

Disrupting Customer Experience Through People & Organization Strategy

January 17, 2019



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2. Feel free to **download the presentation** via the 'File Download' pod in the bottom center of your screen
3. You may **full screen** the video or PPT at any time by clicking the 4 arrows at the top right of the screen
4. Complete the brief **evaluation** at the end so we can incorporate your feedback into future programs
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HRCI

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SHRM

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CPE

- ✓ Type your full name, email address, and specify “CPE” in the space provided
- ✓ Click ‘ok’ for 3 popups that occur during the program



Panelists:



Fabiaan Van Vrekhem

Partner

Accord Group Belgium C.V.B.A.

Fabiaan Van Vrekhem has developed a broad experience in all areas of human resources, organizational development and leadership. He holds a degree in Commercial and Financial Sciences as well as an Executive MBA. He had several HR roles at Tate & Lyle, Campina Melkunie and Alken-Maes before h...[Full Bio](#)



Demet Tunç (Moderator)

Council Director, Customer Experience Council

The Conference Board

Demet Tunç started her career as brand manager at Colgate Palmolive in 1999. Following this she spent 10 years at Goodyear Dunlop, holding several Business and Marketing Management roles in Turkey as well as in the EMEA headquarters in Brussels. She then became Vice President at Ingersoll ...[Full Bio](#)



Disrupting Customer Experience Through People & Organization Strategy

Fabiaan Van Vrekhem

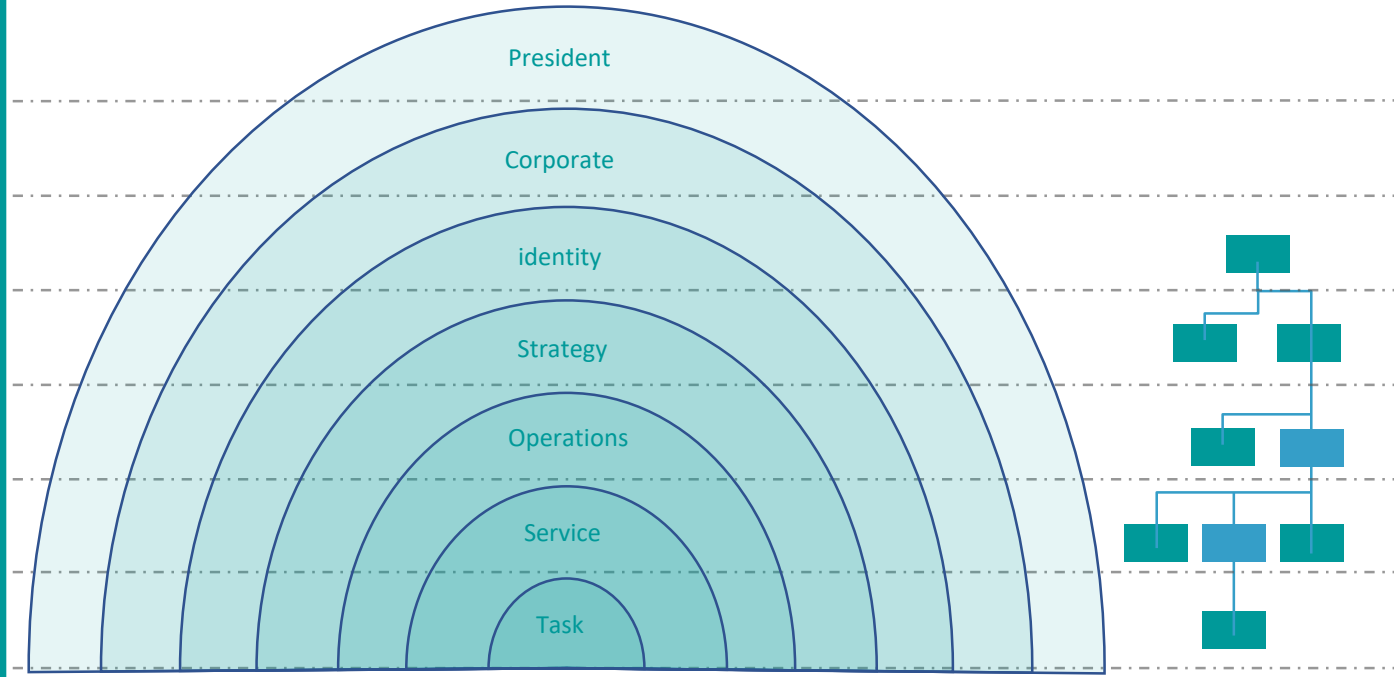
Fabiaan.van.vrekhem@accordgroup.be

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Managing an organisation today

