Agillic Webinar

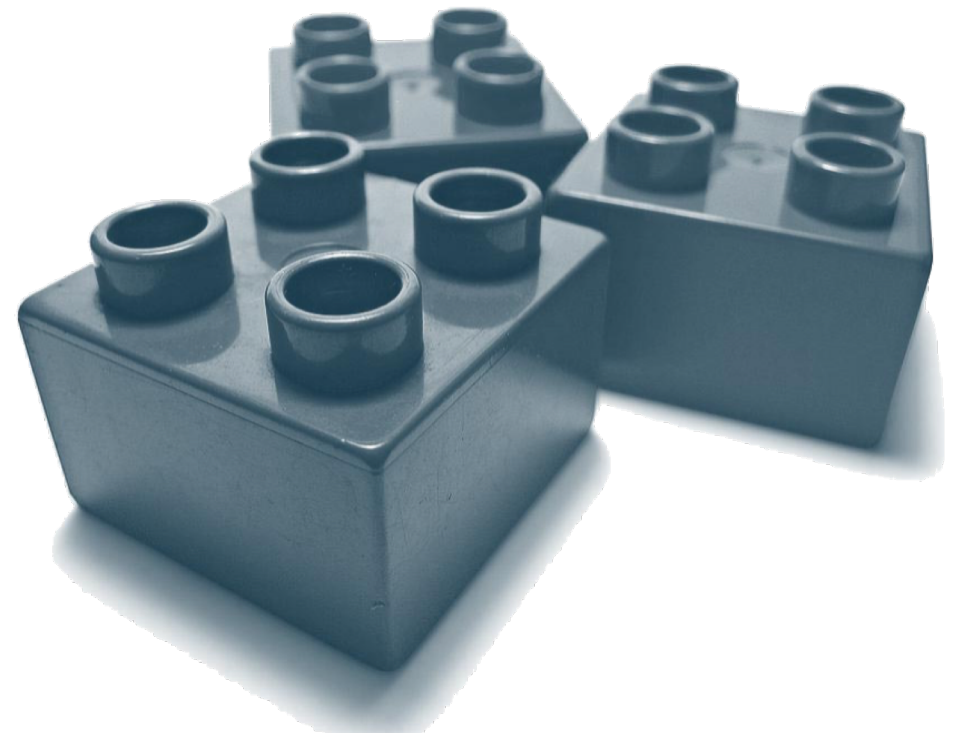# The Case For Doing Something Different
How and why you should create original customer experiences

