THE POWER OF
MOMENTS
Crafting customer experiences
with great impact

Περιεχόμενο
ebusiness
Social Media
Παρουσίαση
Εμφάνιση

Περιεχόμενο

Top Λέξεις

- **Customer**
- **Experience**
- Online
- **Impact**
- Marketing
- Power
- Optimization
- Content

- Pay
- Legal
- Project
- Πρόβλημα
- Τράπεζες
- Social
- PR
- Πλάνο

Top Λέξεις

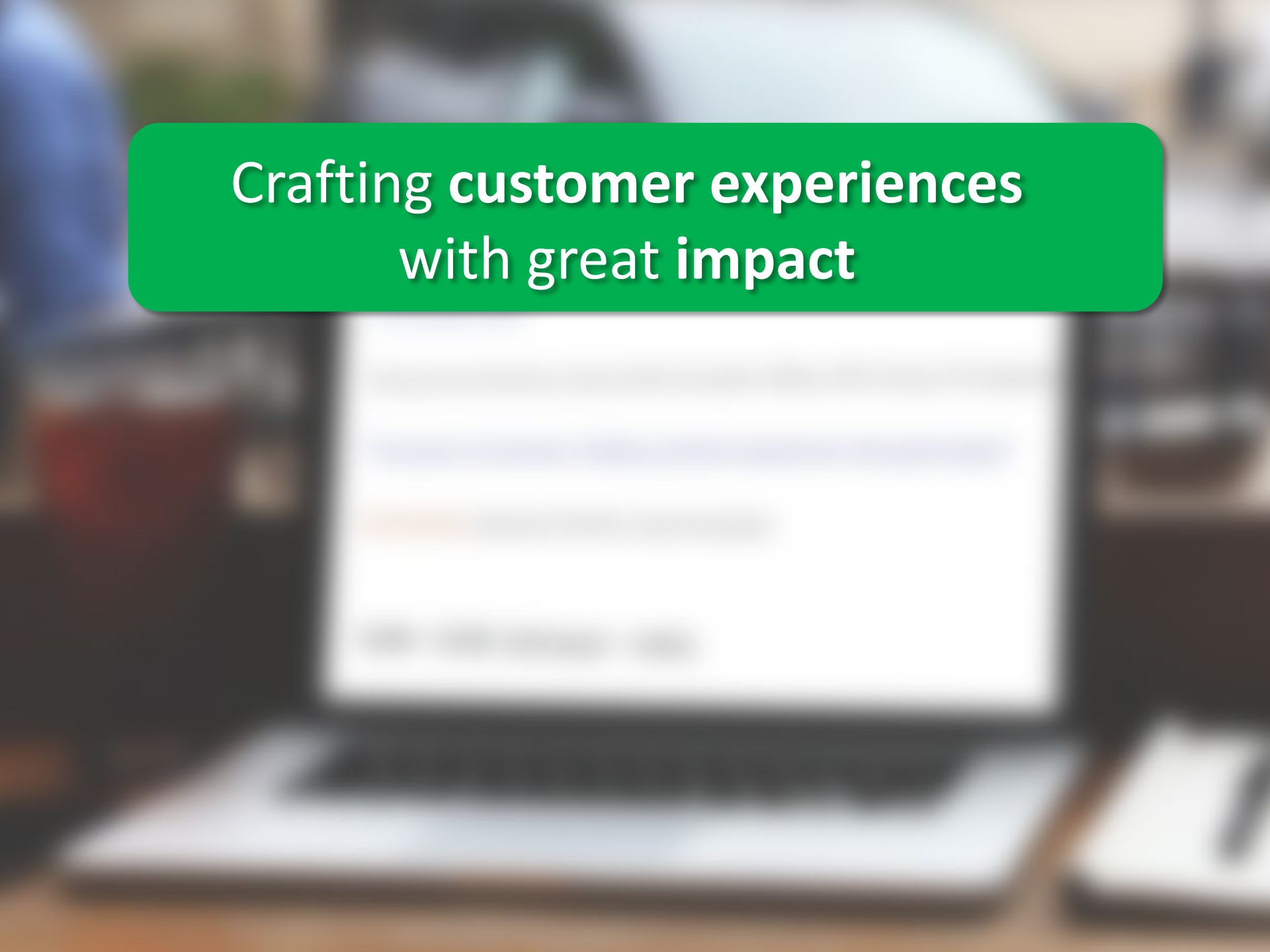
Καλές Λέξεις

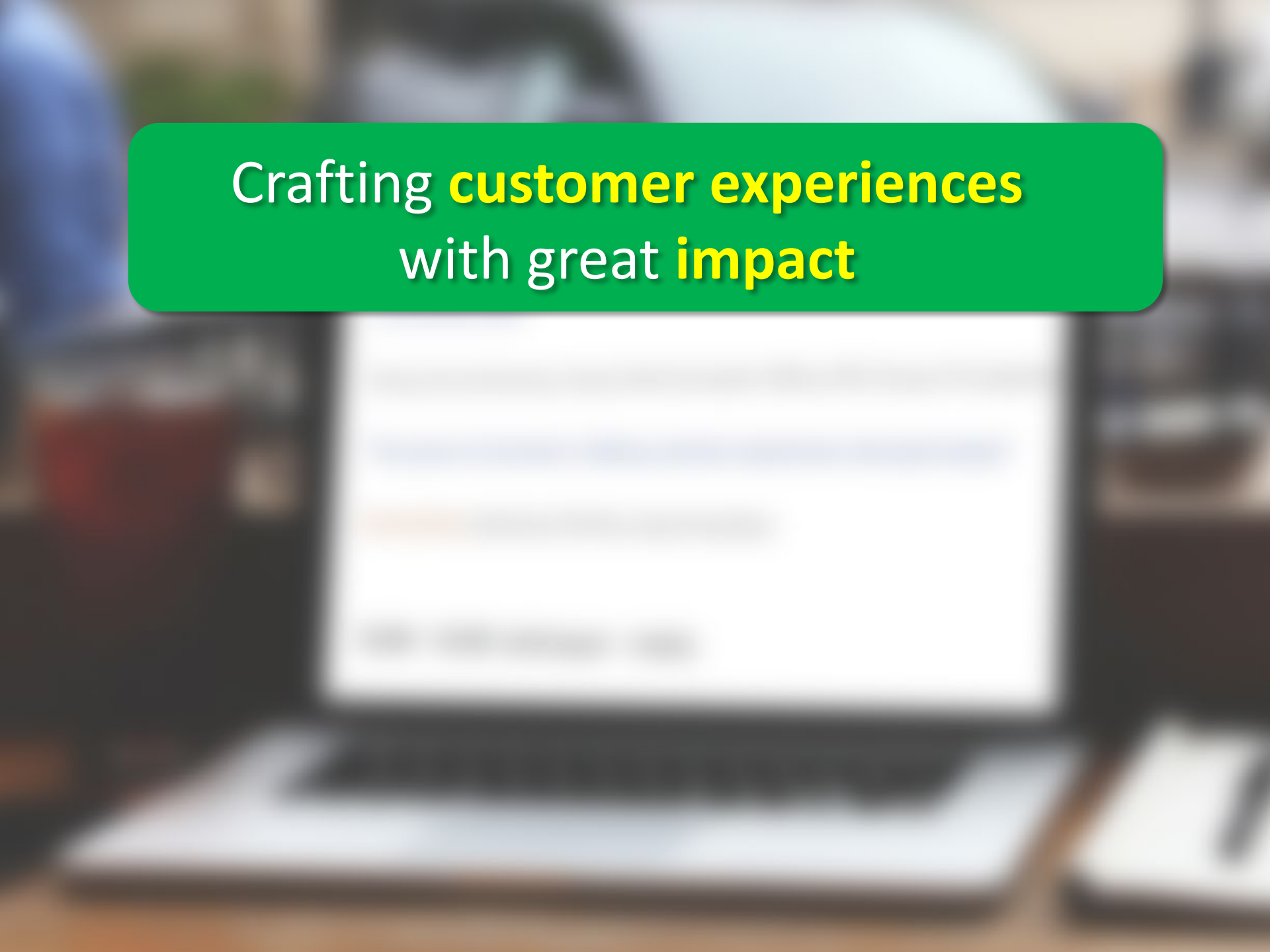
- Customer
- Experience
- Power
- Optimization
- Content

Κακές Λέξεις

- Pay
- Legal
- Social
- PR
- Πλάνο

Τα legal projects δημιουργούν προβλήματα στις τράπεζες


Crafting **customer experiences**
with great **impact**


Crafting customer experiences
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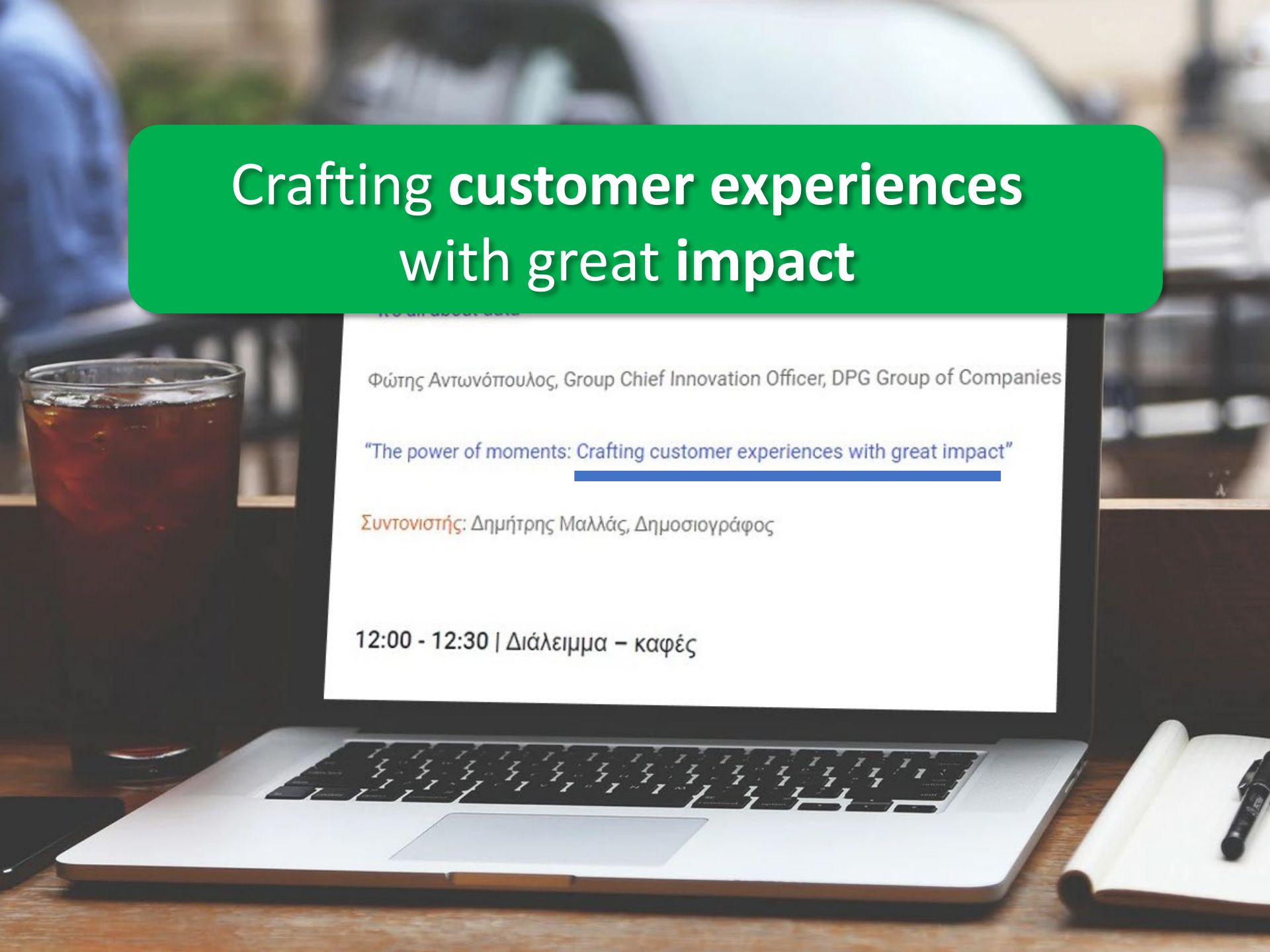

