



CHANGE
CHALLENGE
OPPORTUNITY

20.11.2015
INTER EXPO CENTER



How Customer Experience Is Changing the Way We Manage Projects



Georgi Kamov

Consultant, Motivational Speaker,
Partner at Designthinking.bg



HAPPY
HOUR
17h - 20h

Pinot de Bourgogne
STELLA ARTOIS 5€
LOBURY 6€
LEFFE 6€
LEFFE DE NOËL 6€
VIN 14cl. Rouge, 3€
rosé, blanc

Cocktail
PAR/VOL/A1





A BILLION DOLLARS
SAYS YOU CAN
The Uniquely Community Lending Campaign
IN RIGHT HERE WE TRUST



welcome to
the world's greatest bank







UMPQUA BANK





welcome to the world's greatest bank

MONEY DOESN'T
BUY HAPPINESS.
WHICH IS WHY WE GIVE THAT
PART AWAY FOR FREE.

refresh

S M T W T H F S
1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

let's talk

nov

CHRISTMAS BALANCE

THE SLOWEST BANK

Umpqua + z i b a



UMPUQA
BANK

read

sip

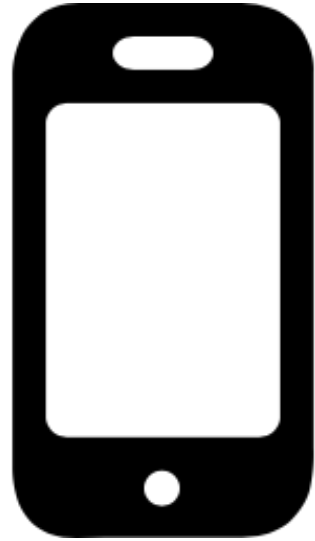
bank

business

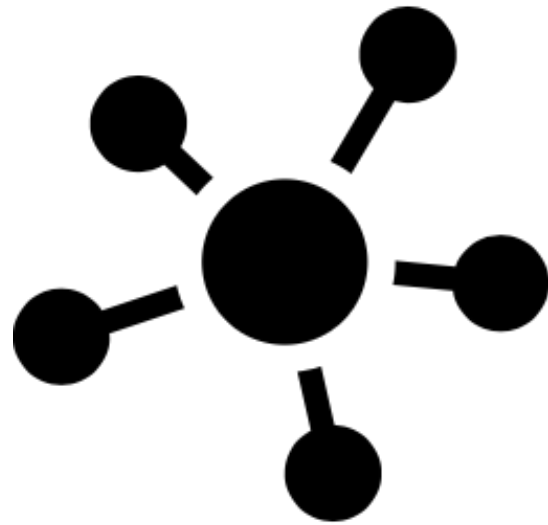
green

gift card

The new economy



Digital economy



Network economy



Sharing economy

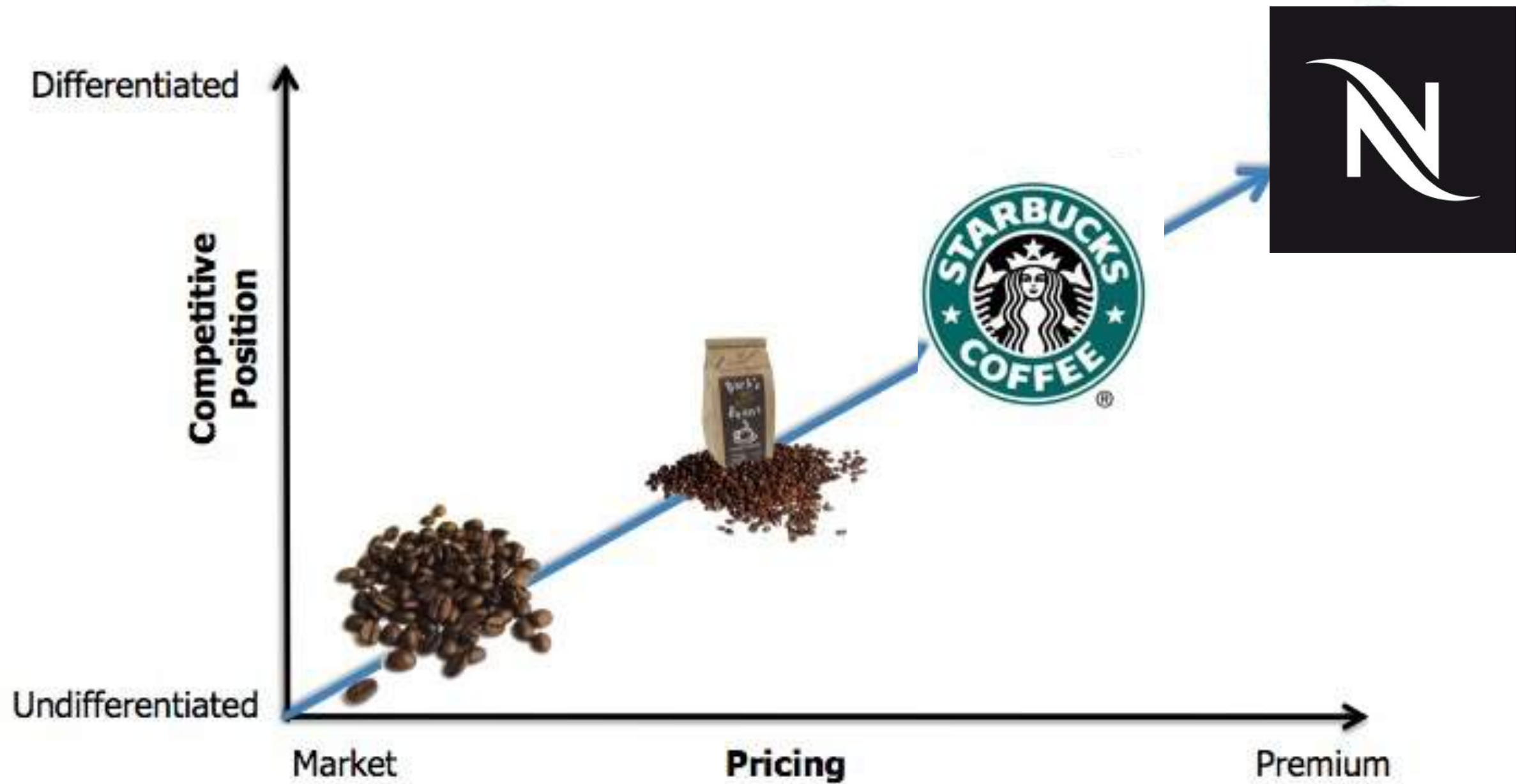


The experience economy -
a shift in economic value

The progression of value



The progression of value











Pure pleasure
is inside.

NESPRESSO
What else?

YouTube | The pleasure continues on youtube.com/n Nespresso

Surveyors' reports of house price rises biggest for 11 years

Kathryn Hopkins
Economics Correspondent

The proportion of surveyors reporting price rises has hit an 11-year high as demand continues to outstrip the number of homes for sale.

In its latest check on the housing market, the Royal Institution of Chartered Surveyors (RICS) found that a net 57 per cent of respondents said that prices had risen last month. This represents the percentage of those reporting a rise minus the percentage who said that prices were falling.

This was the highest since 2002 and highlighted the impact that the gap between supply and demand — which is at its greatest since 2009 — was having on property prices. Over the coming year, the average cost of a home is expected to rise by 3 per cent.

In the three months to October, chartered surveyors acted in the sale of an average of 20 homes, the highest number since 2008. Transaction levels rose in almost every region — not only in London and the South East, where some fear that a property bubble is emerging.

However, while surveyors reported that the Government's Help to Buy scheme was boosting buyer numbers, a lack of homes going on sale was caus-