Structure of an organisation





CUSTOMER EXPERIENCE
ANNO 1890

QUALITY

'ARTIFICIAL INTELLIGENCE STRATEGIST'

'BRAND MANAGER'

ANALYST
CUSTOMER
MANAGER,
MARKETER,

ACCOUNT
EVENT
SALES
MANAGER

DATA
CUSTOMER

CATEGORY
MARKETING,
MARKETER,

EXECUTER

VP
VP
BIG

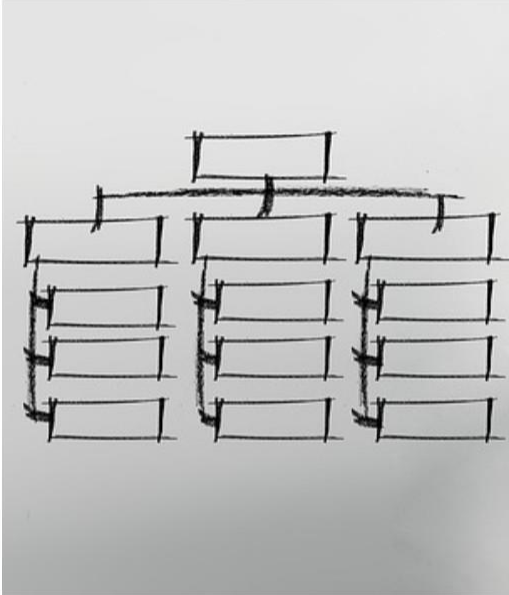
MANAGER,
RESEARCH

MARKETEER,
MANAGER,
SOCIAL
DIGITAL ASSISTANT,

EXPERIENCE,
LOYALTY MARKETING MEDIA

MANAGER

'PRODUCT MANAGER'







Red Bull

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What do I want? And how can I get it?
How can I live more happily
and work more effectively?

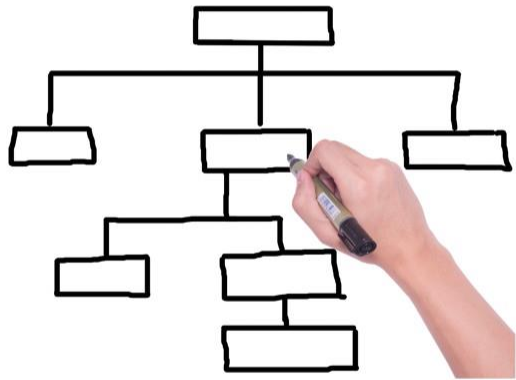
The Decision Book
1001 ways to change it all

WHAT'S YOUR
STORY









top down



empowerment



Creating the ultimate customer experience

Is it about ...

Being the most creative?

