Customer Experience in the age of IoT

About Y2S Consulting

We help our clients shape their future

The future is shaped by the choices we make today.

This is where Y2S Consulting can help.

We bring clarity via market and consumer insights on external forces that are driving the future. We translate this knowledge into strategy, value proposition & business model innovation, branding, marketing and go-to-market strategy.

Our experience is global and spans across industries. We are thought leaders on customer experience, new product innovation, business model innovation and the Internet of Things.

Feel free to:
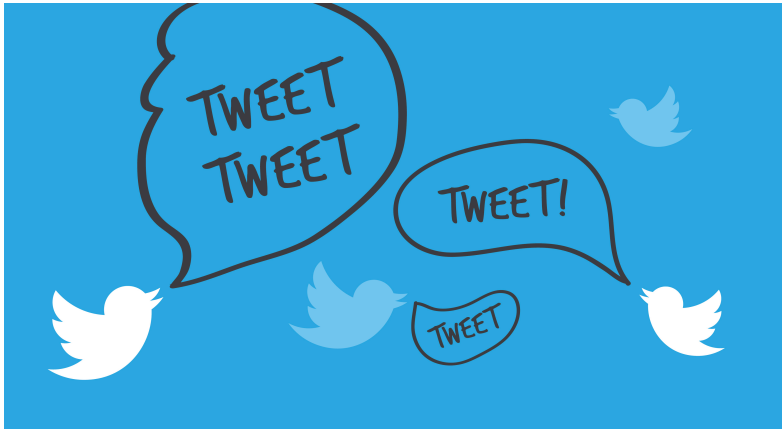
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@IoTChannel
@y2sconsulting

Acknowledgements

- McKinsey & Company

- Sparks & Honey

- Institute For The Future

- Harvard Business Review

- Playing To Win

- B.J. Fogg Model

- Capgemini Consulting

- Business Models Inc.

- CB Insights

How the Internet of Things Changes Business Models

THE INTERNET OF THINGS REQUIRES A MINDSET SHIFT
Because you'll create and capture value differently.

		TRADITIONAL PRODUCT MINDSET	INTERNET OF THINGS MINDSET
VALUE CREATION	Customer needs	Solve for existing needs and lifestyle in a reactive manner	Address real-time and emergent needs in a predictive manner
	Offering	Stand alone product that becomes obsolete over time	Product refreshes through over-the-air updates and has synergy value
	Role of data	Single point data is used for future product requirements	Information convergence creates the experience for current products and enables services
VALUE CAPTURE	Path to profit	Sell the next product or device	Enable recurring revenue
	Control points	Potentially includes commodity advantages, IP ownership, & brand	Adds personalization and context; network effects between products
	Capability development	Leverage core competencies, existing resources & processes	Understand how other ecosystem partners make money