Crafting **customer experiences** with great **impact**
Φώτης Αντωνόπουλος, Group Chief Innovation Officer, DPG Group of Companies
"The power of moments: Crafting customer experiences with great impact"
Συντονιστής: Δημήτρης Μαλλάς, Δημοσιογράφος
12:00 - 12:30 | Διάλειμμα – καφές

Top Visual

1

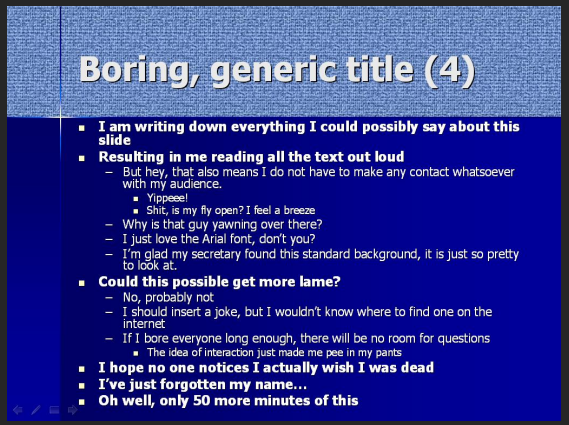
2.

3.

Worst Visual

1.

2.

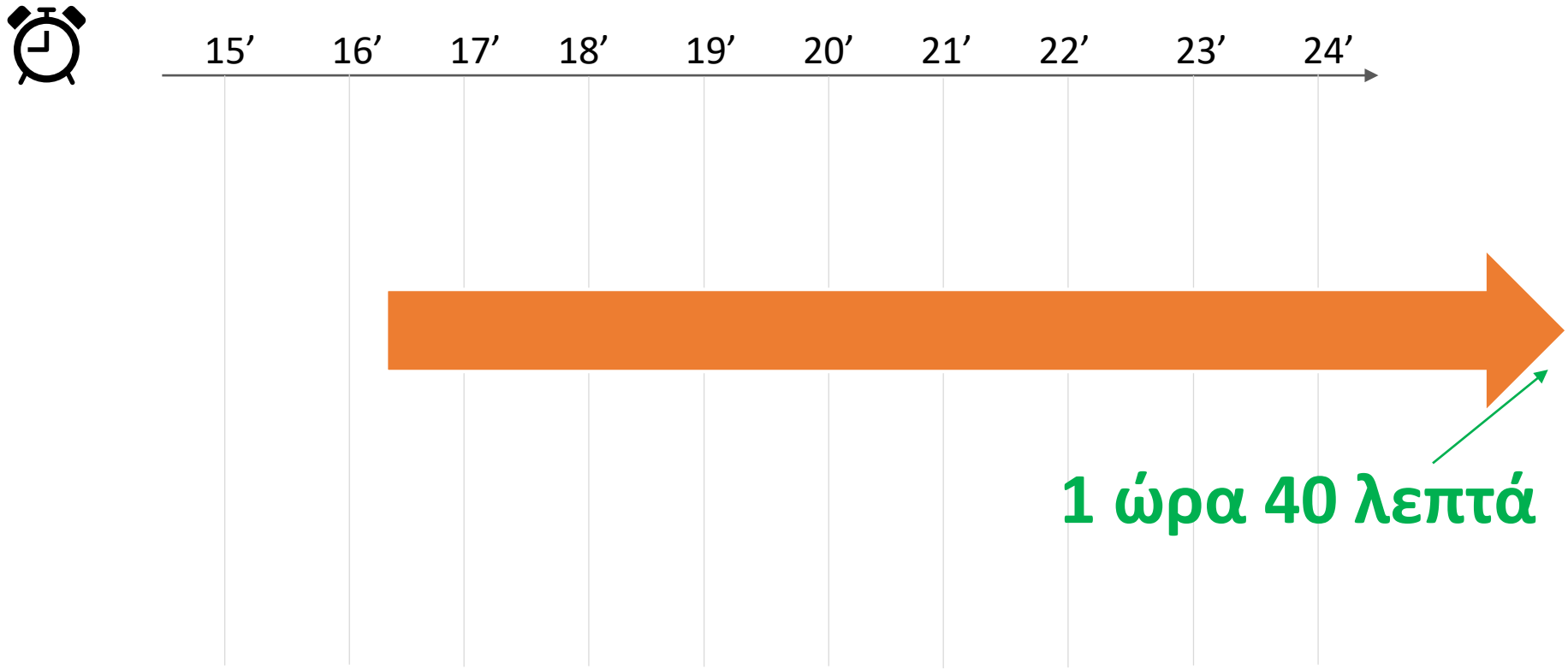


3.

Παρουσίαση

Χρόνος Παρουσίασης

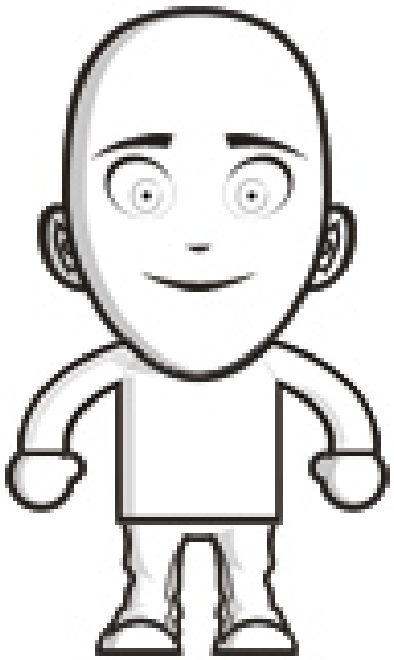
Χρόνος Παρουσίασης



Εμφάνιση

7ο συνέδριο
21
2018
about

Εμφάνιση



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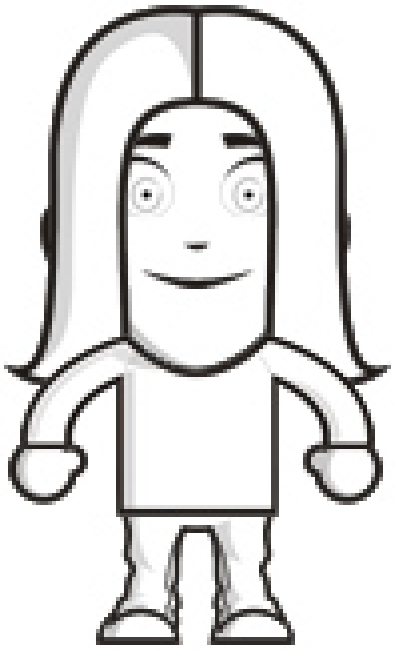

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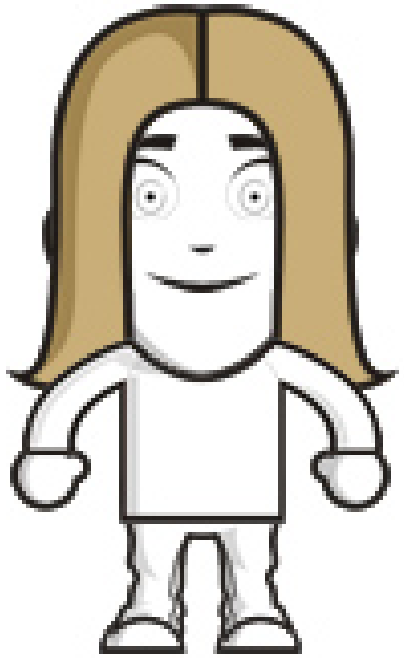

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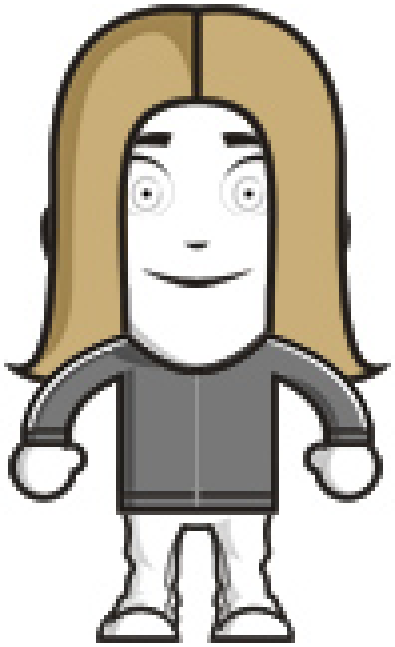

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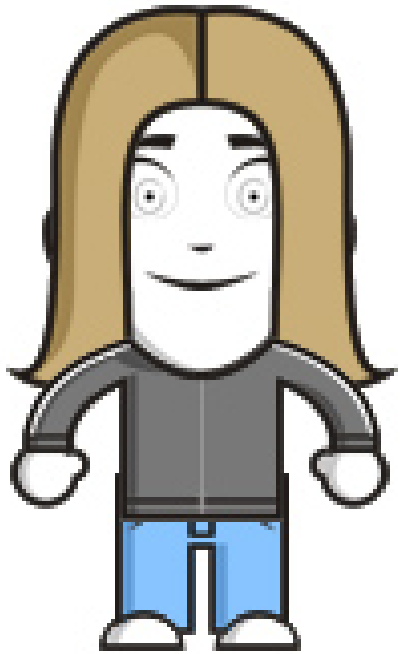
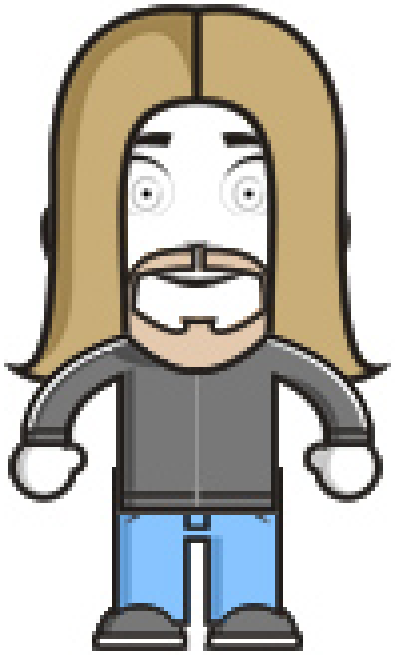