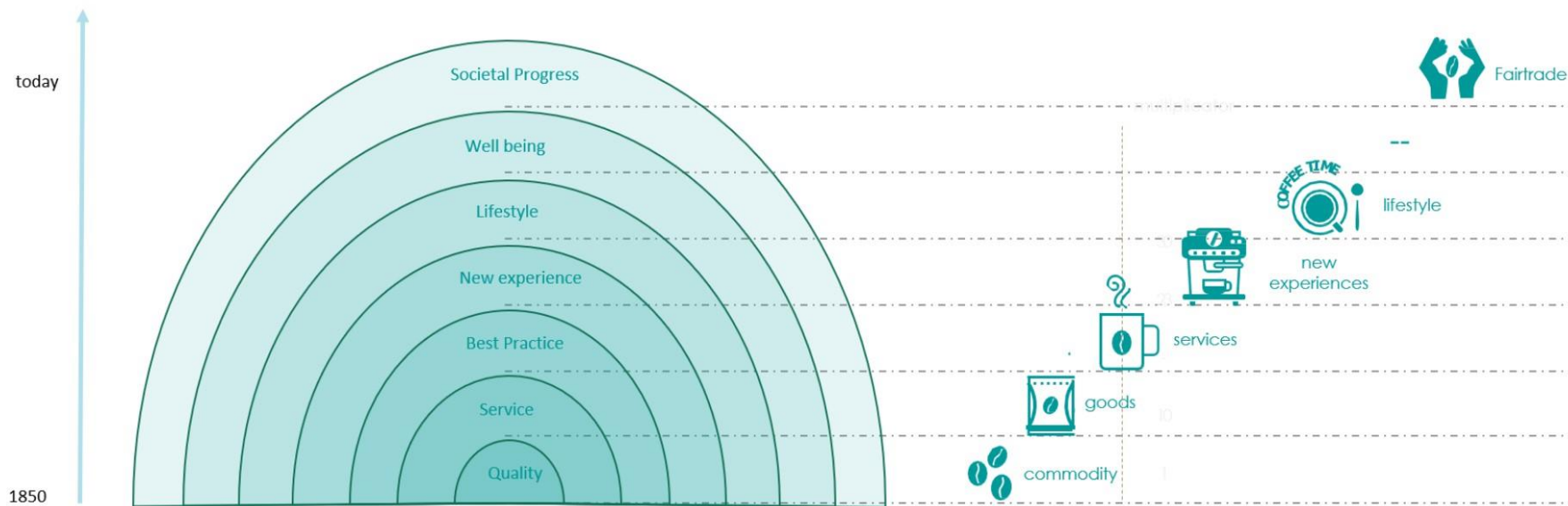
Being the most original?

Being the first?

Is it art?

or is it Science?

How the customer experience gets disrupted



How much value is your organisation creating?

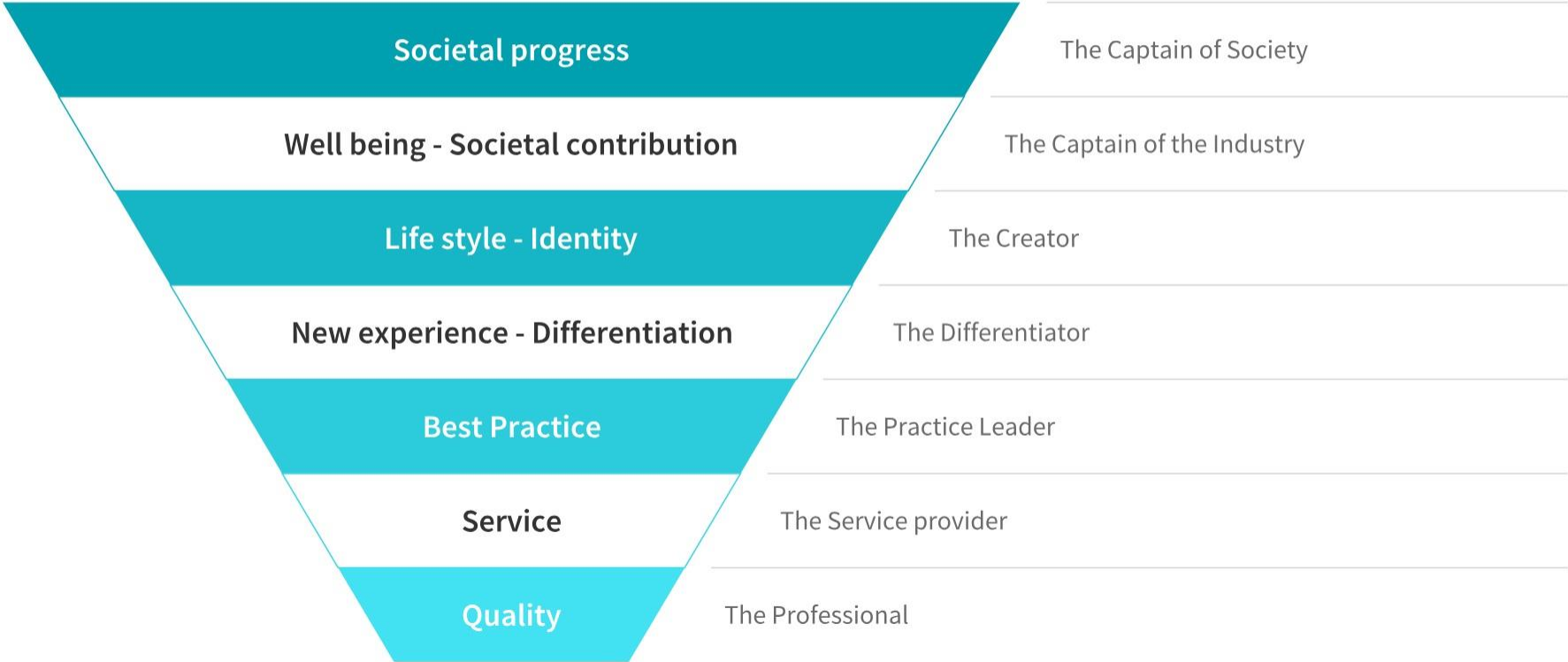
- On what level will you be disrupted?
- Where is the competition heading for?
- At what level is there untapped potential?





