

Business is not always only what meets the eye: sensual and emotional differentiation.



Is it a credit card? Or delivering immediate prestige?

Every brand is selling a dream. Honest brands are believed.

“Why the customer experience design of American Express helps maintain customer loyalty”

Luxury upgrades

Free insurance: taking care of me

First VIP access to events

Free companion tickets

Double points for special customers

Select hotels

Special deals



Customer Journey as practiced today

Perfecting the experience from a customer's viewpoint

- Experience (“post-ownership”) economy: **digital ecosystem is everything** (re-confirmed perceptions). Information is found on Google and confirmed on social media.
- Helps understanding a business's strengths and weaknesses (**Blazing app**).
- Emotional and sensual differentiation in the (perceived or real) experience is key. Reality is different sometimes (Porsche).

Companies need to strategically re-invent their service portfolios to get ahead of the massive shifts happening across the “perception industry”.

Baseline: perfect the current customer journey

Customers are looking for a coherent communication package

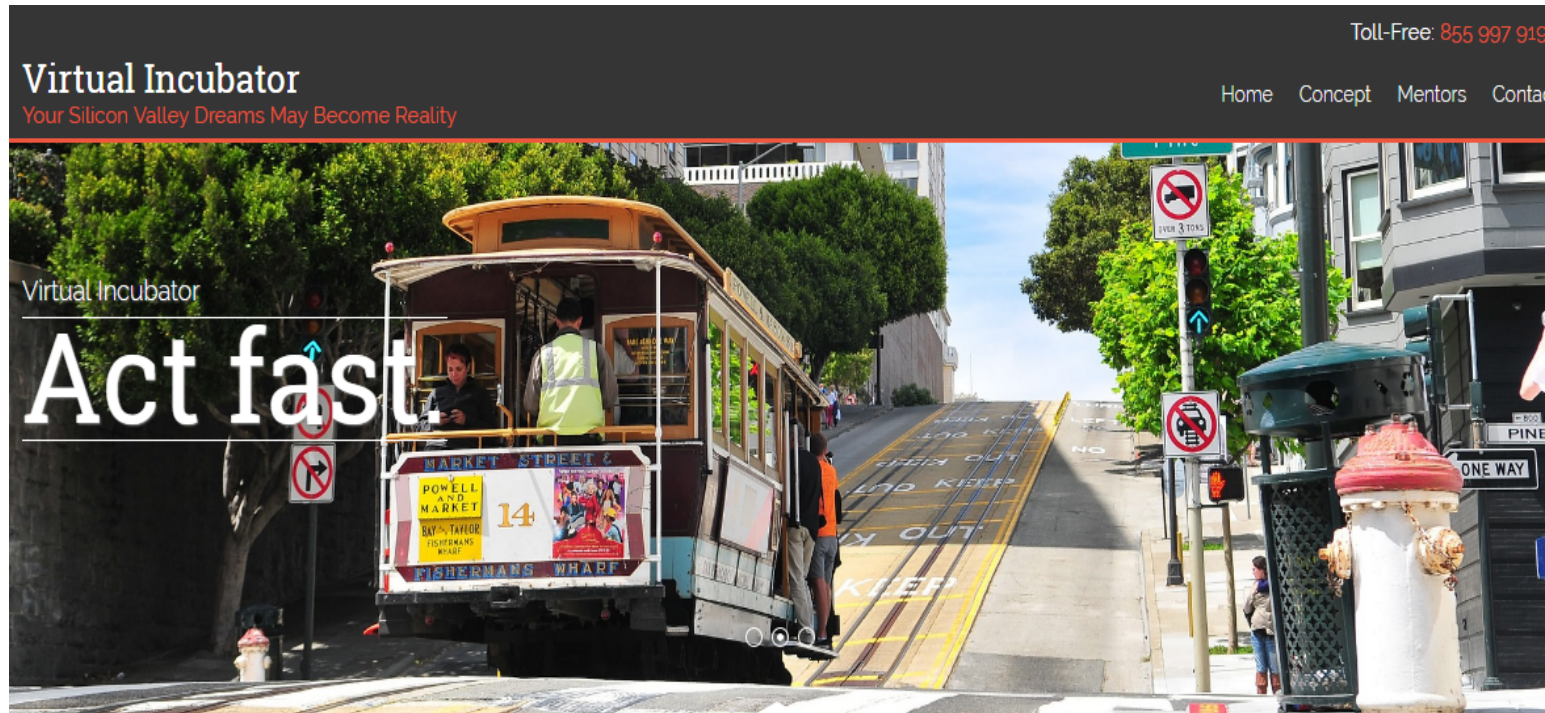
- Interaction with a customer creates an experience.
- Perception of Best of Breed quality, professionalism and courtesy.
- Immersing in the customer's experiences and journey.



<https://www.gettyimages.ae/detail/p>

“Reptilian brain” engagement: additional “treats” for the customer”

Cash deal discount / free coffee for a gas station. Hi ROI.



The “Virtual Incubator” Concept

Rational, Sensual and Emotional engagement creates Darwinian reflexes

Apple iCloud Eco system is the logical, rational differentiator

APPLE'S ECOSYSTEM HELPS DELIVER A WINNING CUSTOMER EXPERIENCE

Add to this: the sensual
beauty, no-training necessary
learning, ease of use - and the
Libertarian freedom message
(1984 ad).
(Re-confirmed in school
programs).



<https://www.statista.com/chart/15755/take-news-is-a-real-problem/>

Having a “perfect engineering marvel” is irrelevant

Creating instinctive, deep, sub-conscious, reflexes



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