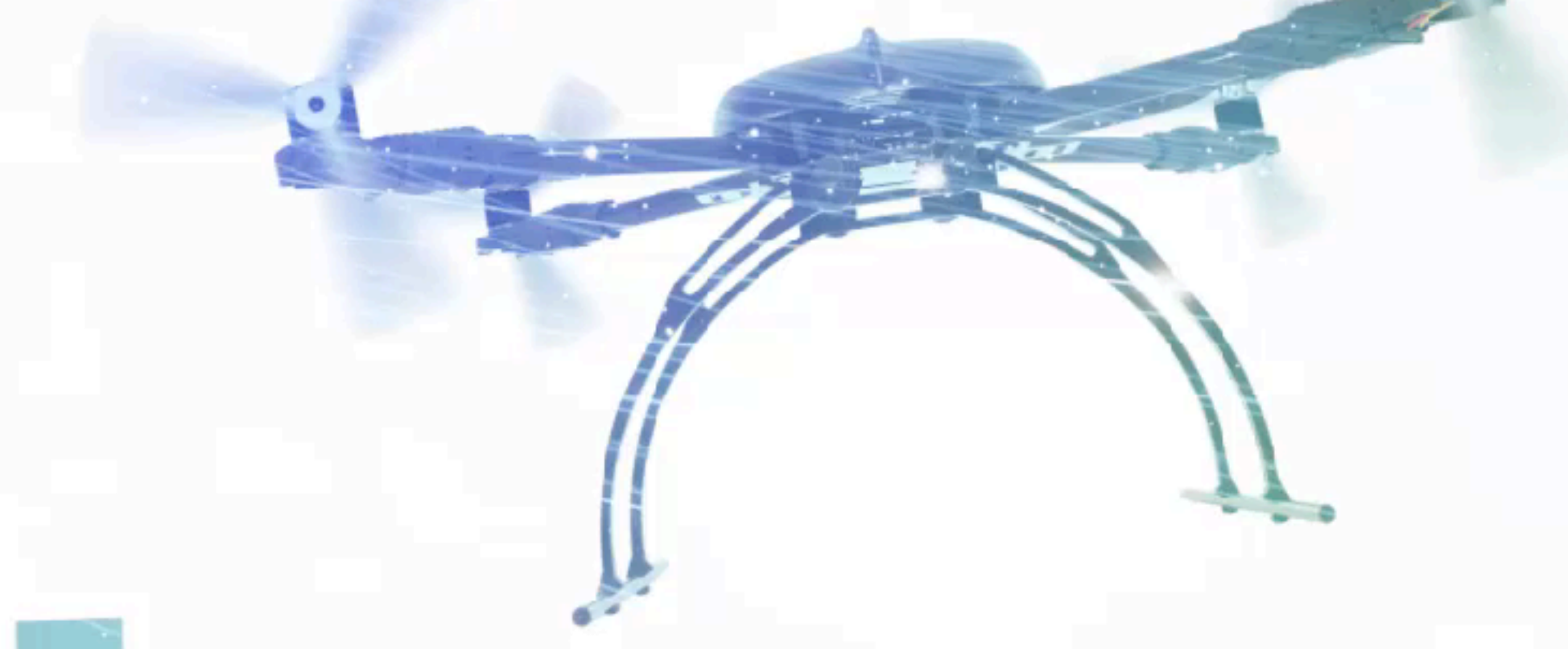


THE
CUSTOMER
THE DAY

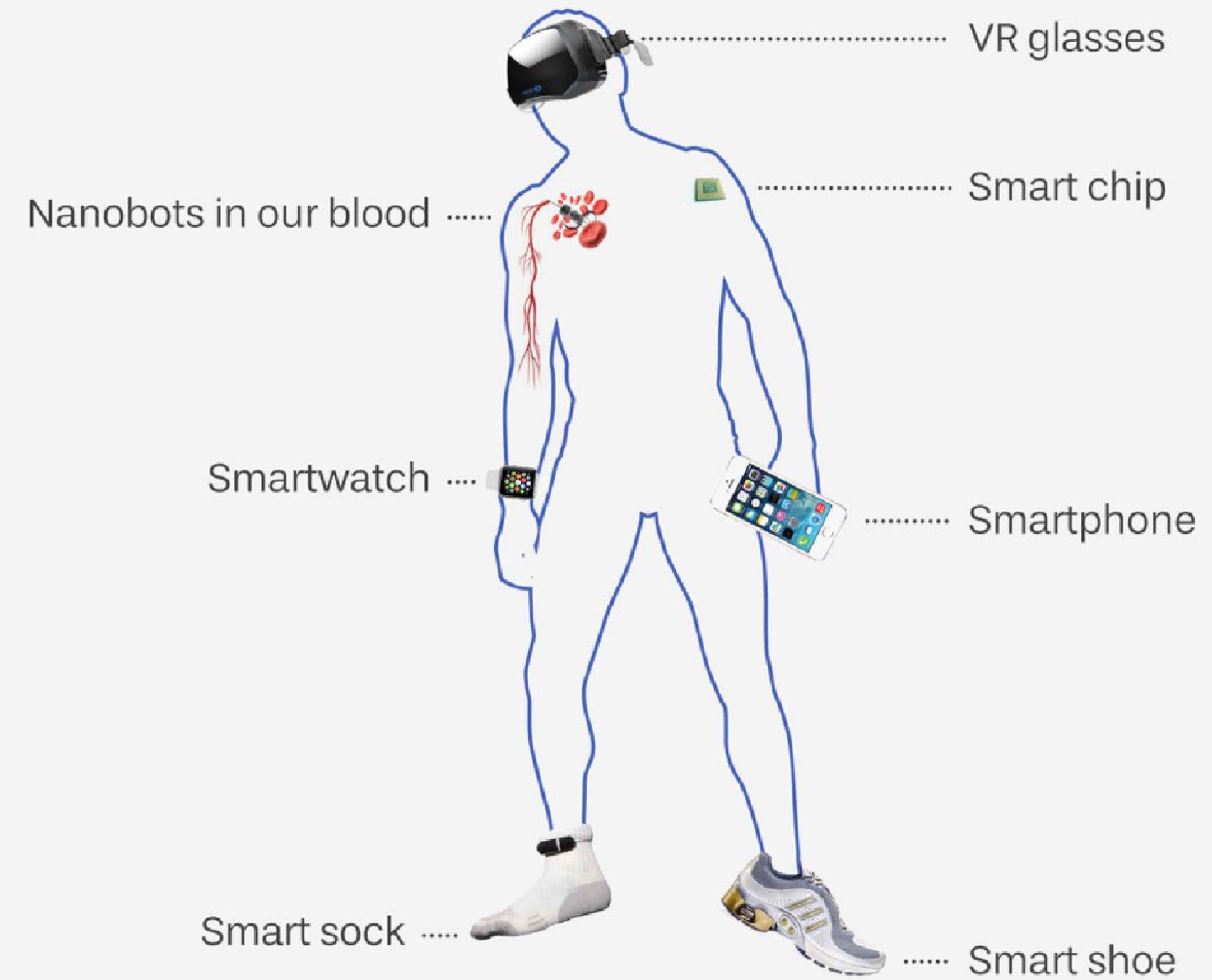
IN
AFTER
TOMORROW





**WE REACHED
THE END OF A CYCLE**

Technology becomes our **6th sense**



TIME



Never Offline.

The Apple Watch is just the start. How wearable tech will change your life—like it or not.

BY LEV GROSSMAN AND MATT VELLA



CELLPHONES

WALK IN THIS LANE



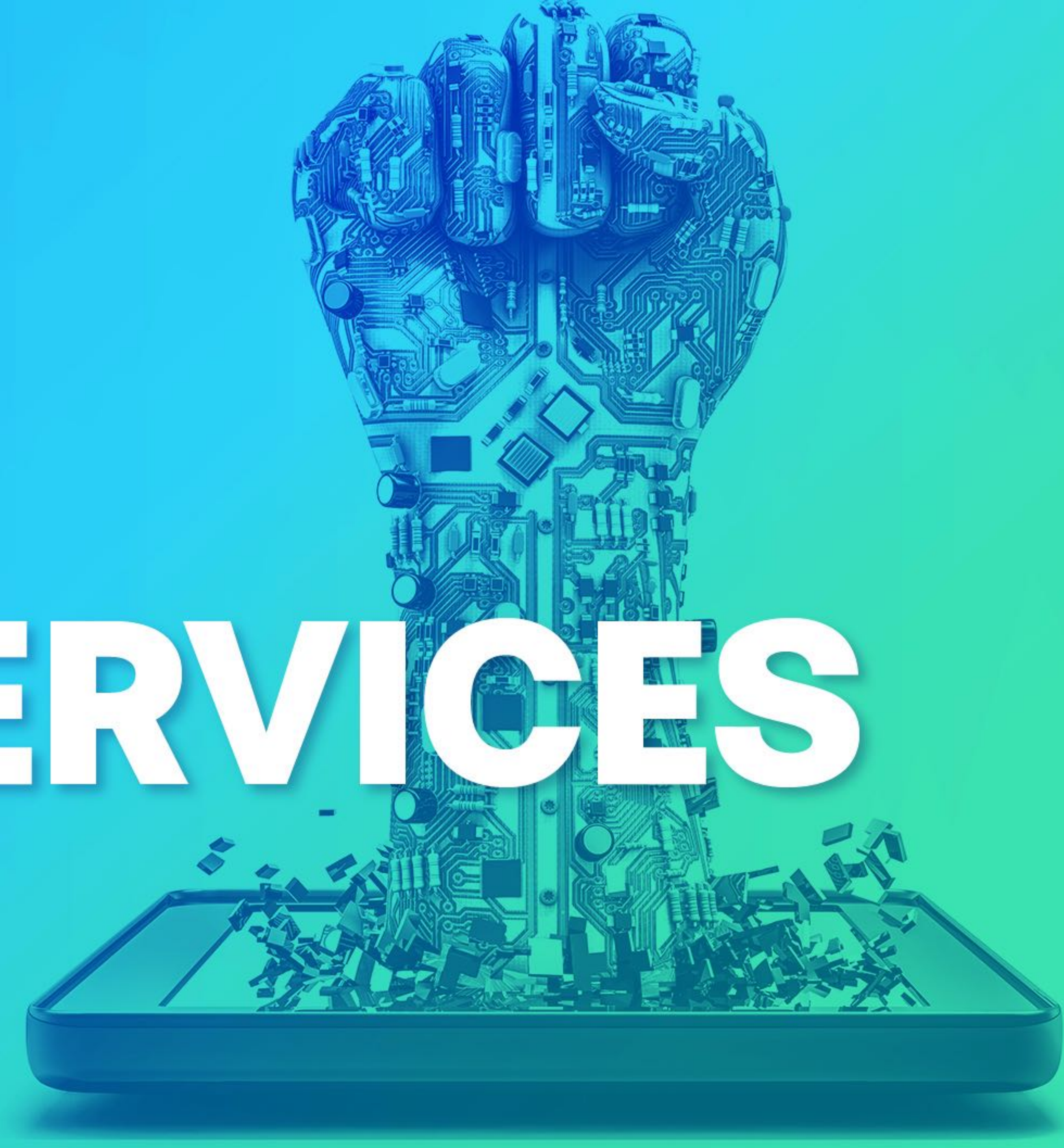






**WE ARE NOW
ENTERING A NEW PHASE**

TOWARDS LIVING PRODUCTS AND SERVICES



Products are becoming digital
and are starting to collect data.

Products are coming to life!



Smart Central Heating
systems announce failures
before they occur.



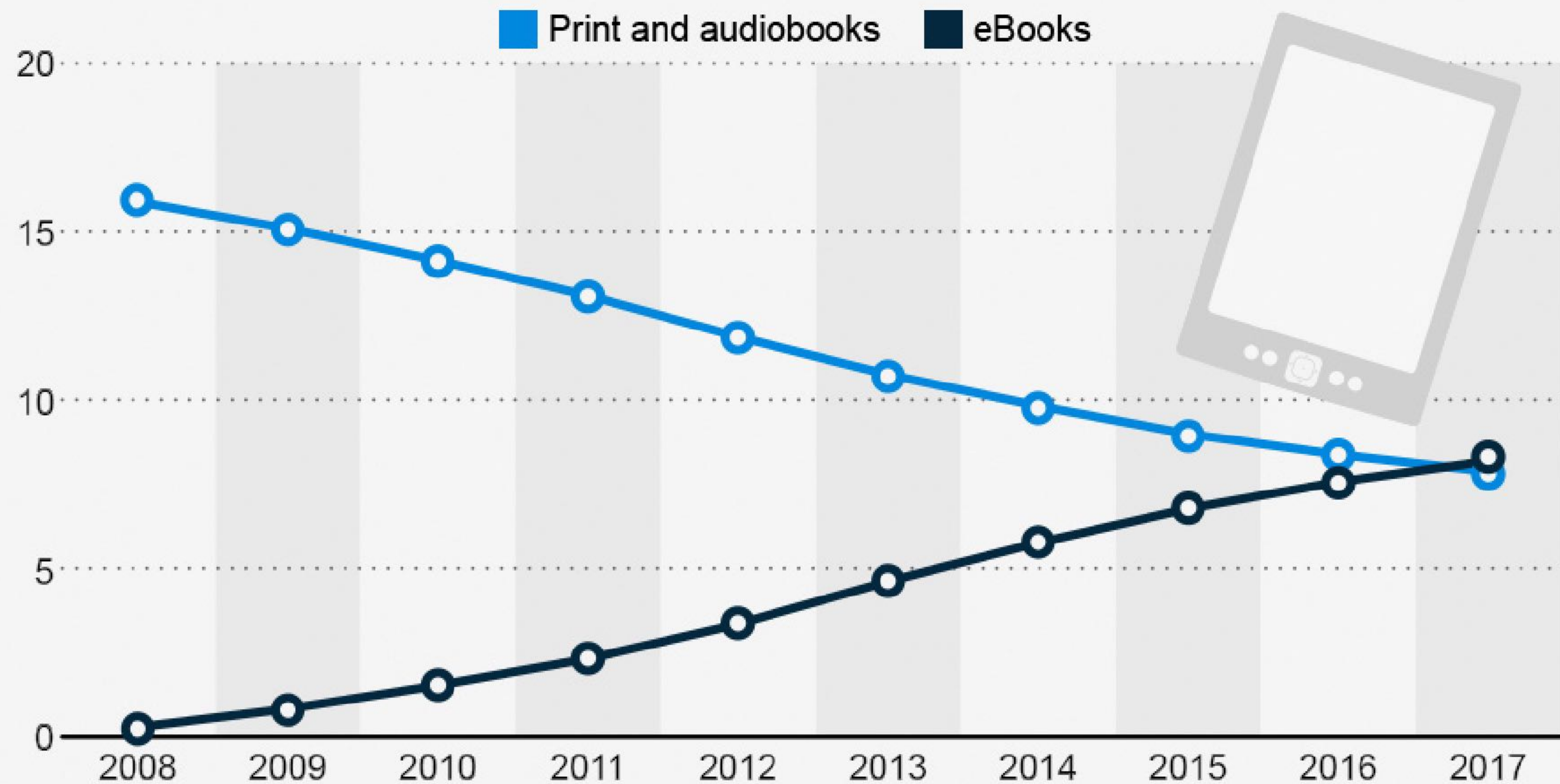


**FROM A REACTIVE TO
A PROACTIVE WORLD**

amazon kindle



U.S. eBook Sales to Surpass Printed Book Sales in **2017**





YOUR EBOOK
IS READING YOU!



TOWARDS ALGORITHM BASED DECISION MAKING

amazon.com[®]

amazon.com

Recommended for You

Amazon.com has new recommendations for you based on items you purchased or told us you own.