The IoT Market Map

Created By **CB INSIGHTS**
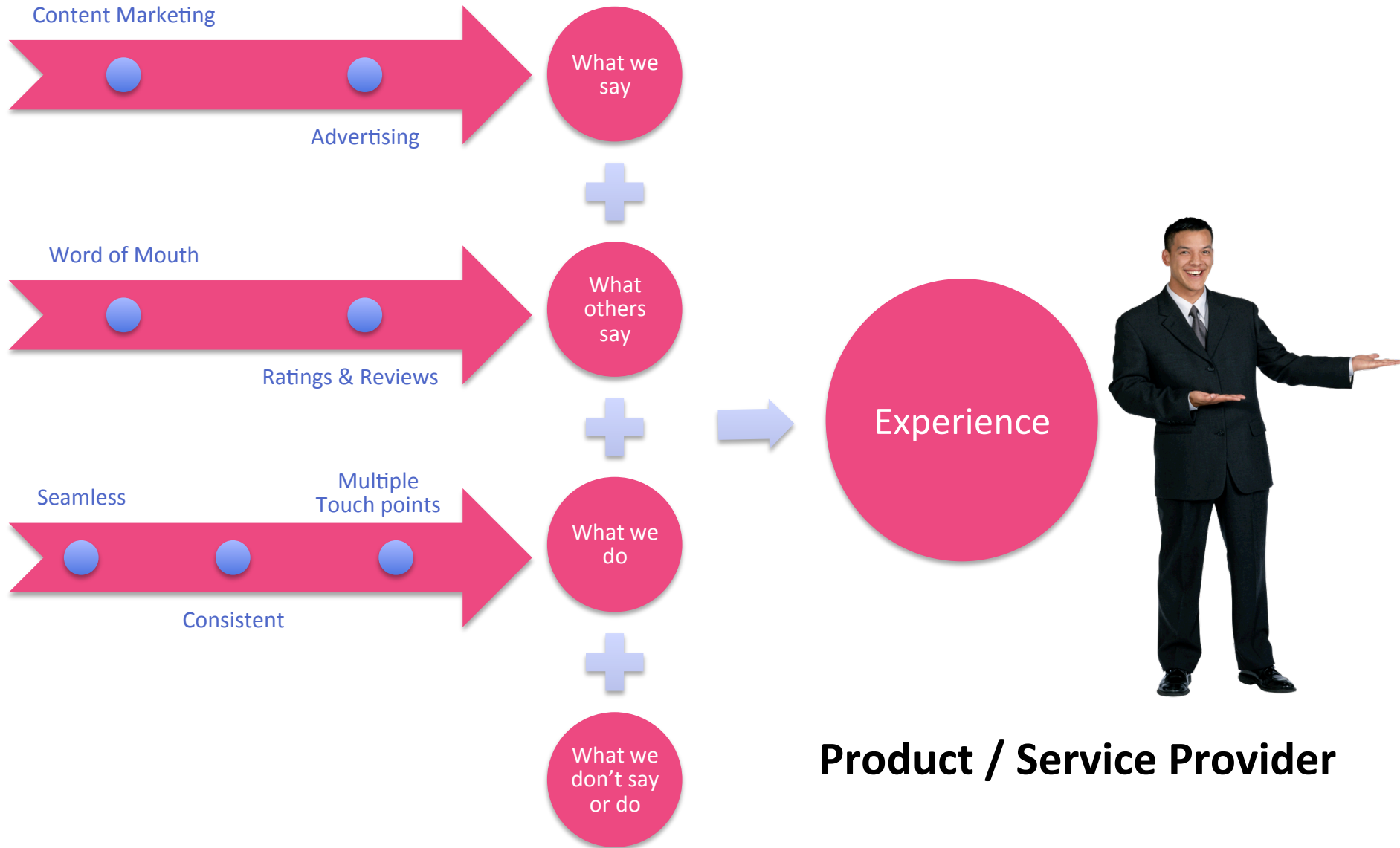
What is Customer Experience?

Our definition for Customer Experience

Attract and engage your customers by consistently delighting them with "new benefits" or eliminating "pain points" across the entire activity system.

What we say

+

What others say

+

What we do

+

What we don't say or do

Experience

Experience   =   Expectations

>

<

Expectations

Positive

+

Neutral

+

Negative

+

None

Product/Service provider offering experience   Customer's preconceived expectations

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Content Marketing

Advertising

What we say

+

Word of Mouth

Ratings & Reviews

What others say

+

Seamless

Multiple Touch points

Consistent

What we do

+

What we don't say or do

→ **Experience**

Product / Service Provider

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Six Drivers to design Customer Experience

1. Define what's aspirational for the customer

2. Determine their pain points and/or new benefits they are seeking

3. Map the customers behaviors, inflection points and motivators

4. Translate current customer journey to future state journey

5. Re-design your activity systems to support & re-enforce new behaviors

6. Act on what you measure; so measure, measure, measure

Attitudes & Behaviors

WHAT GAINS IS (S)HE LOOKING FOR?