Εμφάνιση



STOP IT, STOP.

start making sense

CUSTOMER EXPERIENCE

CONTENT DIVERSITY IN ONLINE MARKETING

PAST, PRESENT, FUTURE

THE JOURNEY BEGINS

PAST

FORM

70% **Articles**
marketers chose articles as their top marketing tactic

58% **Press Releases**
marketers used website content to market their brand

91% **Website Content**
marketers had 'Website Content' as their favorite tactic

CHANNELS

76% **Static Website**
of the websites were static

STRATEGIES

Bot-oriented Content
Reader unfriendly

PRESENT

FORM

97% more inbound links
64% Use blogs to promote business
37% Find blogs as the most valuable type of content
Blogs

Infographics
33% Use Infographics to promote their business

Videos
87% agency marketers consider videos to be the most popular content form

Photo Slides
44%

193 M Americans watched a video online in 2012

CHANNELS

facebook 90% of bloggers use Facebook 90%
twitter 53%
53% of companies find new customers through Twitter

21 M unique visits Pinterest

STRATEGIES

Localization
20% Google searches are for local businesses

FUTURE

FORM

marketers will use branded mobile apps 59%

consumers will play games on mobile regularly 61%+

CHANNELS

+250M Google+ ACCOUNTS

+ Google = SERP

Page Rank + Google Author Rank = Better visibility

Content Management Systems

More command over delivering Personalized Content

32% marketers will use CMS to accelerate content personalization

STRATEGIES

- More focus on content for smart mobile devices
- Content Personalization will be the key to success

CMS + Marketing Automation

Web Experience Management System

CONTENT CROSSROADS℠
Online Content · Delivered
www.contentcrossroads.com

Generations of Consumers

Traditionalists
(< 1944)

Baby Boomers
(1945 - 1964)

Gen X
(1965 - 1979)

Millennials
(1980 - 1994)

Gen Z
(1995 - 2009)

Gen Alpha
(> 2010)

Baby Boomers
(1945 - 1964)

Gen X
(1965 - 1979)

Millennials
(1980 - 1994)

Gen Z
(1995 - 2009)

Baby Boomers
(1945 - 1964)

Gen X
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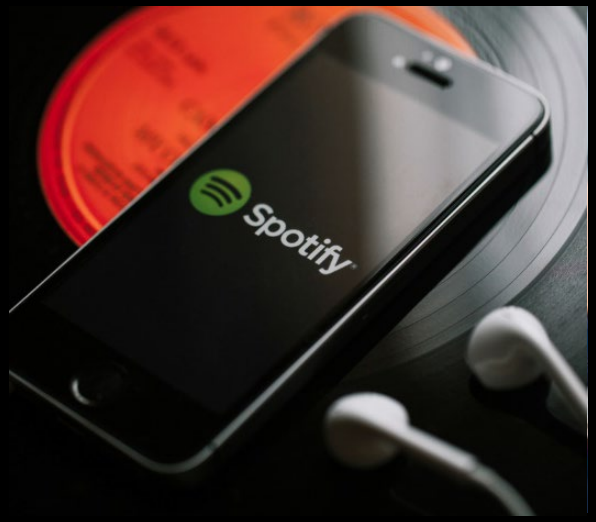
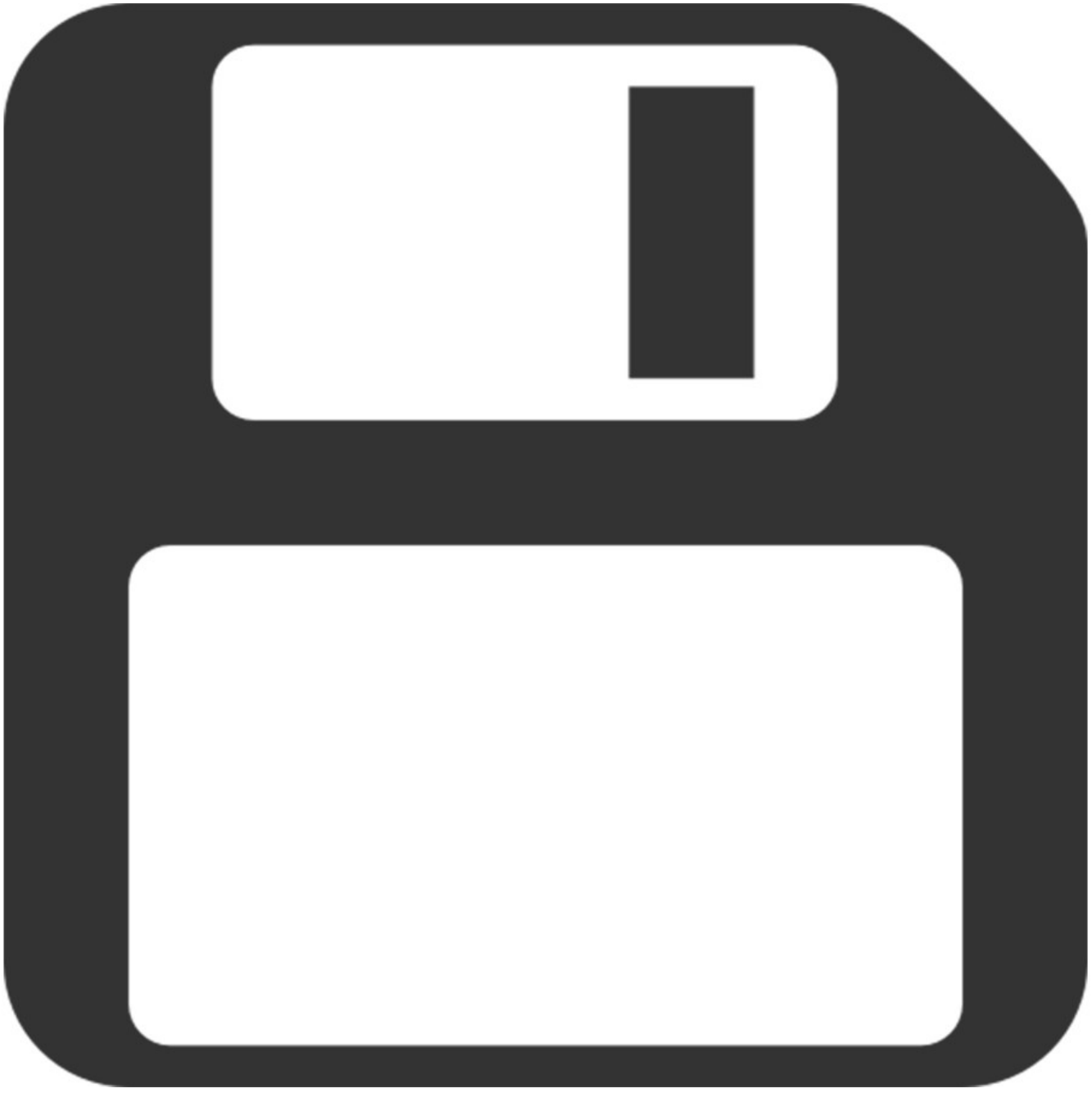
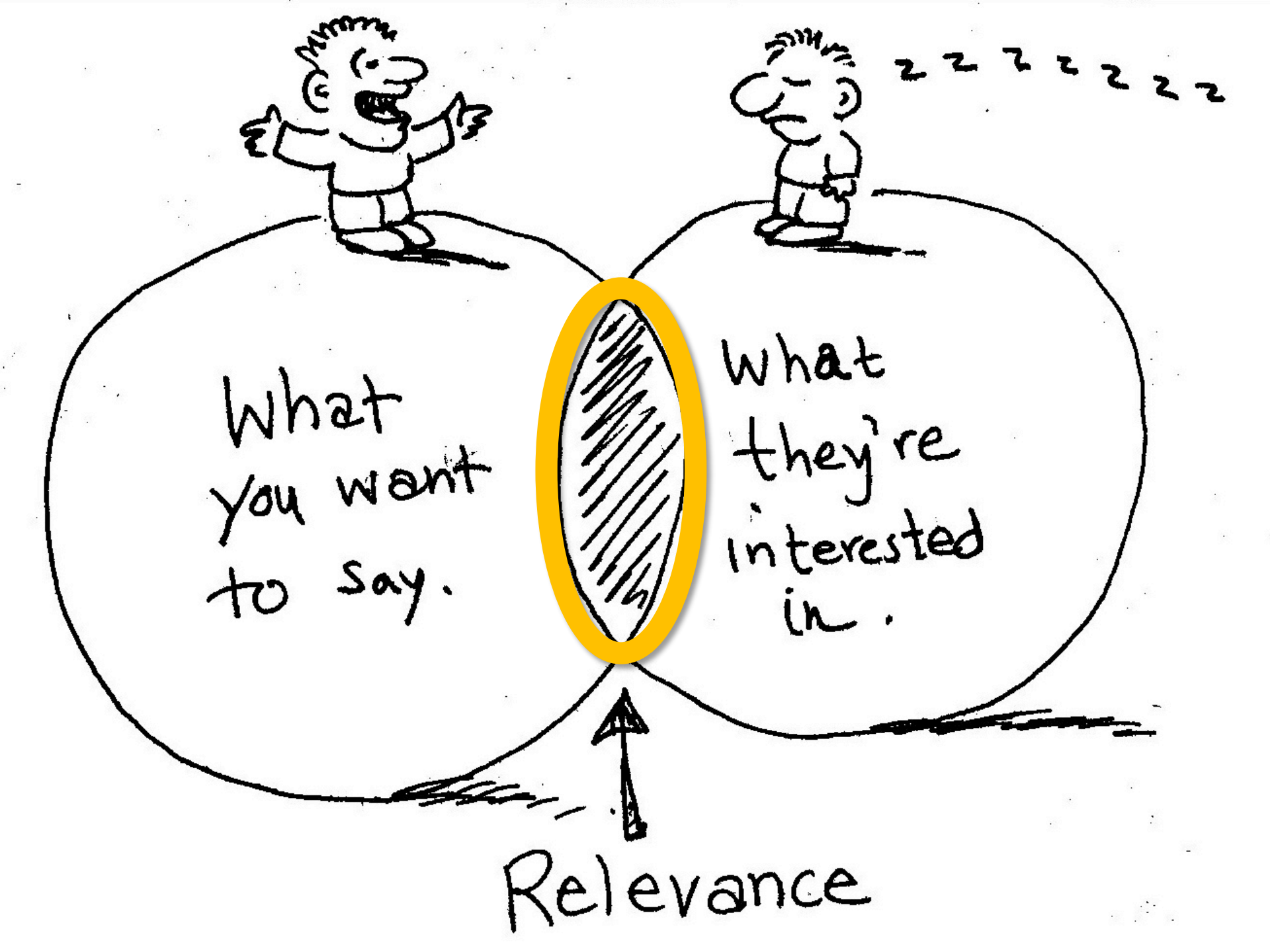