ing problems, according to RICS. "It's no secret the housing market is gathering some momentum and that buyer numbers are on the rise right across the country. A greater willingness by lenders to increase loans to values on mortgage products, allied to the Help to Buy scheme, has meant that more and more first-time buyers are in a position to enter the market," Simon Rubinsohn, the chief economist at RICS, said.

"In spite of this, the amount of homes currently up for sale is still nowhere near enough to keep up with demand and, in order for the market to function correctly, this imbalance urgently needs to be addressed."

The second phase of the scheme, in which the Treasury is encouraging banks and building societies to lend to buyers with deposits as small as 5 per cent, began last month.

Royal Bank of Scotland (RBS) and Halifax said this week that they had received a total of 2,384 applications, worth an estimated £365 million, in the first four weeks of the scheme. RBS, which owns NatWest, said that 73 per cent of its £680 mortgages through the scheme were for first-time buyers.

Experts are concerned that the scheme could push prices up to unsustainable levels unless the supply of housing increases dramatically.



Slippery slope toward winter

The opening of the Courtyard at St. that winter is o

Tasty deal

Get £170 off the HTC One mini
Now £29.99 upfront, £22 a month

Unlimited texts, 600 minutes
and 750MB data on O₂ Refresh

Be more dog
Call 62202 free from a mobile
Visit o2.co.uk/htc or any O₂ store

Offer ends tomorrow

4G Ready



Representative example

Phone name	Duration of agreement	Phone cash price	Upfront cost	Credit amount	Interest rate (fixed)	Representative APR
HTC One mini	24 months	£409.99	£29.99	£240	0%	0%

£170 off upfront with same package rise £100 off upfront. Offer ends 11 November 2013. Includes 24 month O₂ Refresh Plan on our Pay Monthly Mobile Agreement and Phone Plan on a consumer credit agreement. Subject to status. Only credit provided by Trifidius UK Limited trading as O₂, 260 South Road, Slough, Berks SL1 1QX. Trifidius UK Limited is regulated by the CFP. Consumer credit licence number 0518085. A2 ready. 4G only. Software updates and services.

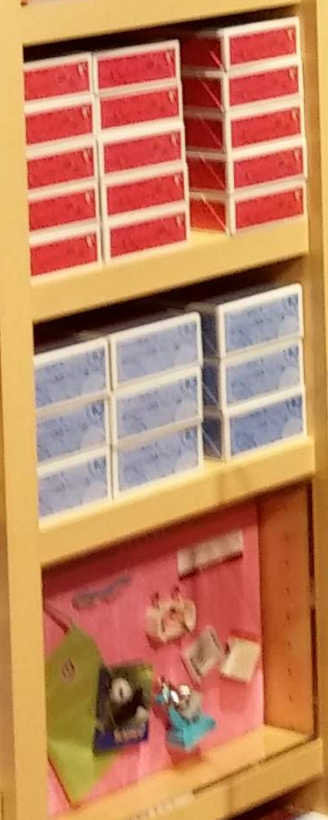
American Girl

**GRAND
OPENING**
Exhibits October 12, 2014
8:00-7:00 PM
Sunday, October 13, 2014
10:00-5:00 PM
 American Girl

not afraid to be herself.
-ALLISON, AGE 9

real ★ kind ★ confident

A brave girl faces her fears.
-RAVEN, AGE 11



Happy Birthday Outfit \$24
Happy Birthday Accessories \$24
Sweet Spring Dress \$22
Cute Cuddles \$20
Cuddles the Puppy \$24
American Girl