CUSTOMER JOBS (S)HE'S WANTING TO GET DONE

- ____
- ____
- ____
- ____

WHAT PAIN POINTS DOES (S)HE EXPERIENCE?
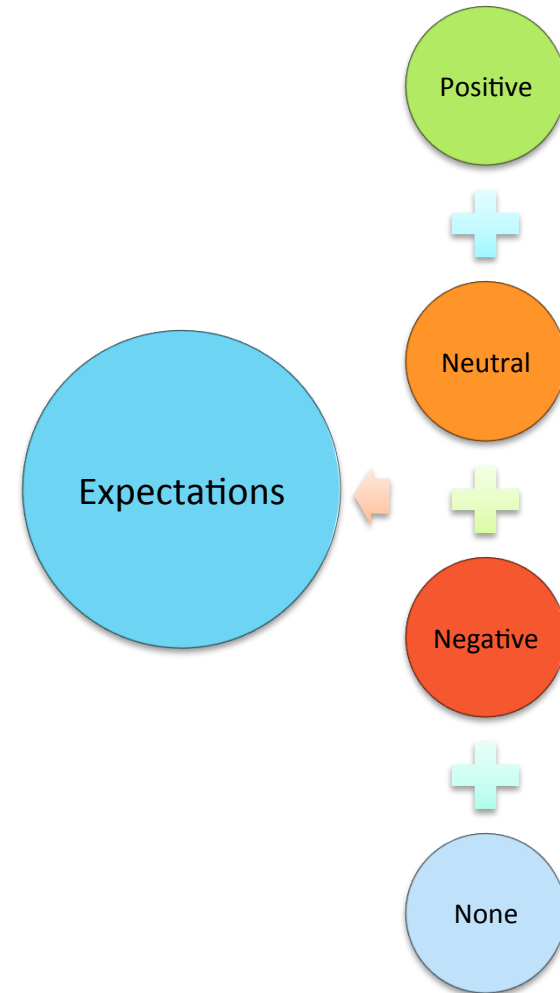
New proposition design have to be:

Contextual

Authentic

Personalized

Experiential

Positive

+

Neutral

+

Expectations

Negative

+

None

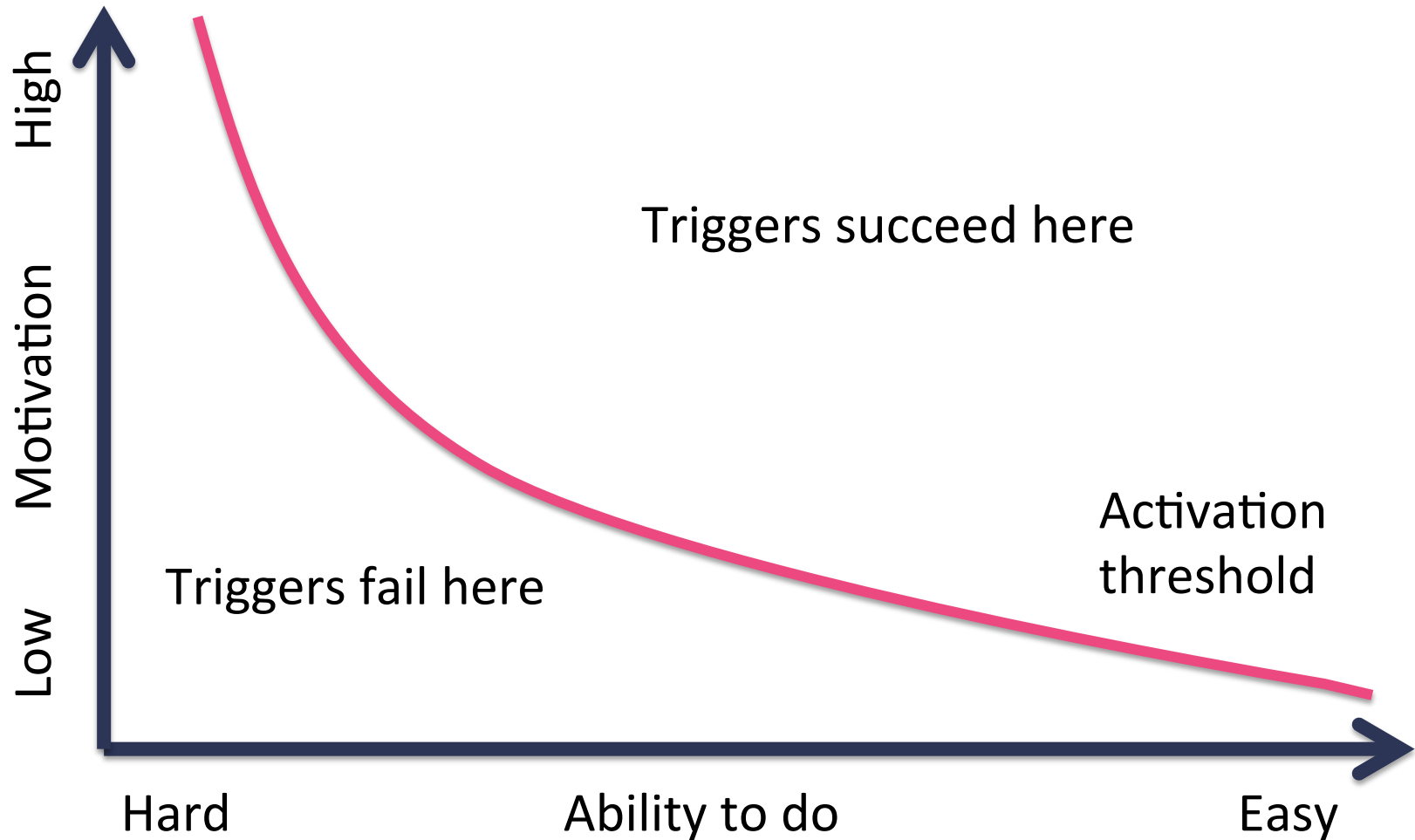# B.J. Fogg Behavior Model

Motivators

- Pleasure/pain
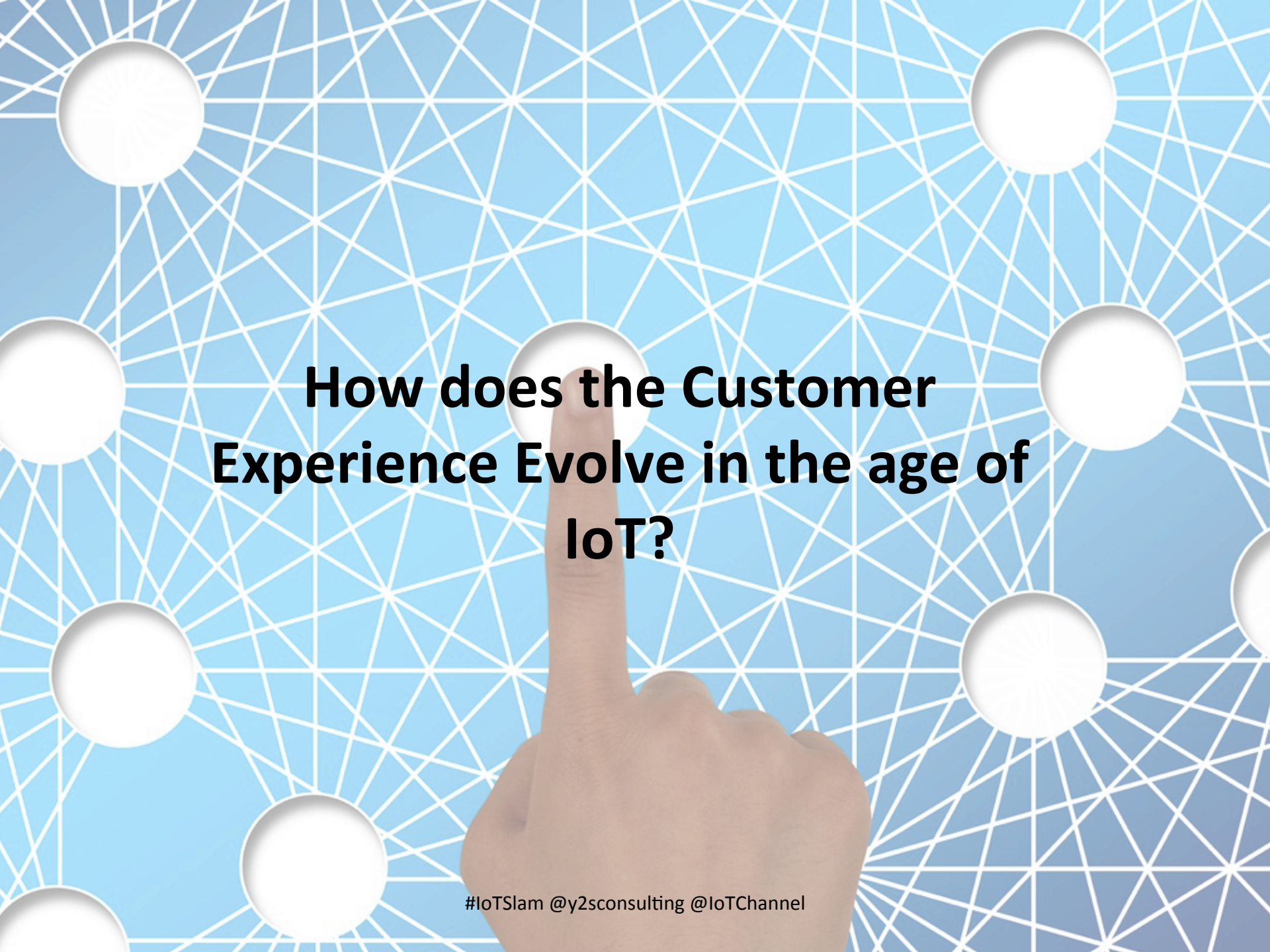- Hope/fear
- Social acceptance/rejection