Gen Z
(1995 - 2009)




z z z z z z z
What you want to say.
What they're interested in.
Relevance

90 years old

104 countries

775,000 rooms

$22 Billion

ROOM AMENITIES LIST

FOR YOUR COMFORT

- Air Conditioning
- Balcony
- Bath Slippers
- Black-Out Curtains
- Connecting Rooms
- Ergonomic Desk Chair
- Lever Door Handles
- Night Lights in Bathroom
- Non-Smoking
- Roll-in Shower
- TV - 42 Inch Flat Panel HD
- TV-Standard Network
- Thermostat (adjustable)
- Work Desk with Adjustable Lamp

FOR YOUR CONFIDENCE

- Alarms - Audible
- Automatic Door Closer
- Electronic Locks
- Electronic Smoke Detector
- Glowing Light Switches
- Safe
- Secondary Locking Device
- Thumb Dead Bolt
- Wide Angle Door Viewer

FOR YOUR CONVENIENCE

- 24 Hour Housekeeping
- Bathroom Amenities
- Hairdryer
- Hand Held Shower
- High Speed Internet Access
- Internet access in guest room
- Iron
- Iron/Ironing Board
- Mini Bar
- Rollaways
- Telephone - Auto Wakeup
- Telephone - Two Lines
- Telephone - Two Phones
- Telephone - Voice Mail
- Telephone - in Bath
- Telephone-with Speaker phone

JOE
BRIAN

From: joe
Date: September 22, 2007
To: Brian
Subject: subletter

brian
i thought of a way to make a few bucks - turning our place into "designers bed and breakfast" - offering young designers who come into town a place to crash during the 4 day event, complete with wireless internet, a small desk space, sleeping mat, and breakfast each morning. Ha!

joe

AirBed&Breakfast™

Forget hotels.

Travel Host Sign Up Log In

cc srmurphy

Host

Make money by sharing your space and local knowledge. List a room.

Travel

San Francisco, CA

Check in June 03, 2008 Nights: 1

Search »

New Listings

Country-house-pietralunga Pietralunga, Umbria, IT

Tacoma, WA, US

San Francisco, CA, US

© 2008 AirBed & Breakfast, Inc.

AirBed&Breakfast™

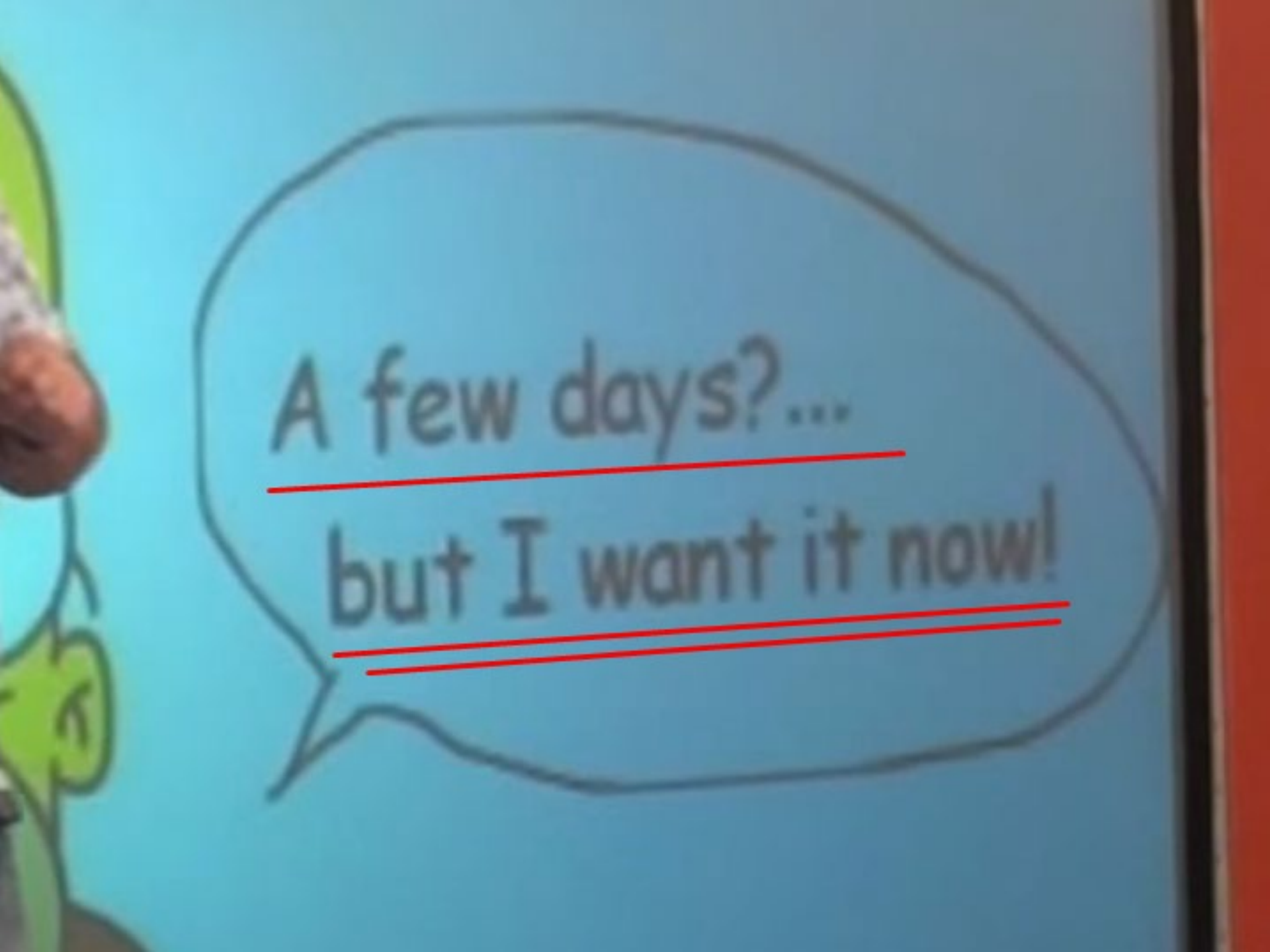
Forget hotels.

airbnb

90 years old	11 years old
104 countries	191 countries
775,000 rooms	4,000,000 rooms
$22 Billion	$38 Billion

Google Maps

A few days?...
but I want it now!


A few days?...
but I want it now!

30/12 - 5/1/2018 • ΤΕΥΧΟΣ 01 | 2047

Ραδιοτηλεόραση

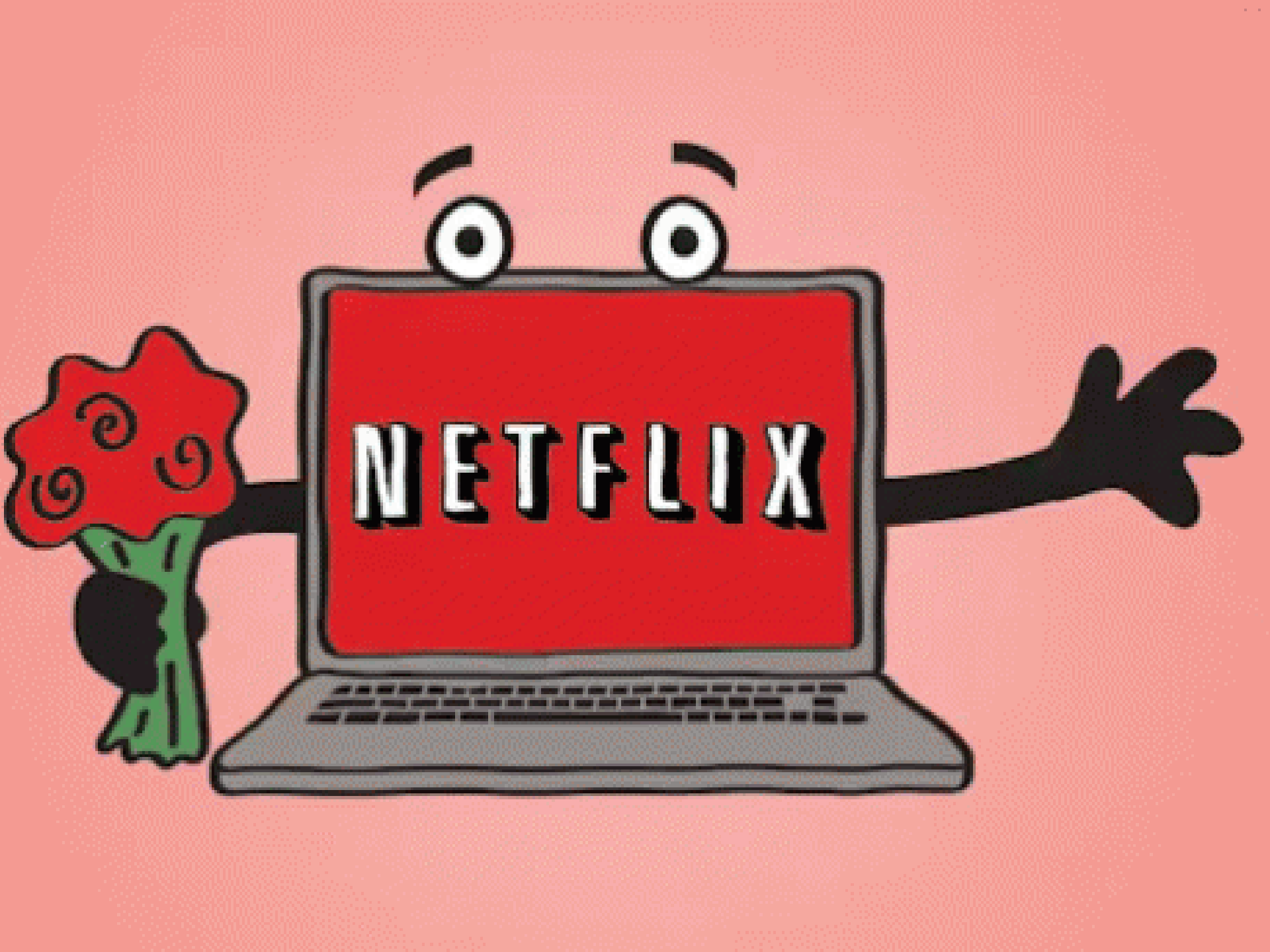
FREEPRESS

Πρωτοχρονιά στην ΕΡΤ

με "2018 ευχές γεμάτες αναμνήσεις"

Καλωσορίζουμε τον νέο χρόνο με μια μεγάλη γιορτή!
Ένα μαναδικό μουσικό αφιέρωμα με διαχρονικά τραγούδια και κατεξοχήν αγαπημένους ερμηνευτές.