**different levels of
conscious awareness
to serve the customer**

The building blocs



The professional



- **Added value/purpose**

- deliver output
- execute
- striving for mastery in what they are good at

- **Experience**

- good quality



Service provider

- **Purpose/added value**

Provide a solution

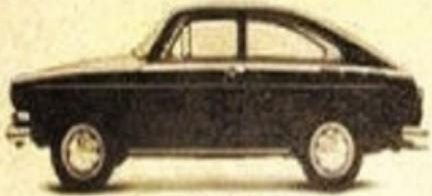
Offer the best solution for individual needs

- **Experience**

Output = expectations are met

Needs are addressed

Product features are used to make a difference



The Volkswagen Beetle from 1965



The Volkswagen Beetle from 1975



The Volkswagen Beetle station wagon from 1985



Practice leader

- **Purpose/added value**

- maximize circumstances
- “More and better”
- Market segmentation

- **Experience**

- offer the best quality and service for a set of given circumstances.
- the best practice





The differentiator

- **Purpose/added value**

- Build scenarios for the future and innovate.
- Anticipate future needs and possibilities
- Look at context from different perspectives: physical, cultural, emotional, relational, situational, symbolic.
- The persistence of memory

- **Experience**

- The product or service is now addressed as an experience





iPod

iPhone

iPad

iPaid...!





26°C

06:33

120

68 (Curacavi)

50m

▲ 185 m



Creator

- **Purpose**

Be of meaning

Create a context where others want to be part of

Redefine the 'Why' of the organisation

Redefine the business model

- **Experience**

a new context one what's to be part of

a new story

a new lifestyle

Redefining the **meaning** of Taxi Driving

Across borders, cultures, and languages, we're proud to connect people who need a reliable ride with people looking to earn money driving their car.



U B E R

TAXI

Redefining the **meaning** to coffee

Enable anyone to create the perfect cup of espresso coffee –
just like a skilled barista.



PIXAR



ANIMATION STUDIOS



Captain of the Industry

- **Purpose:**

- Contribute to what will make more sense to society tomorrow
- The next paradigm shift
- Develop fundamental science
- CSR

- **Experience**

- Well-being is addressed
- Focus on value systems
- Set new standards within an industry



