



Customers Are People Too

Finding the balance between people and technology

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**EXPERIENCE
IS PERSONAL**



BEING PERSONAL

IS ALL ABOUT EMOTIONS

EMOTIONS

CREATE MEMORIES





TECHNOLOGY HAS

CHANGED EVERYTHING

允许使用
但只
CELL

OUR SMARTPHONE

NEVER LEAVES OUR SIDE



HYPER-INDIVIDUALIZATION

TRUST

CX VS PRODUCT/SERVICE

WE ARE ALL COMPETING WITH

UBER, NETFLIX AND DISNEY

CUSTOMER EXPERIENCE

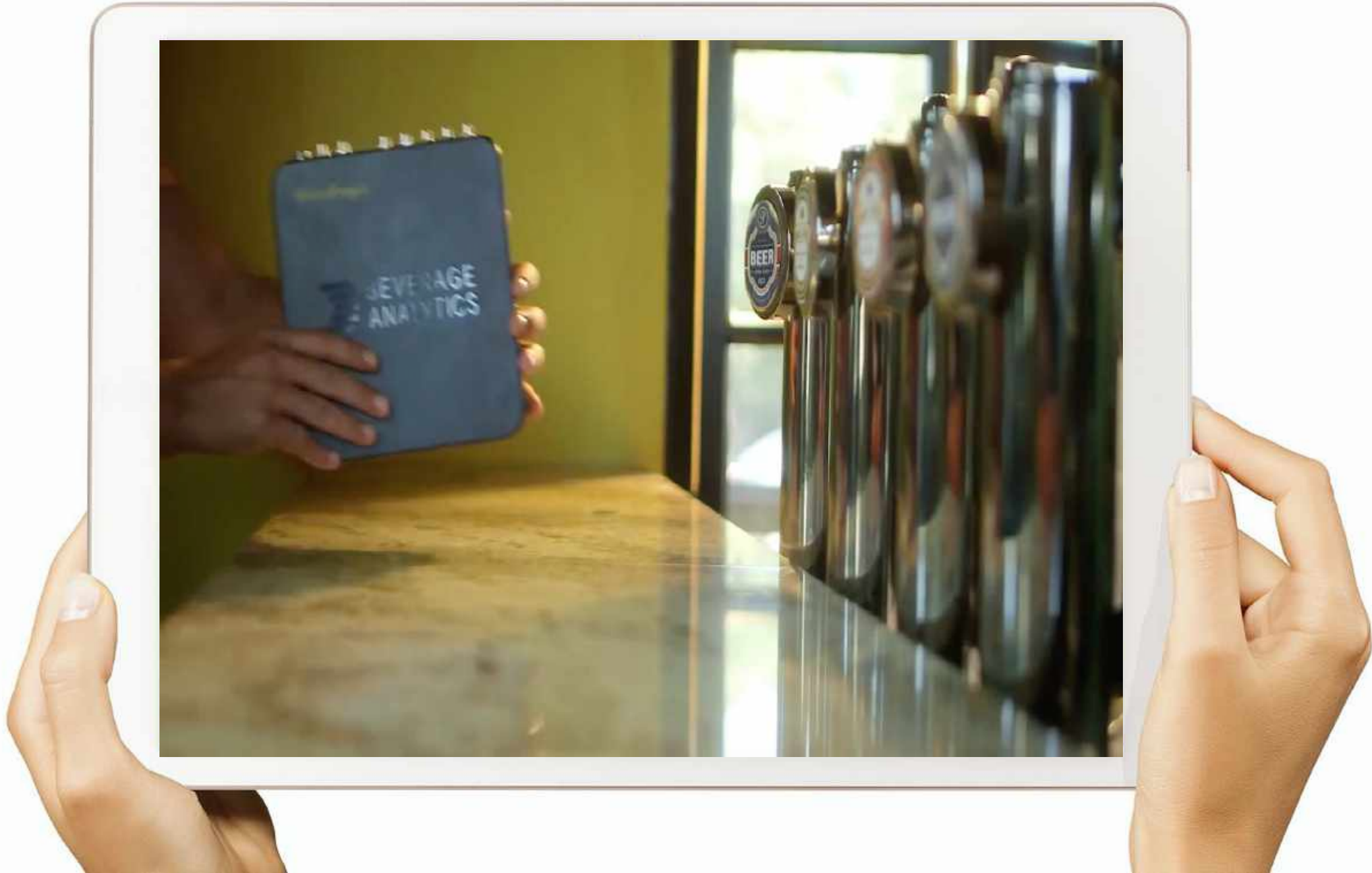
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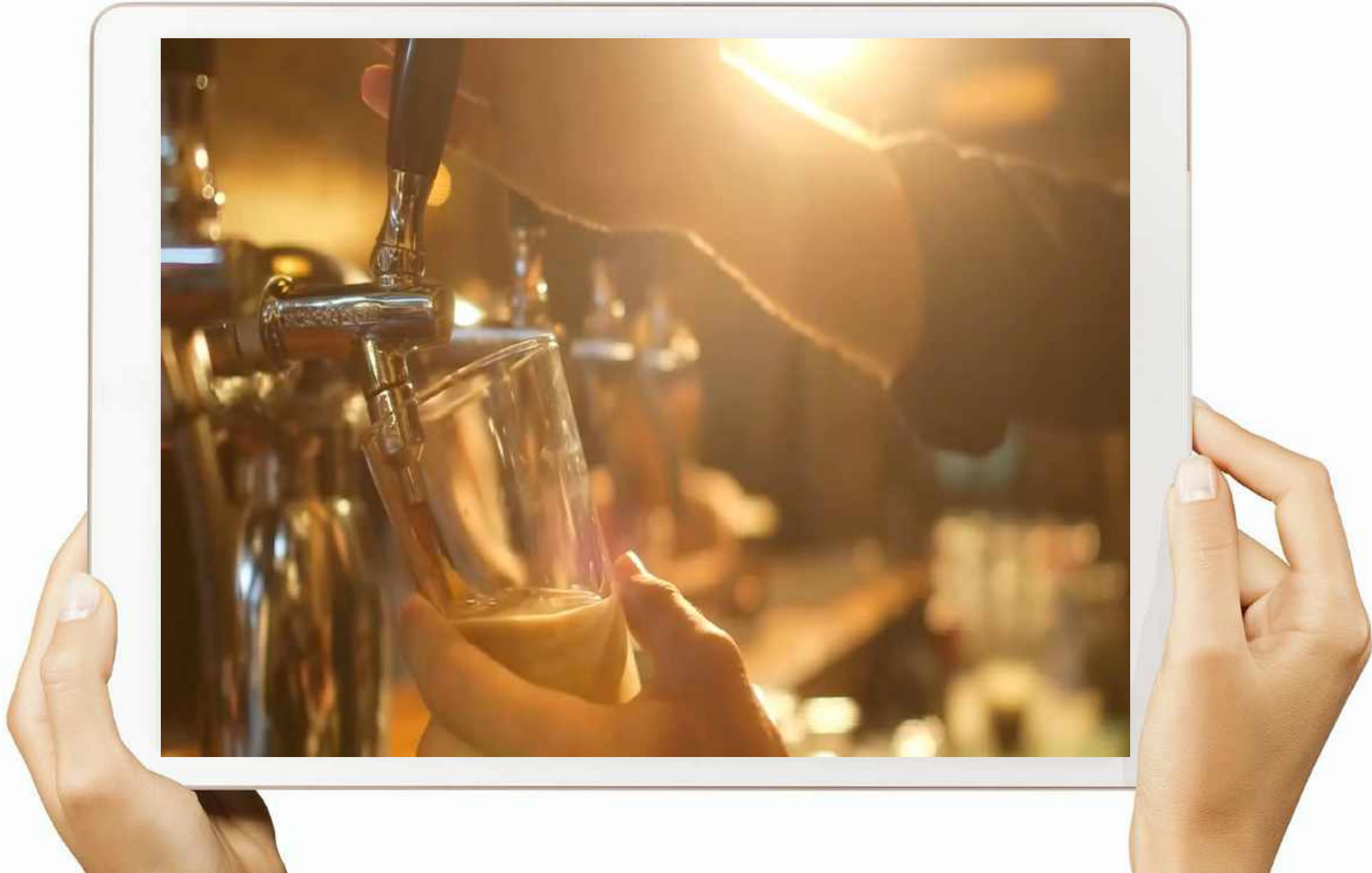
CUSTOMER'S EXPERIENCE