Customer experience -
a new economic offering

*“A complex combination
of products, services, spaces
and information”*

*(Sounds like a PM's
worst nightmare to me)*

Customer experience -

not only utility & direct value,
but also novelty, engagement,
relationship & indirect value

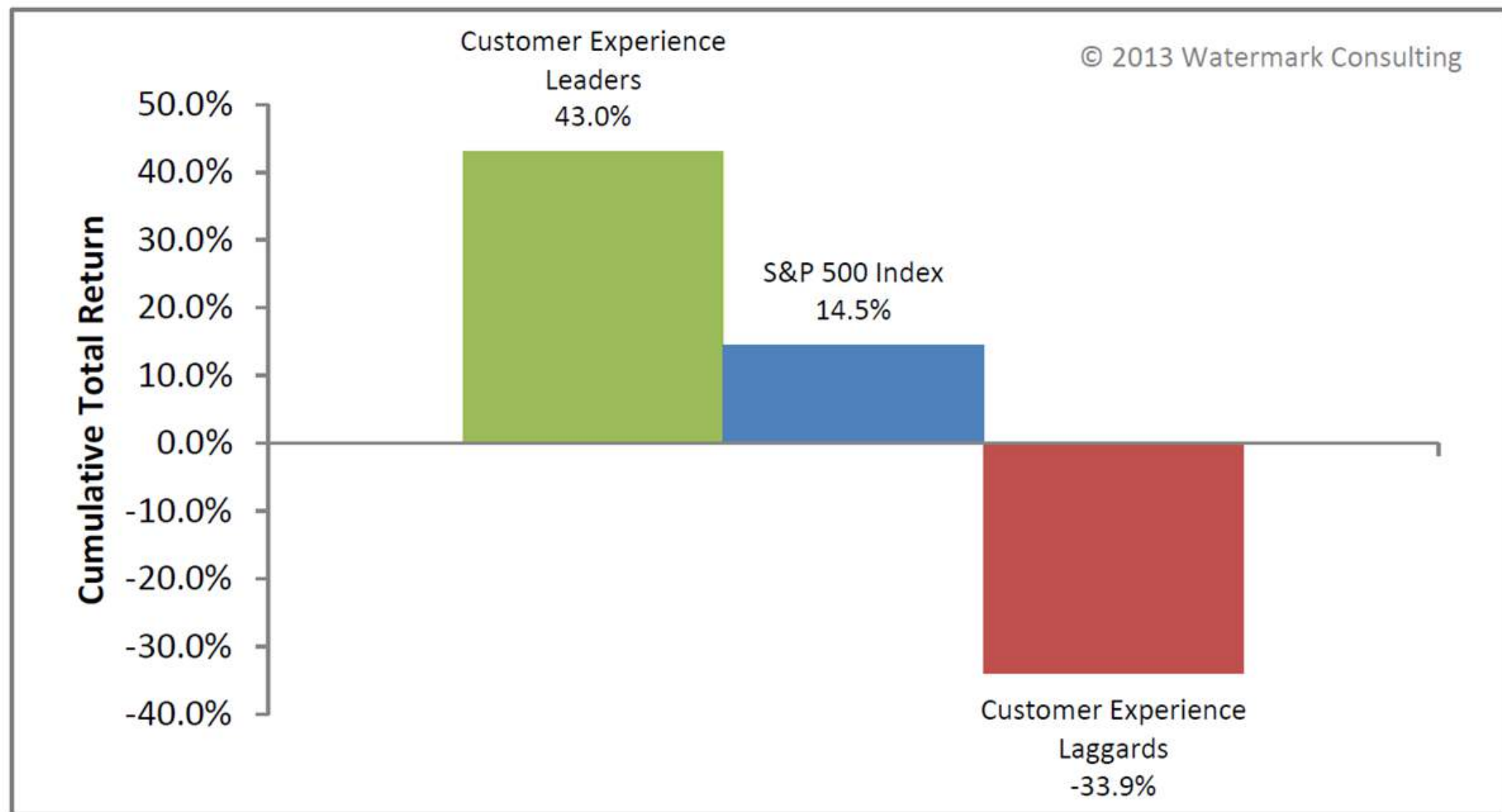
Are we trying to solve problems
or trying to impress people?

Both.

It's not “touchy-feely” stuff.

Customer Experience Leaders Outperform the Market

6-Year Stock Performance of Customer Experience Leaders vs. Laggards vs. S&P 500 (2007-2012)



Watermark defines Customer Experience Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research's 2007-2013 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of Customer Experience Leaders and Laggards relative to the S&P 500 Index.









...GENEROSITY!
SUPPORTS THE PIKE PLACE
MARKET FOUNDATION
FOOD BANK - CLINIC - SENIOR CENTER - PRESCHOOL
DONATE HERE!