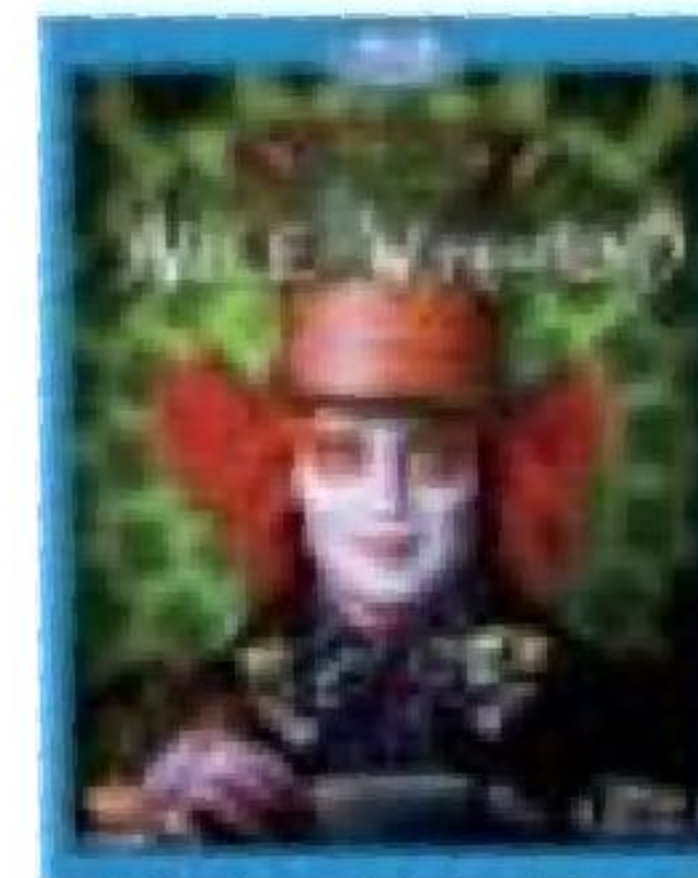
[The Little Big Things: 163 Ways to Pursue EXCELLENCE](#)



[Fascinate: Your 7 Triggers to Persuasion and Captivation](#)



[Sherlock Holmes \[Blu-ray\]](#)



[Alice in Wonderland \[Blu-ray\]](#)

NETFLIX

NETFLIX

Watch Instantly

Just for Kids

Instant Queue

Personalize

Movies, TV shows, actors, directors,

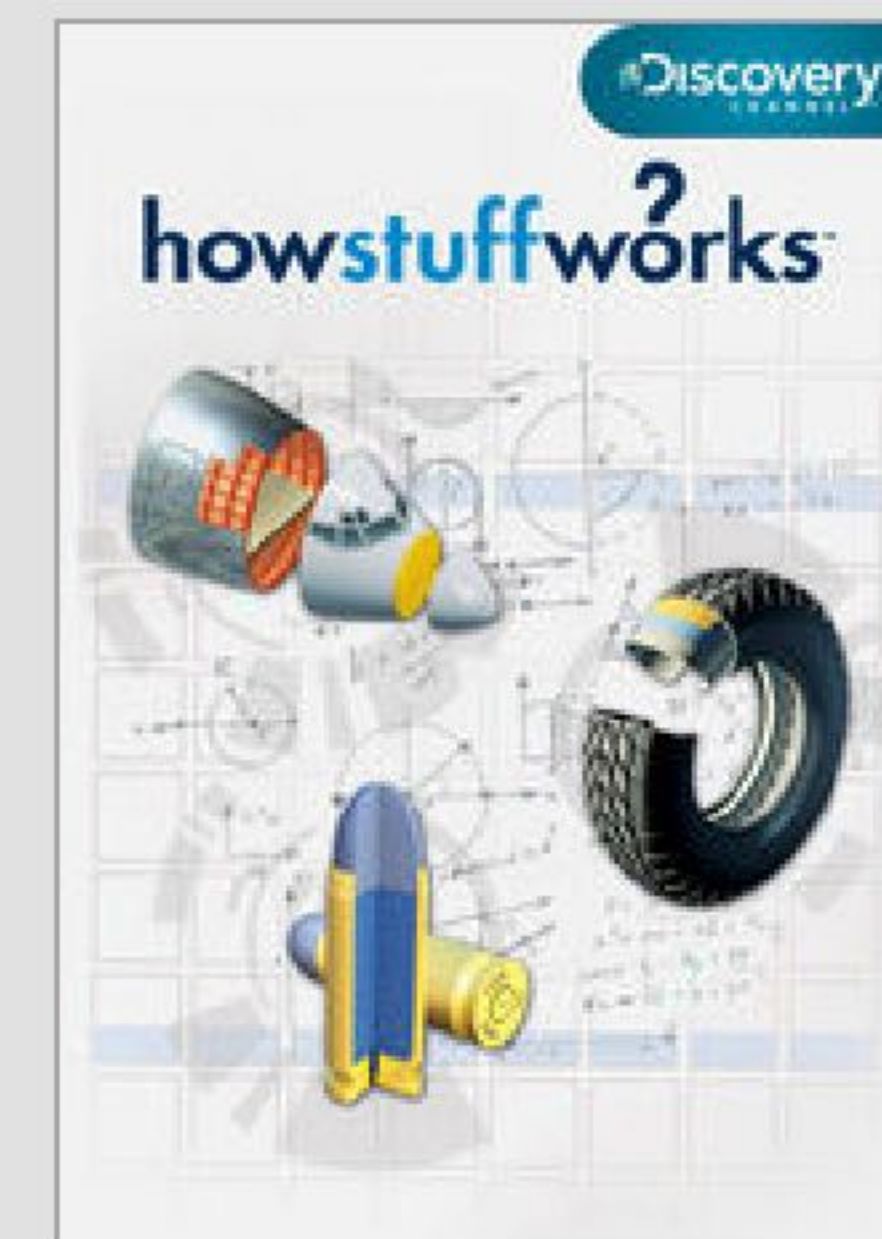
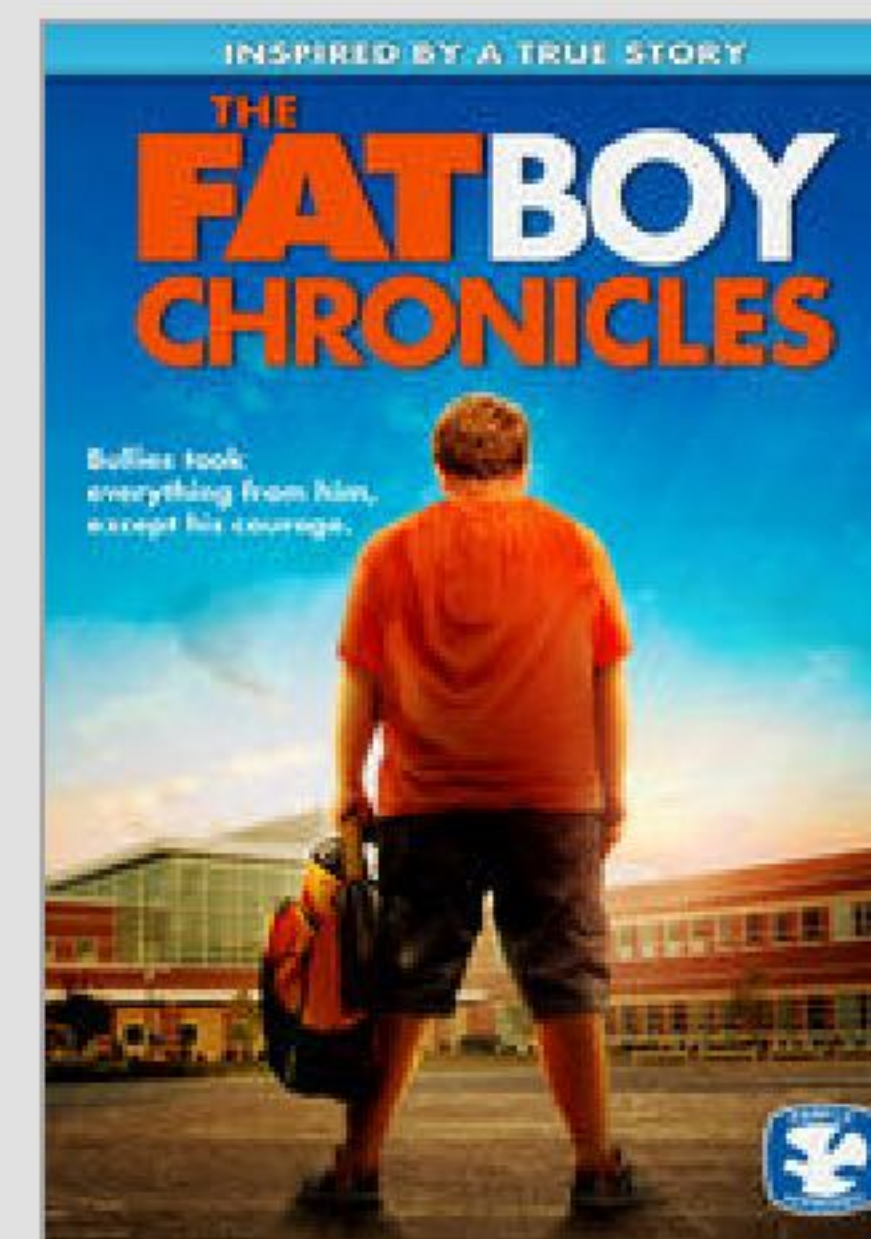


Angela, welcome to your **very own Netflix homepage!**

Based on your ratings, we've filled it with personalized suggestions **JUST FOR YOU.**

The more you rate, the better we get at giving you suggestions you'll love.

Top 10 for Angela

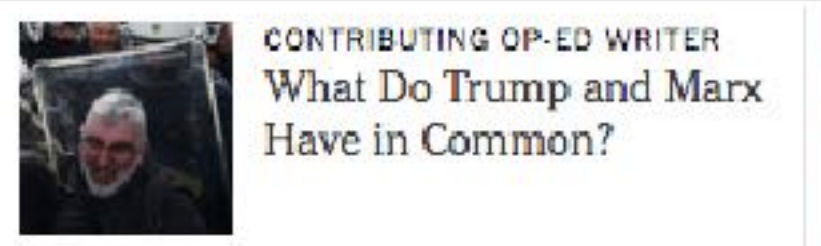
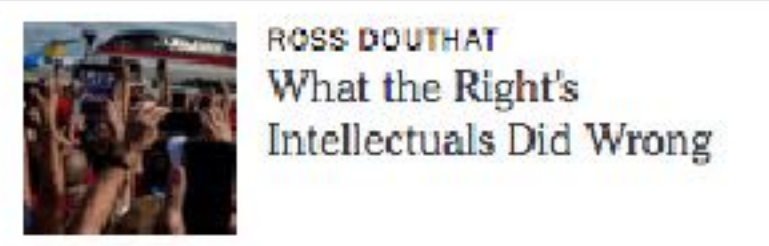
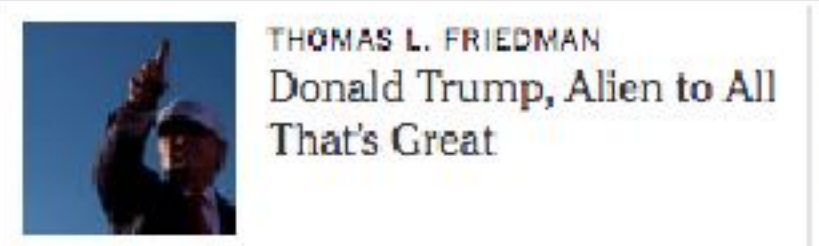




TOWARDS ALGORITHM BASED DECISION MAKING







The Opinion Pages | OP-ED CONTRIBUTOR

My Medical Choice

By ANGELINA JOLIE MAY 14, 2013



LOS ANGELES

MY MOTHER fought cancer for almost a decade and died at 56. She held out long enough to meet the first of her grandchildren and to hold them in her arms. But my other children will never have the chance to know her and experience how loving and gracious she was.

We often speak of “Mommy’s mommy,” and I find myself trying to explain the illness that took her away from us. They have asked if the same could happen to me. I have always told them not to worry, but the truth is I carry a “faulty” gene, BRCA1, which sharply increases my risk of developing breast cancer and ovarian cancer.

My doctors estimated that I had an 87 percent risk of breast cancer and a 50 percent risk of ovarian cancer, although the risk is different in the case of each woman.

Only a fraction of breast cancers result from an inherited gene mutation. Those with a defect in BRCA1 have a 65 percent risk of getting it, on average.

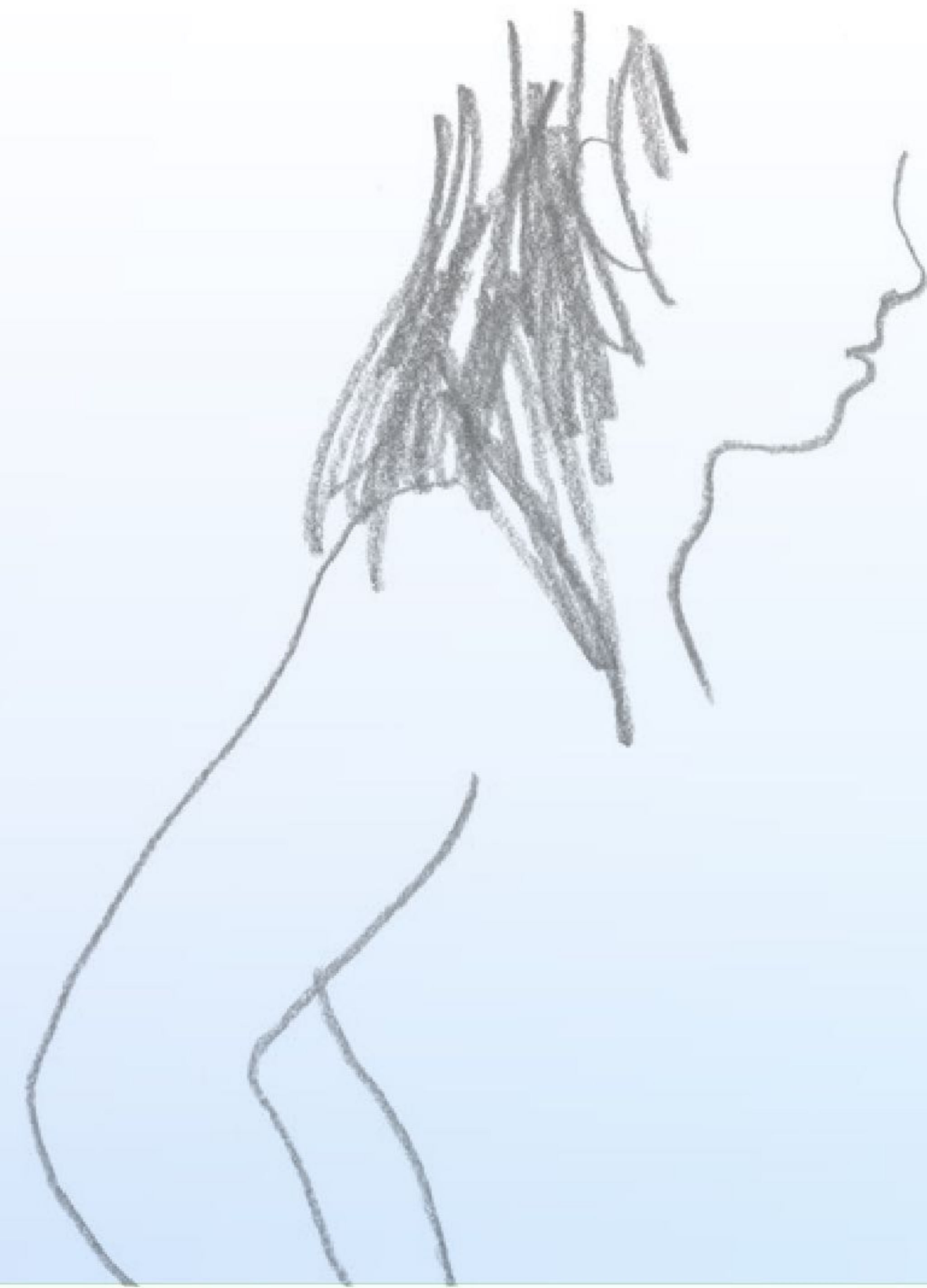
Once I knew that this was my reality, I decided to be proactive and to minimize the risk as much I could. I made a decision to have a preventive

RELATED COVERAGE



Angelina Jolie's Disclosure Highlights a Breast Cancer Dilemma MAY 14, 2013

Opinion | Letters
Angelina Jolie's Preventive Surgery MAY 14, 2013

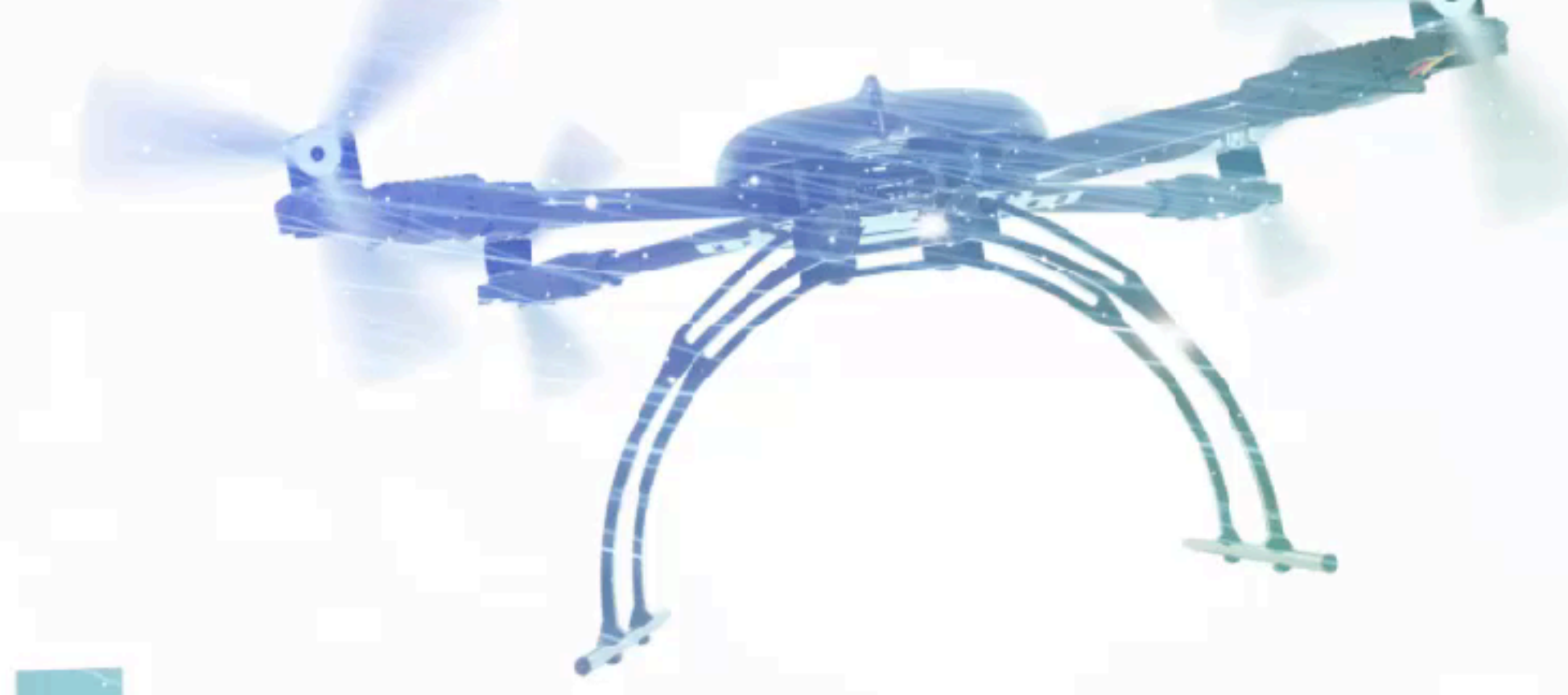




TOWARDS ALGORITHM BASED DECISION MAKING

THE
CUSTOMER
THE DAY

IN
AFTER
TOMORROW



Question: is this enough for the **day after tomorrow**?



