



SAP USER GROUP NORWAY

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qualtrics[®] XM

EVERYONE

is expected to be an experience brand

“ Our year-to-date results highlight the continued success of our season pass and guest focused marketing efforts. The importance of our geographic and currency diversification, our resort network and the outstanding experience we provide to our guests is evident.”

“ Being hard-core and driven is as essential today as it ever was. But there needs to be humility. The reason why I use the word engineer is because the business we are in is to meet the unmet, unarticulated needs of customers. That's what innovation is all about.”

MICROSOFT

where, as we shift from customer service focus to customer experience focus, how do we do a better job of thinking for the things that add value for them? [On the road for online retail,] We know that's a space that's going to continue to evolve. We have to engage with the customer the way the customer wants to engage with us.”

value proposition our customers on vacations. We also have the ability to segment and target our guests resulting from the data made in data capture.

“ At Zappos.com, we decided a long time ago that we didn't want our brand to be just about shoes, or clothing, or even online retailing. We decided that we wanted to build our brand to be about the very best customer service and the very best customer experience.”

ZAPPOS

program] that people book get five stars. The number is less than 80%. So the customer is higher. And in many markets a fifth of the travelers. So hotel travelers are booked in some markets a huge number. And it's starting to open up. Otherwise use Airbnb to see we're going with Experience.

“ Sephora focuses on building the emotional relationship with the client, looking at how to create demand by growing in prestige.

“ Ultimately, we start the the store approach in areas where we have significant growth potential, particularly appliances and mobile phones.”

BEST BUY

“ Everything we do starts with the consumer.”

NIKE

consistent, more enjoyable, more fun.”

MCDONALDS

“ This isn't rocket science.”

COSTCO

mission with serving the consumer sharpens our focus and drives our growth.

“ Our mission is to make all athletes feel better, and our passion and endless pursuit of this goal ensures that we put the consumer at the center of everything we do. In a world that is increasingly more connected...we are building our digital muscle and empowering our ability to understand our customers' behavior and preferences.”

UNDER ARMOUR

“ It wouldn't have been that hard to launch in the US, if all we wanted to do was a subscription service or all we wanted to do was another download service. We wanted to launch a product that the user felt was free, that meant that they could share tracks with their friends, that meant that they could try out the full experience before they decided to later convert.”

SPOTIFY

“ The most important metric I always look at is, 'Do people like what I'm making?' Because if they love what I make, then it's going to grow into something really popular. If they don't like it, it's not going to grow. Nearly 90% of [the Airbnb Experiences program] that people book get five stars. With homes, that

“ I don't see them, but they are with people all the time.”

“ In terms of the monetization question on AR/VR, we tend to focus first and foremost on customer experience. And so we are all about making sure the experience is great and we think that if we get the experience right, that revenues and profits will be a result of getting that right. And so we're very much focused on the experience right now.”

APPLE

“ interesting statistics: 360 of the top brands all invest in customer experience.”

“ It is clear to us that strong brands and franchises will inevitably fare better than others in this time of intellectual-property explosion. It is imperative to create an environment that attracts world-class storytellers, to own the stories we create, to connect consumers to that content in ways that are relevant to their lives and provide a compelling entertainment experience.”

DISNEY

“ Any business that has delighted its customers has a sales force out there that they don't have to pay.”

BERKSHIRE HATHAWAY

“ A key differentiator for Starbucks it is the emotional connection our partners have to what we stand for, and the fact that we're in the business of human connection.”

STARBUCKS

“ ...for the technology that they are building. Is it addictive? Is this technology helping their customers or hurting their customers? Are they being manipulated? This is something that every company and every CEO is going to have to do.”