SIMPLY THE BEST
DRIED & FRESH PRODUCE

**We Give
The
Fish
For
Free!**



A GENIUS TAXI DRIVER IN HONG KONG

乘客您好！
開心的話，請寫下一件幸福事，
不開心的，請看裡面的幸福事。

David
在車頭的的士司機

**TRANSLATED: "IF YOU ARE HAPPY,
PLEASE WRITE DOWN WHAT
MAKES YOU HAPPY IN YOUR LIFE.
IF YOU ARE NOT, PLEASE READ
THROUGH THE NOTEBOOK."**

VIA 9GAG.COM

MEMEFUL.COM







DEXTROPHOBIA ROOMS

л. Ц. САМУИЛ
№ 50. Вх Б



Lasciate
ogni speranza,
voi d'entrate...



МЛЕКАРНИЦА ДОБРЕВА



A different definition?

Customer experience - *the process, the end-to-end interaction with your customer*





A relationship
at every touchpoint.

How they learn about you

How they talk to you

How they buy from you

How they use your product

How they call for help

How they share with people

This is not customer service.
This is not marketing.

It's the customer facing
your whole company.

Brand and promise
Products and services
Processes
Strategies
Management
/
Ad on the subway
A social media post
Purchase

The customer takes
centre stage.

Our lives are shaped by
the experiences we have
with the world, the people
and the environment.

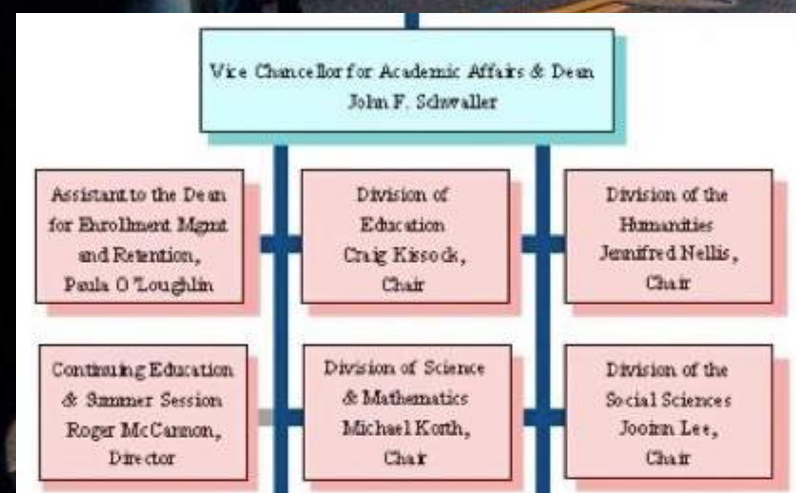
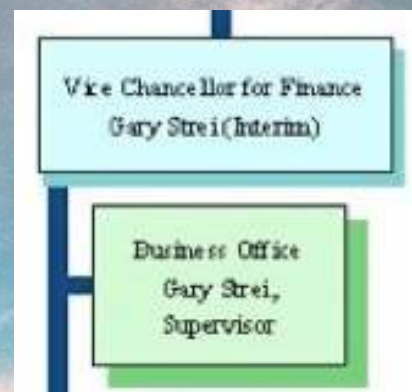
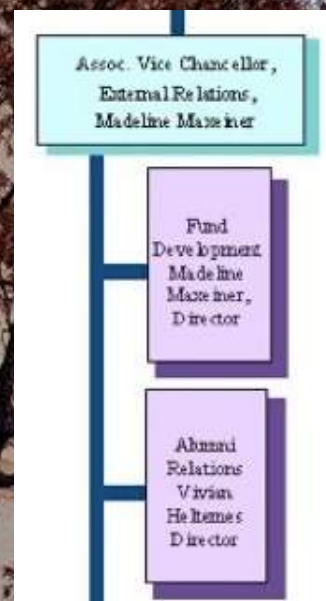


AHEAD

Apple Bank

GNC

New L
NUTRITIONAL



People don't care about you,
your products, services, offerings,
processes or strategies.

They care about themselves.

“People will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”

– Maya Angelou

There is no more
B2B or B2C.

It's H2H:
Human to Human.

@bryantstamer #sub

An amazing experience sets our expectations higher and higher.



[illegible]

I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

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Realistic. I calculate equations and play with numbers.

I am order. I am logic.

I know exactly who I am.



Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

 Mercedes-Benz
The best or nothing.

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Mercedes-Benz
The best or nothing.

**The Left Brain
Approach -**
Customer
experience as
a process, the
relationship
with the
client.

**The Right Brain
Approach -**
Customer
experience
as giving
something
special to
people.

How all of this affects projects

What are projects for?

Projects are made
to make change happen.

Change involves learning,
new directions, risk,
mistakes, experimenting,
failing, trying again.

Projects involve specs.
Fixed terms. Scope. Budget.
Deadlines. Restrictions. Output.
Responsibilities. Reports.





Change means “risky”.
Projects mean “safe”.

“This might not work.”

Organizations don't suffer
from a lack of new ideas.

Organizations suffer
from making new ideas happen.

How customer experience
and project management meet

Meet our old friends,
The Triple Constraints:

scope, time & cost.

Meet our old friends,
~~The Triple Constraints~~
The Seven Constraints:

scope, time, cost, etc.

Meet our old friends,
~~The Triple Constraints~~
~~The Seven Constraints~~
The Eight Constraints:

scope, time, cost, etc.

(+ kids getting sick)

Meet our new friend,
the metric to measure
all of our constraints against:

customer experience.

