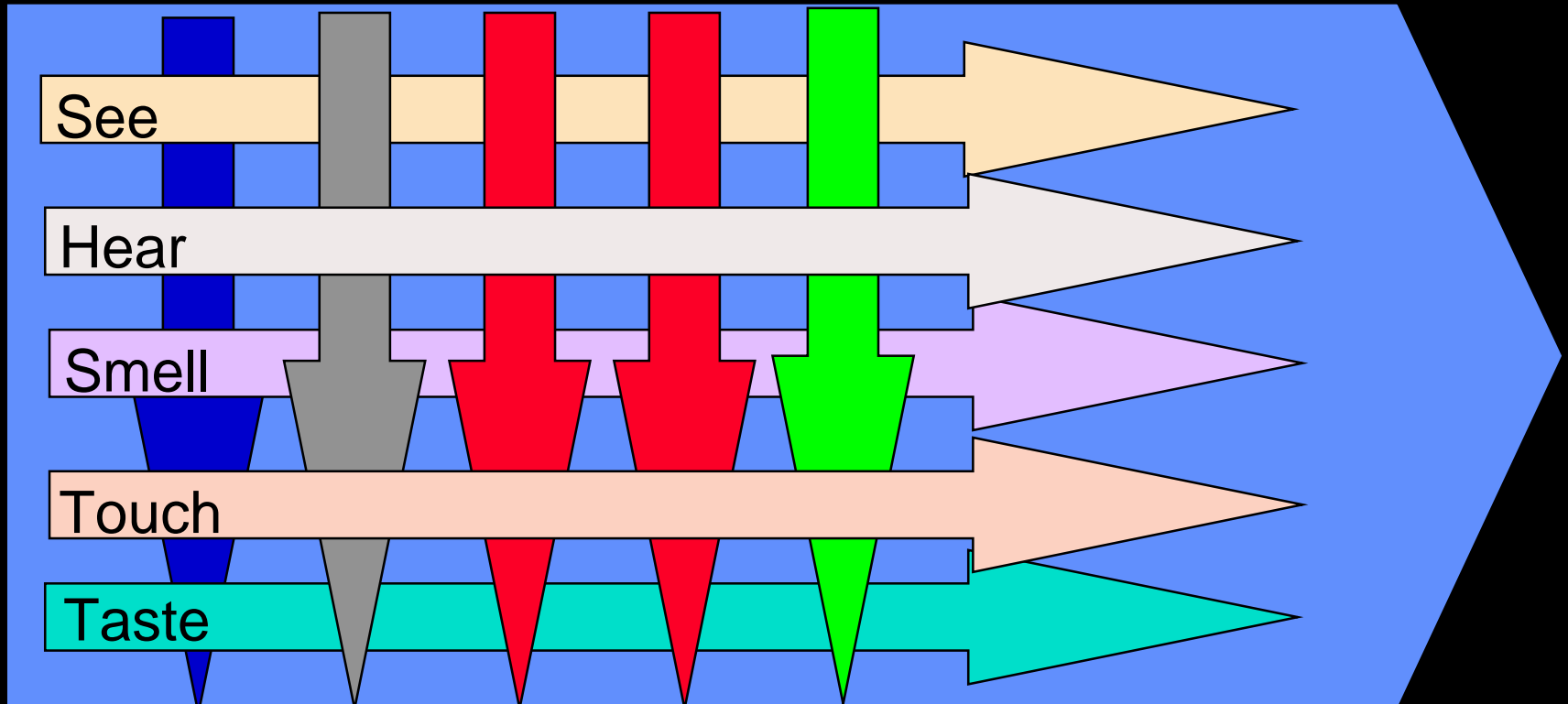




Clue Bombardment

Layering Experience Clues

Time




Experience Motif:

Articulates and Focuses on The Emotional Desires of Customers That “establish” Preferential Mindset



Breakthrough Work in Brain Science



“Consumer preference and motivation is far less influenced by the tangible attributes of product and service than the sub-conscious sensory and emotional elements derived by the total experience.”

Dr. Gerald Zaltman
Harvard Business School
Laboratory of the Consumer
Mind

Deep Metaphor Elicitation Z-Met

- *A new and distinctive and robust consumer research methodology that helps probe deeply into emotions attached to experiences*
- *Helps us know those things that we don't even know, we don't know*

Emotional Strip Mining



Quantitative Studies

Focus Groups

In-depth Interviews

Archetypes

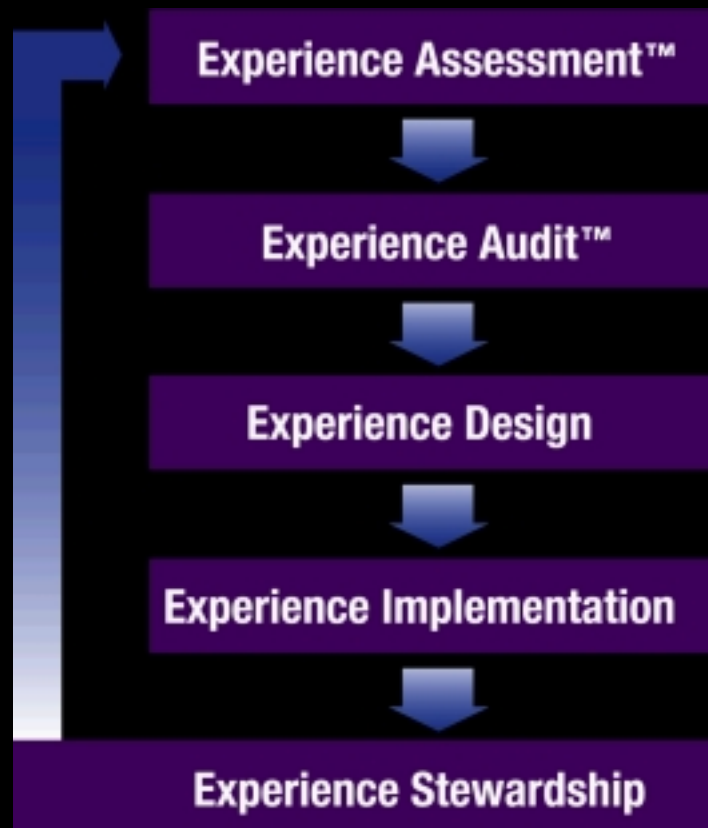
Deep Metaphor

Elicitation (Z-Met)

Utilizing New Tools in the 21st Century

- *Scent Management Systems*
- *Surface Delineation Management*
- *Humanic Development Systems*
- *Motif Palettes*
- *In-depth Observational Research*

Total Experience Management™ Model





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