



inFITation
A UBENCH INITIATIVE

Peter Verbraeken

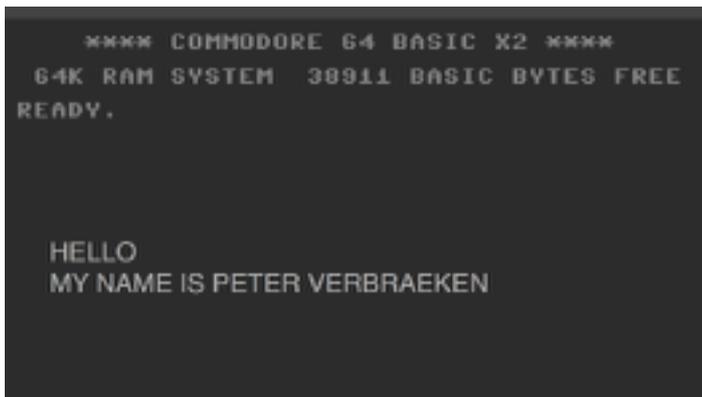
1st Edition

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Introduction

Good evening, I am Peter Verbraeken. a product of the sixties, grew up in Commodore 64 times, graduated as a civil engineer in the eighties as a maths addict, fascinated by emerging technologies, very proud in those times of my first Motorola mobile phone.



But as a born philosopher I was primarily inspired by the human society, human interaction, the small human beings as You and Me.

Ladies and gentlemen, you made my day, happy to see all these smiling faces and thanks for joining us at our second UBench event: the inFITation.

2016 Go Heart

Last year UBench organised their first Vision event: "Go Heart and Buckle up for the future". Some of you will remember the passionate evening in Kontich (of all places), where Steven Van Belleghem and I brought our reflections on the disruptively changing markets, fuelled by technology. I told you the story of my daughter Lanah who grew up as a digital princess: "I want this, and I want it NOW - not 5 minutes later." The new generation of consumers expects the same level of service from you, automotive professionals, as from market players such as Apple, Coolblue or Amazon.



And yes, if you are not digital today, you might be left behind in the near future, but the biggest opportunity for us all is the human touch, the human connection. Making the difference together with passion, empathy and creativity.

Touch your individual customer in the HEART and you will get return on happiness in the long run!

2017 inFITation



Yet, one year later UBench has continued connecting the dots in the market, extending the digital ecosystem to realise centralised real-time data for your customers.

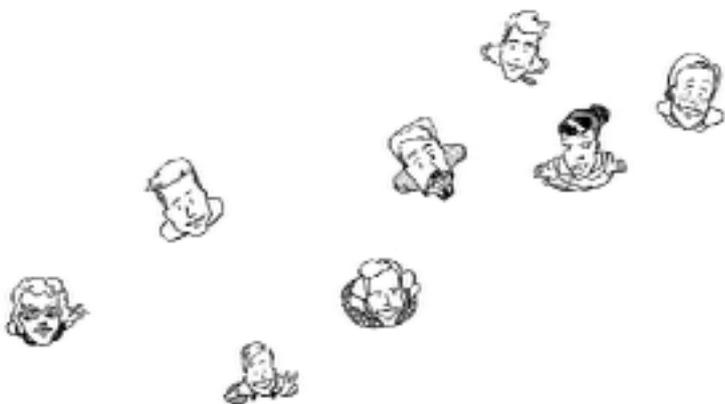
Two months ago we surprised you with a mysterious black box and a too big XXL white shirt with quotes like Customer RelationShit, Do you mind the wrong Fit, Go Smaller, ...

“What the fuck is this?“, went probably through your mind ... Tonight you'll find out what's behind this shirt, shit and fit!

FIT into today's reality

But let's get back to now, what is the context of June 2017. How can we fit into today's reality?

Last week breaking news from Amazon: they go into the retail business, buying the bio-food chain Whole Food, and with immediate impact on the share value of traditional players as Delhaize. Amazon is merging online and offline, integrating data from both entities, to make things easier for the customer and to create a better customer fit, with Alexa in the middle and close to you.



Another news flash last week: Millions of people getting ready for summer festivals, no longer with the second-hand Nokia, but with the smartphone with an app to order beer without queuing and online payment.

Taking care like a MOM

These are our customers of today, all living in the be-happy society at the speed of light, where everything is make-able or buy-able. Yet, honestly when I lay down in my sofa late at night, relaxing after a long working day almost at the edge of a nervous breakdown, I sometimes dream of a world where everything is small and simple, thinking back of those days where my MOM was taking care



1.