“Will this project move us forward in delivering a superior experience to our customers?”

Your challenge:

**infuse customer experience
in project management during
the whole project cycle.**

The end customers

“How does it feel to deal with you?”

“How does it feel to buy this?”

Customer-facing projects

Customer experience programs

Your colleagues and employees

“How does it feel to work here?”

*“How does it feel to be part
of that project?”*

Projects for external customers

Projects for internal customers

“What everyone in a company does can be reduced to one of two functions: to serve the customer or serve someone who does.”

– W. Edwards Deming

The Holy Grail -
customer-centric organizations

They seem to do it all –
engaging employee experience,
great customer relationship
processes, amazing experiences
with high value as their
primary economic offering

SHOP WOMEN'S

Clothing
Shoes
Sandals
Dresses
Denim

SHOP MEN'S

Clothing
Shoes
Running Shoes
Sandals
Denim

SHOP KIDS'

Girls' Clothing
Boys' Clothing
Girls' Shoes
Boys' Shoes

NEW SPRING ARRIVALS



GLANCE

The most exciting products on Zappos

SHOP NOW

SHOP CLEARANCE

Women's
Men's

SHOPPING RECOMMENDATIONS FOR YOU

VIEW ALL

BOOTS,



Changing corporate culture - Dilbert knows best



Don't wait for a change
of culture.

Use customer experience
as a trigger to
change your culture now.

How?

People

- Understand your customers and their world (the “why”)
- Visualize the customer (eBay)
- The customer of the customer
- Team diversity is key -
IT managers showing empathy for the customer, engineers closing a sale, supply chain passionate about service



Processes

- Customer experience as a priority for the whole company
- Kickstart projects that break internal silos
- Don't set specs, set challenges
- Involve outside partners

How Might We?

BALL-SHAPED
CONTAINER
TO DUNK
INTO GARBAGE
BIN

Disposal

Quick-dissolving
yogurt orbs
that you pop
in your
mouth

Generate
Less
waste?

HMW...
HAVE FUN
WITH THE
GARBAGE?

EDIBLE
CONTAINER

HMW...
MAKE STIRRING
ENJOYABLE?

HMW make it
consistently
blended?

HMW...
KNOW WHAT
THE YOGURT
LOOKS LIKE?
(BEFORE EATING)

appearance
& texture

pre
stir

post
stir

HMW
achieve fully
stirred state
prior to customer
experience
of contents?

freeze-dried
astronaut
yogurt

... it easier
eat every
last bit?

HMW...
BUILD A SPOON
INTO THE
PKG? ON the go?

HMW... MAKE
PKG speak
graphically to
speakers of diff.
languages.

... Make
packaging
seen
higher
quality?



yogurt in
a bag

choose your
own package
design

bulk
yogurt
bins

SHAKE +
LOSE WEIGHT
CONTAINER

HMW enable
people to eat
1-handed?

Squeeze
tube

"lick" yogurt
yogurt roll-up

... improve cup/
container
design for
better grip?
better

Opening

HMW...
KEEP HANDS
CLEAN DURING
EATING?

HMW...
BE LESS
CAUTIOUS
WHEN OPENING
LID?

Spaces

- Can you deliver change in the windowless conference room?
- Set up “war rooms”
- Spaces for end customers matter a lot - ambience, light, smell, touch, feel

Fraport

OUR CONCEPTS

David
centered

co-creation
Interaction

Health Care

TEAM NAME
P. KILLERS
EAM RESOURCES
TEAM ISSUES
TEAM RULES
Success factors
be in one boat trust
cross factors
STAGES/TASKS
TEAM ISSUES
TEAM RULES
Success factors
Synthesis
100% CRAZY ideas
challenge other frame works
Research Frameworks
observe
-10 Interviews
-3 CPDs 10ppt
-50 H
-5 ppt
committed Decisions
Push-up Feedback

One more thing...