Ability

- Time
- Money
- Social Deviance
- Physical effort
- Brain cycles
- Non routine

Triggers: Have to be intuitive

BJ Fogg Behavior Model

High

Motivation

Low

Triggers succeed here

Triggers fail here

Activation threshold

Hard   Ability to do   Easy

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How does the Customer Experience Evolve in the age of IoT?

The future is already here. It's just not evenly distributed.

Henn na Hotel

Disruptions: Taxi industry

Driverless cars

The experience?

- Freedom to do other activities
- Giving up control
- Risk ?
- Insurance ?

New concepts: play connected to geo-location

You Will Look Out the Windows and Learn

Expect windows and surfaces to become touchscreens, allowing passengers to interact with surroundings using hand gestures and augmented reality projections. Transportation will play a big role in education and "MOOCCs" (massive online open car courses).

sparks & honey

New forms of entertainment

You Will Entertain in Your Car

The "driver" role will evolve into a "host" role. Cars will become the new "3rd Place," replacing cafes and retail. Car parties will supplant car pools. Auto interiors will look more like rooms than cockpits. Passengers will sit wherever they like and entirely new industries like "Auto Decor" will emerge.

sparks & honey

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Driving coach

Insurance

metromile

INSURANCE   APP   CLAIMS   LOGIN   GET A QUOTE ›

Traditional insurance isn't fair to low-mileage drivers

The number one risk indicator for drivers is how often they're on the road. So if you drive less, you really should pay less for insurance.

Did you know?

65%

of drivers pay higher premiums to subsidize the minority who drive the most.

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What about passenger drones?

Ehang Inc. (China)

What's the experience?
- Jump traffic jams
- Learn new skills – new licenses?
- Security
- Safety

Scanadu

NAKED 3D FITNESS TRACKER

THE WORLD'S FIRST HOME BODY SCANNER

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In-Store POS Financing
LOAN HERO
blispay.
vyze
credda
LENDPRO

Payments/POS
lightspeed
fattmerchant
CardFlight
CARDFREE
LevelUp
FREEDOM.PAY
bindo POS
Revel
POYNT
mobeam
POSaBIT
SHOPKEEP
loudWalk
vend

Inventory Management
stitchlabs
RICS software
skuIQ
Shopventory
fetch robotics
ORCHESTRO demand · foresight
simbe

Dressing Rooms
OAK LABS, INC.