ΚΟΥΙΖ • ΚΟΙΝΩΝΙΑ • ΑΝΑΛΥΣΕΙΣ • ΔΙΑΤΡΟΦΗ

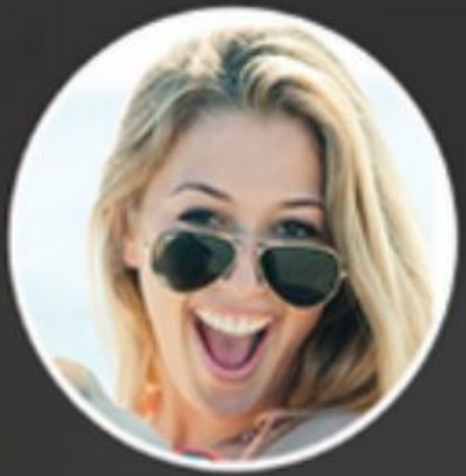

NETFLIX

HOW YOU DOIN'?

tinder™

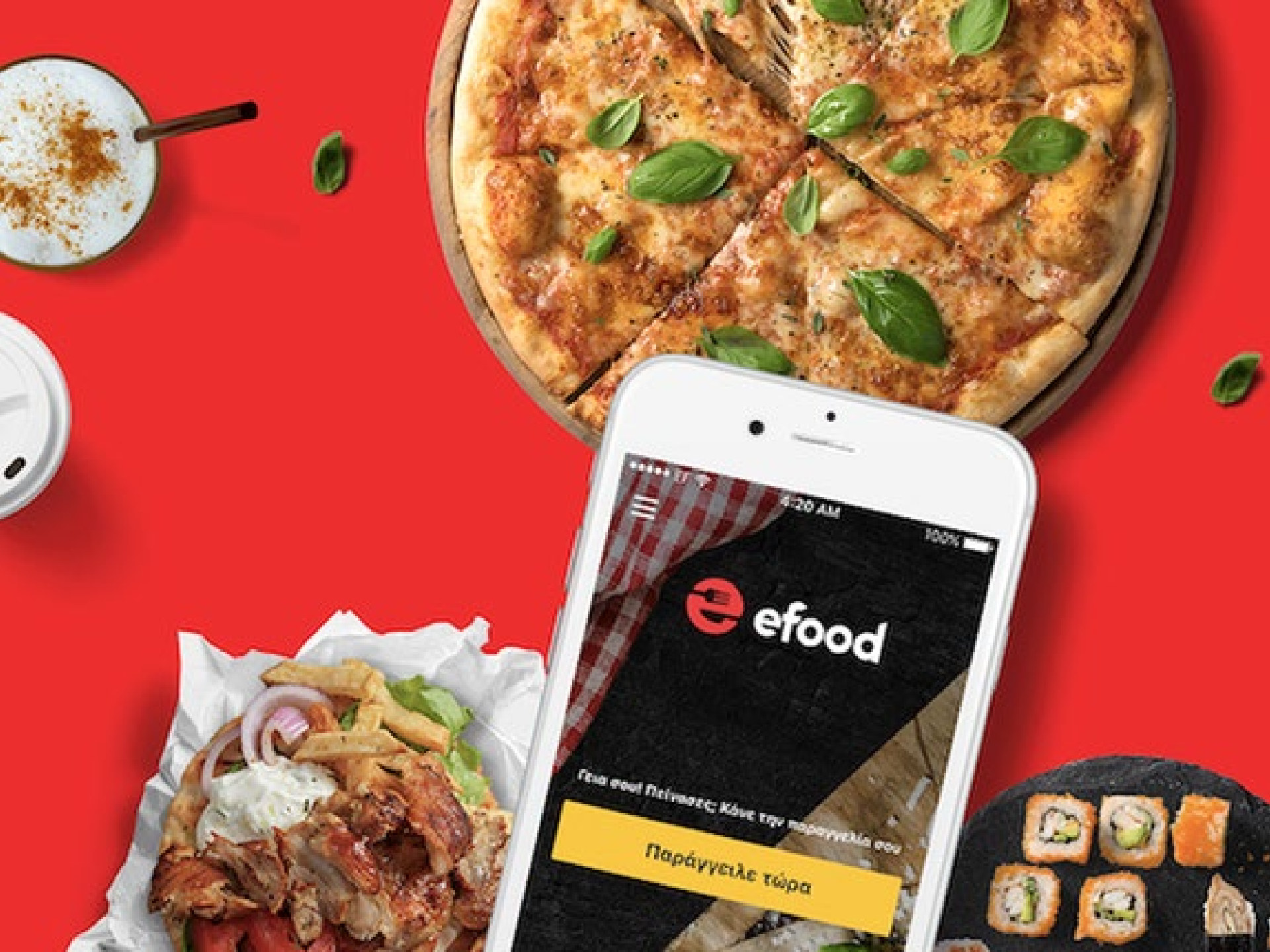
It's a Match!

You and Allison have liked each other.

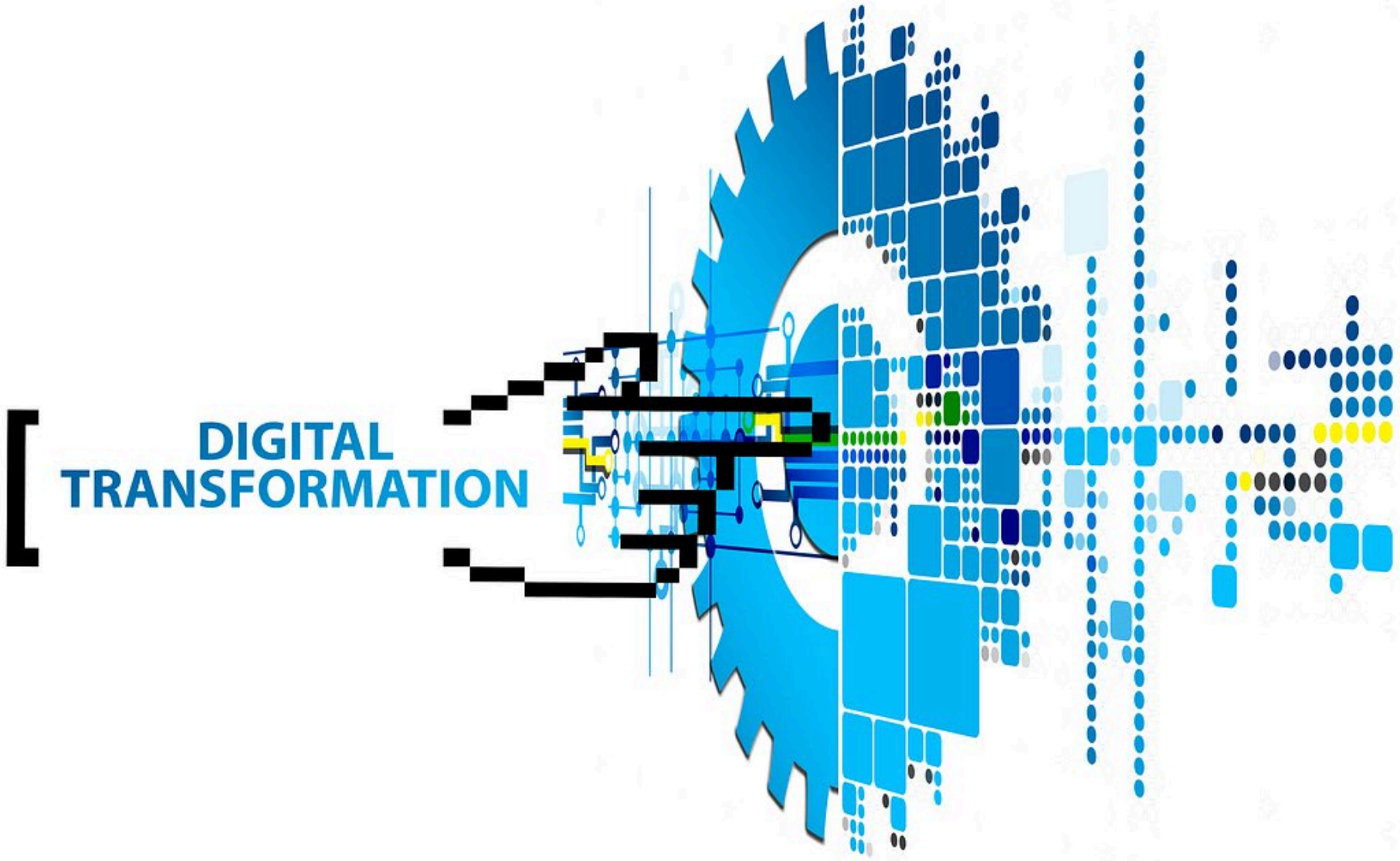


Try gas stations, ATMs
Loading stopped
Check your internet connection
NBCUniversal
Technology Center
Unilever
Unilever
Google