A new experience offering with
a solid project management
foundation

A new experience offering with
a solid project management
foundation

for 3-6 year olds
and their parents

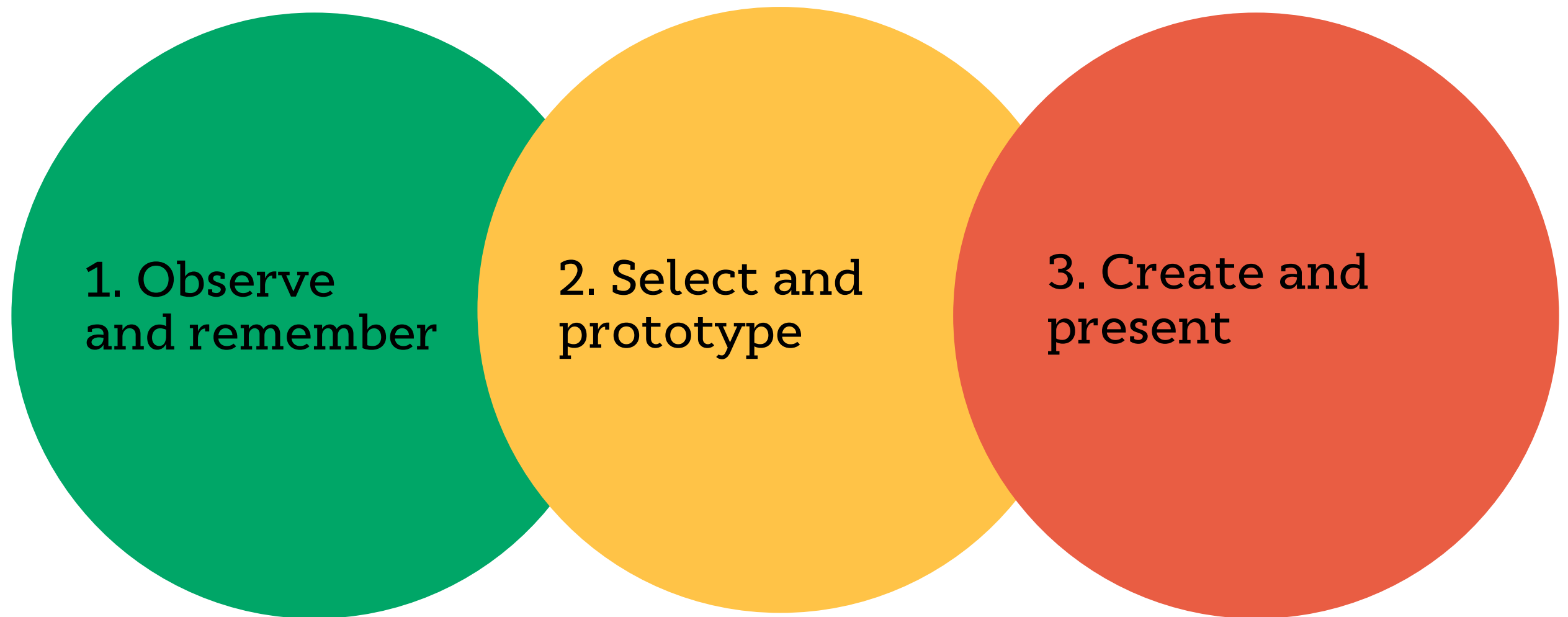
Red Paper Plane (rpplane.com)



Missions -

a whole new way to learn
and play.

Based on a process - design thinking





Mission: Head Chef

A whole new way to learn and play for 3-6
year old designers and their curious parents.

red paper plane

Find out more about the concept and
download more missions at rpplane.com.

What is the challenge?

Let's choose and prepare the Sunday family menu! You will be the head chef and all of us in the family will be your sous chefs, ready to assist at all times. You will remember your meals & drinks, choose a menu, go shopping, cook, lay the table and serve. Are you ready? Let's go!

Your mission plan!

Day 1-5 **Observe & Remember**

Try to remember what meals and drinks you had during the day at home or at the kindergarten/school. If you don't know their names, ask someone for help. In the evening, we will discuss them and then draw your daily menu in the diary. If there are missing elements, we can try and think of them together.

Day 6 **Select & Prototype**

Choose your favourite dishes from the whole week and create a Sunday menu - for breakfast, lunch or dinner. Draw the menu in the diary and discuss it with the family. When everyone is OK with your final selection, we will prepare a shopping list and go out together to buy what we need.

Day 7 **Create & Present**

Put the hats on, tie the aprons and let's head to the kitchen! With the help of your sous chefs you will prepare the special Sunday menu. You can also make a special table layout with name tags, flowers and napkins. When it's all set, serve and present your Sunday menu to the whole family. Good work, head chef! Bon appétit à tous!

Why is it different?

We believe in the amazing potential of our 3-6 year olds. That is why our missions are design challenges for the whole family, based on a creative process - 20 minutes per day for several days.

Key skills we practice:

- Creative problem solving
- Curiosity and experimentation
- Empathy and teamwork
- Patience and concentration
- Fine motor skills and dexterity
- Visualizing and presenting ideas

What do we need to start?



Diary. Note and draw all important things happening during the mission.



Accessories. The chef's hat provides a special look & feel. Look at me!



Paper stickers. Print them, cut them out and decorate your diary and hat.



See our selection of ideas for this mission on pinterest.com/rpplane.

Diary



Chef's hat



Stickers



 Check out more ideas and inspiration for the mission on our Pinterest board pinterest.com/rpplane.



Mission: Head Chef

Mission completed!

Share your journey and memories from the mission with family, friends and the Red Paper Plane community using the hashtag [#rpplane](#).

Let's meet on:



Mission: Head Chef

[Download and play](#)

"Let's choose and prepare our Sunday family menu."



Mission: Cartographer

[Download and play](#)

"Let's map interesting things on our way to the kindergarten."



Mission: Astronaut

[Download and play](#)

"Let's launch a spaceship to a planet in the Solar System."



Mission: Photographer

[Download and play](#)

"Let's create our first album by learning how to take pictures."



Mission: Bartender

[Download and play](#)

"Let's prepare refreshing drinks and create our very own recipe."



Mission: Drummer

[Download and play](#)

"Let's catch a rhythm by clapping, stomping feet and drumming."

What's your next challenge?

You can play this mission again (many head chefs start it all over immediately) or download and play many more missions on [rpplane.com](#). See you there!

For any comments, suggestions, new mission ideas or thank you notes, please email us at hello@rpplane.com.



