CREATING A NEXT GENERATION CUSTOMER EXPERIENCE STRATEGY

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DIGITAL CHANGES EVERYTHING
BUT IT’S NOT ABOUT THE TECHNOLOGY
IT’S ABOUT RELATIONSHIPS
STRATEGY

Focus on Future Customers
ARE YOU WORKING ON CUSTOMER EXPERIENCE?
If you’re not focused on the customer experience, you are working on the wrong thing.
<table>
<thead>
<tr>
<th>TRADITIONAL CUSTOMER EXPERIENCE</th>
<th>NEXT GENERATION CUSTOMER EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personas &amp; segments</td>
<td>Personalized &amp; intimate</td>
</tr>
<tr>
<td>Linear</td>
<td>Unpredictable</td>
</tr>
<tr>
<td>Optimization focus</td>
<td>Strategic focus</td>
</tr>
<tr>
<td>Functional</td>
<td>Emotional</td>
</tr>
<tr>
<td>Episodically designed</td>
<td>Continuously designed</td>
</tr>
<tr>
<td>Static</td>
<td>Dynamic, real-time</td>
</tr>
<tr>
<td>Survey &amp; heuristic based</td>
<td>Data-based</td>
</tr>
</tbody>
</table>
BUILD A NEXT GENERATION EXPERIENCE STRATEGY WITH FOUR KEY STEPS

**Step 1:** Understand Next Gen Customers

**Step 2:** Set Guiding Principles

**Step 3:** Prioritize Initiatives

**Step 4:** Align Your Organization

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Automatic ordering via swipe of card

Starbucks should enable customers to encode their usual customized drink orders on their Starbucks cards and have a scanner available in the front of the store so customers can walk in the store, scan their cards and automatically have the orders 1) paid for off of the card, and 2) sent directly to the barista so the customers can bypass the traditional order line and are ensured that their orders are received correctly.
New Menu Development at Highline Public Schools (TX)

“Don’t make assumptions about any particular culture. This is why it has been important for this to be student-led and student-tested. It’s been more of a partnership and we’ve learned a great deal from them.”
SKATE TO WHERE

THE PUCK WILL BE
MALA SHARMA
VP & GM OF
ADOBE CREATIVE CLOUD

ADOBE COMMITTED TO
DISRUPTING ITSELF
ADOBE KNEW REVENUES AND INCOME WOULD FALL FOR 24 MONTHS DURING THE TRANSFORMATION

- Q4 '11
- Q1 '12
- Q2 '12
- Q3 '12
- Q4 '12
- Q1' 13
- Q2 '13
- Q3 '13

NET INCOME

REVENUES

STOCK PRICE
FIVE WAYS TO FOCUS ON FUTURE CUSTOMERS

Place customers in your dashboards

Spark curiosity about customers with empathy maps
EXAMPLE EMPATHY MAP
FIVE WAYS TO FOCUS ON FUTURE CUSTOMERS

- Place customers in your dashboards
- Spark curiosity about customers with empathy maps
- Create a Customer Advisory Board (CAB)
- Define your future customer with research, not hearsay
- Connect your customer-obsessed people
IT’S ABOUT RELATIONSHIPS
LEADERSHIP

Creating a Movement
TURNING THE BATTLESHIP
MOVEMENTS DRIVE EXPONENTIAL CHANGE
“It’s only a movement if it moves without you.”

- Jeremy Heimans & Henry Timms, *New Power*
THIS IS WHY WE’RE BECOMING THE UN-CARRIER
CEO JOHN LEGERE HAD TO TRANSFORM TOO
We’re not like other wireless companies. Why would we be? They’re in the phone company business. We’re in the changing the phone company business.

We are unapologetically the un-carrier. Un-willing to play the rules they so fiercely protect. Un-satisfied with the status quo.

Unafraid to innovate.

We are T-Mobile. The Un-carrier.

And we will be un-relenting.

USE MANIFESTOS TO SET GUIDING PRINCIPLES
WHAT IS YOUR DISRUPTION QUOTIENT?

STATUS QUO

1 2 3 4 5 6 7 8 9 10

DISRUPTIVE
CULTURE

Thriving with Flux

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Stuck Culture Thinking
Says, “This is the way we’ve always done it.”
Knowledge is power, so hoard information to make everyone come to you
People are confident that what works today will in the future
Tests are used to be proven right

Flux Culture Thinking
Says, “There’s got to be a better way.”
Sharing is power; spread information to empower people to act
People are paranoid that what works today won’t in the future
Tests are used to be proven wrong – and improve
BELIEFS

CULTURE

BEHAVIORS

REINFORCE FOCUS ON FUTURE CUSTOMERS
WHAT BELIEFS HOLDS US BACK?
WHAT NEW BELIEFS MUST WE ADOPT?
The Orange Code
Our behaviours

You take it on and make it happen

- You take responsibility for getting it done, for keeping your promises, for the consequences of your actions
- You delegate to motivate others, maintain momentum and create impact
- You ask actively for help and feedback. Your colleagues will help you succeed if you let them
- You speak up - crediting good work and having the courage to confront poor performance

You help others to be successful

- You collaborate - putting personal agendas aside to achieve the goals that matter to ING
- You listen - investing in others, irrespective of status, background or opinion
- You contribute across business lines and bring in people from outside your area
- You trust the intention and expertise of others

You are always a step ahead

- You challenge conventions, complexity and your own assumptions, but only when you are prepared to be part of the solution
- You bring change by adapting quickly when the situation calls for a new approach

ING BANK’S ORANGE CODE

You invent and simplify - if it doesn’t add value to work, you remove it

You show your skin and don’t just manage, you do things and get things done about them

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DEFINE GOOD PROCESSES
STORIES INSPIRE
Where the magic happens

Your Comfort Zone

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STAY IN TOUCH!

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