YOUR BEAT
IS COMING


efood
Παράγγειλε τώρα

BOOSTER


DIGITAL
TRANSFORMATION

CUSTOMER EXPERIENCE

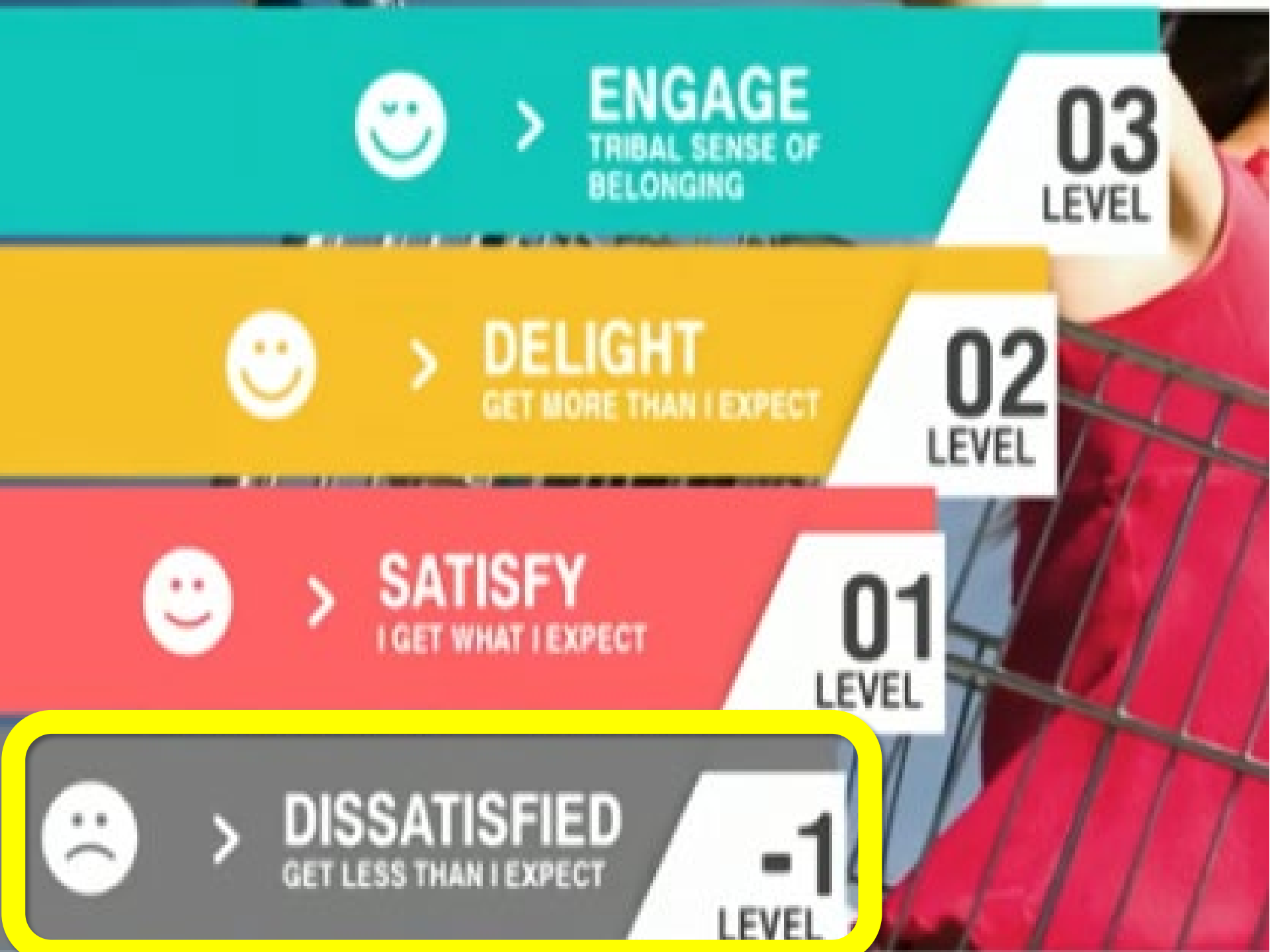
MARITZ

Service Quality Review

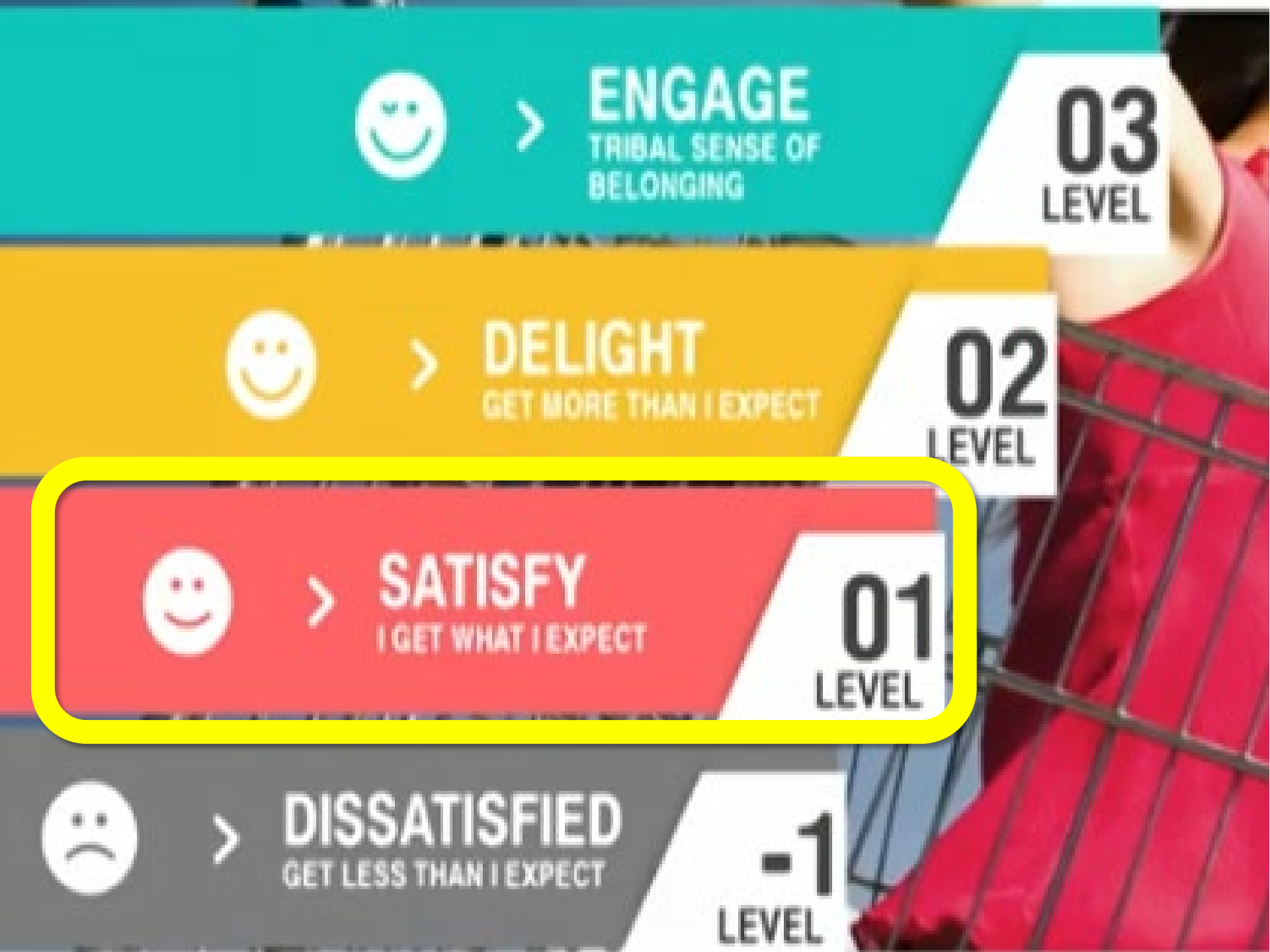
Please mark the appropriate circle for each question. Compare OUR PERFORMANCE during the PAST 12 MONTHS to YOUR EXPECTATIONS of what QUALITY SHOULD BE

	Much Better Than	Better Than	Equal to	Less Than	Much Less Than	Not Applicable
Overall Performance	○	●	○	○	○	○
Service						
1. Efficiency of service call handling.	○	○	○	○	○	○
2. Professionalism of our service personnel.	○	○	○	○	○	○
3. Response time to service calls.	○	○	○	○	○	○
Contract Administration						
4. Timeliness of contract administration.	○	○	○	○	○	○
5. Accuracy of contract administration.	○	○	○	○	○	○

Please share your comments and suggestions for improvements:


ENGAGE
TRIBAL SENSE OF BELONGING
03 LEVEL
DELIGHT
GET MORE THAN I EXPECT
02 LEVEL
SATISFY
I GET WHAT I EXPECT
01 LEVEL
DISSATISFIED
GET LESS THAN I EXPECT
-1
LEVEL

OPEN
FX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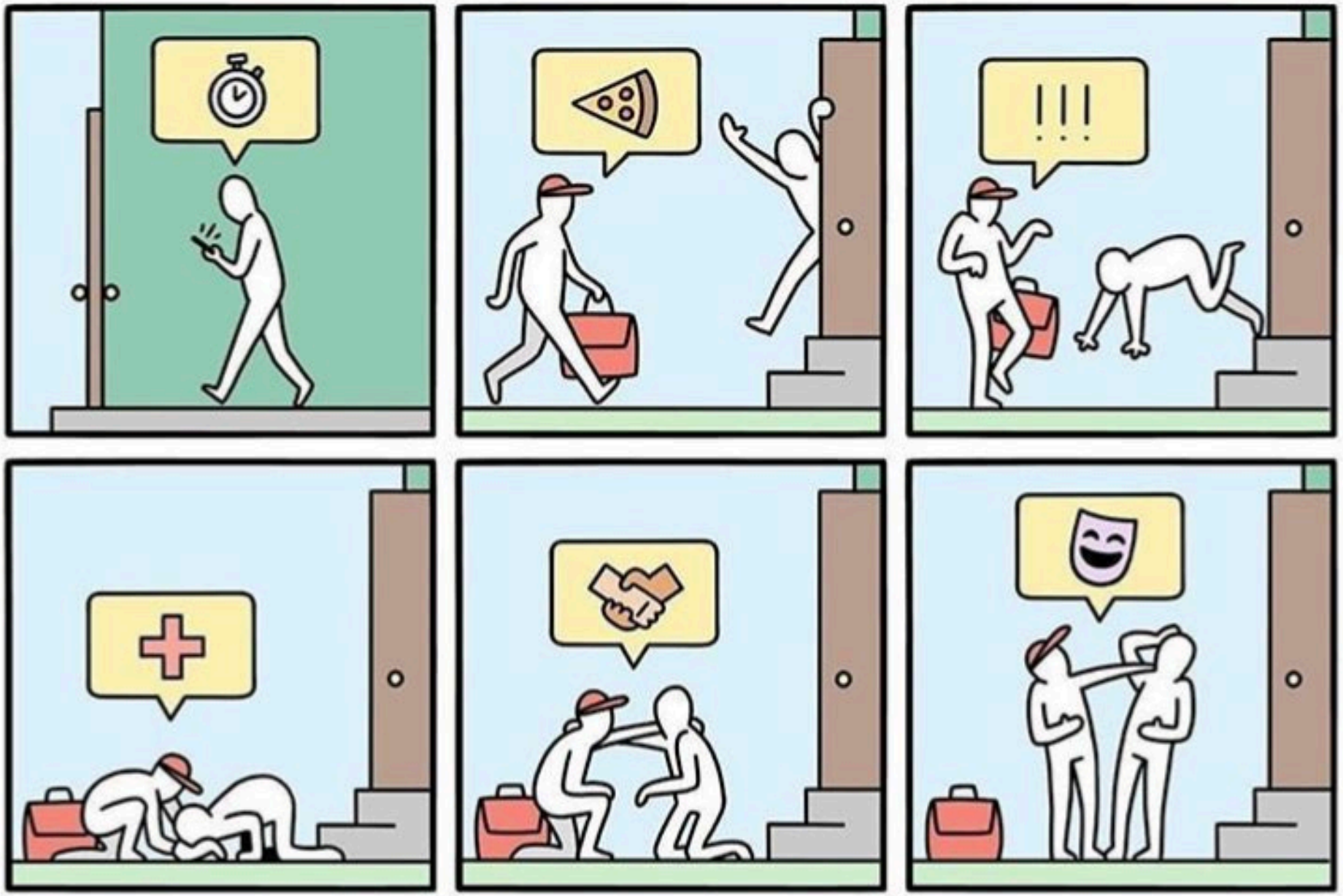
Customer Experience = Customer Expectation



«… 4 αστέρια, γιατί δεν με έπιασες όταν έπεφτα…»