11. december 2019

København K

Søren Langkjer Ravn

Head of Creative Strategy, Responsive A/S

Responsive A/S

Experiences - with a business impact

Customer Experience Agency, founded in 2004

- Team of 12 in CPH
- Joint venture with Advance (50+ FTEs)
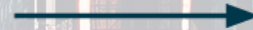- Multiple technology partnerships, including Agillic
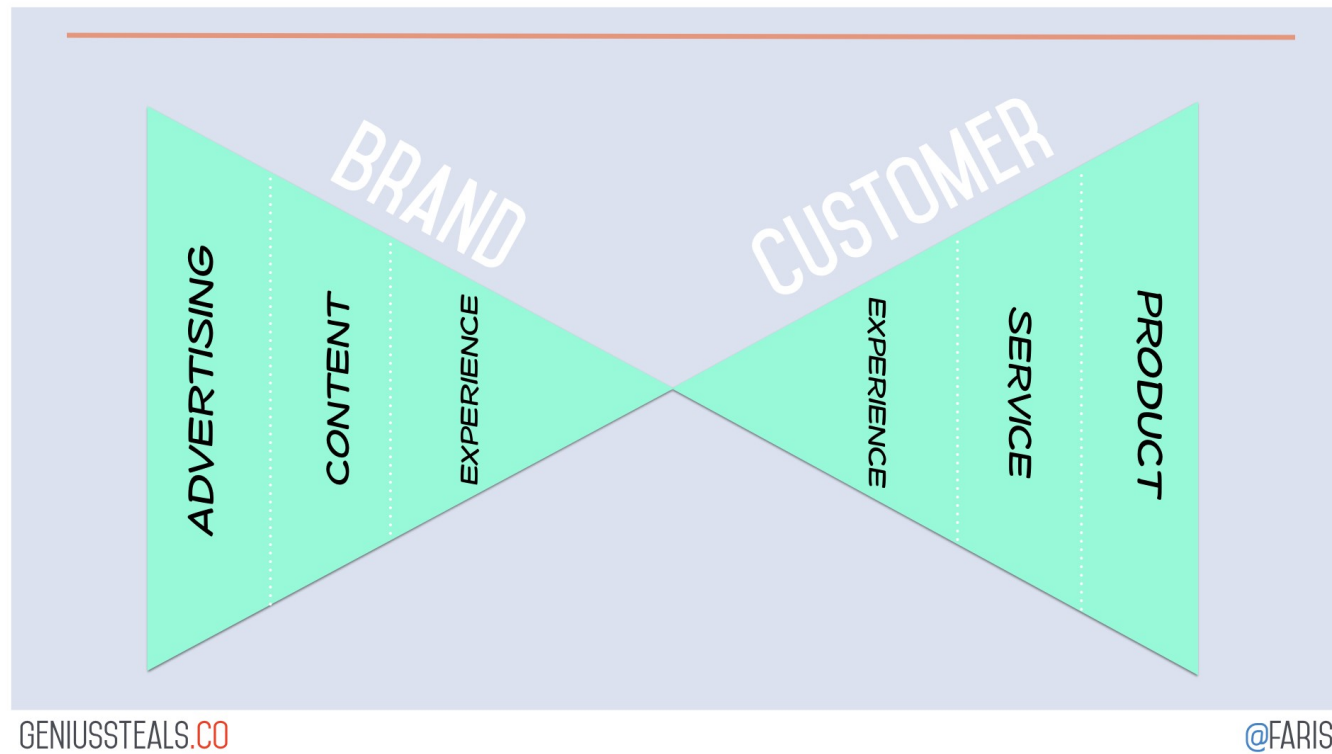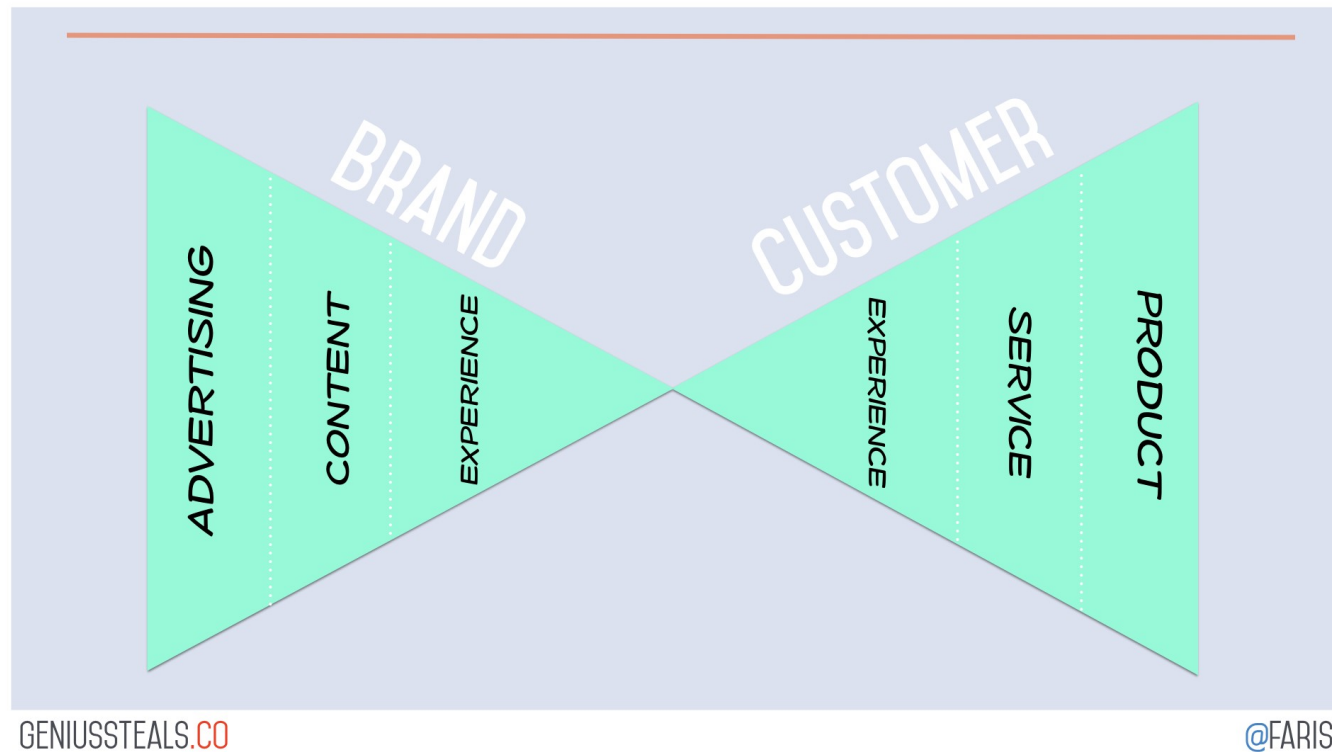
RESPONSIVE.dk

Selected clients

Brand → MarCom → [audience]

Customer Experience

Brand

What exactly is a customer experience?

BRAND

CUSTOMER

ADVERTISING

CONTENT

EXPERIENCE

EXPERIENCE

SERVICE

PRODUCT

GENIUSSTEALS.CO

@FARIS

But can focusing on customer experiences replace the need to do broad brand communications?

GENIUSSTEALS.CO   @FARIS
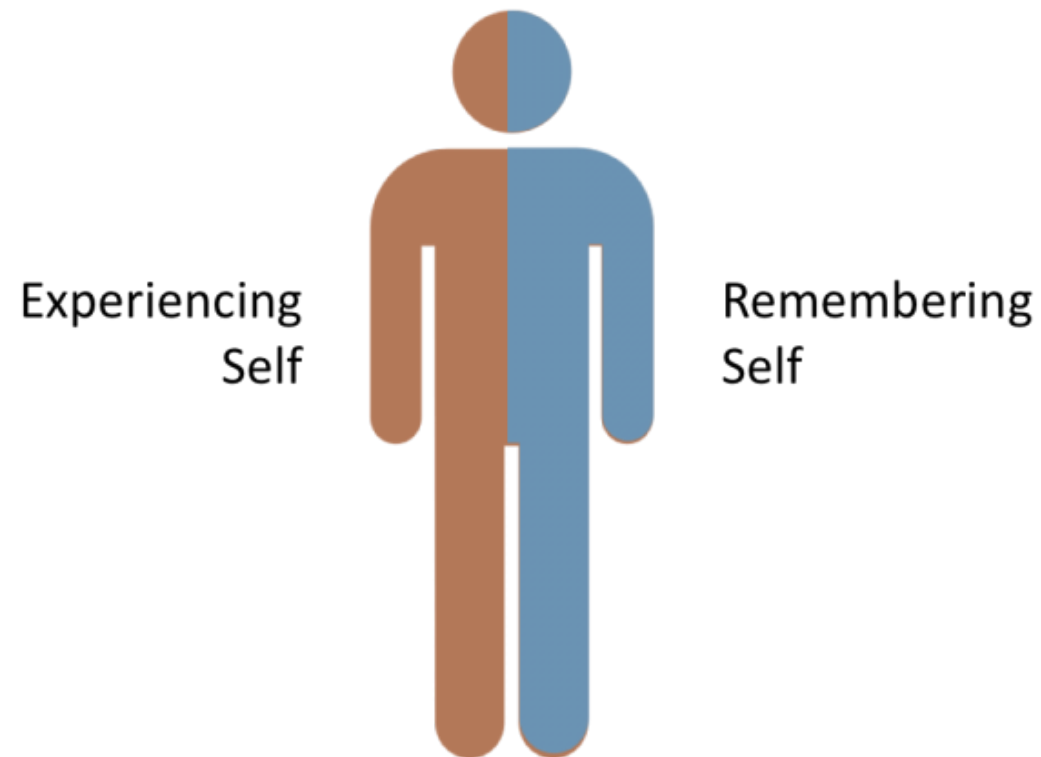
No. You need both!