The Red Paper Plane missions are under a Creative Commons license - feel free to share, copy and distribute them without changing their content or selling them. Patterns and icons from [freepik.com](#) and [flaticon.com](#).

red paper plane

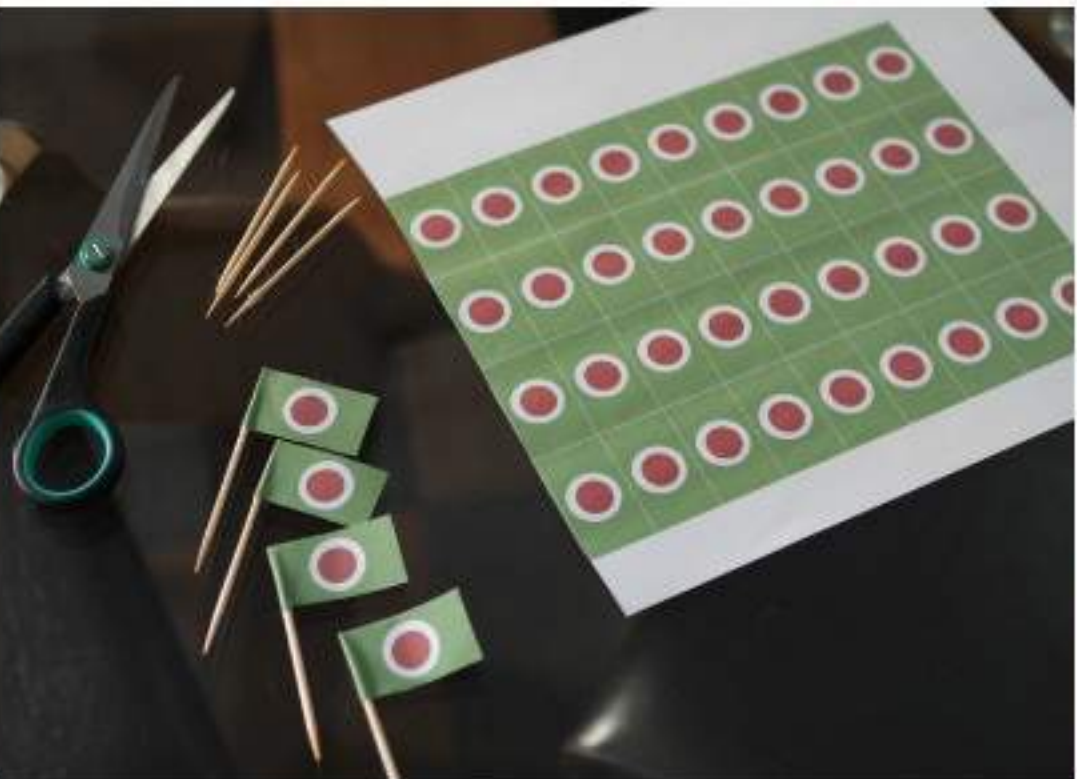
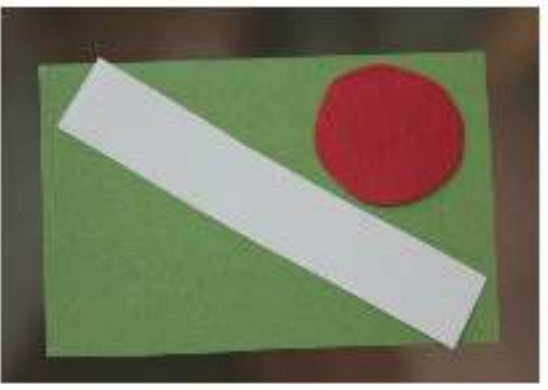
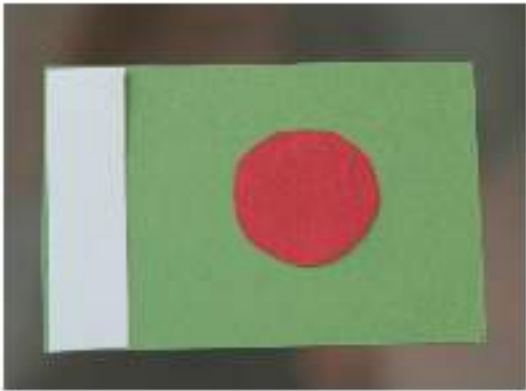
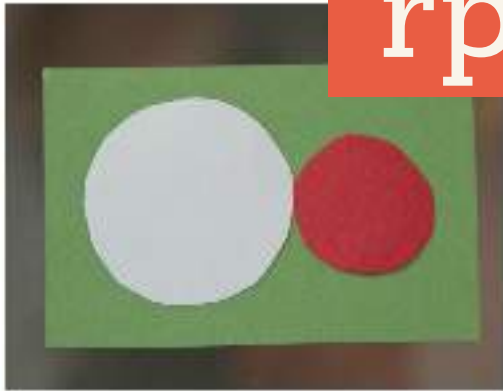
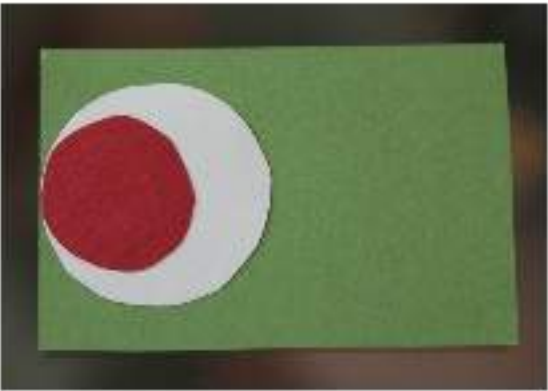