Process



Measurement



Culture

Question: is this enough for the **day after tomorrow**?



Process



Measurement



Culture



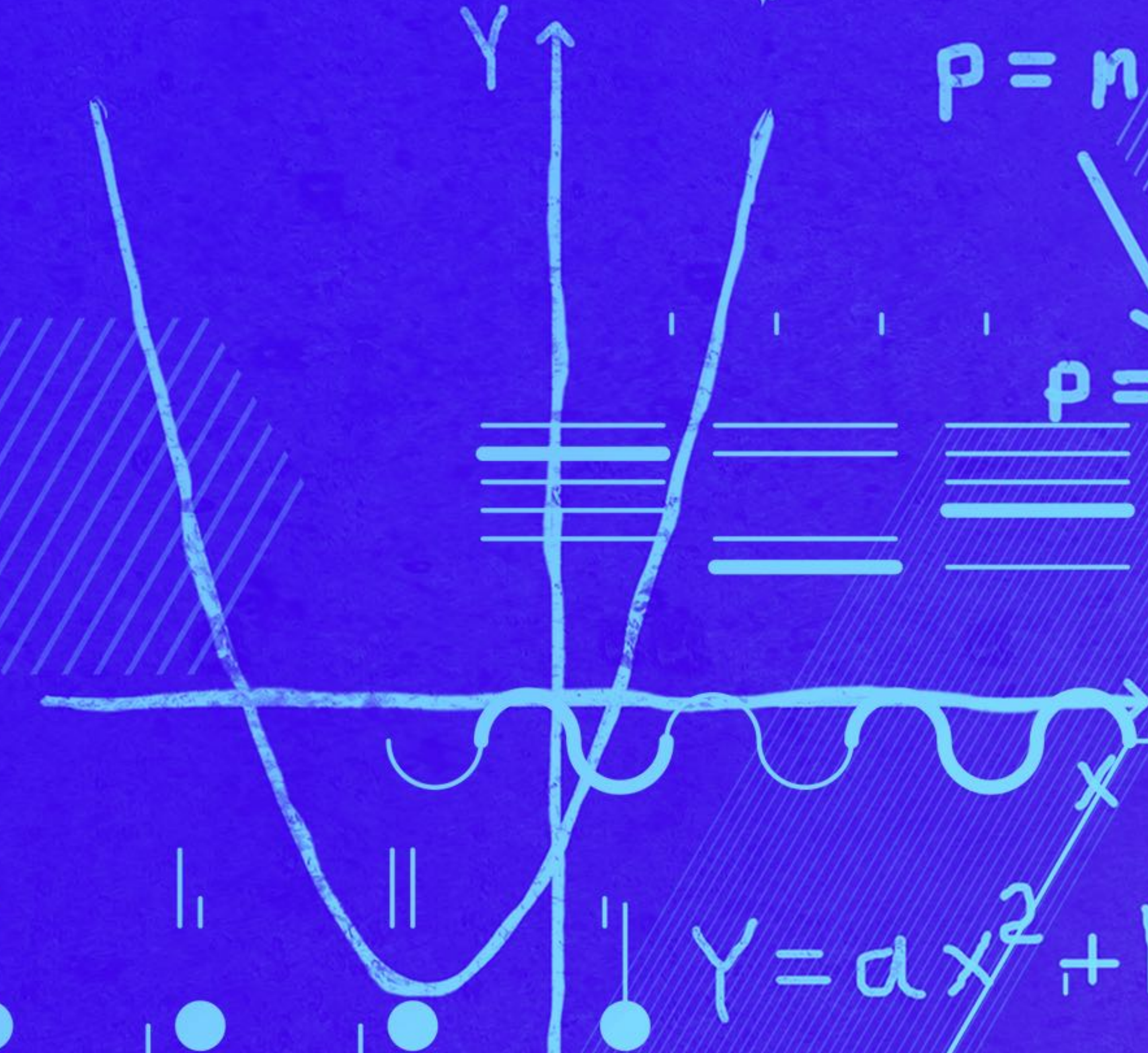
Process



Culture



Measurement



$$y = ax^2 + bx + c$$

$$\sqrt{2(b^2 + c^2) - a^2}$$

$$p = nkT \quad n = \frac{N}{V}$$

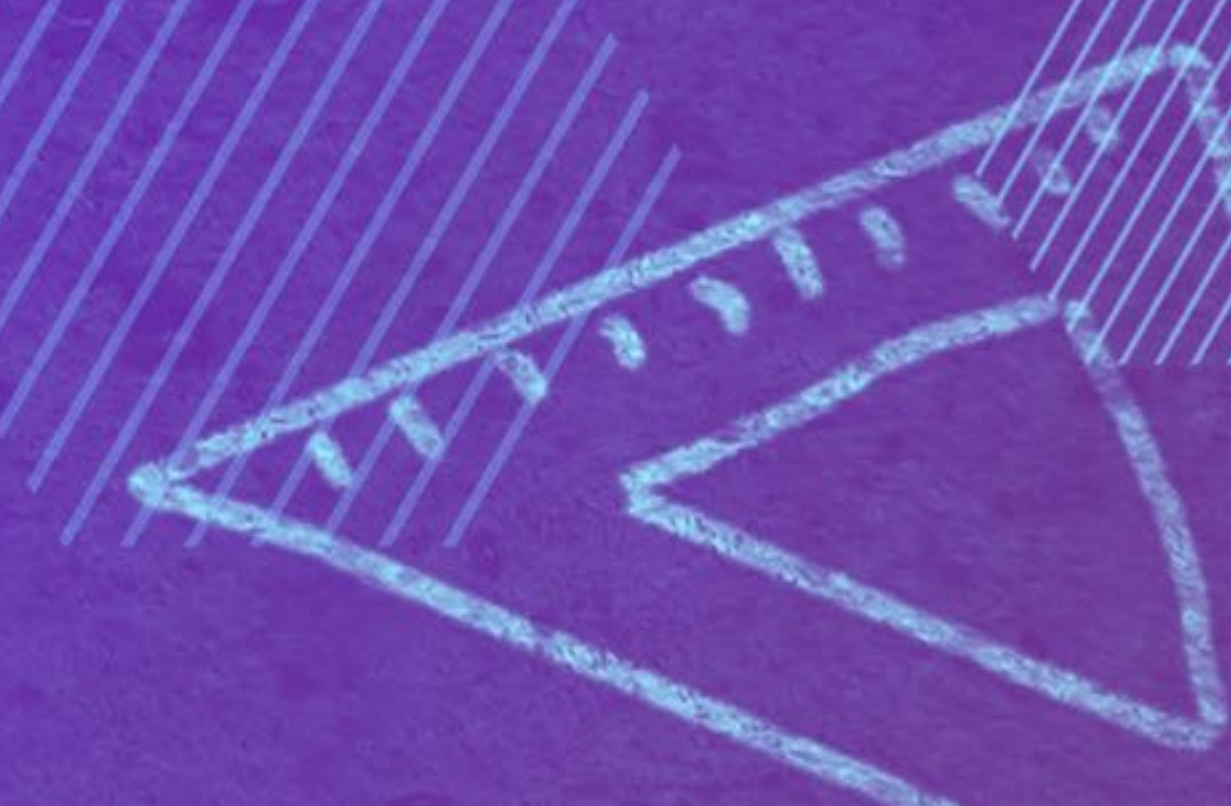
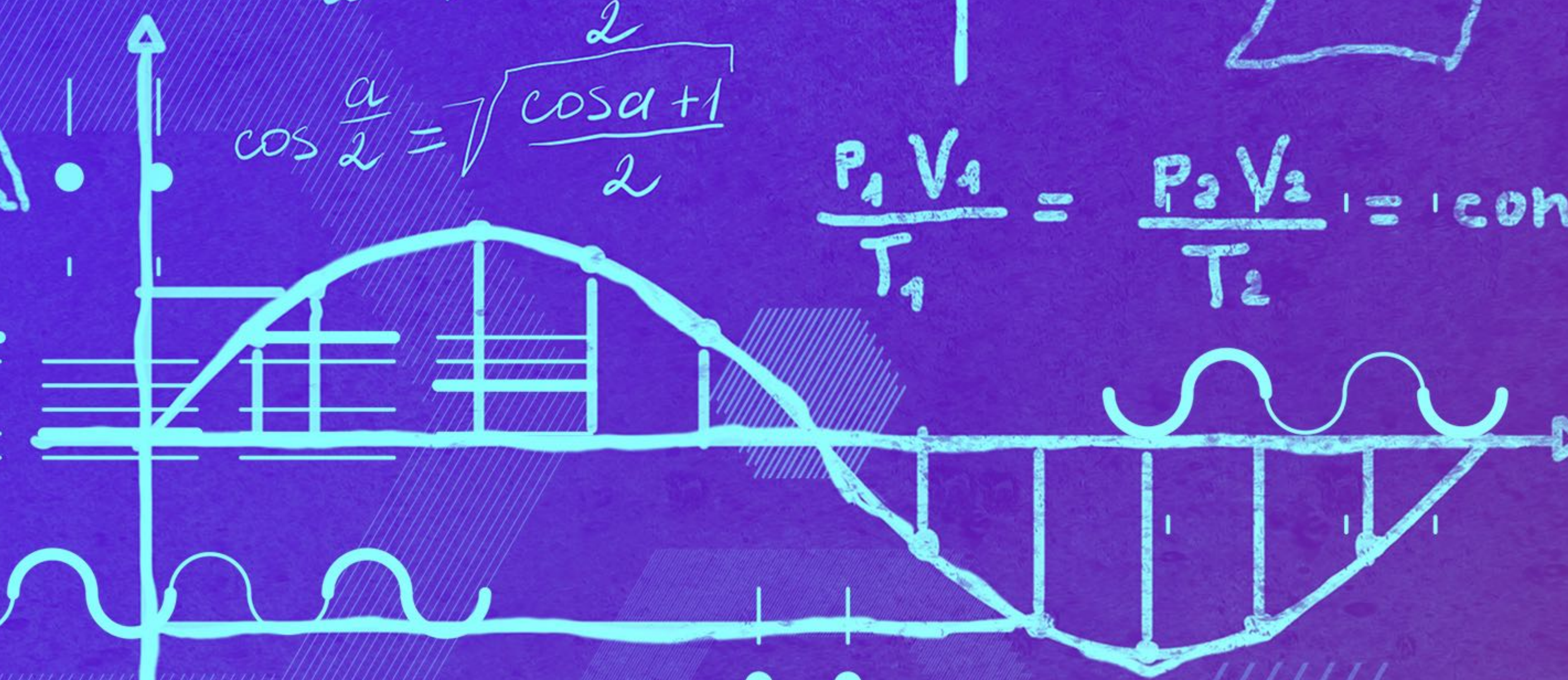
$$p = \frac{1}{3} n \langle v^2 \rangle$$



$$\sin \frac{\alpha}{2} = \sqrt{\frac{1 - \cos \alpha}{2}}$$

$$\cos \frac{\alpha}{2} = \sqrt{\frac{\cos \alpha + 1}{2}}$$

$$\frac{P_1 V_1}{T_1} = \frac{P_2 V_2}{T_2} = \text{const}$$



From digital first to mobile first.
From Mobile first to **AI first**



Digital

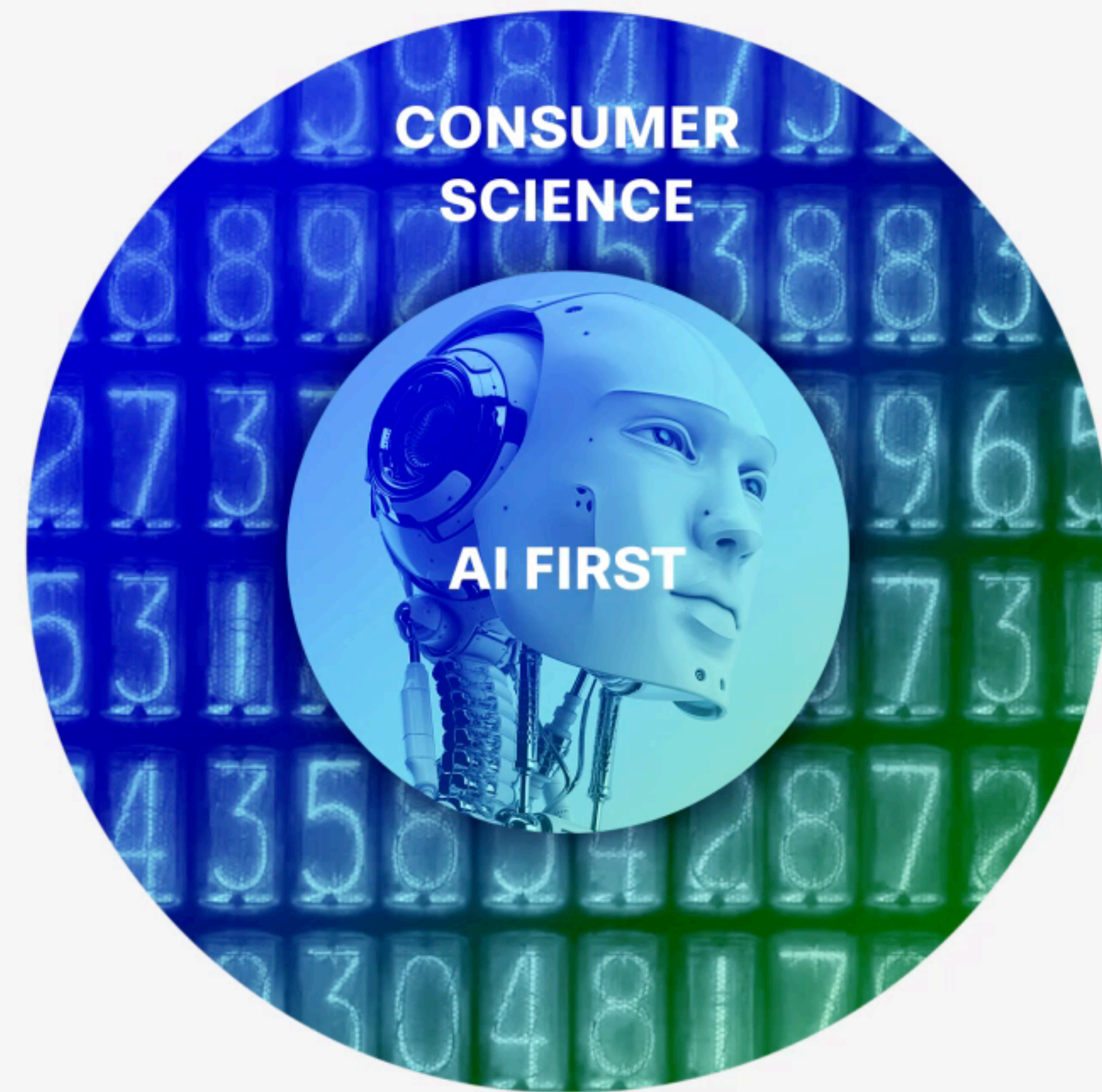


Mobile



AI





**THE PAST 10 YEARS,
THERE WAS A TOTAL
FLIP IN CUSTOMER
EXPERIENCE**



**FROM
GUT FEELING BASED**

A background image featuring a molecular structure with dark blue and black spheres connected by thin lines, set against a light blue and green gradient. The text is overlaid on the left side of the image.

**TO
CONSUMER SCIENCE**

Netflix is a fantastic example of a **consumer science company**

The image shows a window with horizontal blinds. The word "NETFLIX" is written in large, bold, red capital letters across the top of the blinds. Below the blinds, a reflection of a snowy landscape with trees is visible in the window glass.

NETFLIX

A NETFLIX ORIGINAL SERIES

HOUSE *of* CARDS



You can catch House of Cards Season 4 now
on Netflix India

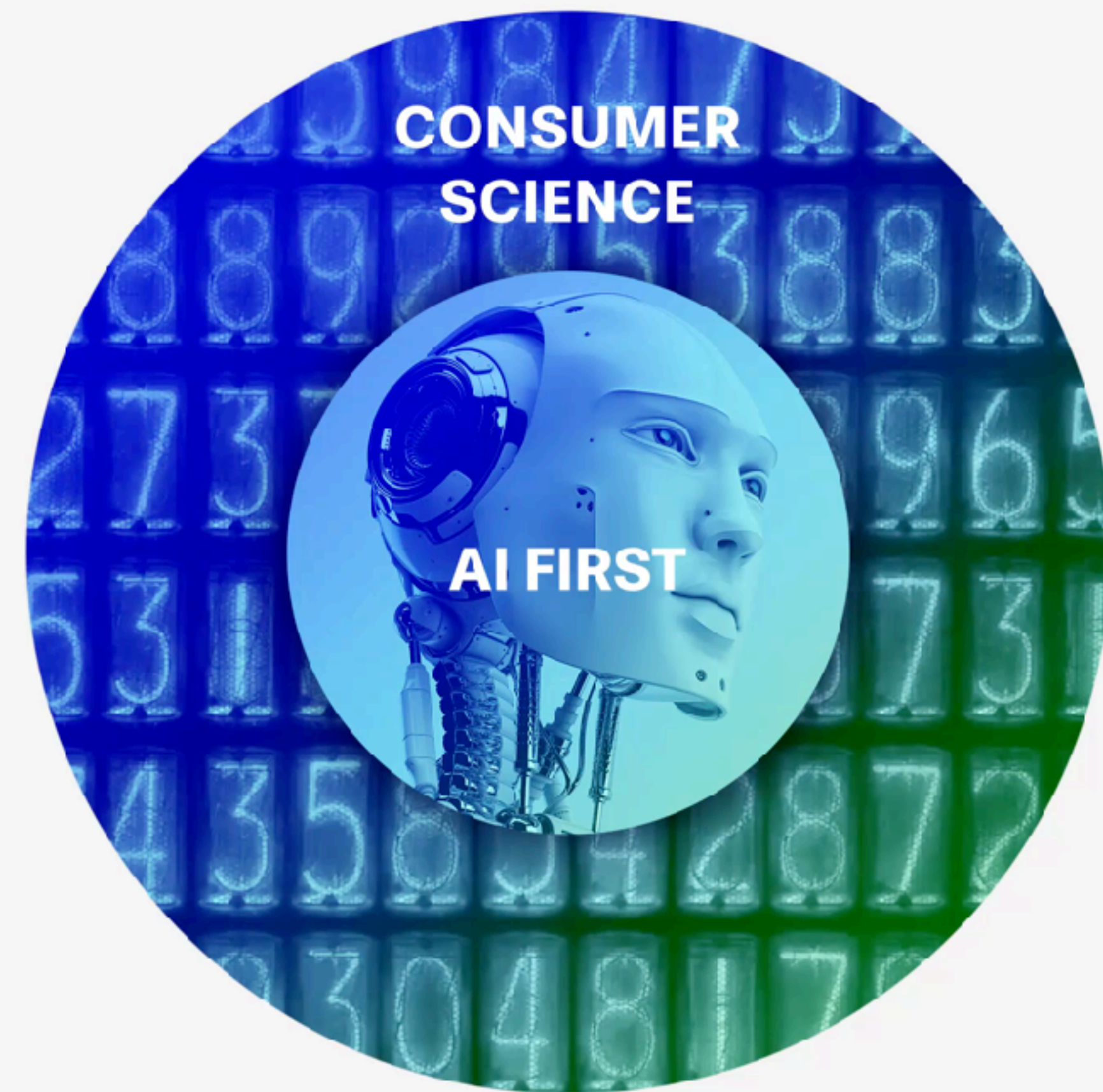
FU '16 
FRANK UNDERWOOD

[JOIN THE MOVEMENT >](#)



**“ IN GOD WE TRUST,
ALL OTHERS MUST
BRING DATA. ”**

W. EDWARD DEMING



NEW USER INTERFACES











**CONVENIENCE
IS THE NEW
LOYALTY**

**A USER INTERFACE IS LIKE A JOKE,
IF YOU HAVE TO EXPLAIN IT.
IT'S NOT THAT GOOD.**

STARTUPVITAMINS



AFV

A hand holding a smartphone, with the phone's screen and back visible. The background is a gradient of blue and purple. The text "INTERFACE = BRAND" is overlaid in white, bold, sans-serif font.