Odd as it may seem, I am my remembering self, and the experiencing self, who does my living, is like a stranger to me.
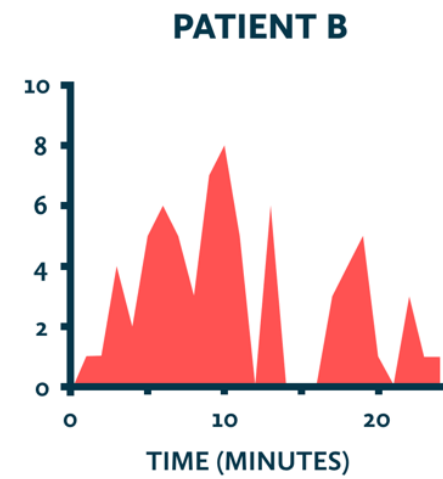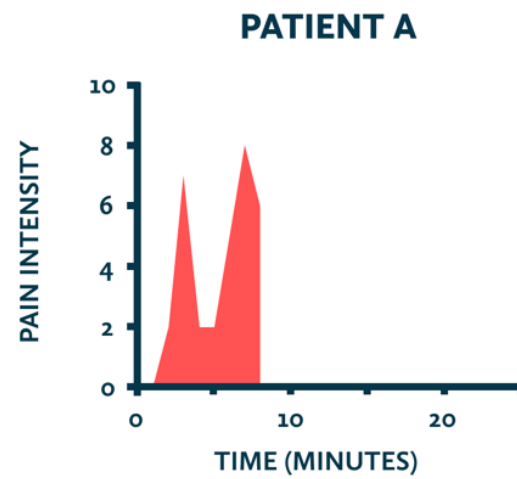
— Daniel Kahneman —

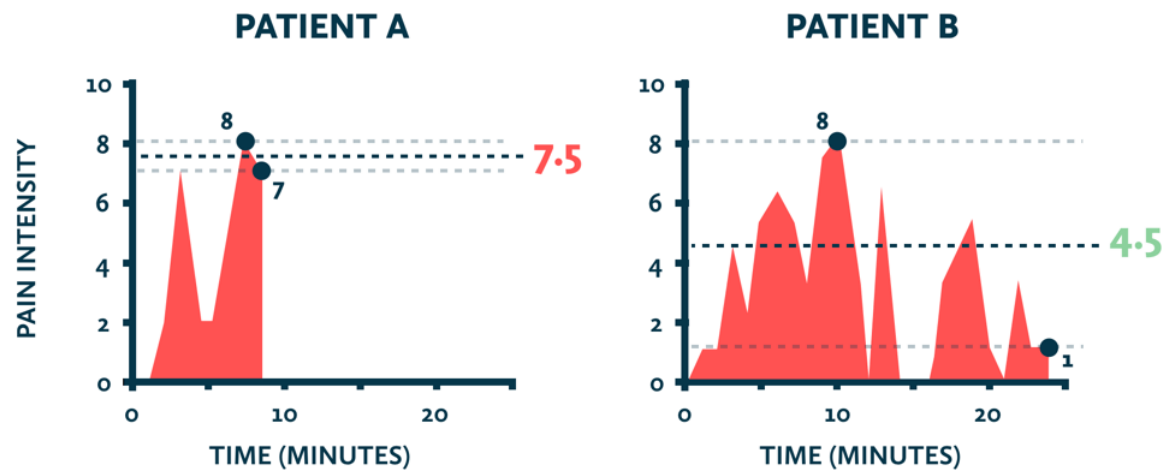# Our mind consists of two selves

Experiencing Self

Remembering Self

Peak-End Rule:
Experiences are mostly judged by averaging the peak and the end

But with brands and businesses, we often have boring or forgettable customer experiences.

Technology has fundamentally changed how brands connect with consumers and how consumers encounter brands.
These connections and encounters are increasingly frictionless.

(...)

Without any friction in the connection between brand and consumer, a brand risks becoming marginalised to the point of obscurity, lost in a rash of buy-it-now buttons and incessant browsing, searching and transacting.

Chris Worrell: "Brand encounters of the frictionless kind"
Global Communications Planning Lead, Red Fuse Communications
WPP Atticus Award Winner, 2017