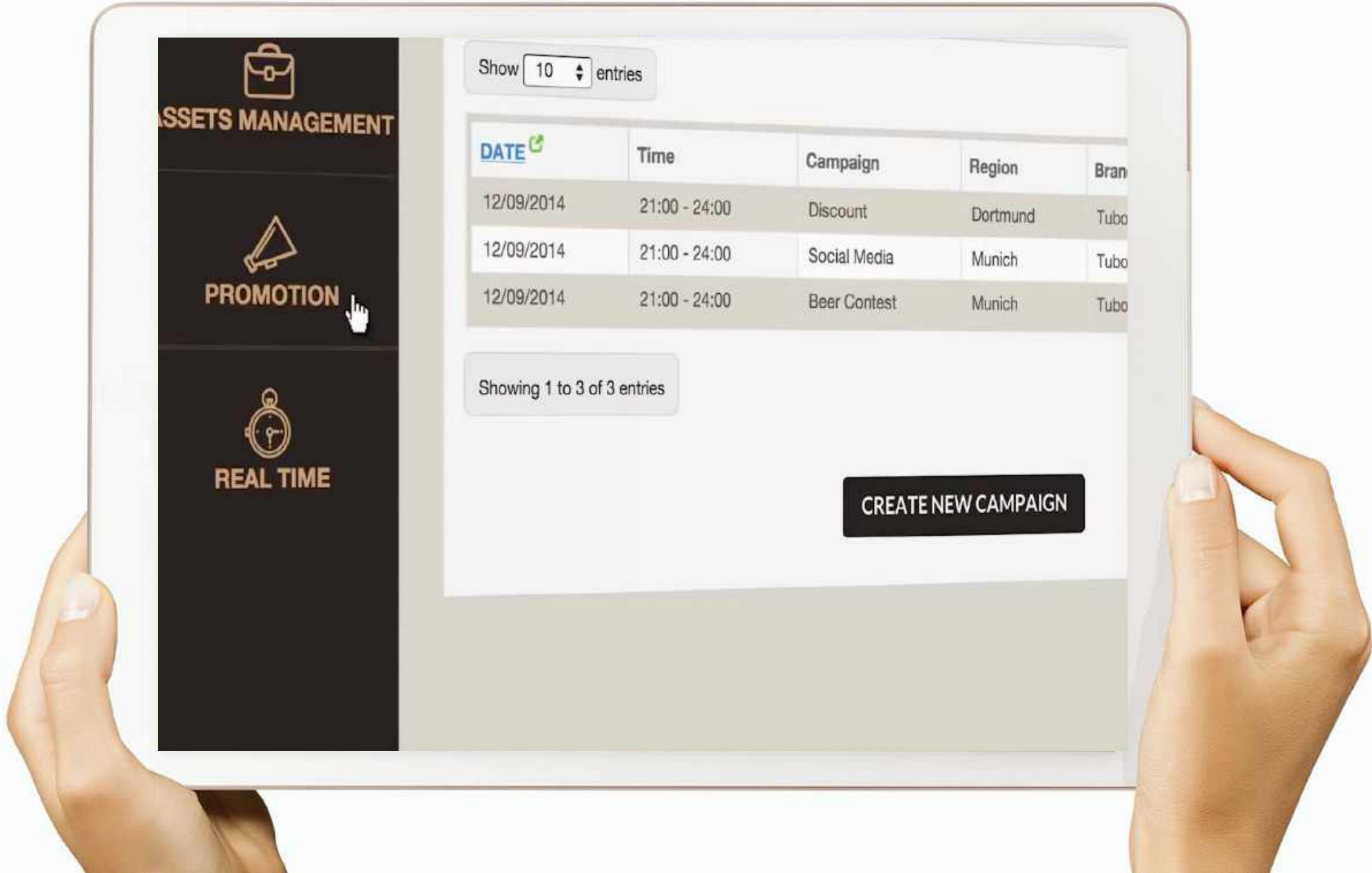
**IT'S ALL ABOUT HOW YOU
MAKE PEOPLE FEEL**












ASSETS MANAGEMENT


PROMOTION

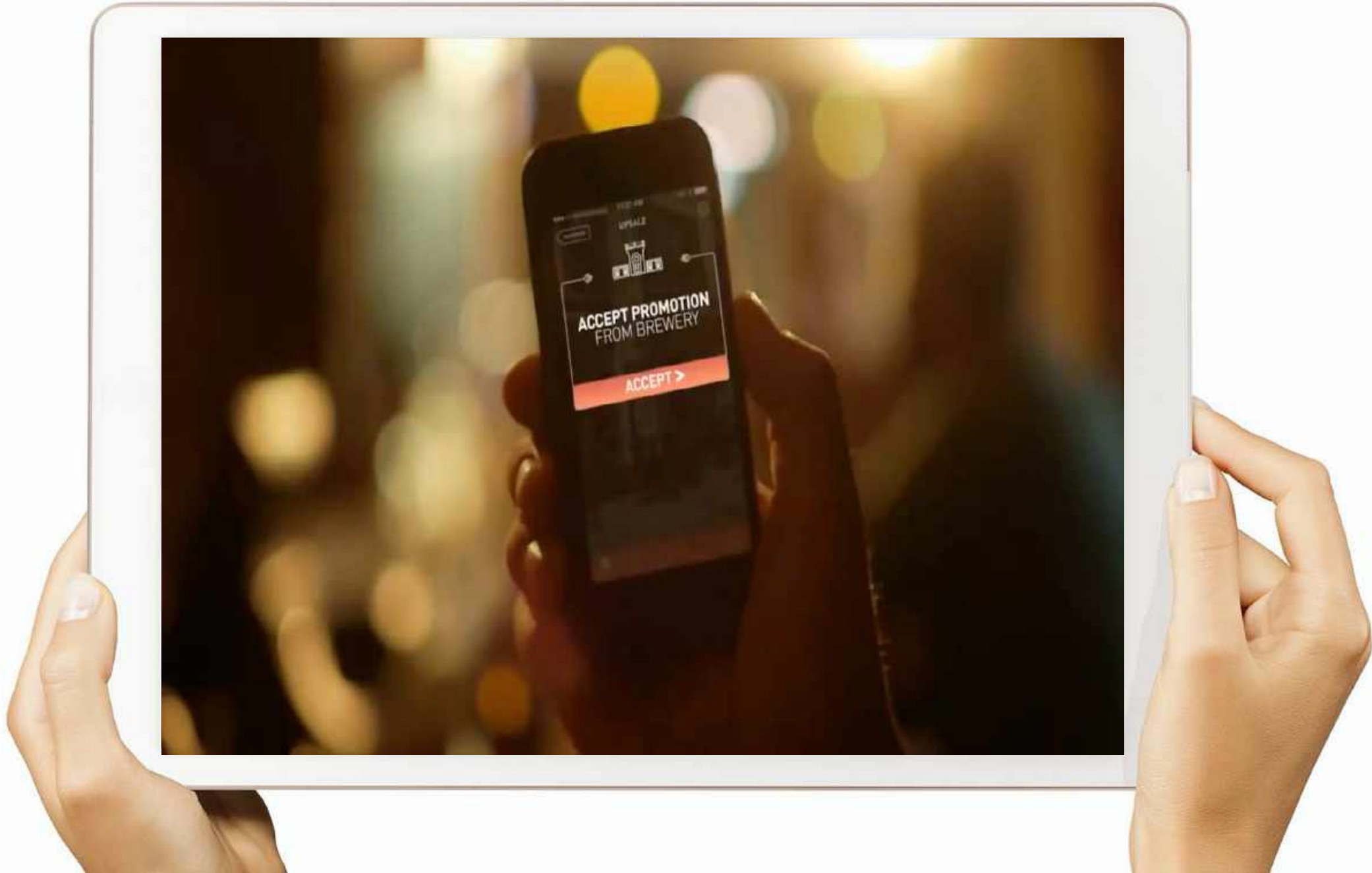

REAL TIME

Show 10 entries

DATE 	Time	Campaign	Region	Brand
12/09/2014	21:00 - 24:00	Discount	Dortmund	Tubo
12/09/2014	21:00 - 24:00	Social Media	Munich	Tubo
12/09/2014	21:00 - 24:00	Beer Contest	Munich	Tubo

Showing 1 to 3 of 3 entries

CREATE NEW CAMPAIGN



IT'S NOT ABOUT TECHNOLOGY

IT'S ABOUT PEOPLE



CUSTOMERS

ARE PEOPLE TOO

