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HOW TO ATTRACT,  
ENGAGE, AND  
KEEP CUSTOMERS  
IN THE

**DIGITAL-FIRST WORLD**

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SANNA ESKELINEN & BELINDA GERDT

A PDF COMPANION TO THE AUDIOBOOK

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## The key areas for customer experience development

<b>Culture</b> <ul style="list-style-type: none"><li>• Values</li><li>• Empowerment</li><li>• Decision making</li><li>• Continuous learning</li></ul>	<b>Skills</b> <ul style="list-style-type: none"><li>• Recruiting</li><li>• Training</li><li>• Leadership</li><li>• Resources</li></ul>	<b>Processes &amp; workflow</b> <ul style="list-style-type: none"><li>• Utilizing technology</li><li>• Integration</li><li>• Transparency</li><li>• Streamlining</li><li>• Managing networks</li></ul>	<b>Brand</b> <ul style="list-style-type: none"><li>• Value statement</li><li>• Trust</li><li>• Uniqueness</li><li>• Recognizability</li><li>• Relevance</li></ul>	<b>Measuring</b> <ul style="list-style-type: none"><li>• Ambition</li><li>• Continuity</li><li>• Net Promoter Score</li></ul>
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## Technology

FIGURE 1

*The key areas driving customer experience development*

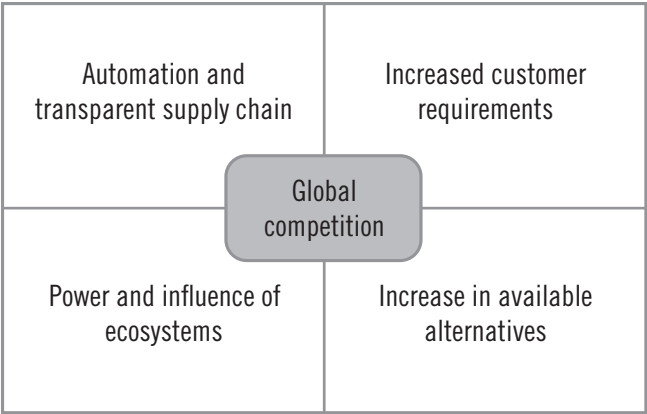
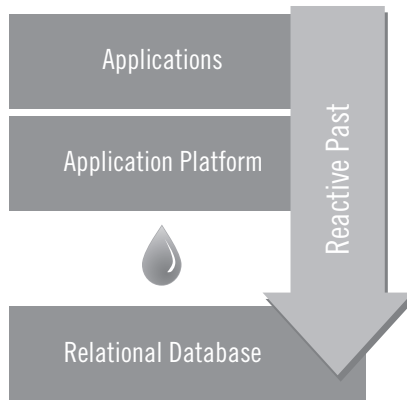


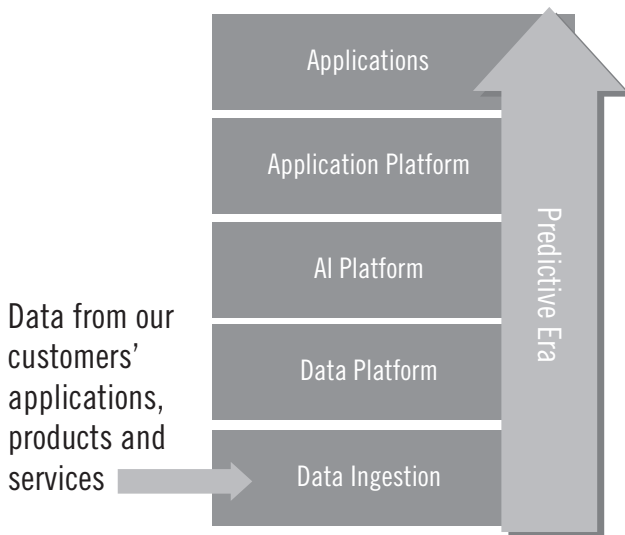
FIGURE 2

*Digitalization changes the competitive environment for businesses.*



**FIGURE 3**

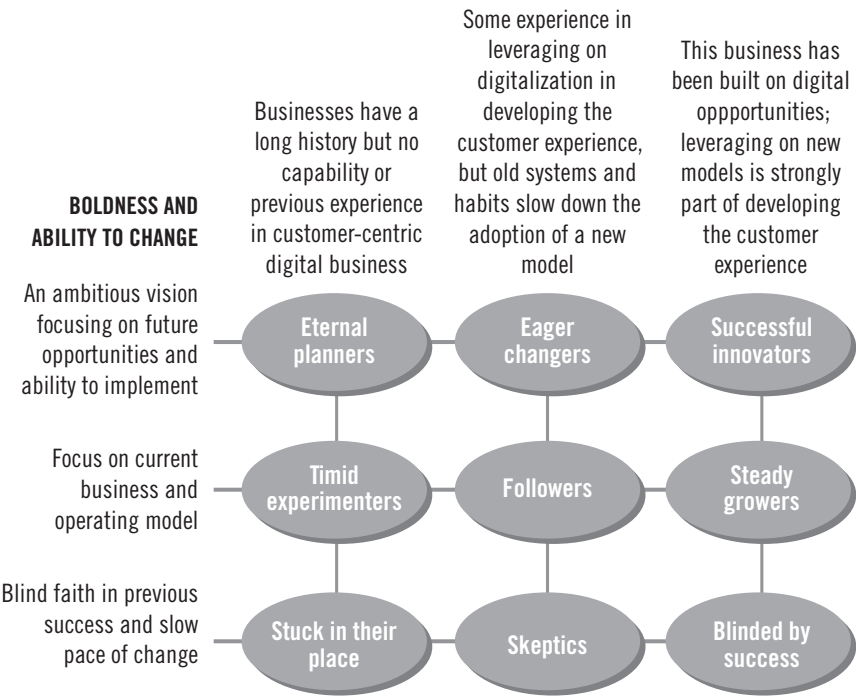
*In the reactive past, data flew “downward.”*