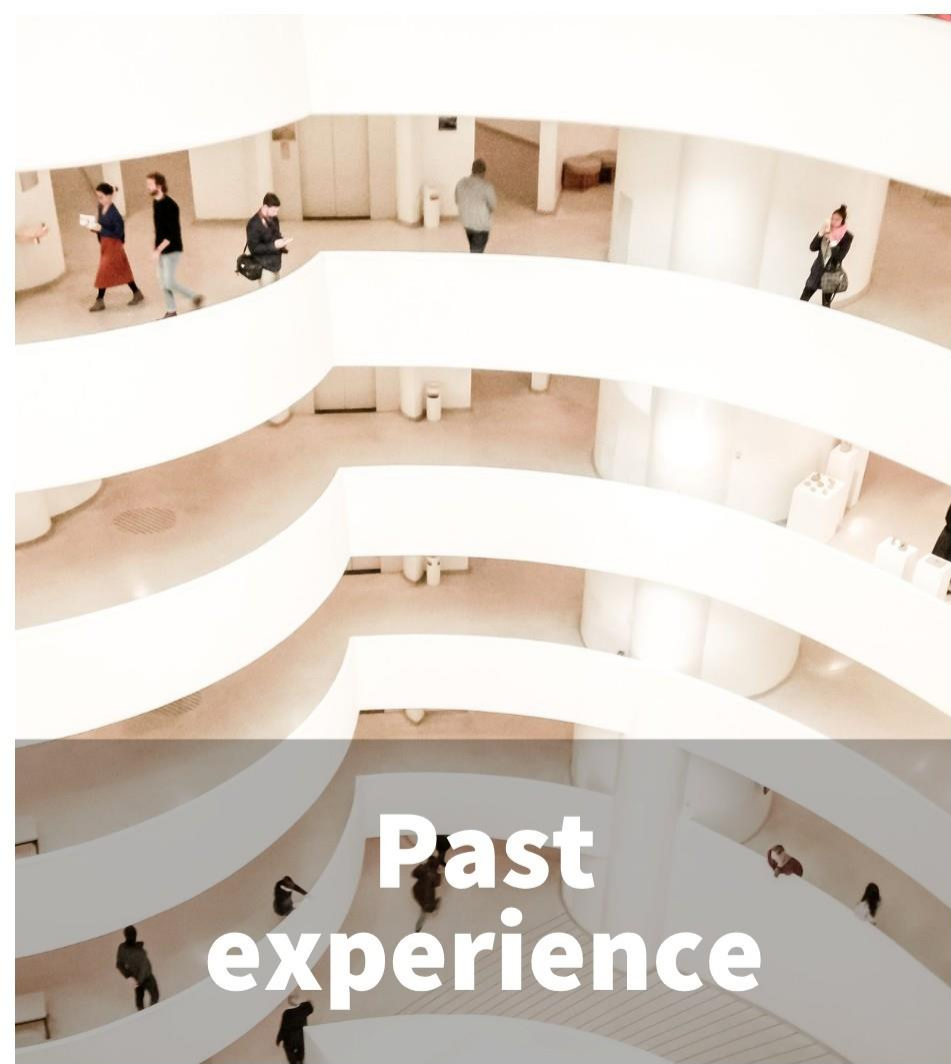


Captain of Society

- **Purpose**

Societal progress

Balance value systems within an ecosystem



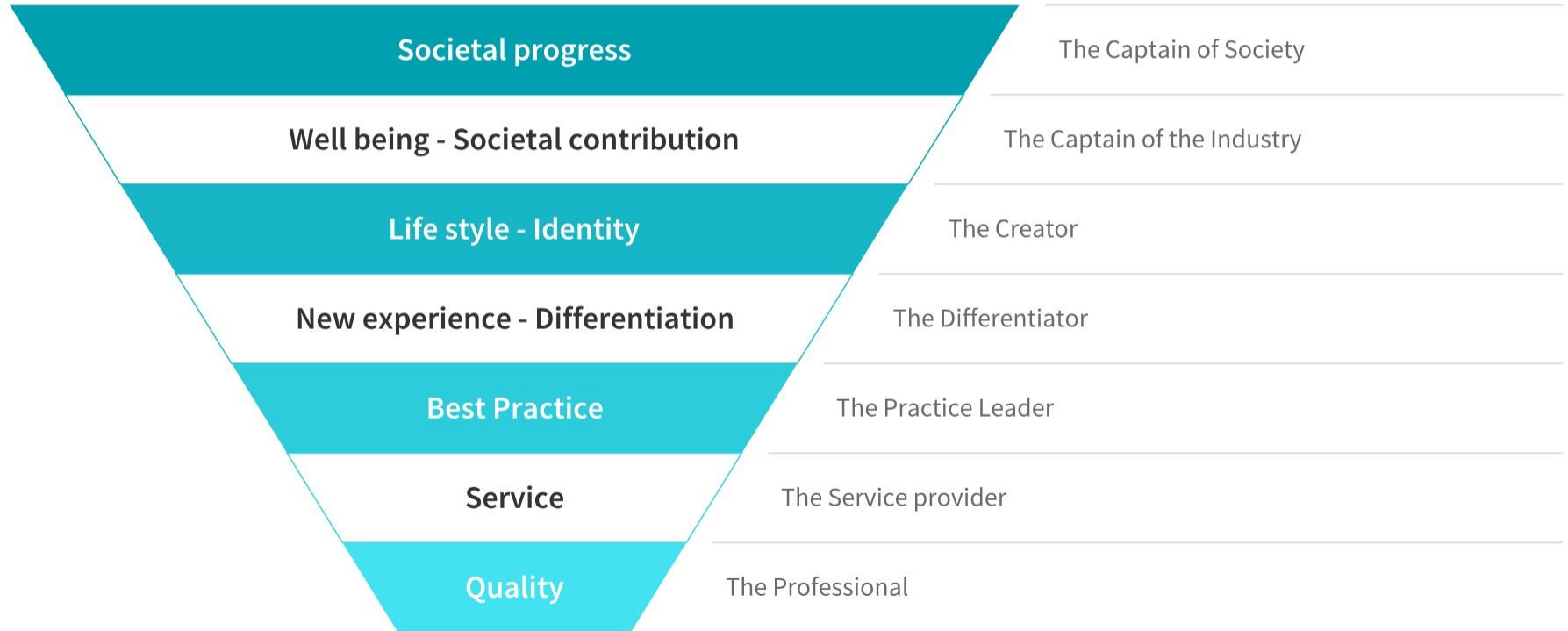
**Past
experience**



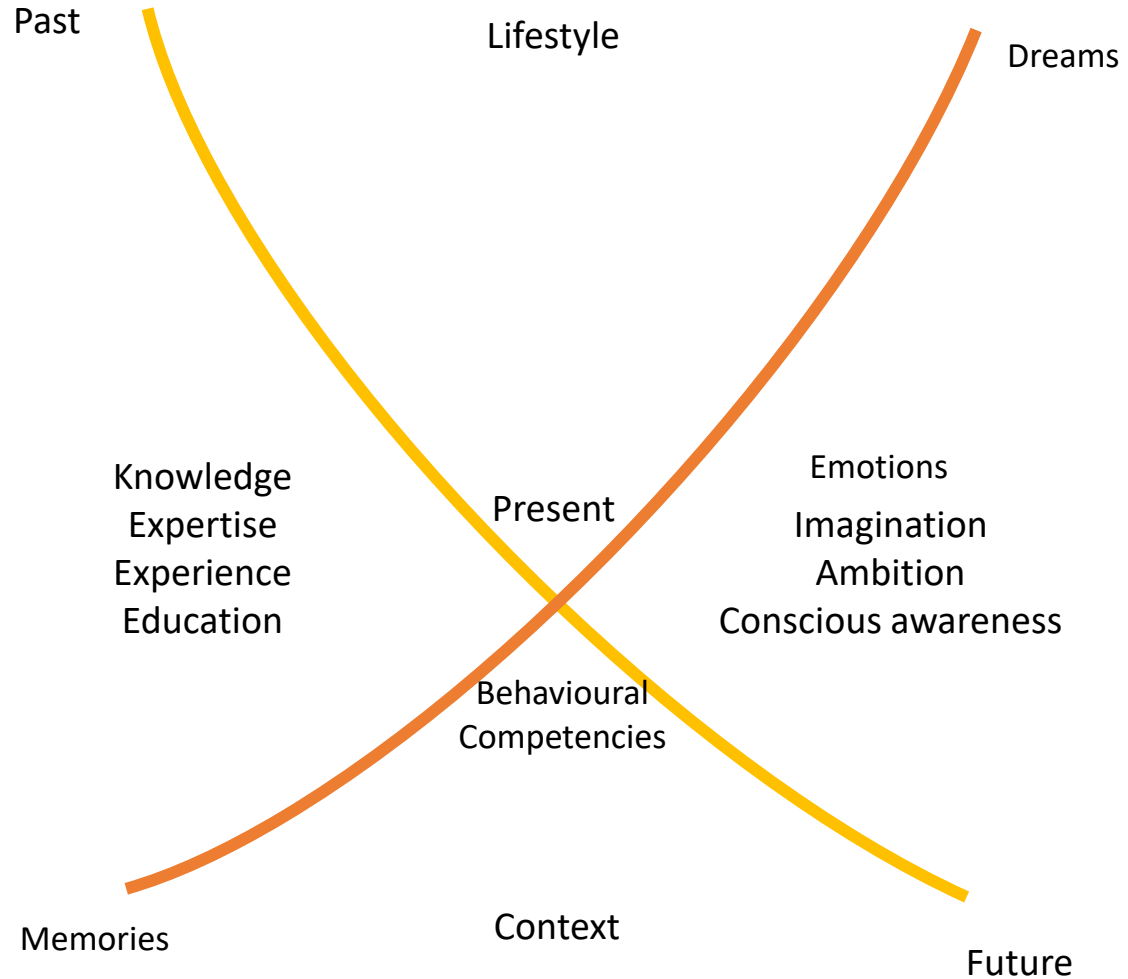
**Future
capability**

Alignment around the customer experience:

Give autonomy and context to ensure coherence



Perception of Time



People and organisations as two sides of the same coin

THE PERSON

THE AMBITION

THE ROLE

Profile

Complexity of the ambition that needs to be managed

Responsibility