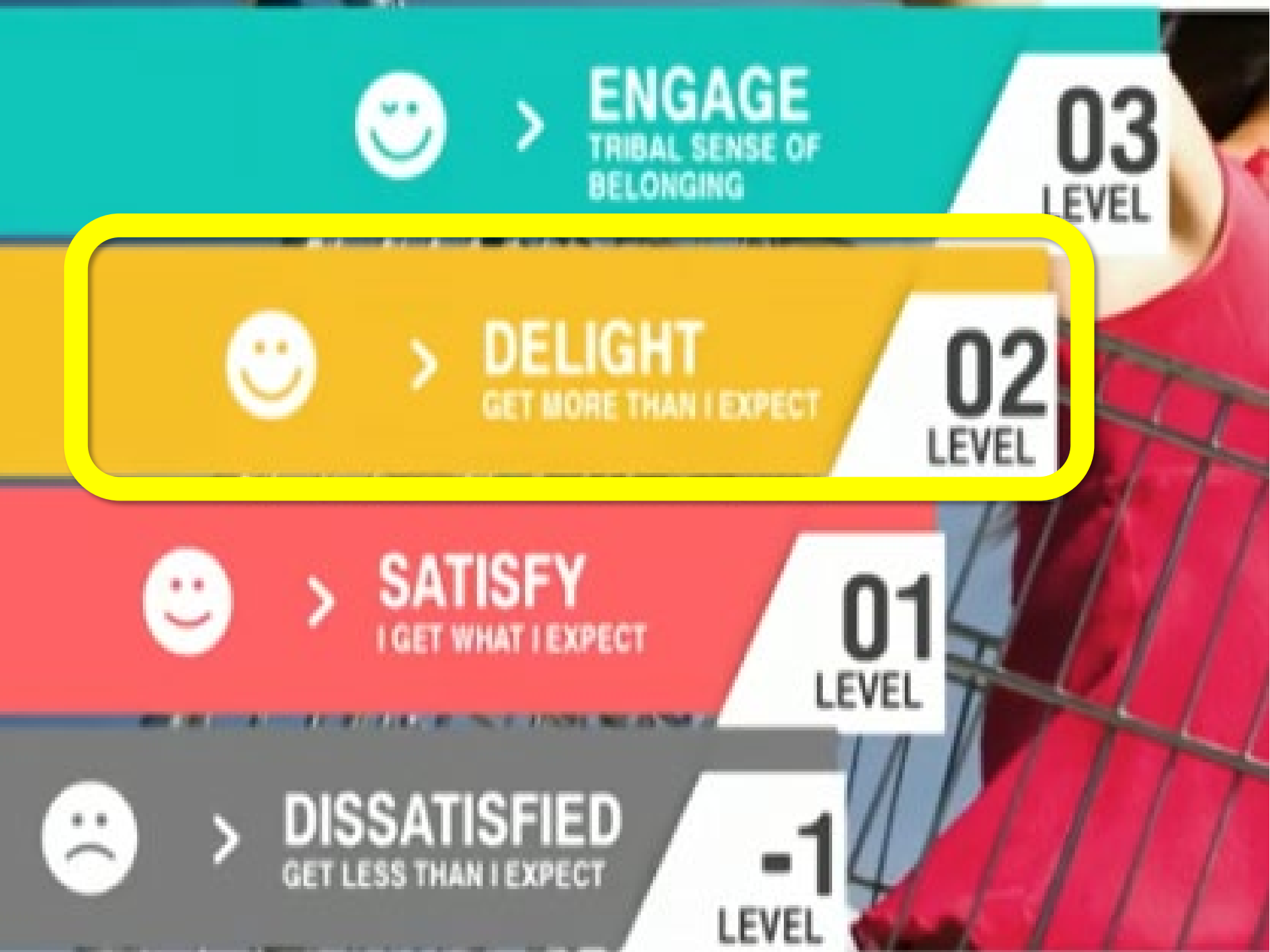
Customer Experience ≠ Customer Expectation

DAVE CARROLL

United Breaks Guitars

19,453,007 views • Published on Jul 7, 2009

163K 2.7K SHARE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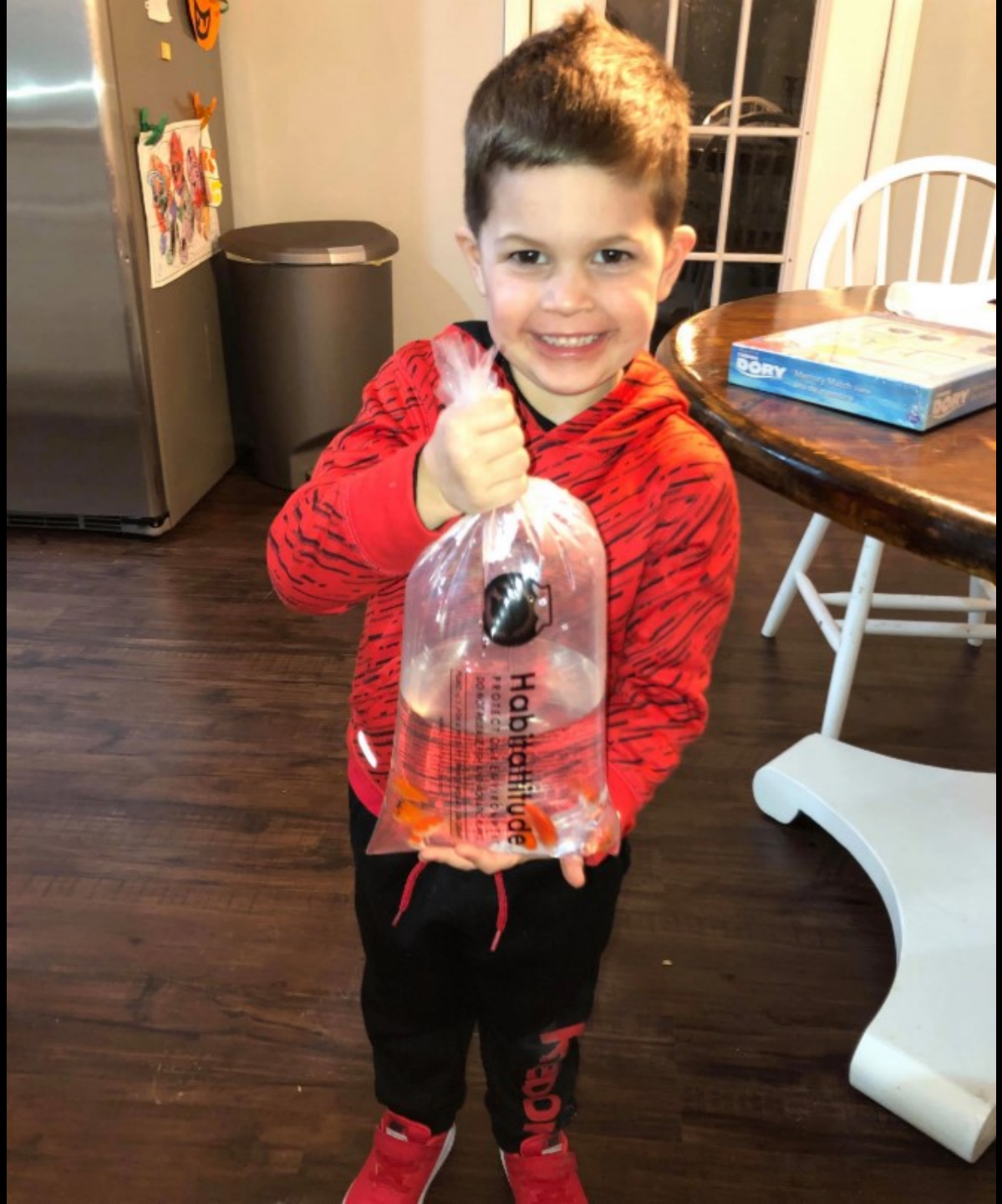
GET LESS THAN I EXPECT
-1 LEVEL

KEEP PLAYING
26
0

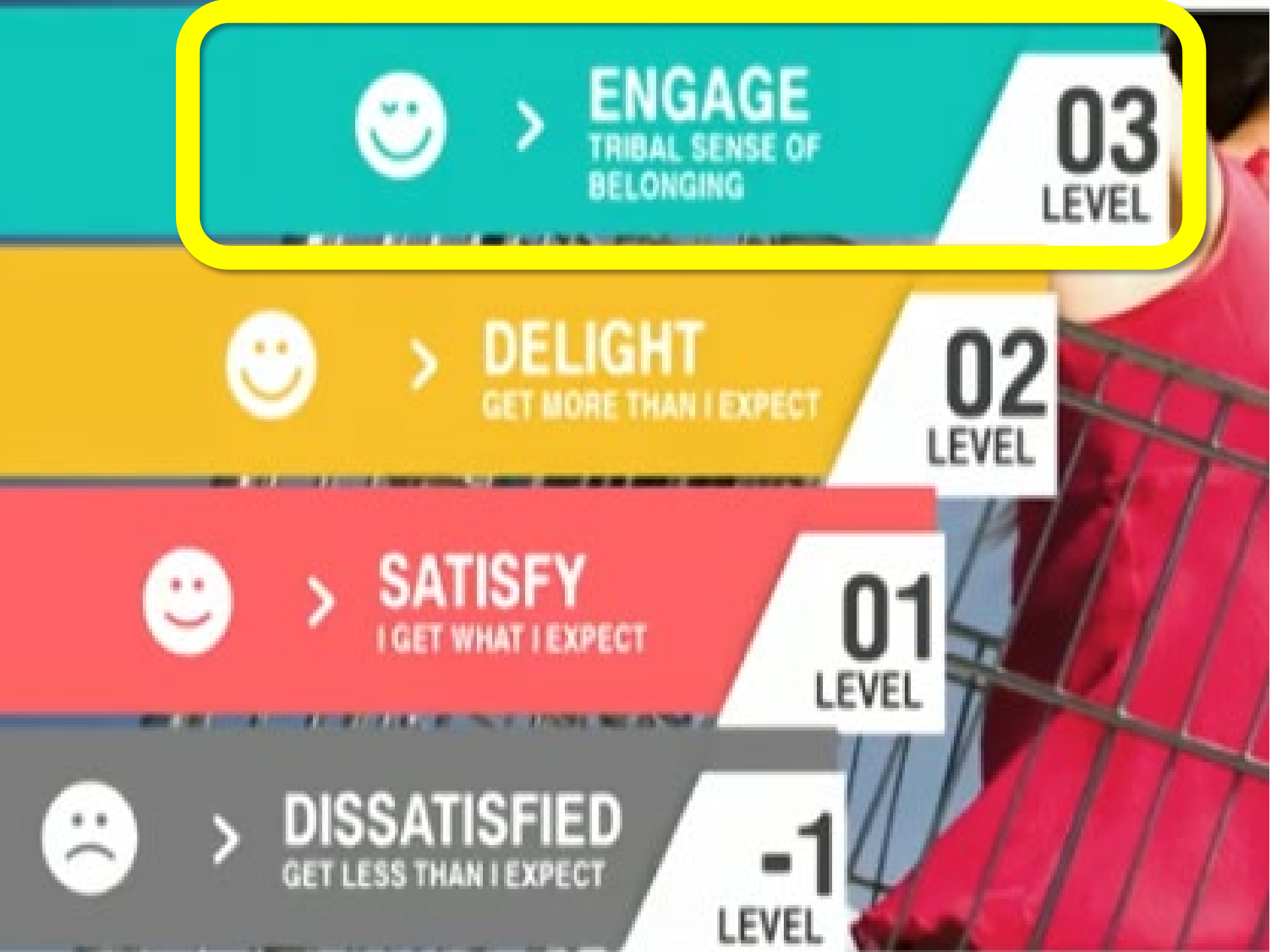
MANCHESTER UNITED
OLD TRAFFORD WELCOMES
THEIR STAR STRIKER
FOTIS
ANTONOPOULOS

Virgin
atlantic
Tickets
virgin atlantic
Please wait here to be called forward by next available agent
Thank you