Associate Tools
Tulip Retail
Theatro
QLESS

Discounting Tools
viperks
SheerID
BLUBIRCH Creating Sustainable Value
INTURN
RESTOCKS

Coupons & Rewards
ICN INTELLIGENT CLEARING NETWORK
BuzzMeD
ibotta
FIVESTARS
APP CARD Buy. Earn. Redeem.
KOUPON

Omnichannel Engagement
OneView Commerce
ID.me
WYZERR
Euclid analytics
ShoppinPal

Sensors & Beacons
sensorberg
zenreach
DEJAVIEW CONCEPTS
Aislelabs
measurence
RetailNext Comprehensive In Store Analytics
FOOTMARKS
estimote
bfonics
Shelfbucks
Point Inside
kontakt.io
SWIRL

Display Tech
blippar
aila
PERCH
eyeQ
spyderlynk
celect
FINDMINE
withme

Loyalty
Perkville
belly
Dealyze

Financing
Checkout Counter
www.cbinsights.com
Checkout Counter
Analytics
Stockroom
Dressing Room
Beacon
Beacon

Transforming Retail:
The Store of the Future

Markdowns
Clothes Display Stand
Beacon
CB INSIGHTS
Showcase
Model
Model
Coupons
Customer Engagement Desk

LIVE COLORCHANGE

VIRTUALIZATION

The patented memomi technology let's you change the color of your clothing with a single gesture. Look at yourself in the mirror with new colors without the need to change your clothes – All in real time.

You can use the mirror and try on items virtually – changing colors and patterns instantly, adding accessories and other items to create the perfect look all without having to physically trying on a single thing.
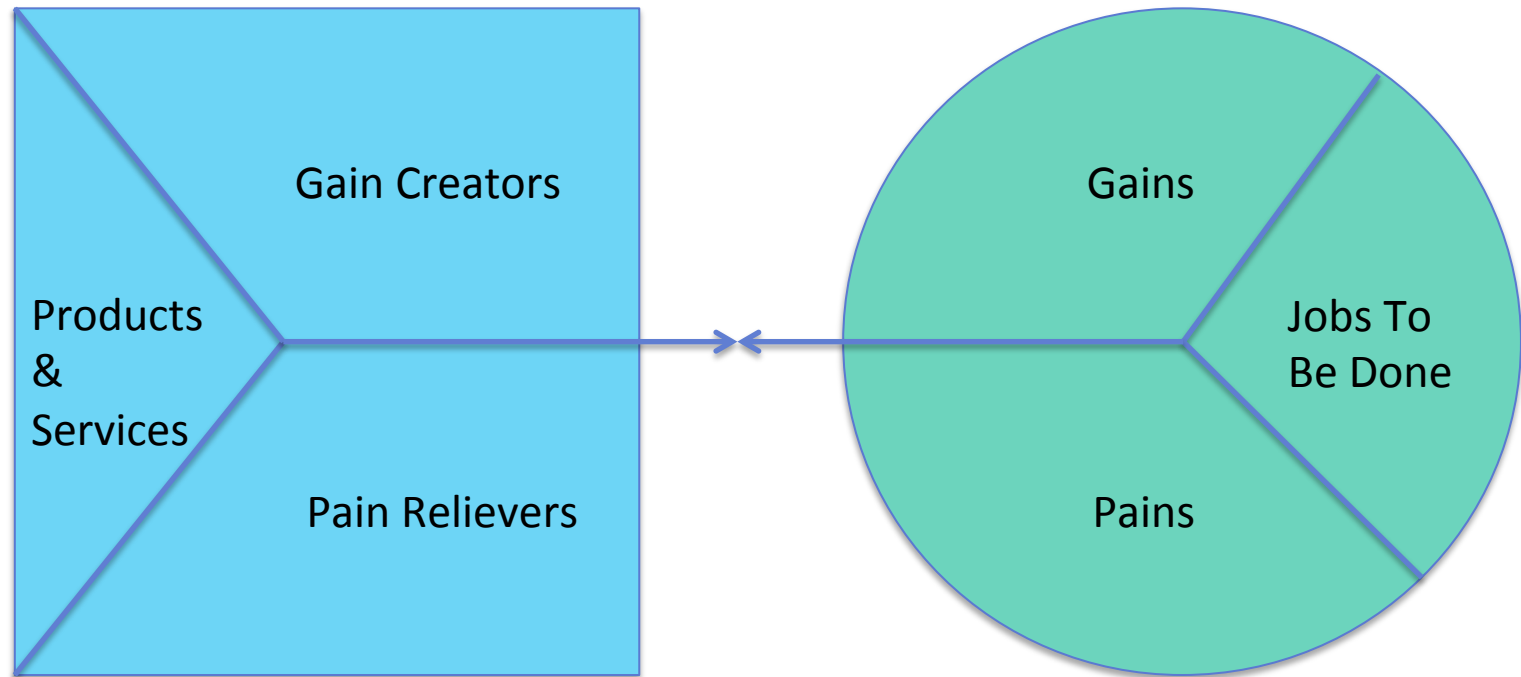
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Homeplus in South Korea