There are many types of friction...
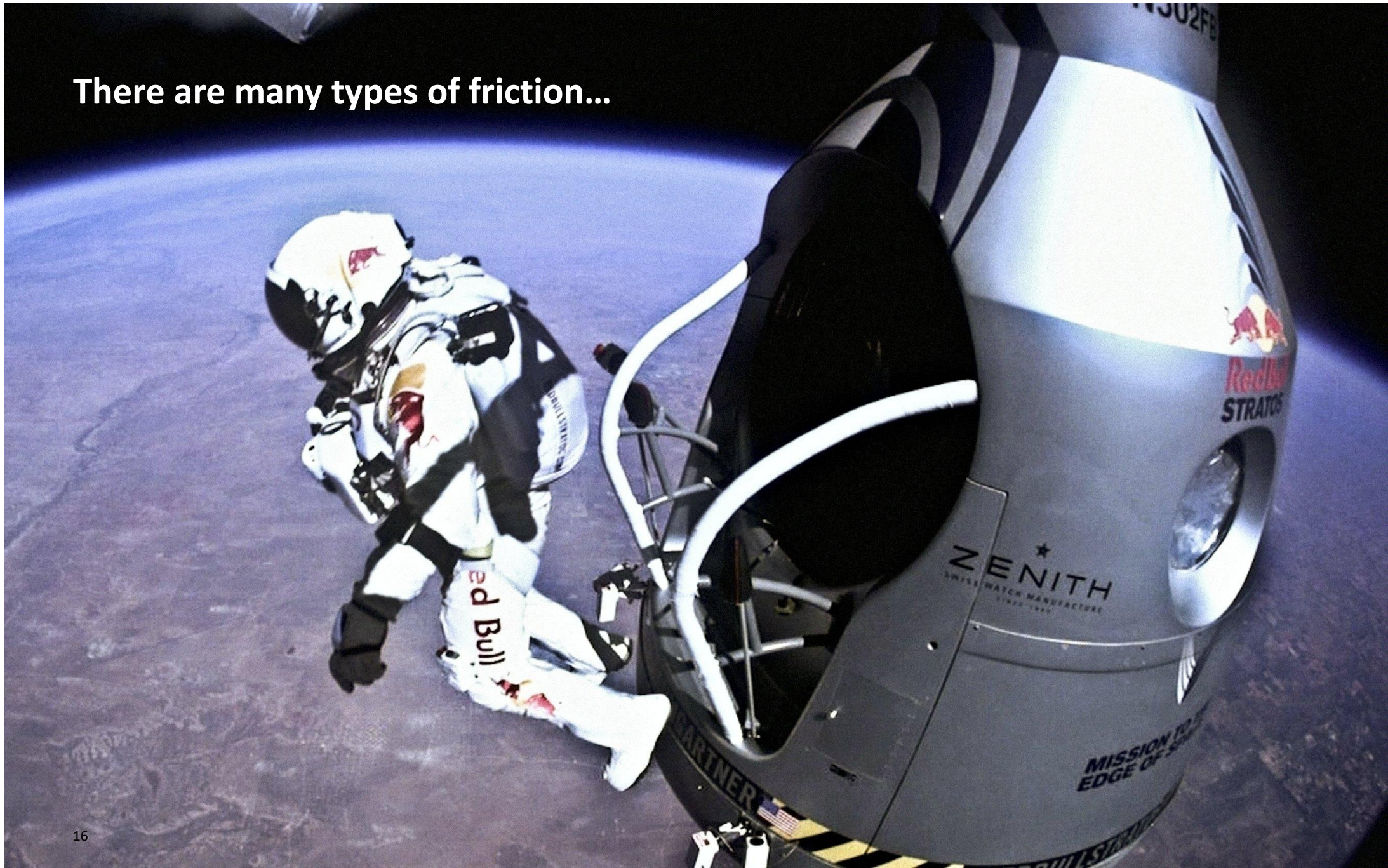
16
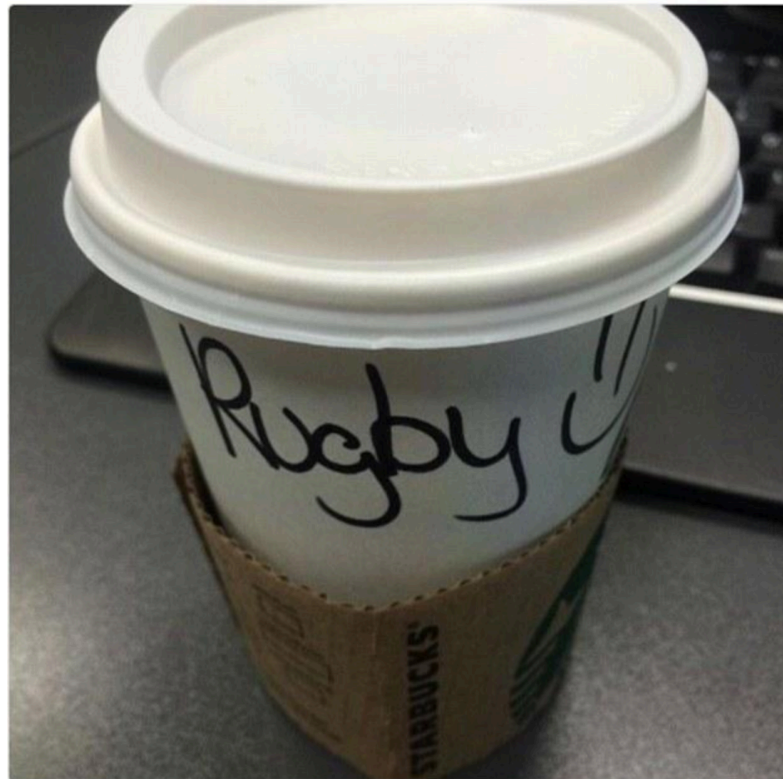
But not all friction is good friction, of course…

Good friction delivers original customer experiences

**True to who
you are**

➕

**Something only
you can deliver**

=

**Original
customer
experiences**

Being original means doing something different than your competitors

*Advantages are rooted in **differences**.*
*In the **asymmetries** among rivals.*