Customer Relationship

From Customer Shit to Customer Fit

Do you also have those days where you spend almost 90% of your time on the “Shit Of Yesterday”?

Solving the customer’s problem is the most crucial aspect of customer service. But why does it prove to be so difficult?

When looking at organisations, we typically see that the traditional constraints: **Compliancy, Control, Contract and other “C”-shit**, are creating a distance between the humans inside and outside. These C-shit makes organisation too big to come closer to the individual customer, no fit.

Humans inside were engaged for technical knowledge, operational excellence, and so on. So they are not eager to call out to customers outside, they are to « busy busy » with the C-shit. But there are positive initiatives.



A Customer Service Department is unfortunately mostly seen as a **cost center**. Making customers happy is then not the first priority for them, rather cost-cutting. That’s a dangerous mistake to make in this era of fleeting customer engagement.

Make sure that you make it **AS EASY** as possible for your customer to get an answer to his problem. That doesn’t mean you have to do this solely through **phone** interactions. On the contrary, customers actually love it when they can self-serve. Now this all sounds quite straightforward, but when I look at organisations and the ways in which they provide **self-service**, we still see much room for improvement.

Firstly, companies make it very hard for customers to even find the **information**. Secondly, although it is common knowledge that we live in a **mobile** world, a

lot of the mobile sites are still merely a bad version of the internet site. And thirdly, the **language** used in standard answers to problems is often way too complex for users to understand.

It is still rather **Corporate Centricity** then Customer Centricity.

Yet, today's customers no longer have a "demand", they are completely "in command"! They tipped the scales in the Customer Relationship and are now in the lead. You have to be able to service them whenever, wherever and always completely tailored to their specific needs. The highest focus on their convenience became commodity so you have to go further to pamper, surprise and delight them. If you don't, somebody else will.

With a changing customer, companies constantly have to change as well. It's time to fit your customer's needs!

Go smaller to create a bigger delight ! No XXL, please.

MOEDER, IS MIJN HEMD GESTREKEN ?

JA SCHAT, GISTERENAVOND, IK WIST DAT JE HET VANDAAG NODIG ZOU HEBBEN VOOR HET EVENT. HET HANGT BOVEN IN DE KAST.

2.



Convenience

Convenience is the new loyalty

In the digital world we are living in, real time is quickly becoming the expected standard for customer service.

Customers want real time service, but unfortunately that simply isn't possible on a large scale using people alone. Companies must now use their digital platforms to automate as much of the operational work as possible in order to free up customer service agents to add the invaluable **human touch** and an emotional connection that creates a level of customer loyalty.

Think about an airplane leaving 30 minutes later. The customer contact center won't be able to call 400 passengers in time. Digital platforms will service the customer providing real time travel info in a blink of an eye.

Where customers used to fall in love with brands, they now love interfaces, and they will be loyal to the ones that make their life easy. And that is where bots and algorithm based decision making come in. If a company can intelligently predict their customer's needs, they can provide a truly outstanding level of service.

The key to success in the near future is going to be creating a customer experience that is **personalised, frictionless and faster than real time.**

Make a guess which bank my daughter Lanah, 19, would choose for her financial affairs? The one with the easiest app, ... that might be IKEA because they are very good in housekeeping, probably also in financial housekeeping.



“Deliver delight at the fingertip to reach the heart.”

3.

The Value of Time

Time is scarce by definition.

Time is scarce by definition. It cannot be bought, only lost, wasted or... made valuable.

Well, I decided for myself that I will die at the age of 88, this gives me some positive perspective ;-) In other words, every hour I loose with hassle and bad service leaving me frustrated for another hour, is two hours wasted in my precious 88 years lifetime.

I can't buy myself time, but if you are taking care of me and as a consequence, I am wasting less time, YOU have bought ME valuable time.

That's also what technology does: it makes life easier and more fun for us. It saves us from performing repetitive tasks, giving us (yes ...) more time.

The very same goes for self-driving cars: it's not the cars themselves which have value. It's the extra time that they offer us.

In this new digital age, more and more people are sharing their assets on platforms which run on our mobile devices. They care less about money and far more about the quality of



their lives. It's no longer about products and services. It's about customer experience and
h o w that is



expressed in the currency 'time'. Time is the new currency !

Another important point of concern is the **rhythm** of **relevance**, the timing of your communication and the relevance of provided information at that specific moment. Bring snack bytes, **small** bits of information at the different moments of truth in the customer journey. Bring the answer before the customer has the time to ask.