Org. Design

Objective

Captain of Society

Societal Progress

Societal Progress

Building an ecosystem

Captain of the Industry

Societal Contribution

Societal contribution

Contribute to well being

Creator

Reputation

Reputation Management

Context creation

Differentiator

Differentiation

Strategic development

Innovate

Practice leader

Best Practice

Operational management

Improve

Service provider

Service

Process management

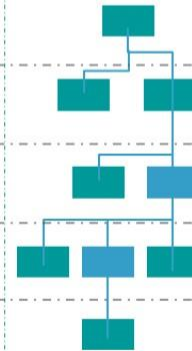
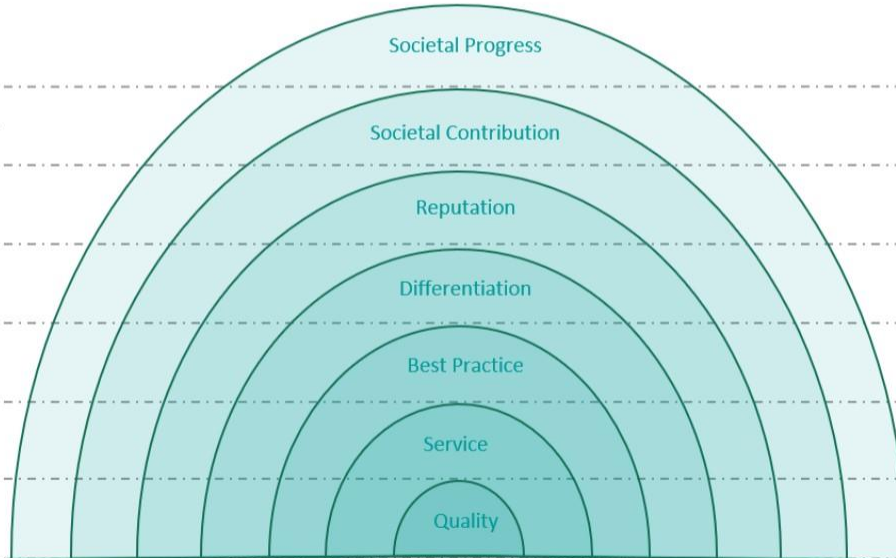
Meet requirements

Professional

Quality

Task management

Execute



Further readings



This book is like a sherpa, who guides you to the top of the mountain ...

Joachim Decock
HR Director Kuwait Petroleum

Thank You

Dream big and dare to fail
Norman Vaughan



Related Peer Networks:

Customer Experience Council

The Council's mission is to gain insights in Customer Experience across industries and regions by providing a global peer-to-peer benchmarking and best-practice sharing program.

For more information contact:

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