INTERFACE = BRAND

Evolution of **interfaces**



Complex



Simple



Automated



Augmented



amazon dash
BUTTON

EXCLUSIVELY FOR AMAZON PRIME MEMBERS

**FROM 1 BUTTON
TO NO BUTTON**



Printers and washing machines become connected

They measure the amount of supplies you use and order new supplies automatically with amazon.com



Amazon will now automatically order you detergent when you're running low

UBER



TECH

Uber to Put 100 Autonomous Volvo SUVs on Road in Pittsburgh

Uber Technologies this month will let customers in Pittsburgh summon rides from autonomous taxis



Evolution of **interfaces**



Complex



Simple



Automated



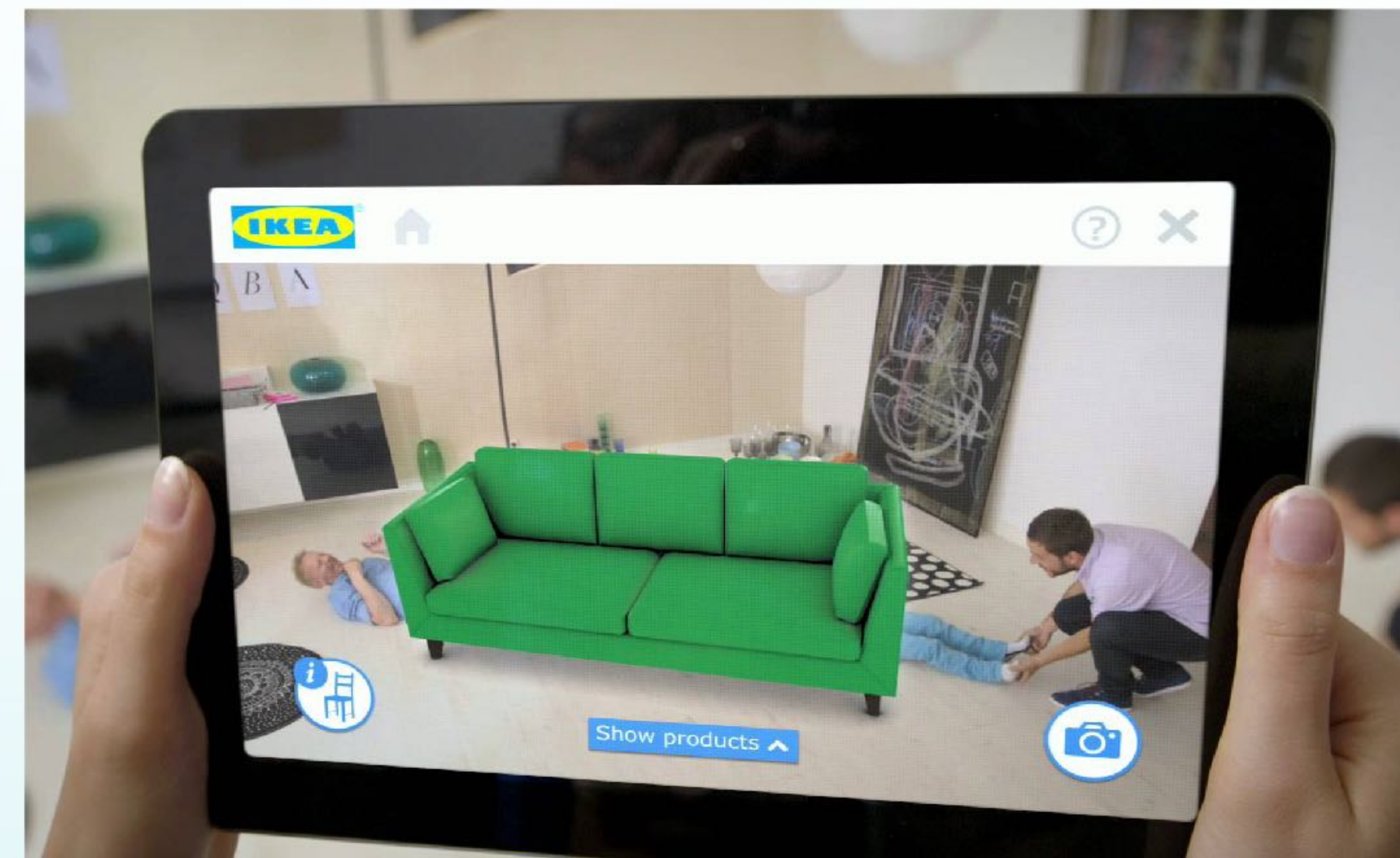
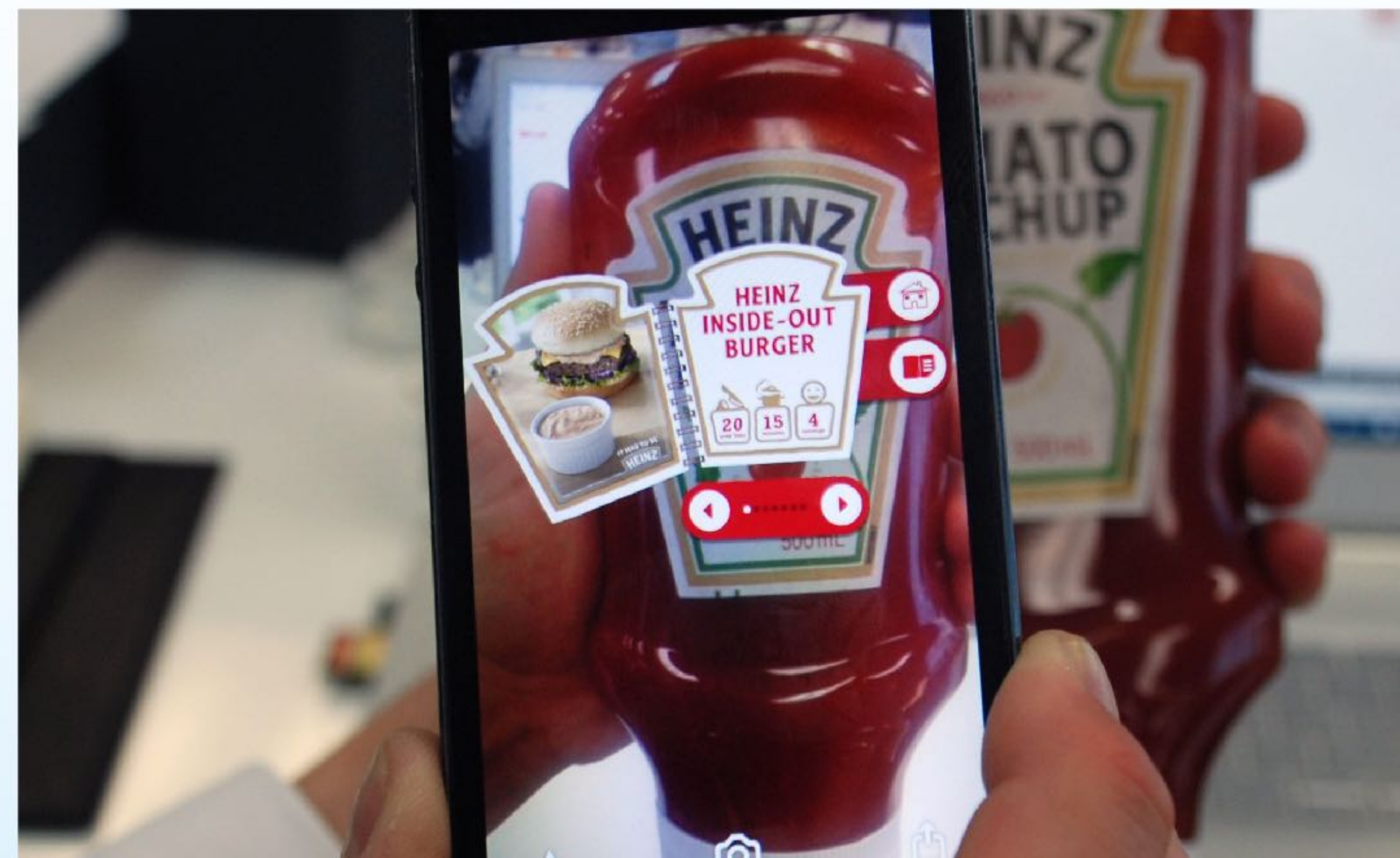
Augmented

Towards
Mixed Reality
Customer
experiences



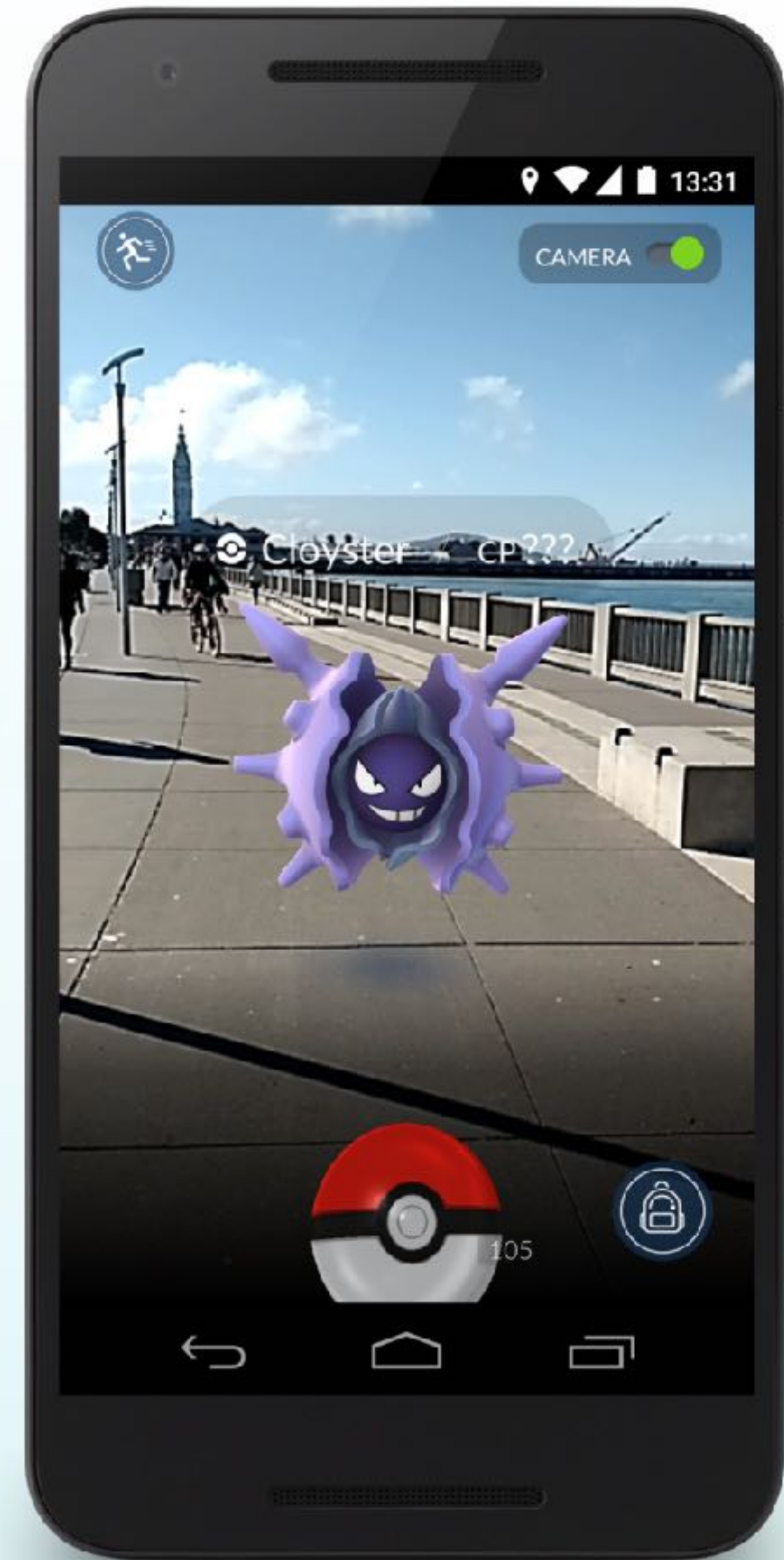
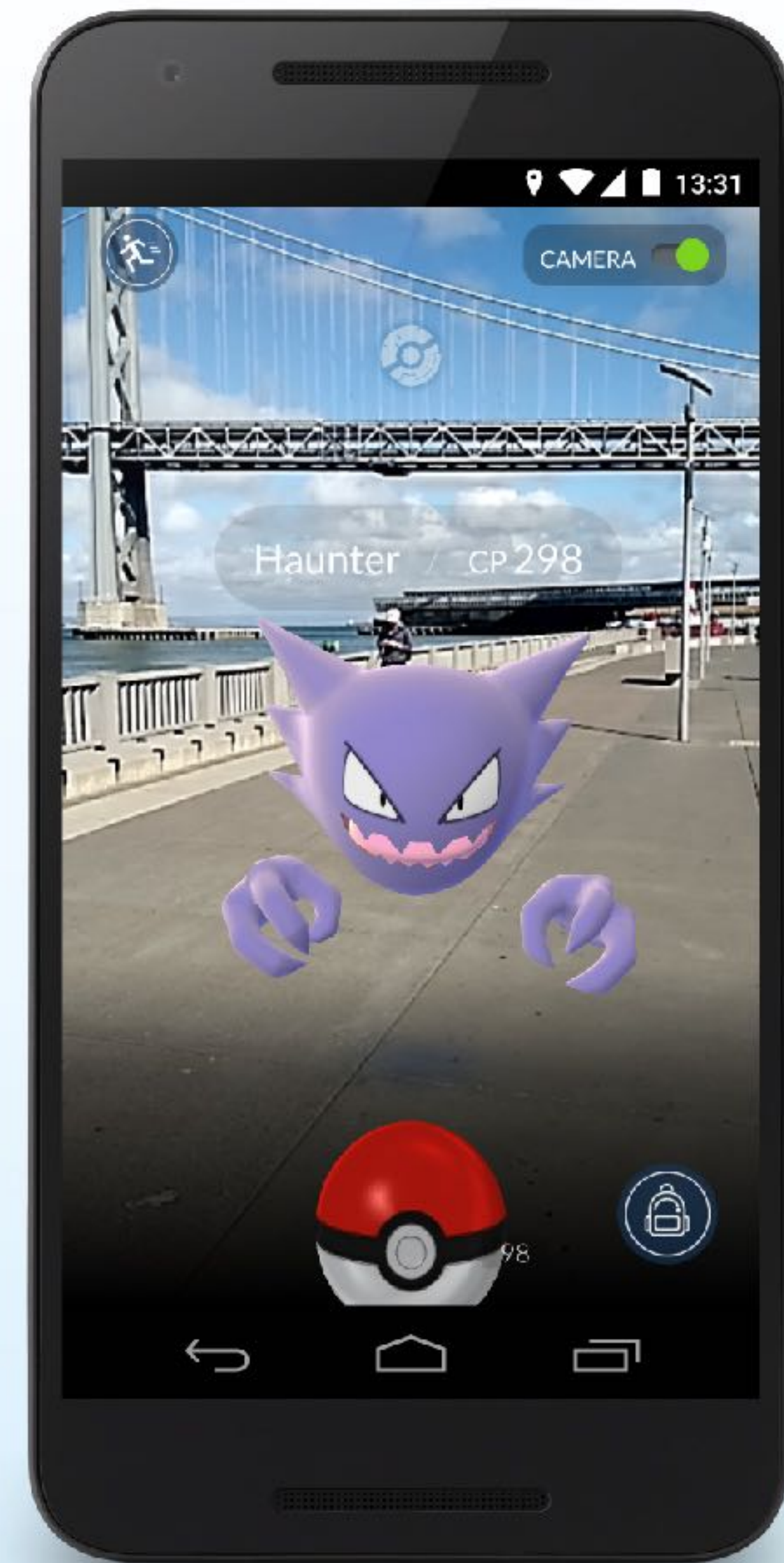
@VGLOOK
@AEROOK

Mixed Reality
will be a huge factor
in boosting customer
experiences



POKÉMON





Meta

MEET META

JOIN META

BLOG

CONTACT

LOGIN

PRE-ORDER NOW - \$949

PRE-ORDER NOW - \$949 - LIMITED QUANTITIES





A person wearing a VR headset, looking forward, with a blue and green gradient background.