"Mom, ...", and before you can complete your question, she answers: "Yes dear, it lying on your desk".

4.

Goodwill

How does a customer show his goodwill to your company?

Convenience and faster than real-time service results in a customer feeling of goodwill, two words: good & will. You achieved the **human connection**, a relationship from human to human: personalised and based on trust.

Customers are nearer to companies than ever before. B2B is over, it is or soon will become human to human H2H.

If customers and companies can rely on each other and if goodwill is around, then small issues and **mistakes** are forgiven without customers punishing you on social media. Like a Mom forgives her children for the small mistakes they make.

We should learn how to integrate customer goodwill in our business models. How can we measure goodwill (rather than NPS) as it might become the determining factor in the value of a company?



5.

Customer Relationship

Reward in return for trust

Over the coming years the customer experience is increasingly determined by the user interface of the brand. Invisible technologies create better experiences and tech giants set the bar. These evolutions will create a customer experience level that is a lot higher than the average experience today. These experiences are becoming the standard. Customer experience is soon becoming a commodity, so you'll have to be better.

You will have to **surprise** your customer.

The car dealership knows that you leave every spring on snow holidays. When your dealership proposes you via a snack byte message a holiday checkup of your car as he saw that your brake pads needed to be replaced, you will almost easily agree and be grateful. As if your Mom would advised you ...

Once you enter in a truly customer relationship with your customer, they will not only respect you (show goodwill), they start blindly believing you. That's the moment that the customer is open to reward you for the long term relationship, in other words, is open to buy stuff you suggest.



6.

My Wilma

Pocket Sized Happiness

Knowing all the previous; what can we do to deliver high standard customer delight?
Please meet WILMA, the human based tool that allows you to create the pocket sized service a customer wants!

Wilma acts like a MOM. Don't we all want a care taking MOM?

Your customer experiences "Wilma" as a digital personal assistant who tends to their needs "like a mom does". Whether it's about mobility, health, household management or personal interests... She is always available at their fingertips, unconditionally taking personal care in a tailor made way and with the speed of light.



If we want to make our Service AS EASY as possible for your customer, then start by making it most convenient: small as Mom's snack-bytes, as simple as Mom's pie ... and relevant when she talks . Wilma calls it **pocket sized services**.

Don't forget to surprise because that creates enormous goodwill. Wilma calls this **pocket sized happiness**.

Let's meet Wilma and have a look together to her trailer.



Wilma allows you, as a company, to offer an in depth service and impeccable customer experience. And at the highest convenience for your company and team! She allows you to easily fit your customers' needs, reaching their hearts and as a result, your targets. Wilma is your solution for a pocket sized service...and thus pocket sized happiness!

Besides 'getting shit done' we all just want to make our 'mom proud'. The mere combination of those two deceivingly simple elements is what fuels the success of your company.



7.

Go Wilma

The Smell of the Place

How can we realise together a pocket sized happiness for your customers?

- Connect the dots, UBench check
- dive into deep data, UBench check
- strengthen service, look for the customer fit
- blur the lines, look for collaboration
- go smaller, take in account the context
- deliver delight: happy customer

How do we create the right mindset, the right context in the company? It's a cultural shift!
How do we create the smell of the place? the smell of Brussels Waffles, Mom's waffles?

Think in terms of Stretch, Self-discipline, Support and Trust.

What happens with you if you enter the house and Mom baked those delicious waffles?



The smell of Mom's waffles forces me to go the extra mile for this individual customer crossing the border of short-term constraints or short-term contracts but creating goodwill on the long-term. What did you mean by "Stretch"?

The smell of Mom's waffles unconsciously moves me to dress the table, the quicker we are eating the gorgeous waffles. What did you say about discipline?

The smell makes me feel at home, a home where Mom will help me, coach me and support me in bad times. We have a bond with mutual trust and understanding.

Create the Smell of Waffles in your company and your colleagues will eat your waffles, smile and create pocket sized happiness for your customers.

If you truly care about your customer, you create "customer goodwill". A bond with mutual trust and understanding. For companies and brands to reach that, we have to adapt our thinking, acting and communicating. All of us together!

And always ask yourself: "What would Mom think about this new idea?", because Mom is our best KPI. ... What do you think Wilma?

We invite you to share data and connect relevancy to create opportunity across the lines.

If we think and act big together, we can go **smaller** individually!