DORY
Habitattitude

FIRE CHIEF
1st DISTRICT

When you are making a decision about how best to serve your customers, your own experience is often a better guide than a more sophisticated analysis of the market.
— Richard Branson
Billionaire Entrepreneur
Entrepreneur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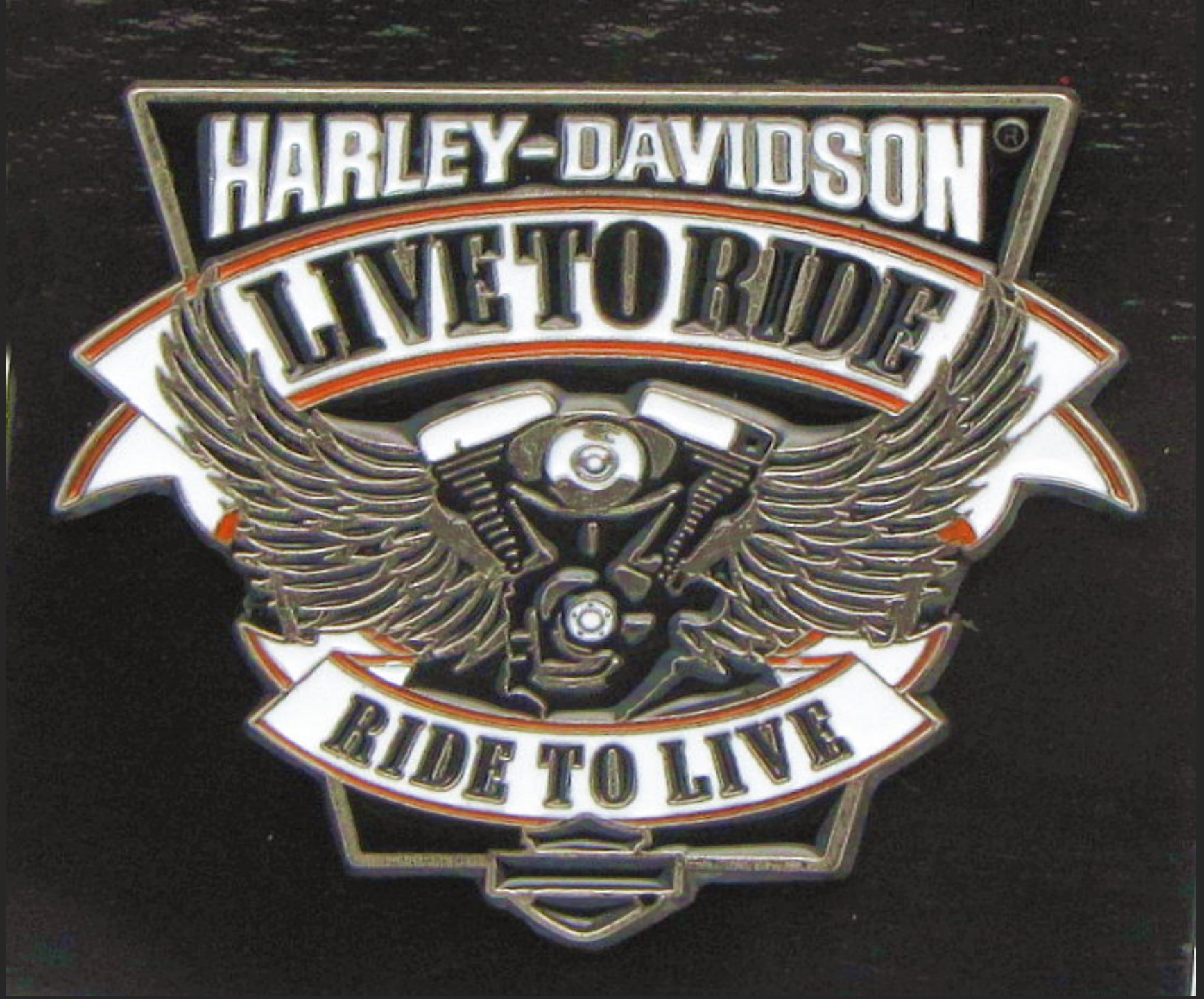
MOTOR
HARLEY-DAVIDSON
COMPANY


HARLEY-DAVIDSON®
LIVE TO RIDE
RIDE TO LIVE

© WWAG.COM

WELCOME RIDERS

Harley Davidson

Largest parade of Harley Davidson motorcycles

Who
HARLEY DAVIDSON CLUB HELLAS

What
2404 TOTAL NUMBER

Where
GREECE (PATRAS,RIO-ANDIRIO BRIDGE)

When
22 MAY 2010

The Largest Parade of Harley Davidson Motorcycles consisted of 2,404 motorcycles and was achieved by Roberto Macdonald, The RRiders, and the Harley Davidson Club Hellas (Greece), in Patras, Greece, on 22 May 2010. The distance covered by the parade was 4.5 km (2.8 miles)

KFC

BURGER KING

NORCINApe
Street Food Passion
100% Made in Italy

bunnychow

CRISP
order here
pick-up here
Alamy

ATHENS

Let's be Frank

KALIMERA
extra virgin greek food

Melissa
Melissa
on the road

Tweets 47.2K | Followin 4,312 | Followers 79.7K | Likes 1,467 | Lists 4

Grilled Cheese Truck

@grlldcheesetruk

Chef driven grilled cheese... 'cause that's how we roll! Also follow: @GCTLosAngeles, @GCTOrangeCounty, @GCTVentura_SB

Los Angeles, CA

thegrilledcheesetruck.com

Joined September 2009

4,312 Photos and videos

Tweets | Tweets & replies | Media

Grilled Cheese Truck @grlldcheesetruk · 10h

MON ONLY PUBLIC STOP WESTSIDE

🚚 📍 11-2PM in CULVER CITY at 3535 Hayden Ave

.

.

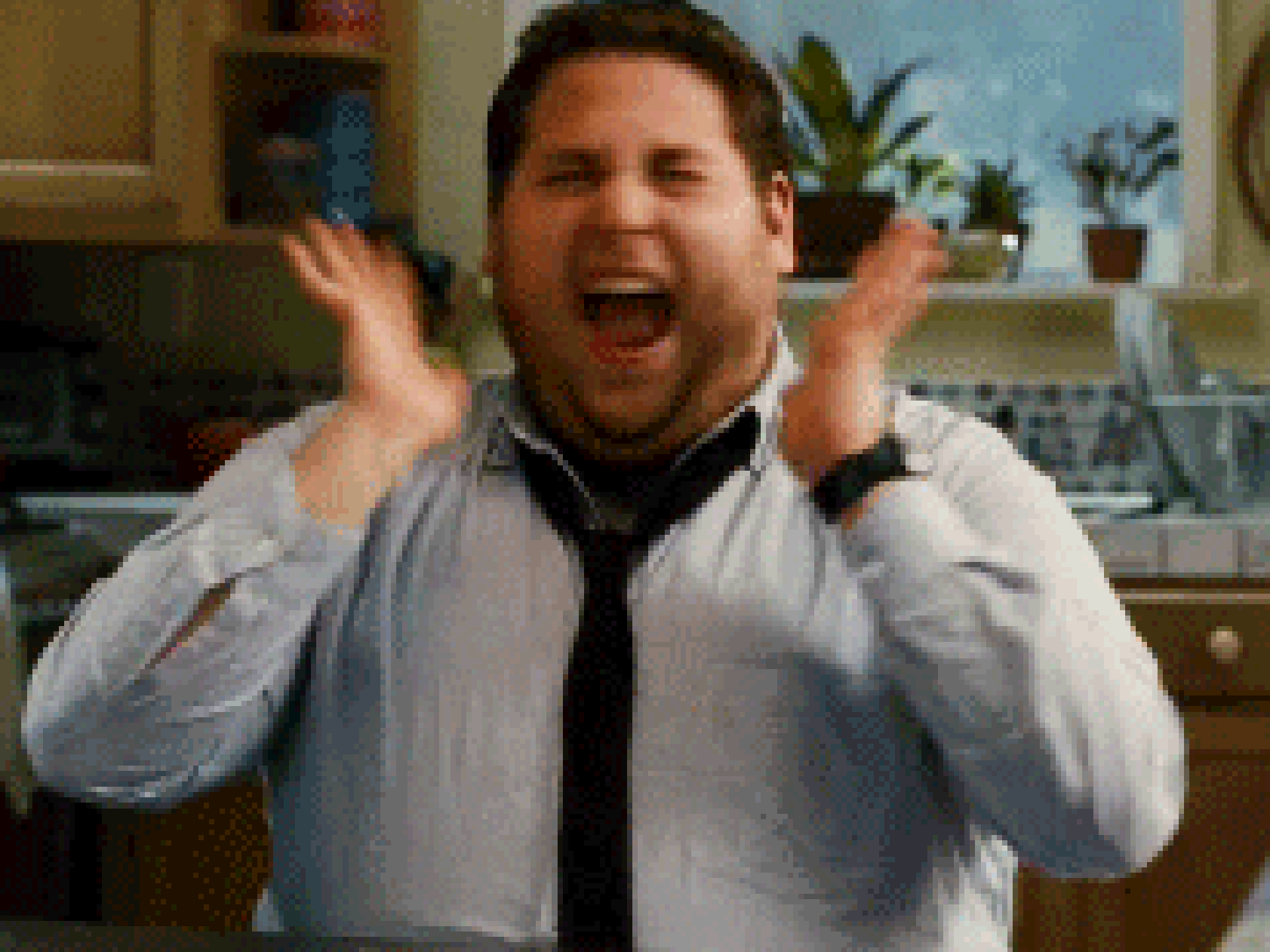
Jump start the new week w/ yo fave #grilledcheese for lunch!

YOU
WHAT
YO
VE

YOU ARE WHAT
YOU EXPERIENCE

don't imitate

create



THE JOY
OF CX

Closing…

YOUR **CUSTOMER EXPERIENCE** IS

EVERYTHING

FOCUS YOUR BUSINESS AROUND IT

GO BEYOND CUSTOMER EXPECTATIONS

AT EVERY POINT

EVERYDAY

GIVE REASONS TO CUSTOMERS TO
SHARE
YOUR STORY

These*

(*αυτά)

LINKEDIN: FOTIS ANTONOPOULOS