**AMBITION OF META:
CREATE A WORLD
WITHOUT SCREENS**

Evolution of **interfaces**



Complex



Simple

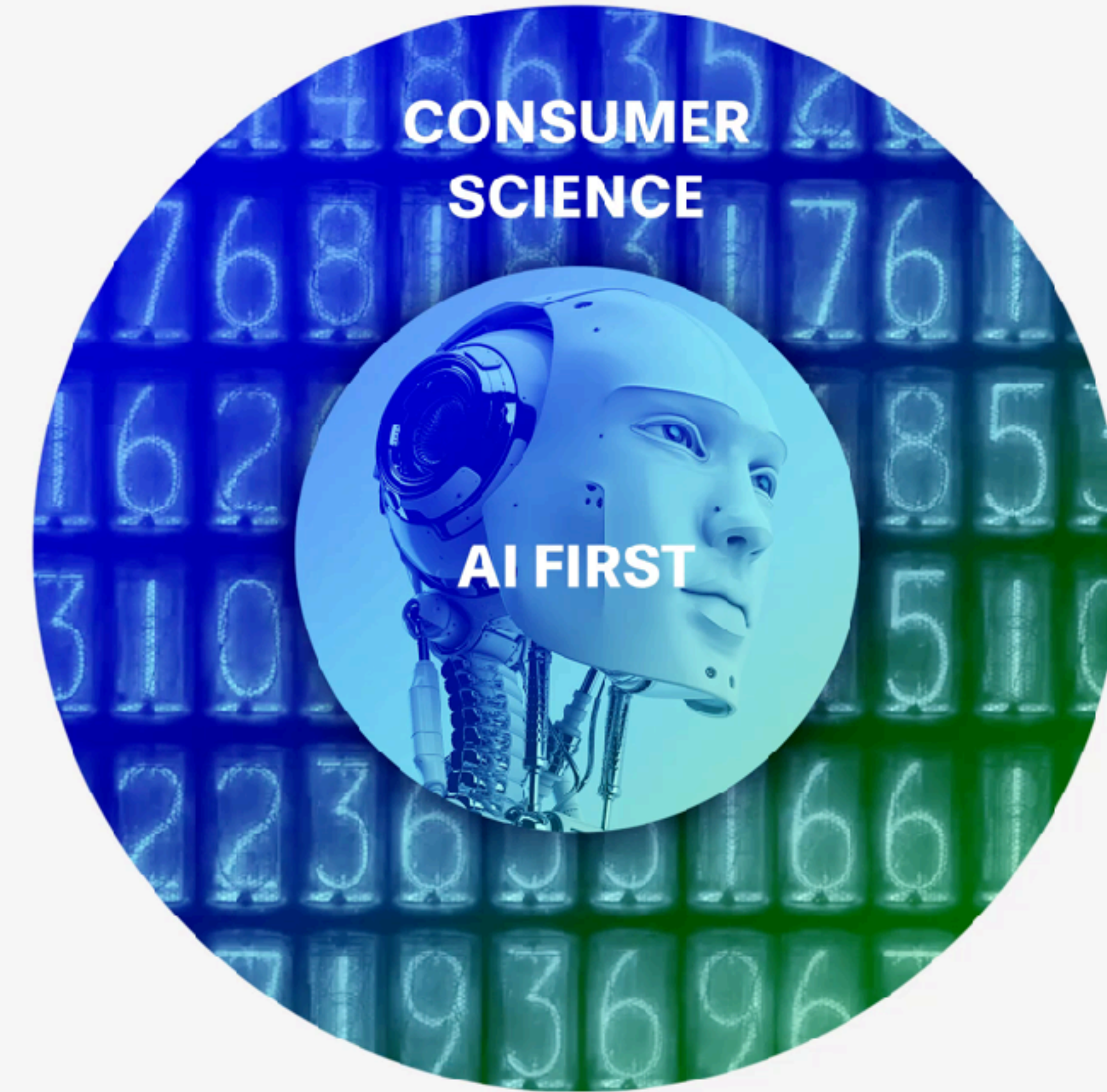


Automated

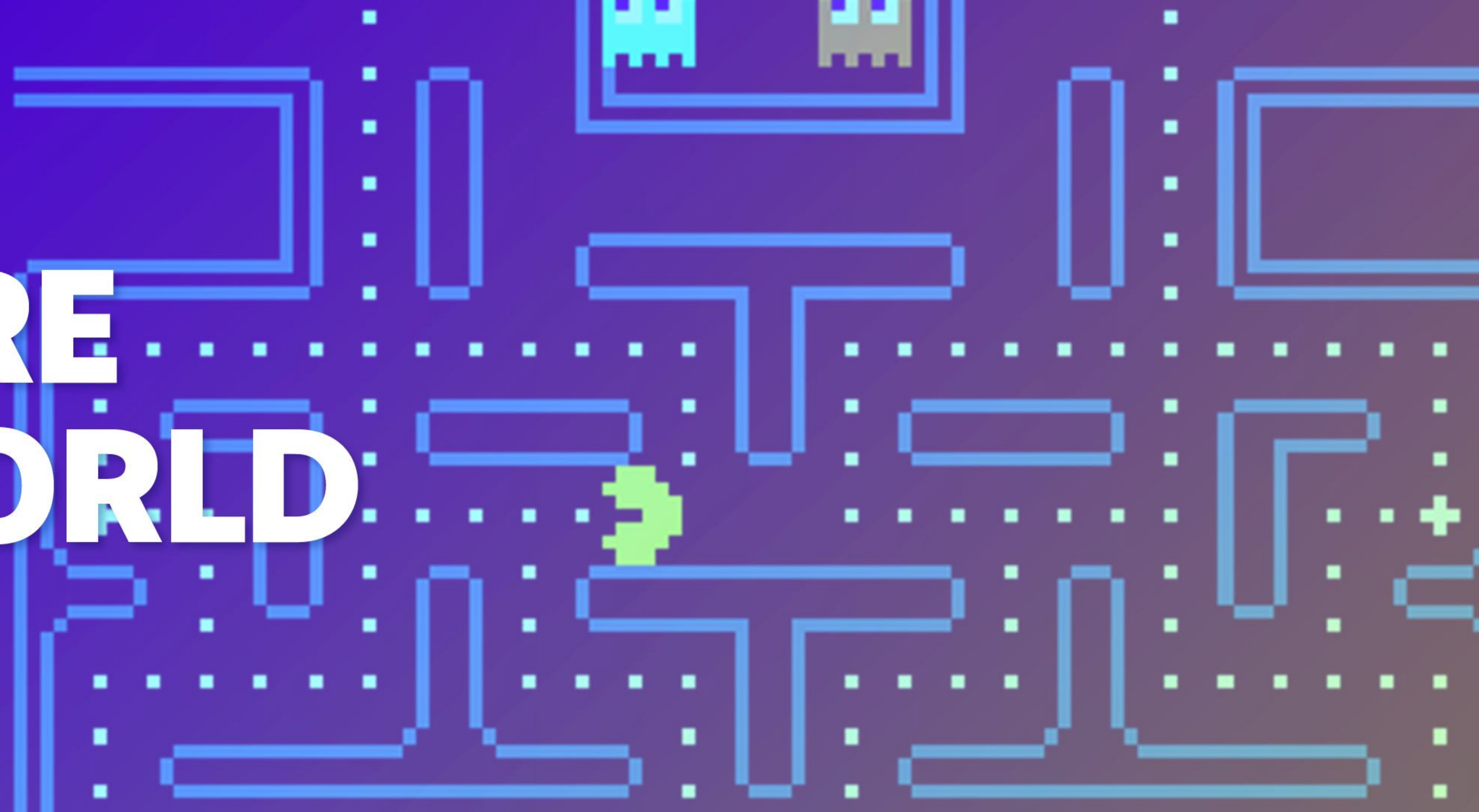


Augmented

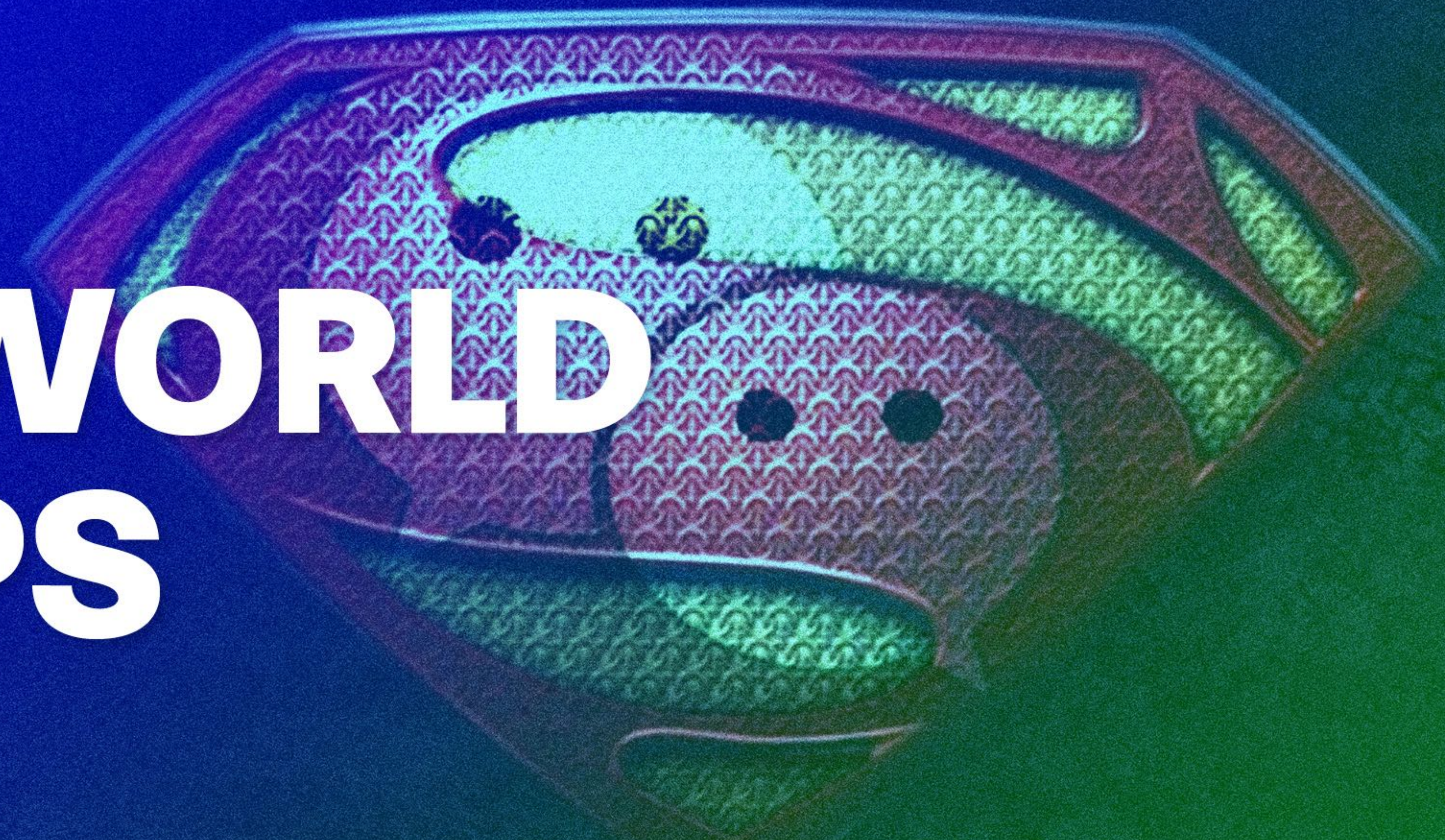
**New customer
interfaces**



**PLATFORMS ARE
EATING THE WORLD**



TOWARDS A WORLD OF SUPER APPS





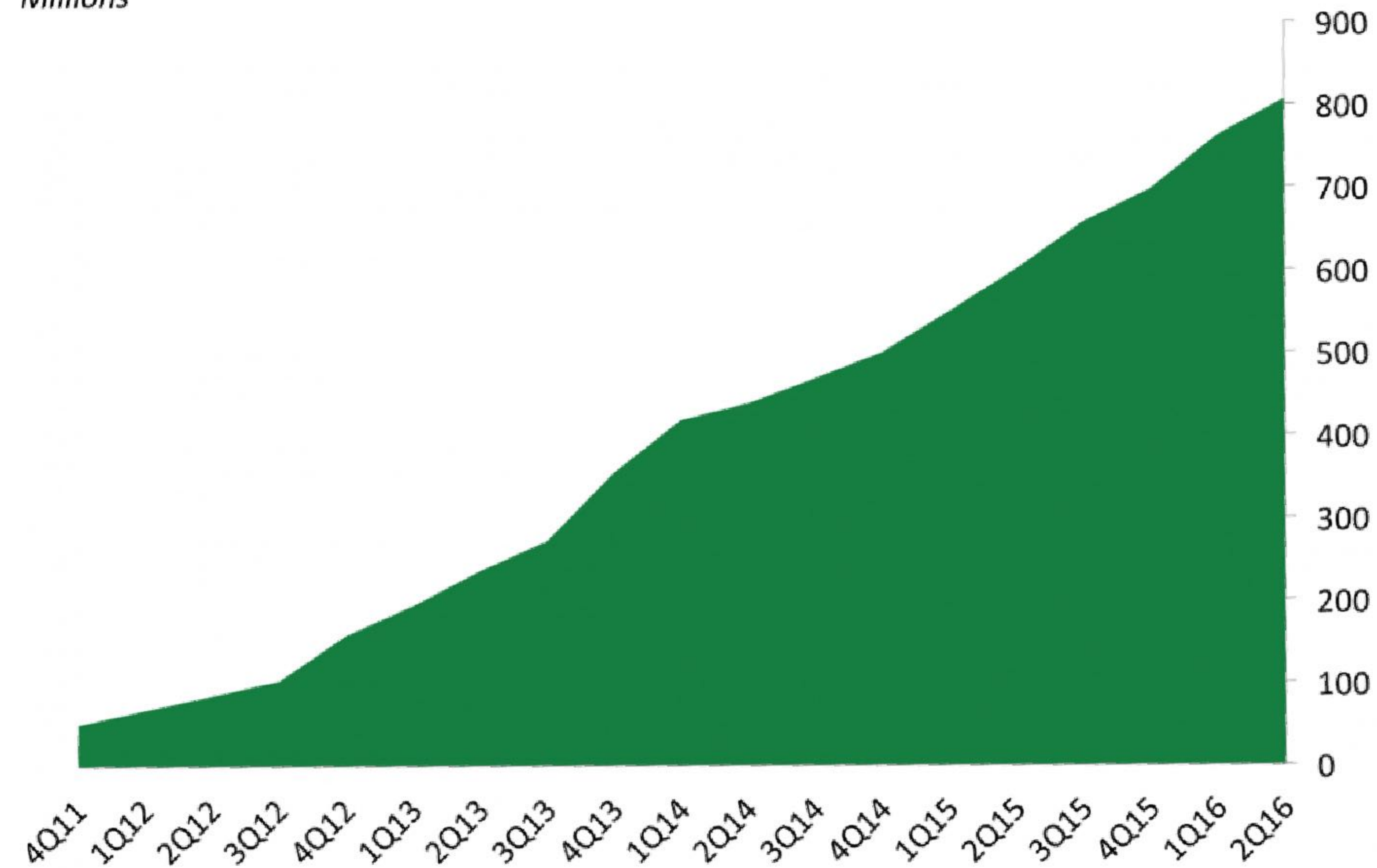
WeChat

WeChat

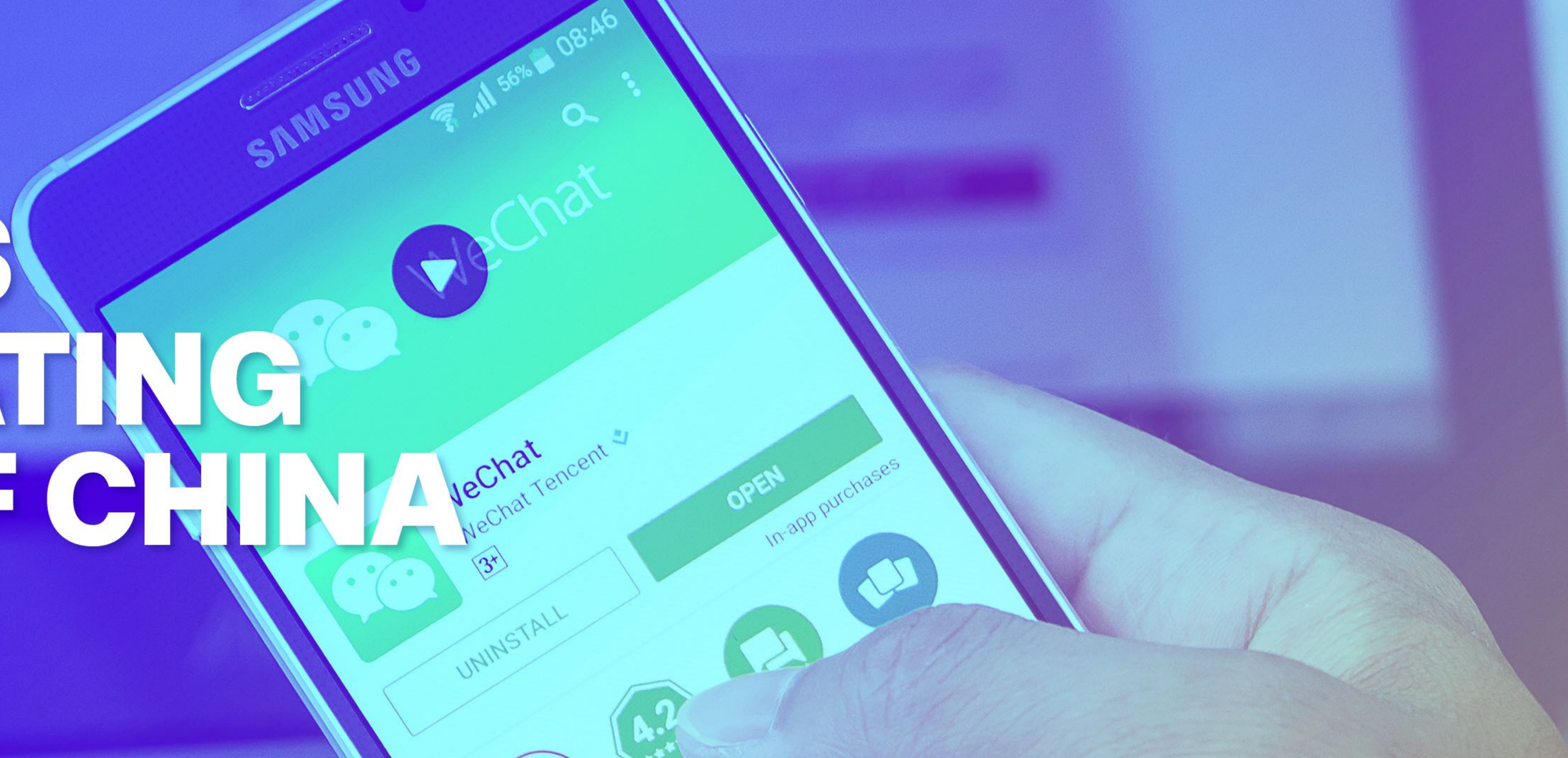


Global WeChat Monthly Active Users

Millions



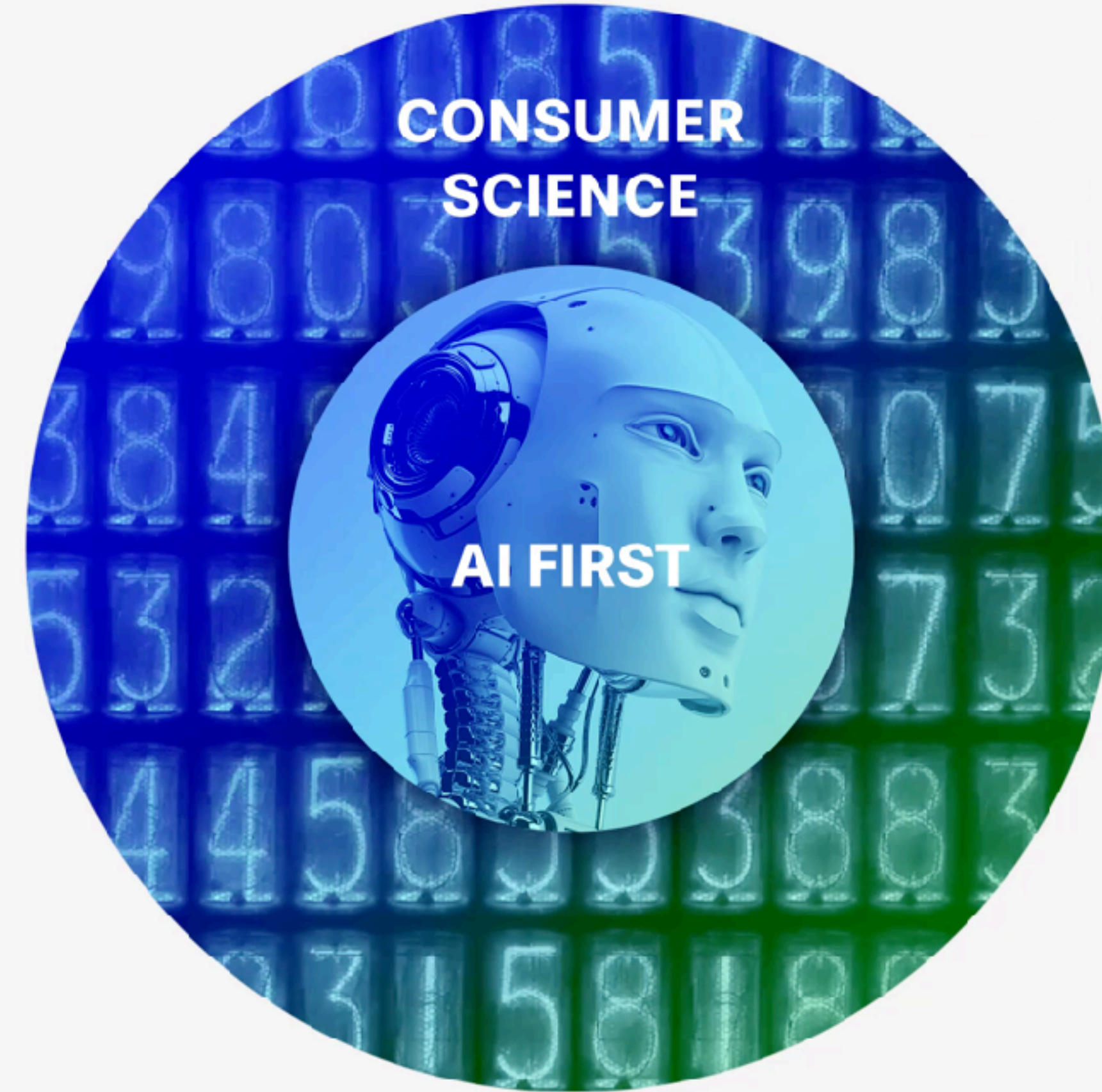
WECHAT IS THE OPERATING SYSTEM OF CHINA