SALESFORCE

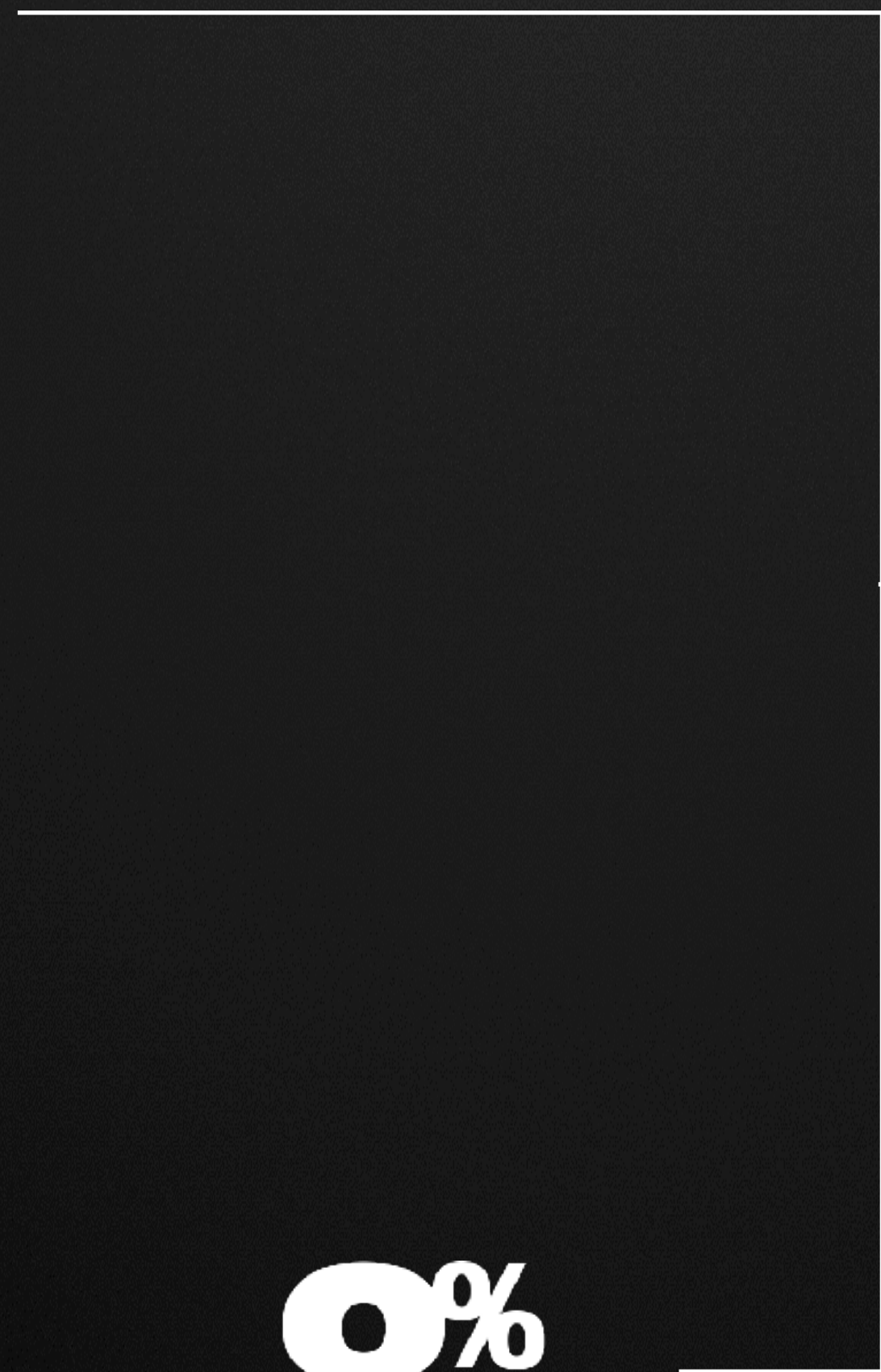
experience management
has become **MISSION CRITICAL**

80%

80%

8%

80%



8%

THE EXPERIENCE
GAP

the answer isn't more data

it's **DIFFERENT DATA**



O DATA

Win rate

Inventory turnover

Financials

Employee attrition

Profitability

Cart abandonment



Customer satisfaction

Purchase intent

Employee engagement

Product feedback

NPS

Brand perception

xnm



CUSTOMER



PRODUCT



EMPLOYEE



BRAND