**FIGURE 4**

*In the predictive era, data flows “upward.”*

**SKILLS AND EXPERIENCE IN DEVELOPING A DIGITAL CUSTOMER EXPERIENCE**



**FIGURE 5**

*Developing the customer experience in the context of digitalization*

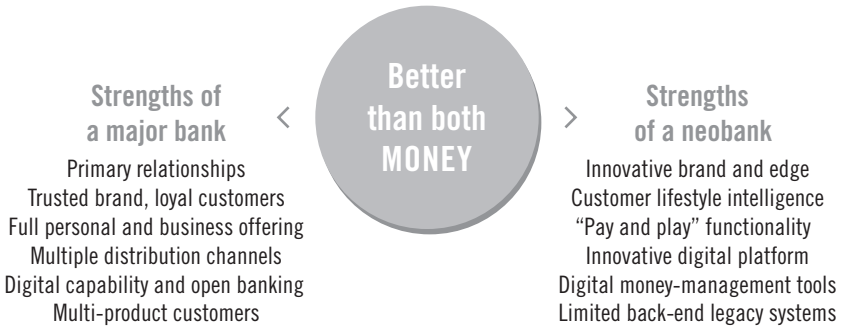


**FIGURE 6**  
*The customer experience areas to measure*



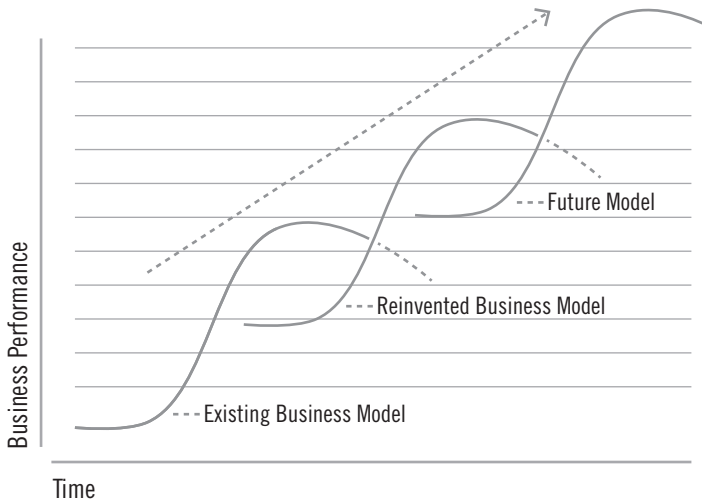
**FIGURE 7**  
*Data is vital to the efficient use of technology.*

## Disrupting the status quo



**FIGURE 8**

*Virgin Money's strategic position*



**FIGURE 9**

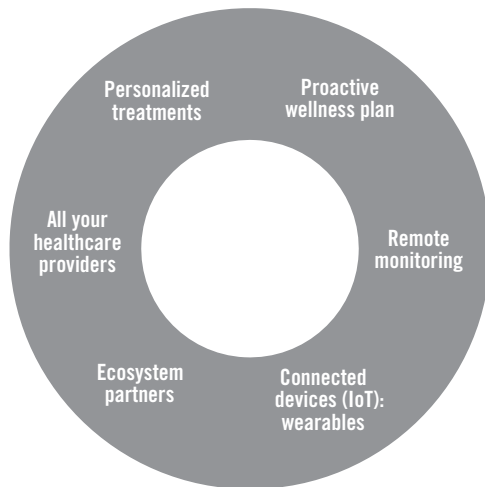
*Establishing a new business model takes time; change should be initiated ahead of time even if the current cash flow remains strong.*



**FIGURE 10**

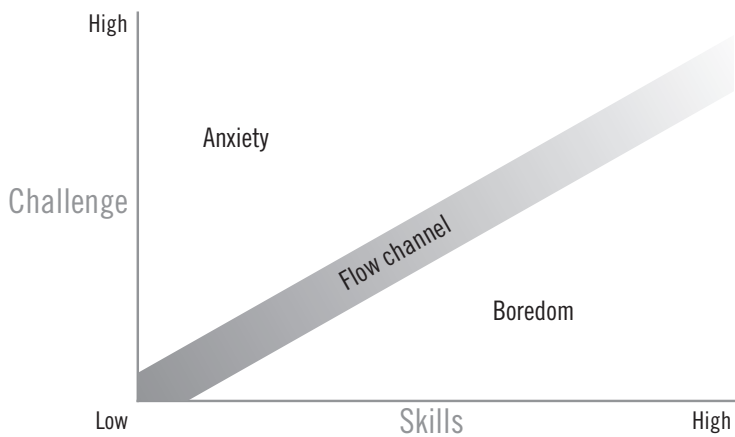
*A typical reactive patient experience is full of short sequences of experiences.*





**FIGURE 11**

*The patient experience of the future focuses on data, prevention, and continuous healthcare.*



**FIGURE 12**

*The ideal learning experience is the balance between existing skills and the level of the challenge at hand.*