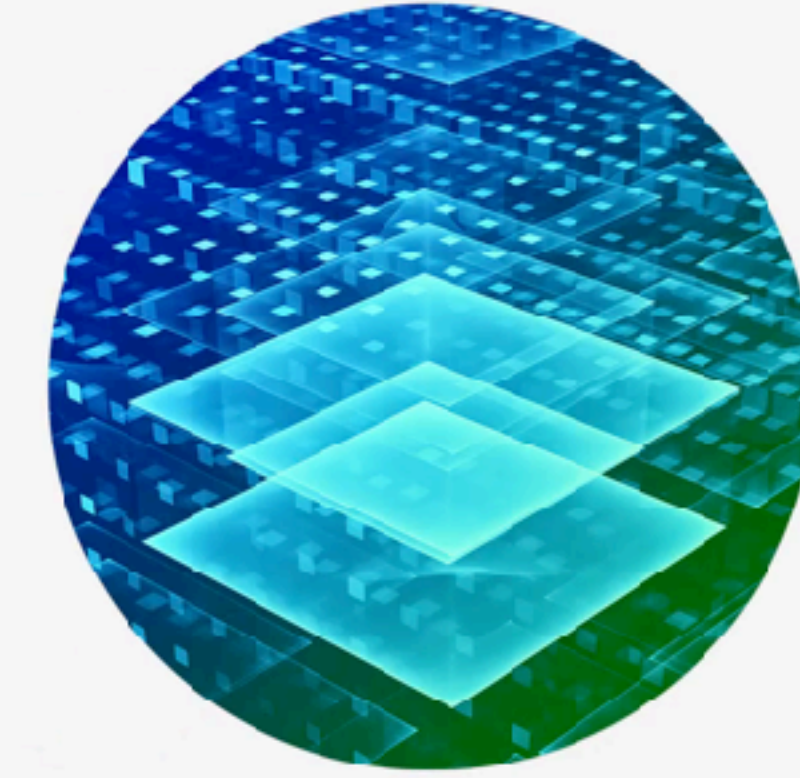


THE ACCELERATOR PLATFORMS

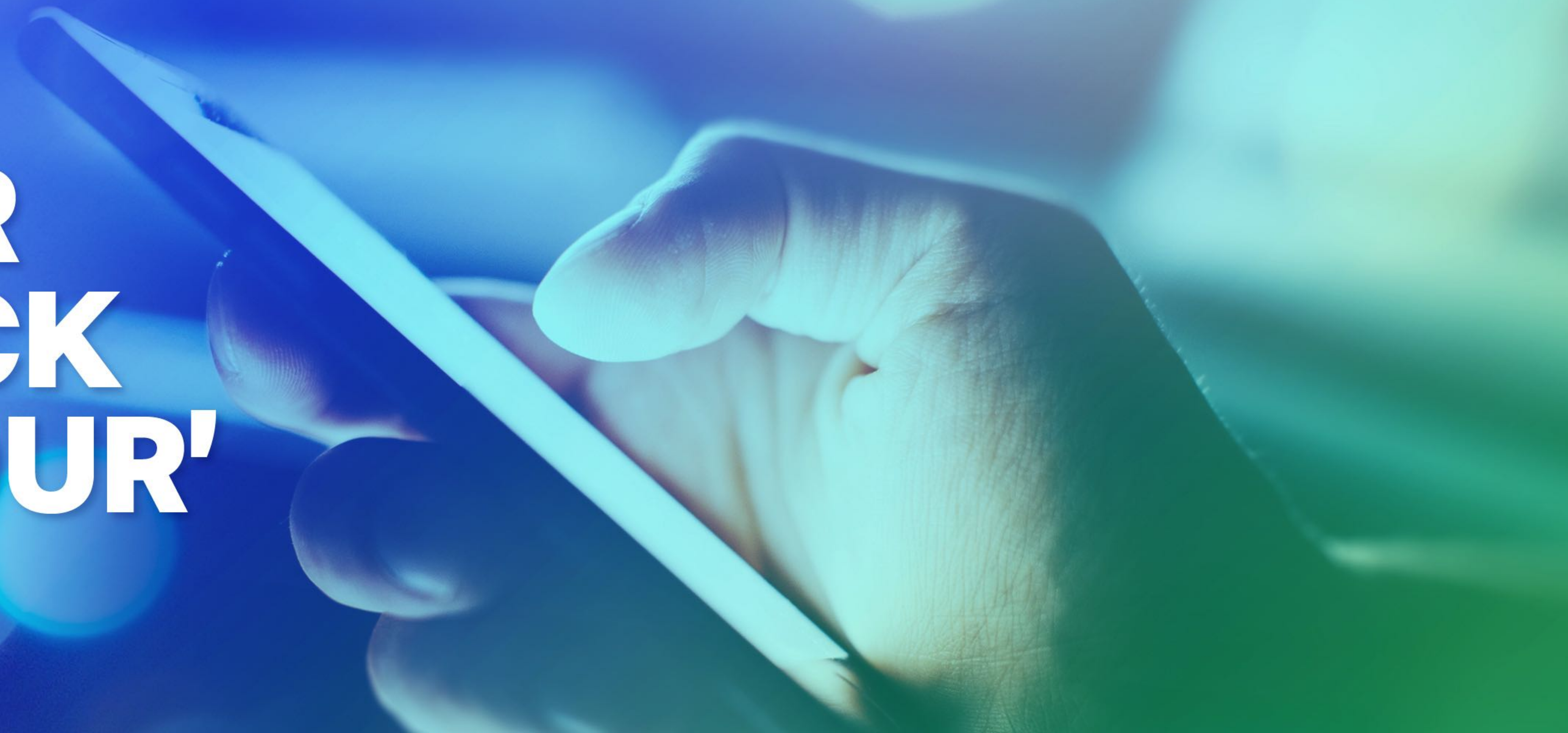
**New customer
interfaces**

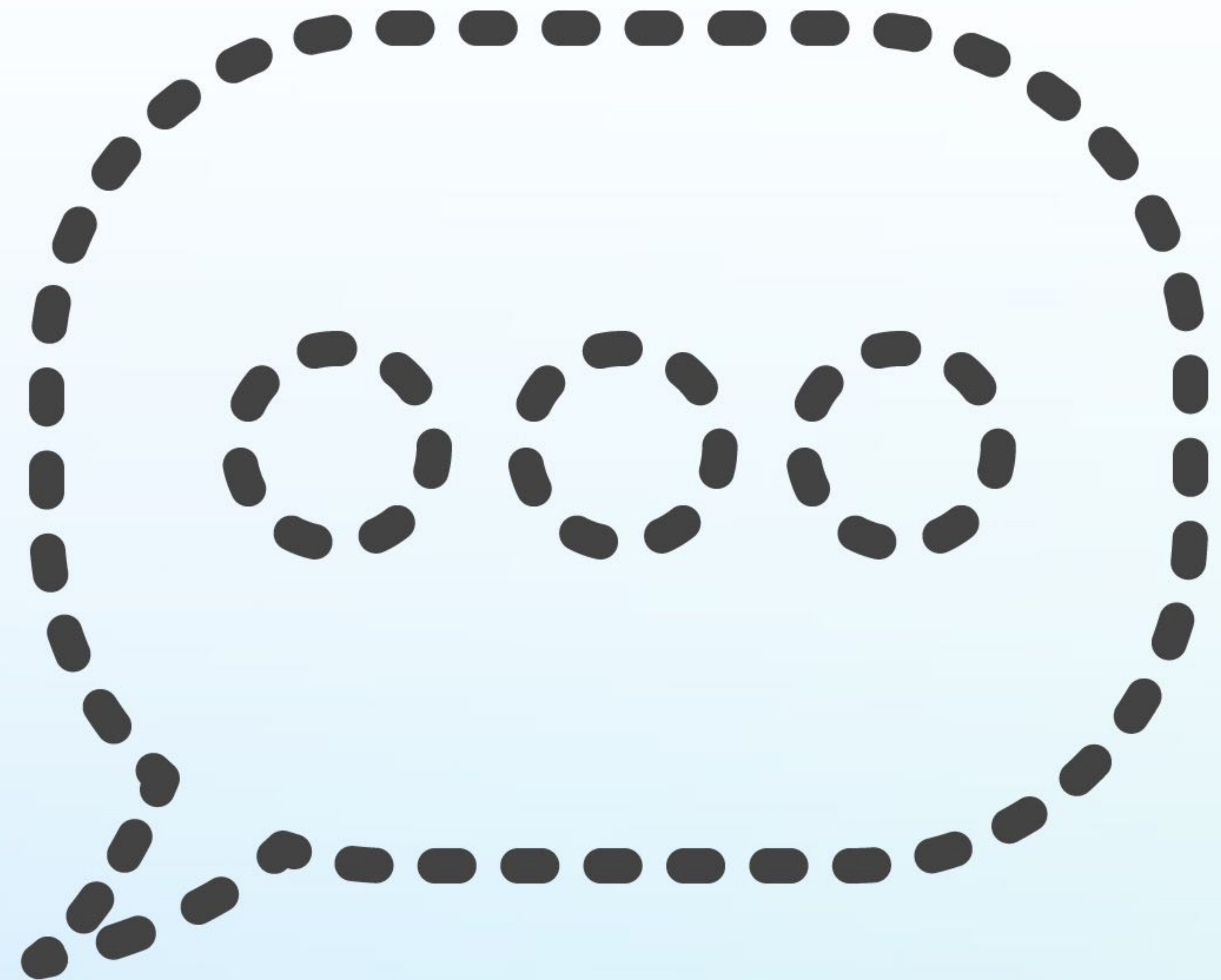


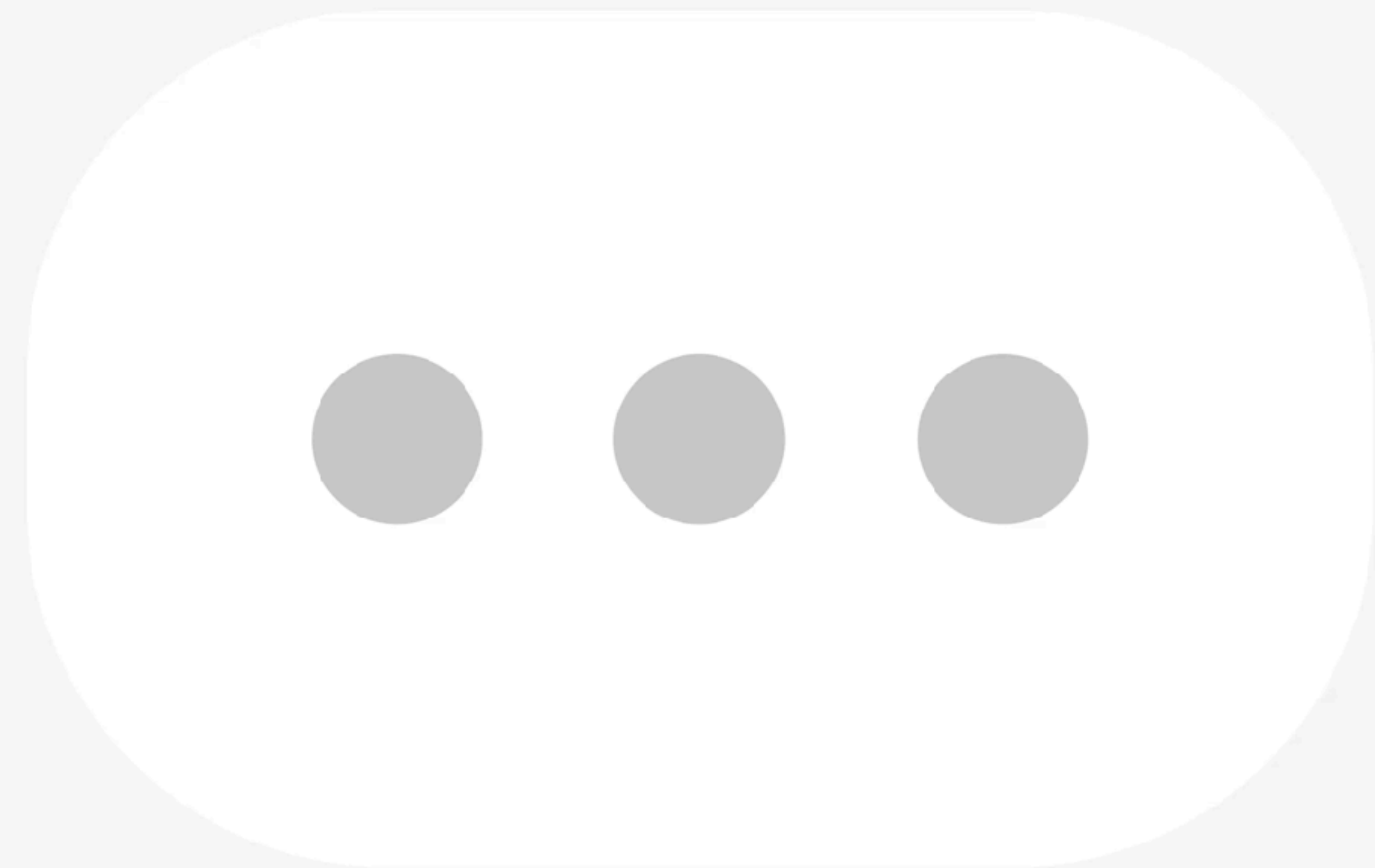
Platforms



**IT'S NO LONGER
'WE TWEET BACK
WITHIN THE HOUR'**

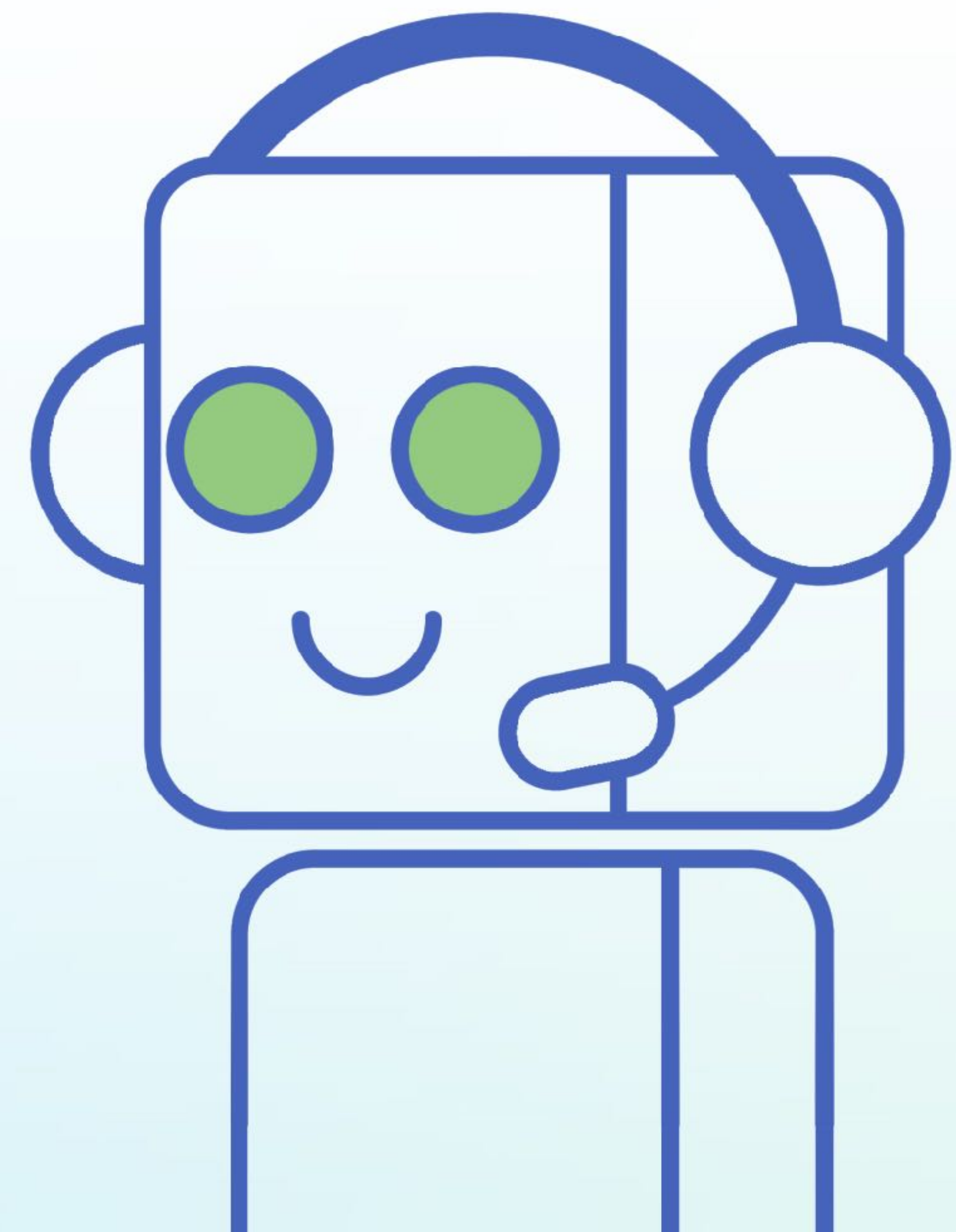








'REAL TIME' IS THE NEW MINIMUM





facebook®

Kathy


I like the second one!

Me, too. Gonna try it

Ray-Ban

Your order is confirmed John!

Ray-Ban
RDFQT2



Aviator Gradient

RB 033F

Shipping Address

12 Grand St.