MOTI is a personable new smart object that helps you form better habits.
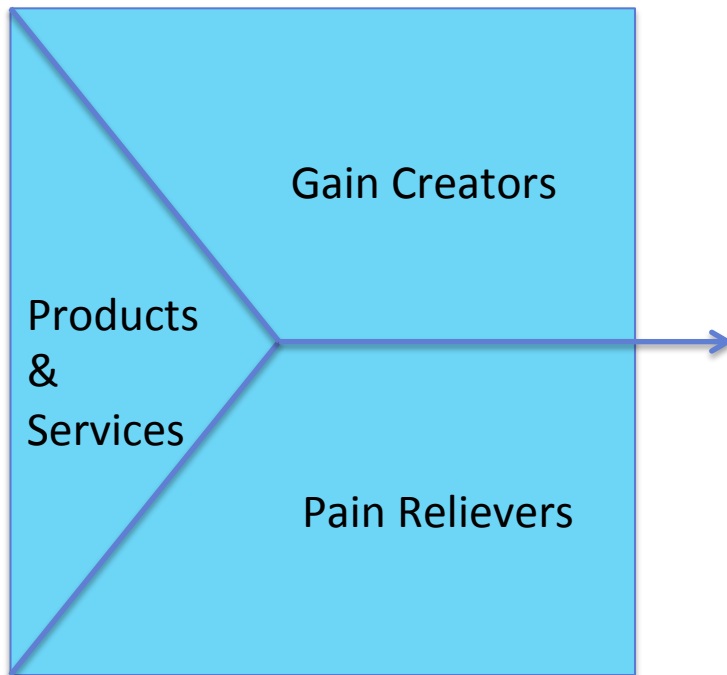
COUNT ME IN

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Value proposition

Value proposition to concept design

Concept design

1. What's the benefit for me?

2. Why should I buy it?

3. How much do I pay?

Concept to experience

Concept Definition

1. What's the benefit for me?

2. Why should I buy it?

3. How much do I pay?

Experience Definition

1. Is it contextual?

2. Is it authentic?

3. Is it personalized?

4. Is it experiential?

Y2S Consulting

1

CUSTOMER EXPERIENCE

Design seamless, CX leveraging IoT solutions

2

CONSUMER ADOPTION

Design IoT solutions that trigger adoption

3

PRODUCT SYSTEMS

How to design future behavior based IoT solutions

4

SYSTEM OF SYSTEMS

Design future state behavior eco-systems

Thank You!

For more info please contact us

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