Richard Rumelt: Good Strategy, Bad Strategy

When something is different, you notice it more:
The Von Restorff Effect

https://en.wikipedia.org/wiki/Von_Restorff_effect
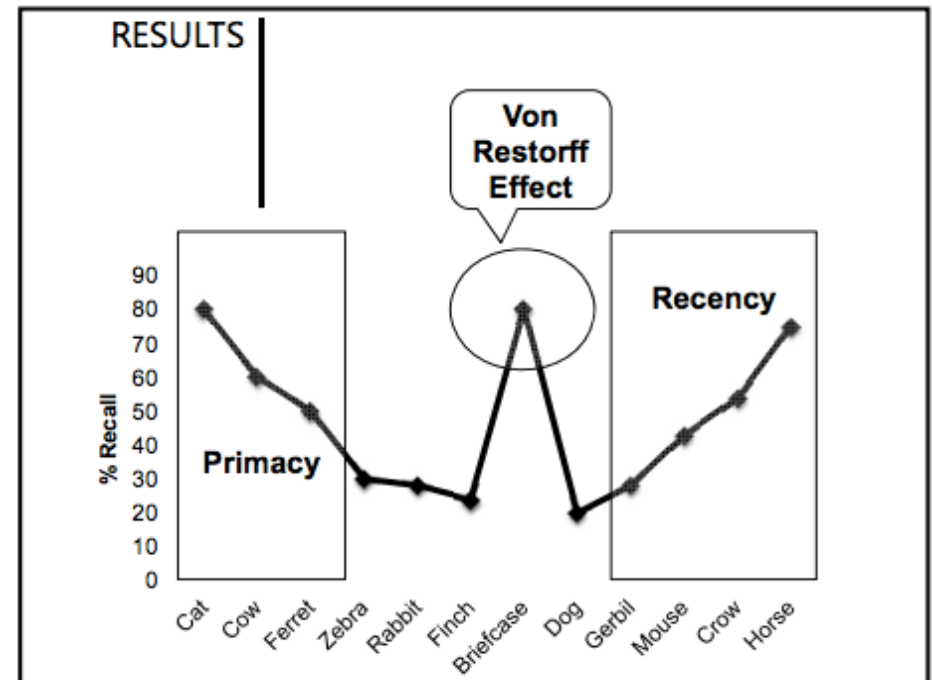
Being seen as different can justify higher prices…

The brands that consumers see as both higher priced and worth their higher price scored 145 in Difference.
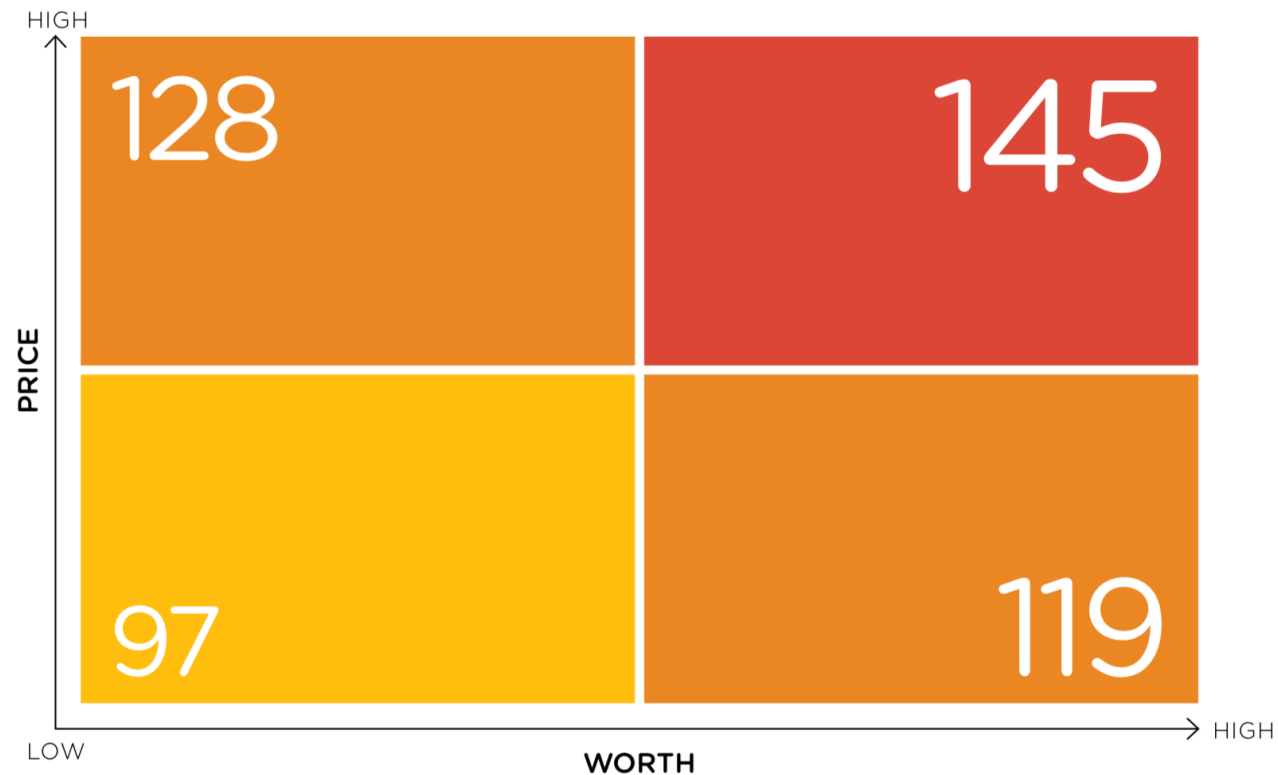
Difference scores for the 85 brands that appear in 2006 and 2017 rankings.

...and when people see you as different you tend to grow faster.

Of the 85 brands analyzed, the top third in Difference grew 258 percent in brand value over 12 years, while the bottom third grew only 21 percent.