New York, NY 10003

Delivery Time

Tomorrow / 3pm-4pm

Total **\$ 145.00**

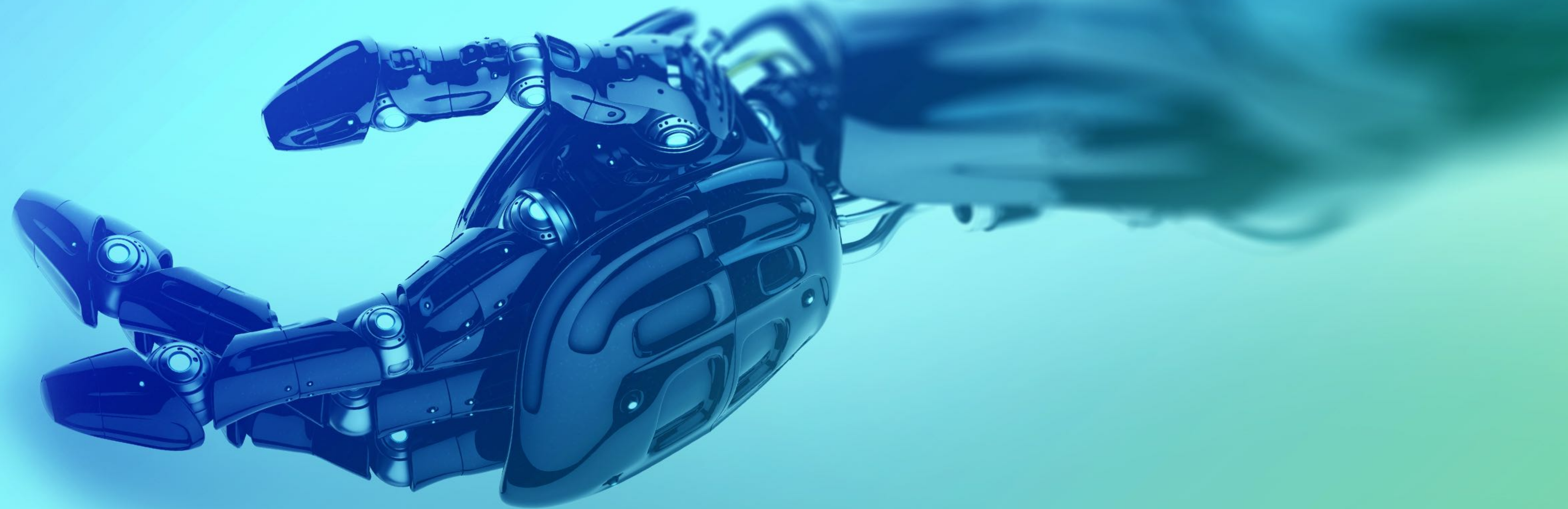
[View Details](#)



Type a message...

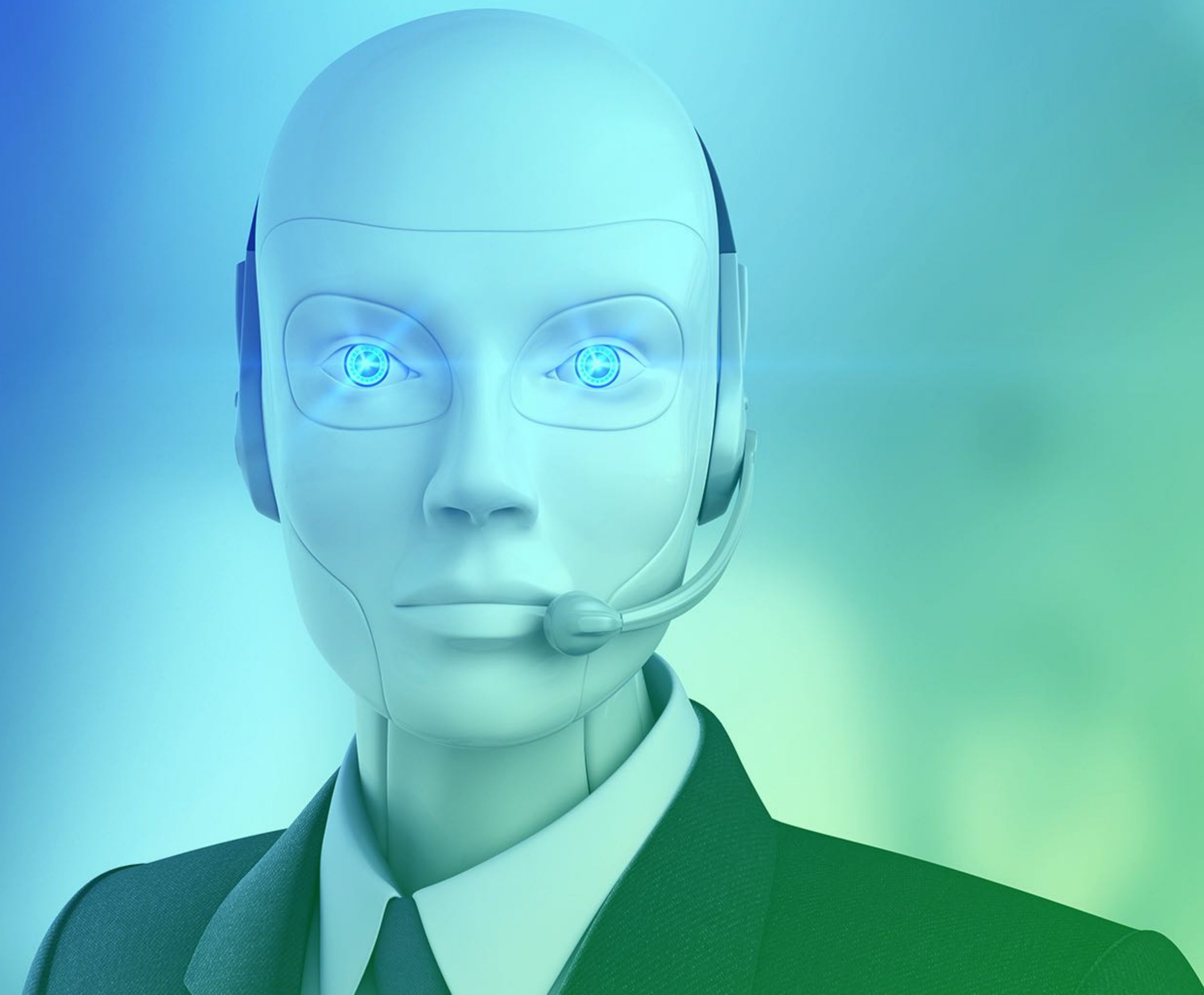


**DO WE
STILL NEED
HUMANS?**





**DO WE STILL NEED
HUMANS IN A
CUSTOMER
RELATIONSHIP?**



A person is shown from the chest up, wearing a white t-shirt. The t-shirt has a black text graphic that reads: "I don't need Google my wife knows everything!". The background is a soft, light blue and green gradient.

**I don't need
Google
my wife knows
everything!**

What if...