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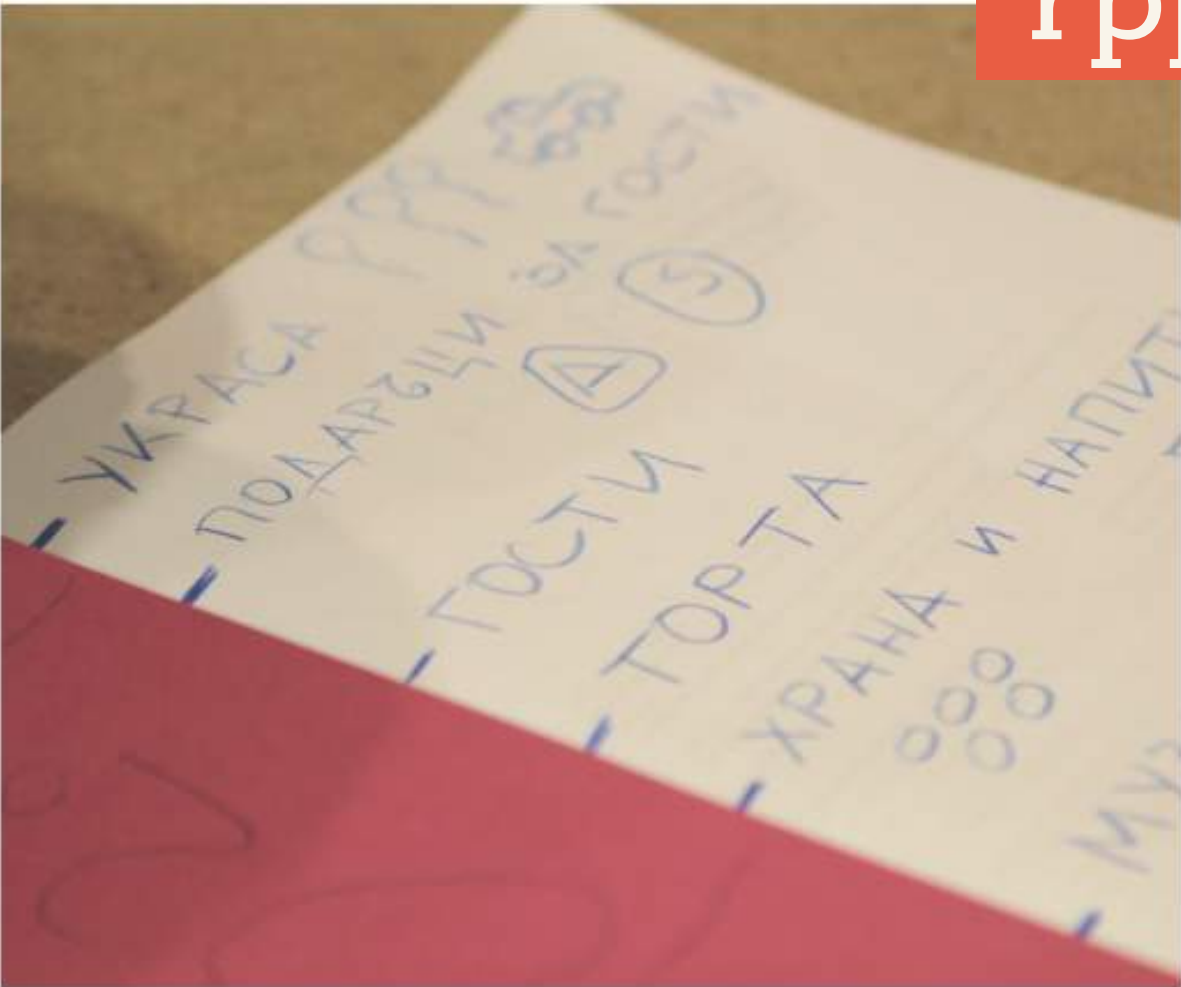


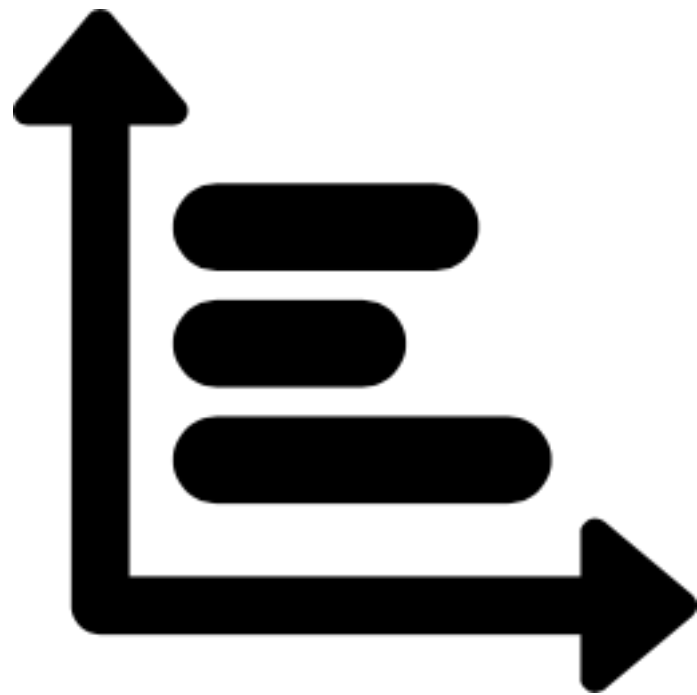
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Project management
can be an experience
in itself.

Have a great weekend.

Georgi Kamov
georgi@designthinking.bg