Top Third
DIFFERENT
+258%

Middle Third
DIFFERENT
+67%

Bottom Third
DIFFERENT
+21%

300%

200%

100%

0%
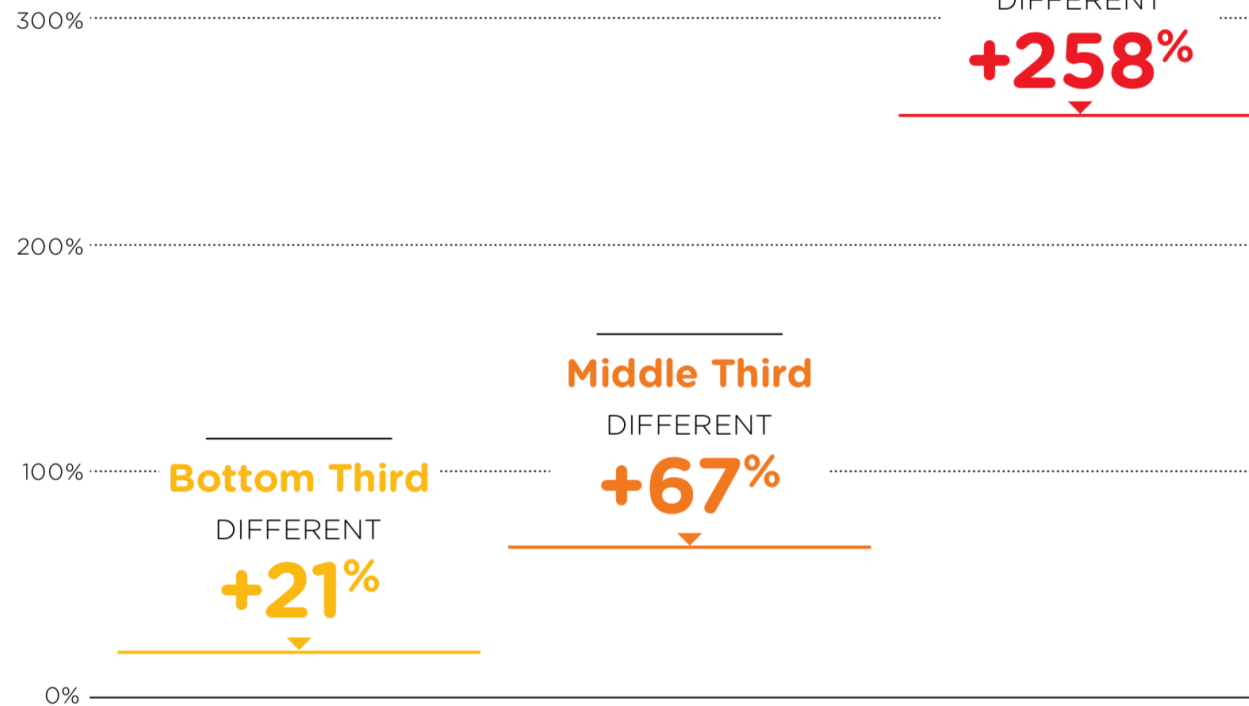
Brand value growth for the 85 brands that appear in 2006 and 2017 rankings, based on their Difference scores.

Source: Kantar Millward Brown/ BrandZ™

Being seen as different can also predict sales growth

FIGURE 1: RELATIONSHIP BETWEEN ANNUAL SALES GROWTH AND ANNUAL CHANGE IN BRAND SALIENCE
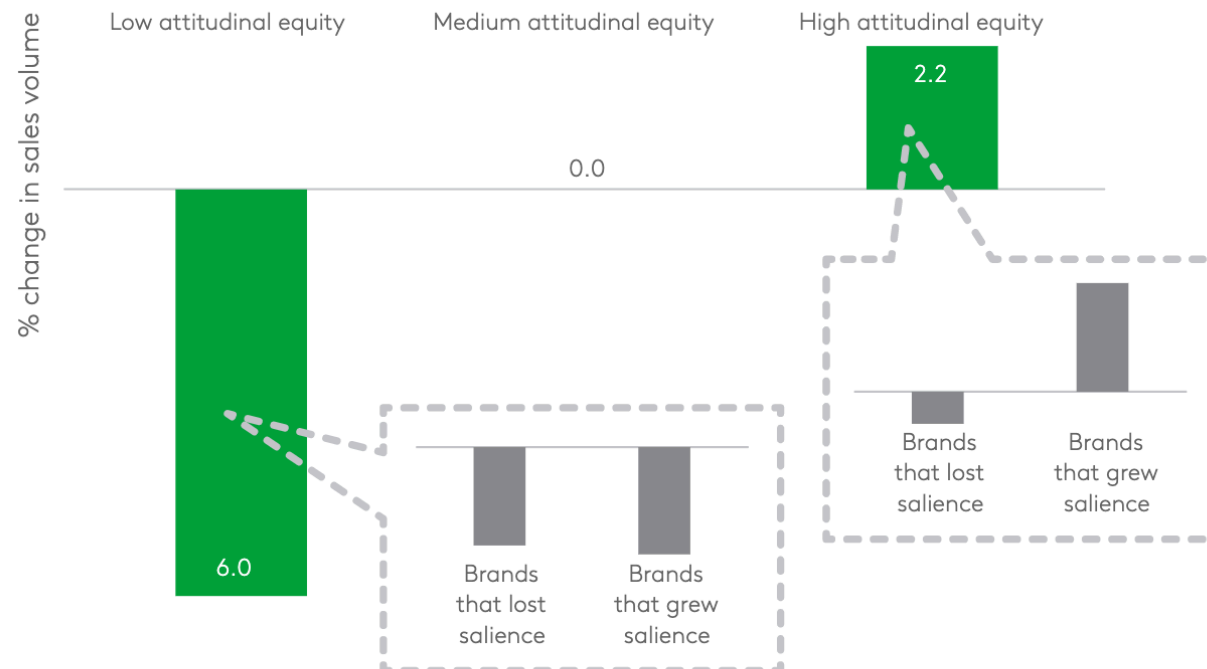
Source: *Kantar Millward Brown – 978 brands: equity from BrandZ 2013 and 2014. Volume sales change from percentage change in total household unit sales recorded by Kantar Worldpanel from year 1 (as per BrandZ, 2013/14) to year 2 (2014/15).*

So how do you create customer experiences that are original and make you seem different in your customers eyes?

True to who
you are

+

Something only
you can deliver

=

Original
customer
experiences

1: Understand your customers journey
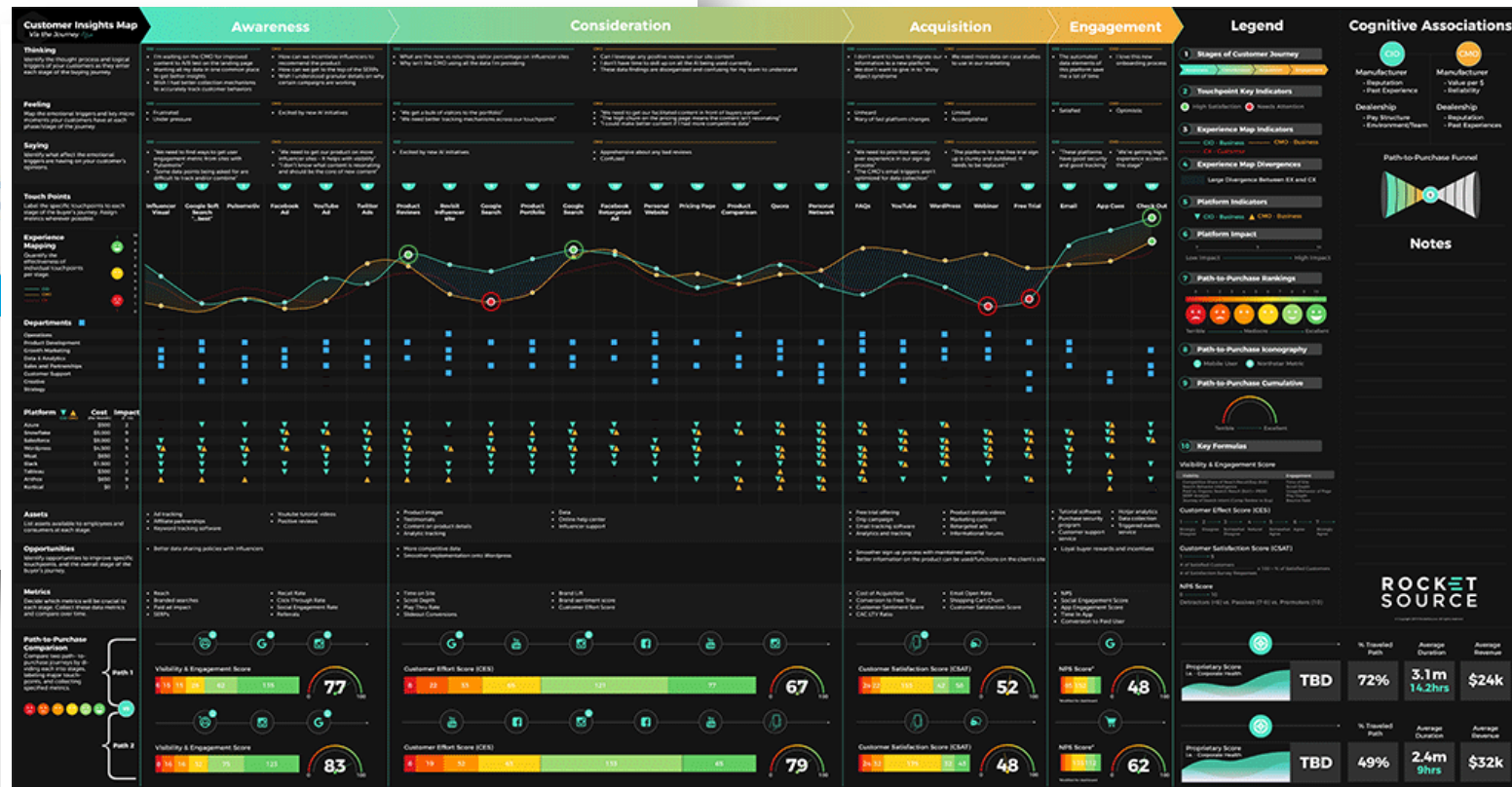
- **How do your customers get to know you?**

- **In what situations do they think about you or your category?**

- **How do they buy you?**

- **How and when do they use your product/service?**

2: Figure out who you are, what your brand stands for

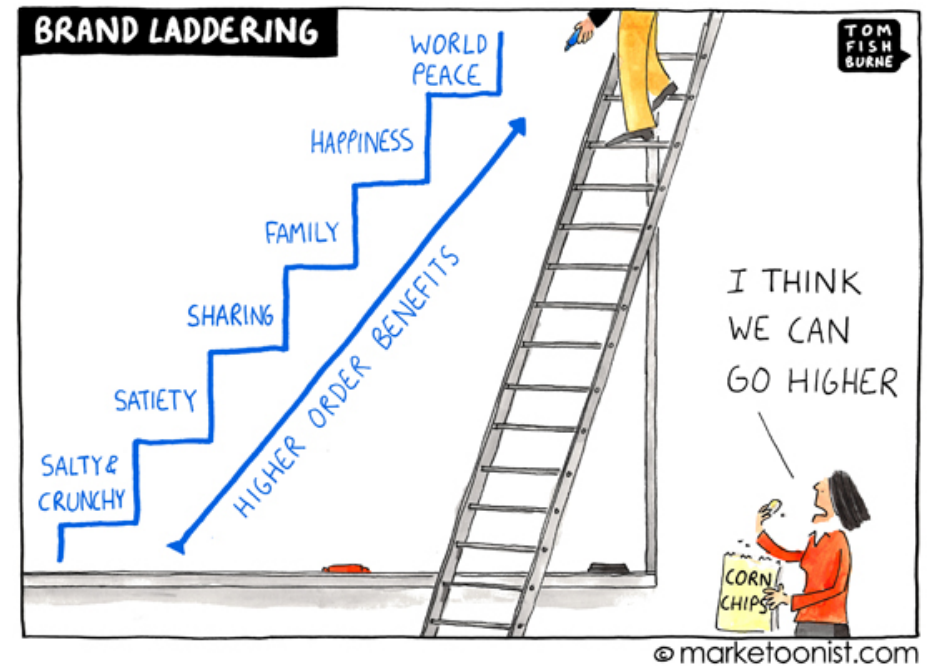**True to who you are** **=** **Based on your brand**

You don't need to figure our your company's 'WHY'.

You just need to understand a little bit about the sort of value you deliver to your customers – and how your company is trying to do that differently than others.

I would start with:

1. **Who are you serving?**
2. **What do you do, that no competitors can do?**
3. **Why should people believe you?**

Example
#1: Nike – If you have a body, you are an athlete

Nike wants help everyone be an athlete.

Running in Bangkok is either restricted to gyms, where you run on treadmills or parks, where you're running in circles.

To make it fun for everyone to run (and to launch a new shoe), Nike turned Bangkok into a running game.

They integrated with the LINE app (Thailands biggest messaging app), Bluetooth and 200 beacons spread across the city.

Example
#2: Today at Apple. Every day sessions at the 495 Apple stores worldwide

In the 1980s Steve Jobs said that the purpose of Apple was to: *To make a contribution to the world by making tools for the mind that advance humankind.*

In 2017 Apple launched the initiative "Today at Apple".

Everyday, around thew world, customers can sign up for sessions at the Apple stores.

Sessions are for learning and experimenting with creative crafts such as photography, video, music and coding.

3: Find something, that only you can deliver on

Something only
you can deliver **=** Based on your
data

Understand what sort of unique data you have.

It could be all kinds of data:

- Customer Data
- Sales Data
- Behavioural Data
- Product Usage Data

And use that data to do something, that only you could have done because of that specific data.

Example
#1: Burger King – Get a 1 cent Whopper at McDonalds

For a limited time, using the Burger King app, you could order a Whopper-burger for only 1 cent – as long as you ere within 600 feet of a McDonalds restaurant.

The app got 1.5 million downloads with more than 500.000 Whoppers redeemed.

A core part of the solution was the ability to know the users exact location through the app.

Example
#2: Interflora – Using the card-text to deliver personalized recommendations

2.000 cards are written everyday when ordering on Interflora.dk. In all of them hides the occasion and intent of the gift.

Using an artificial intelligence identifying the occasion, intent and relation between sender and receiver, Interflora can deliver personalized product recommendations.

Central to the idea is the cardtext itself – a piece of data proprietary to Interflora.
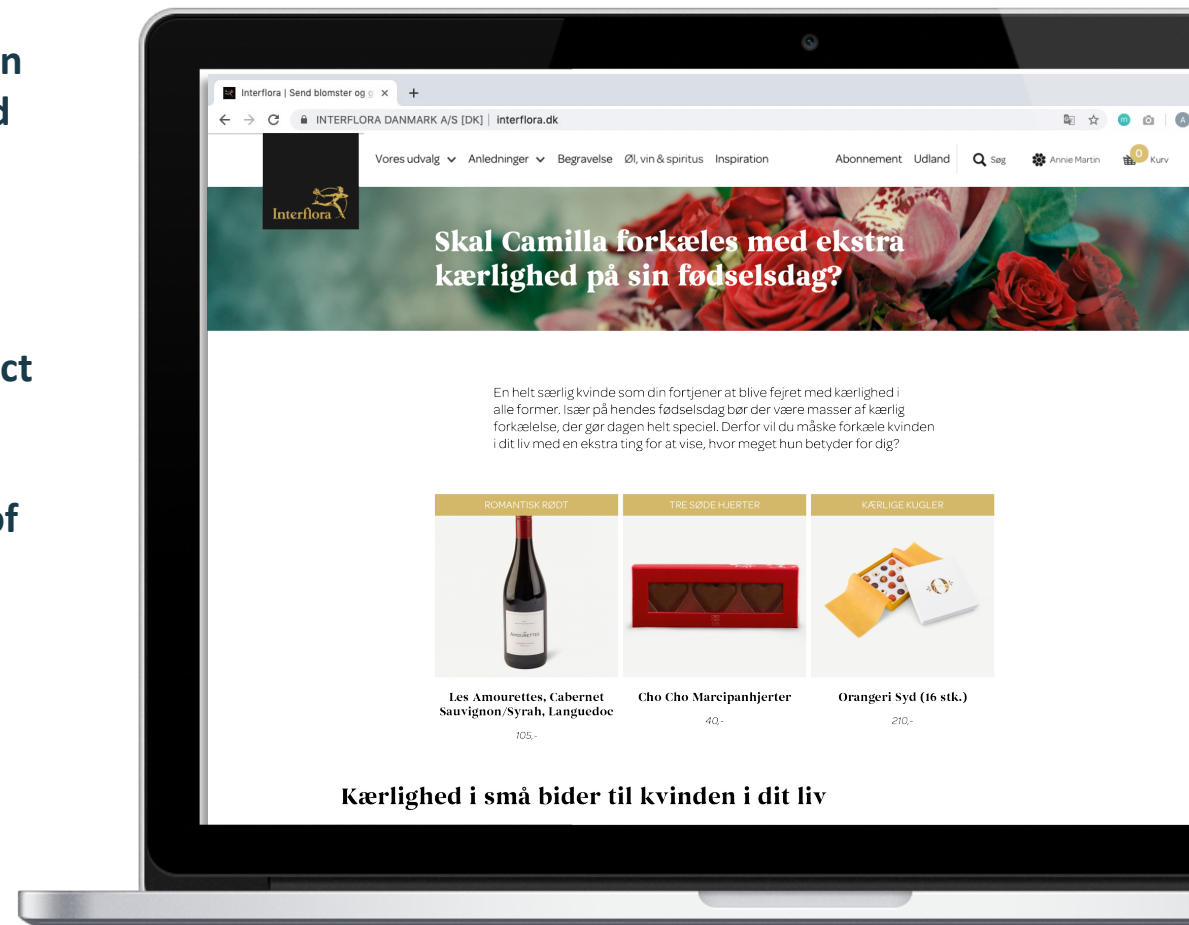
You create original customer experiences by being true to who you are, and doing something only you can deliver on

True to who
you are

+

Something only
you can deliver

=

Original
customer
experiences

That means the experience should be based on your brand and your data

Based on your brand

+

Based on your data

=

Original customer experiences

Thank you!
Questions?

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