We let **computers** work
on the **operational** tasks

and **humans** work on creative
and **emotional** tasks



**WHEN SOMETHING
BECOMES SCARCE
IT BECOMES VALUABLE**



TRANSFORMATION



**HUMANS INJECT
EMOTION INTO
THE CUSTOMER
RELATIONSHIP**



THE HUMAN INTERFACE

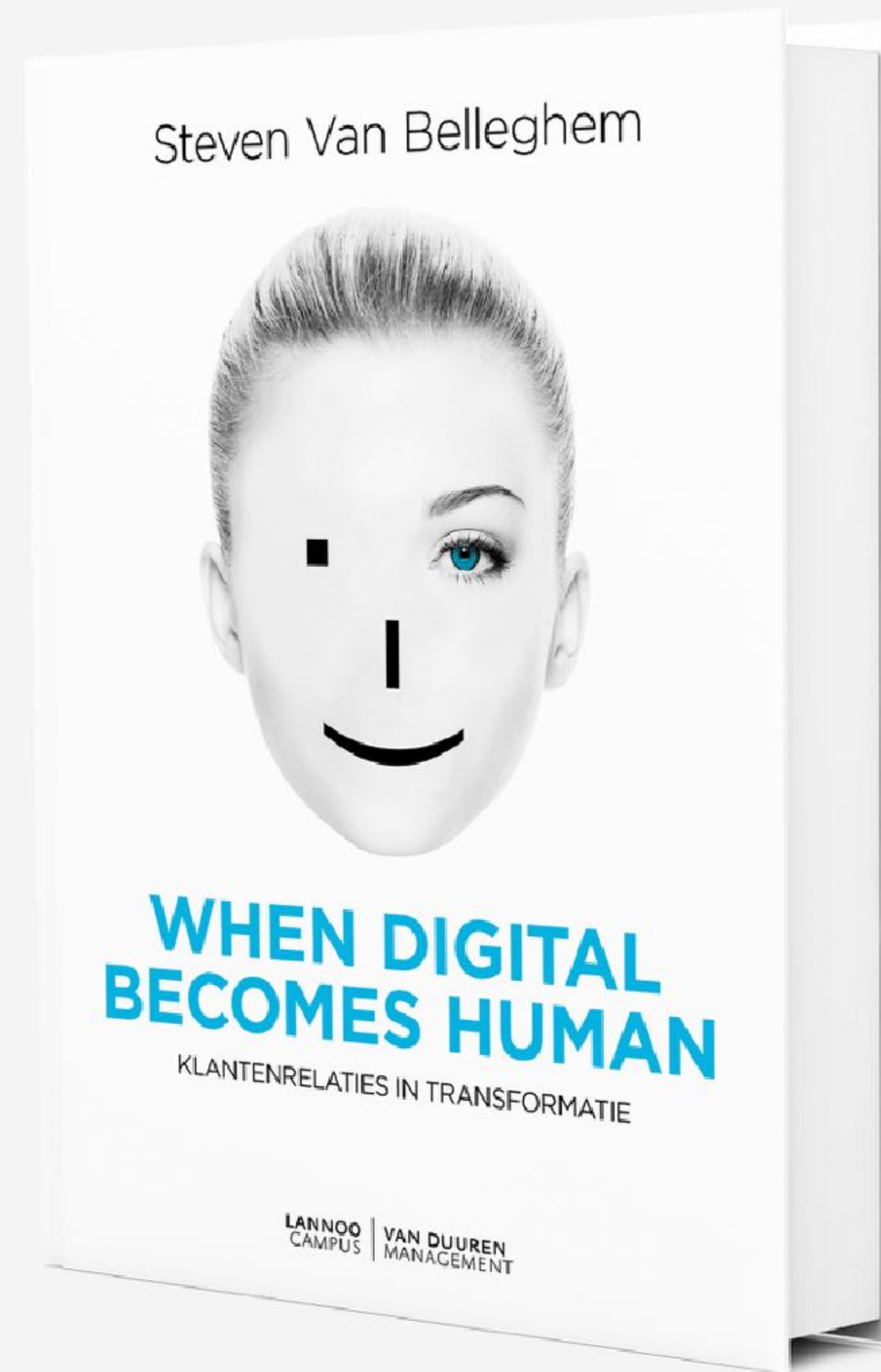
Empathy

Passion



Creativity

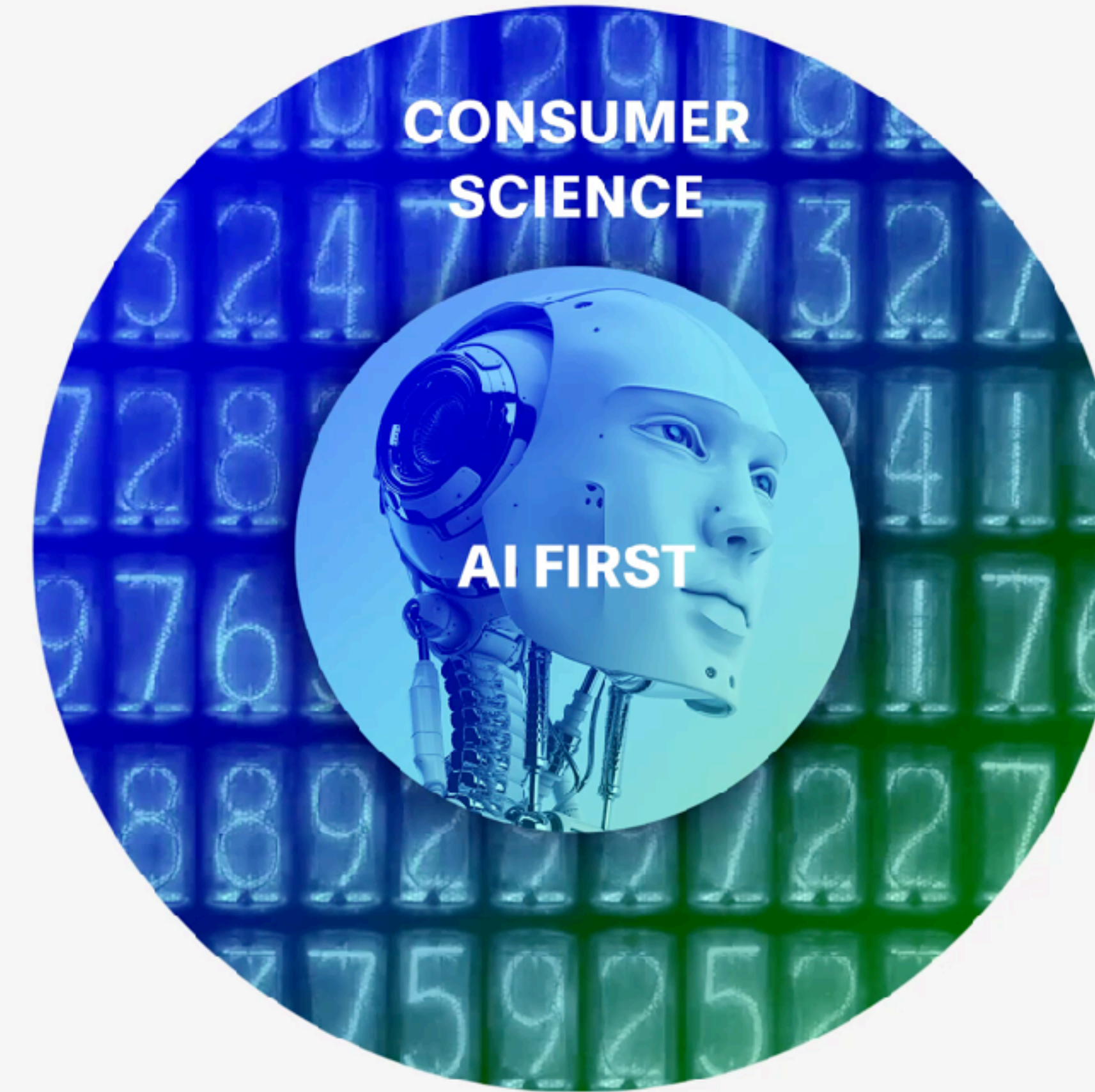
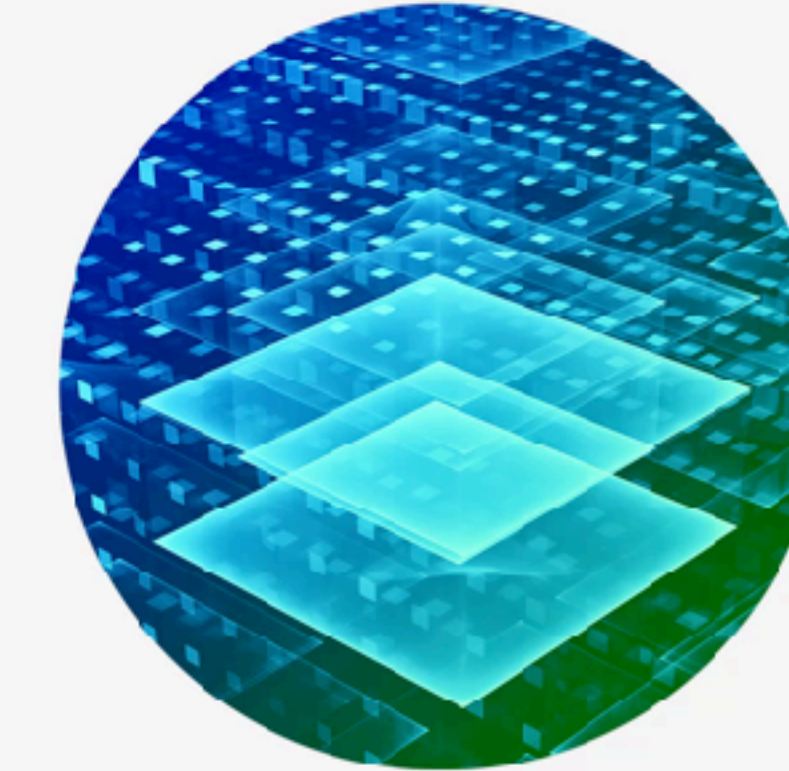
WHEN DIGITAL BECOMES HUMAN



**New customer
interfaces**



Platforms



**Scalable
communication**



**TECHNOLOGY IS
BECOMING INVISIBLE**

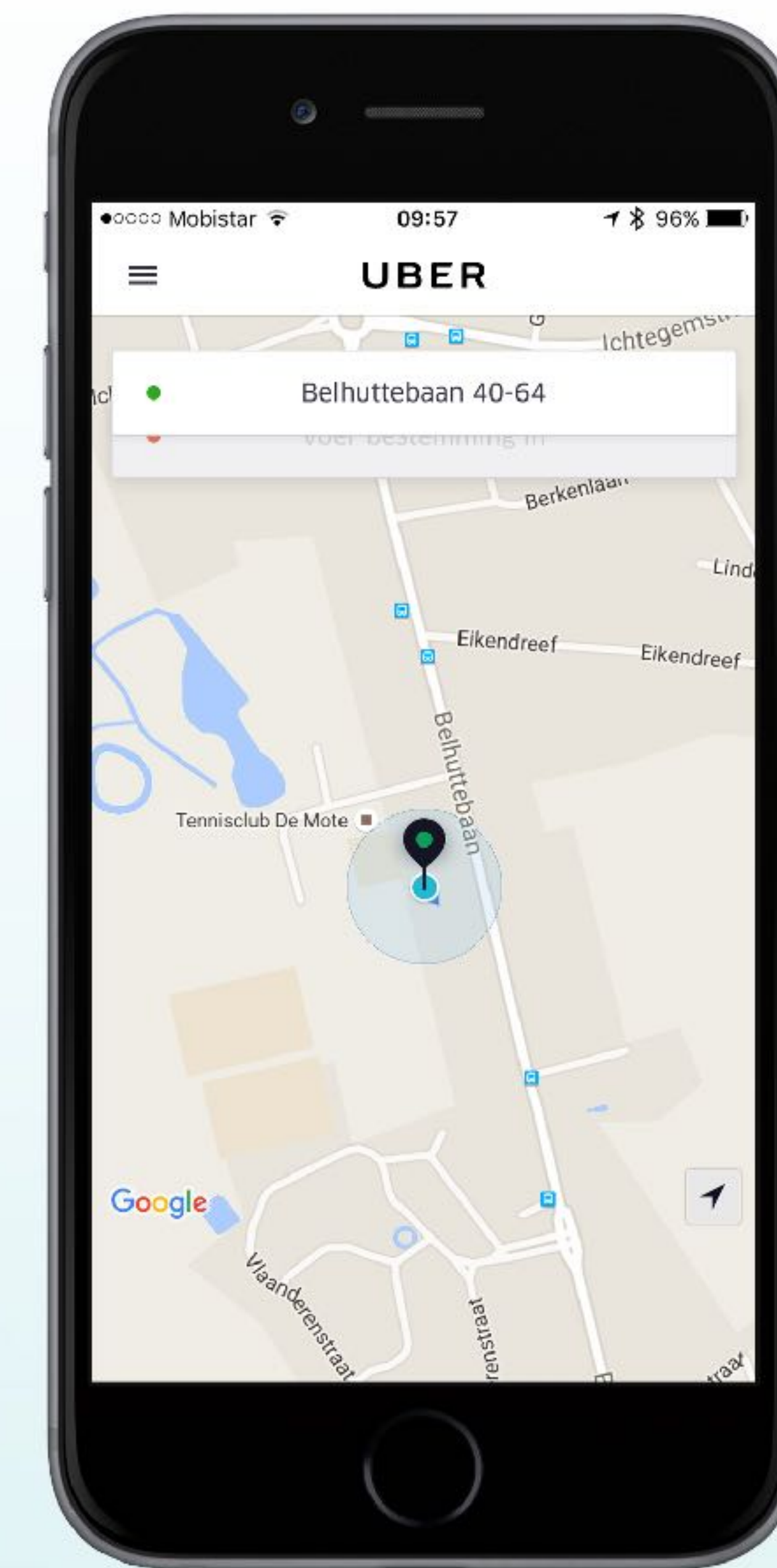


A blue-tinted space scene featuring the Earth and the Moon against a starry background. The Earth is on the left, showing continents and oceans, while the Moon is on the right, showing its craters. The text "BOUNDLESS EXPERIENCES" is overlaid in white, bold, sans-serif font on the left side of the image.

**BOUNDLESS
EXPERIENCES**

Uber owes its success largely to the fact that you don't have to pay.

Automating the hustle of payment is probably the smartest thing Uber did.



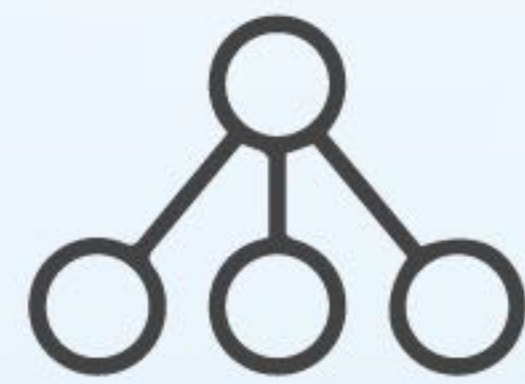


**CUSTOMER EXPERIENCE
WILL BE MORE ABOUT
INVISIBLE INTERFACES
THEN EVER BEFORE**

Invisible technologies



**Data
analytics**



**Sensors
collecting data**



**Behind the
scenes robots**



**Machine
learning**



**WiFi
everywhere**

Invisible technologies: impact on users



**Automation of
everyday life**



**Faster than
real time service**



**Just for you
Personalization**



**Automation of
everyday life**



**Faster than
real time service**



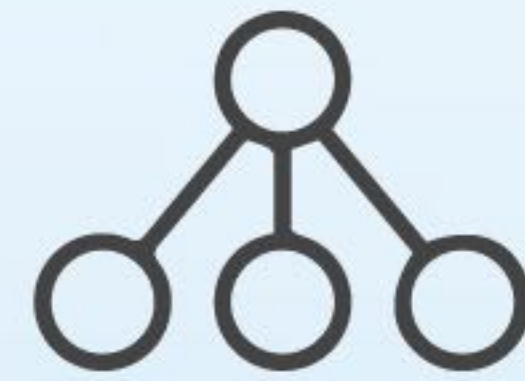
**Just for you
Personalization**

IMPACT ON USERS

INVISIBLE FOR USERS



**Data
analytics**



**Sensors
collecting data**



**Behind the
scenes robots**



**Machine
learning**



**WiFi
everywhere**



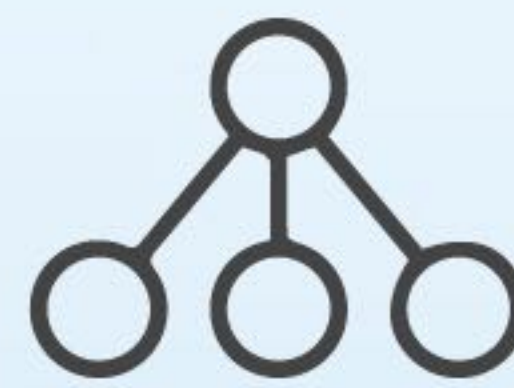
Smart Central Heating systems **announce failures before they occur**

IMPACT ON USERS

INVISIBLE FOR USERS



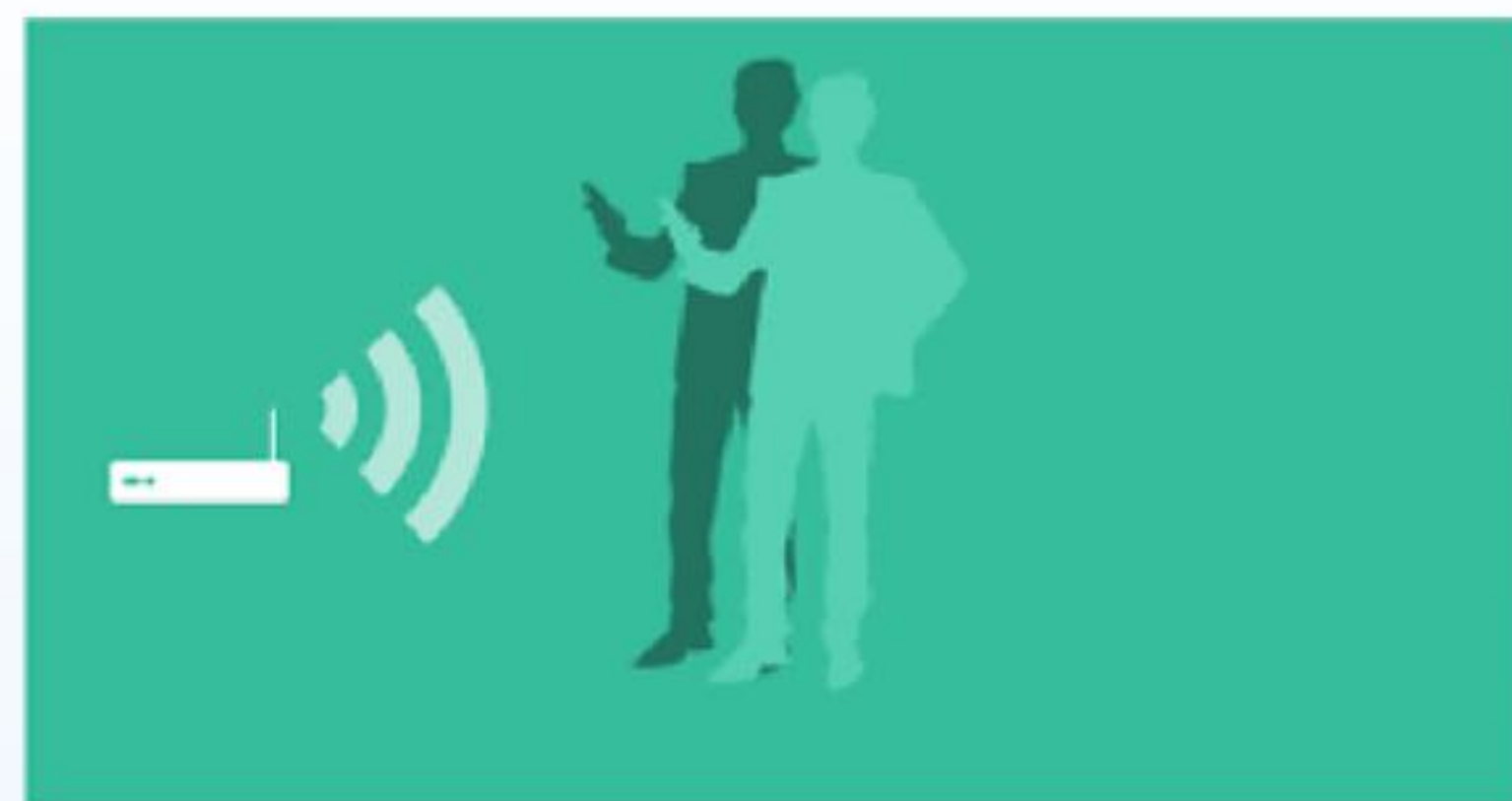
**Data
analytics**



**Sensors
collecting data**



**WiFi
everywhere**



Radiomaze uses **existing WiFi signals** to install an automated security system

IMPACT ON USERS

INVISIBLE FOR USERS



**Data
analytics**



**WiFi
everywhere**



**IT'S ABOUT INVISIBLE
POWERS THAT CREATE
MAGICAL EXPERIENCES
FOR CUSTOMERS**

PERSONALIZATION

FASTER THAN REAL TIME

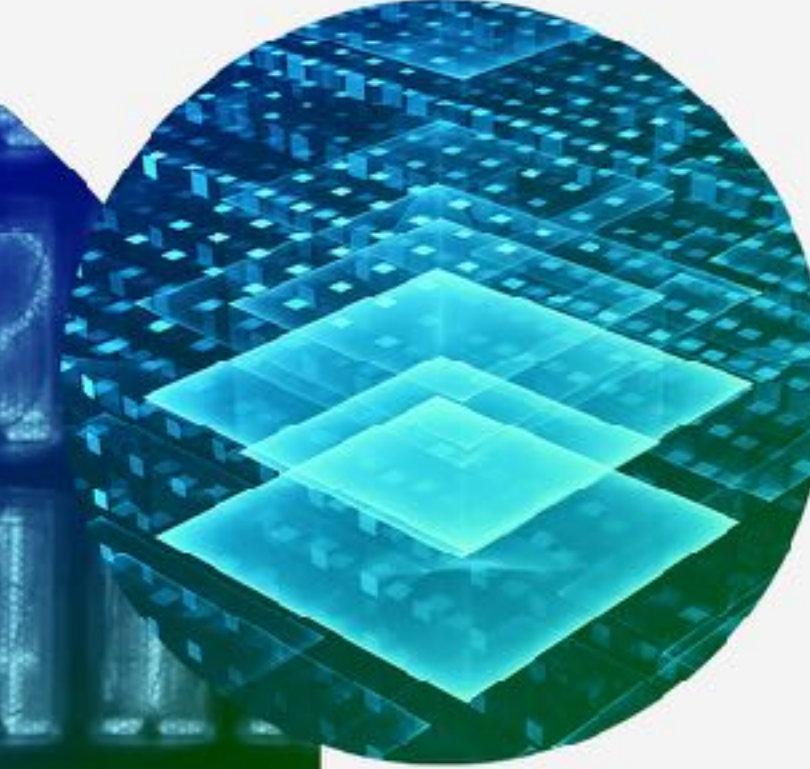
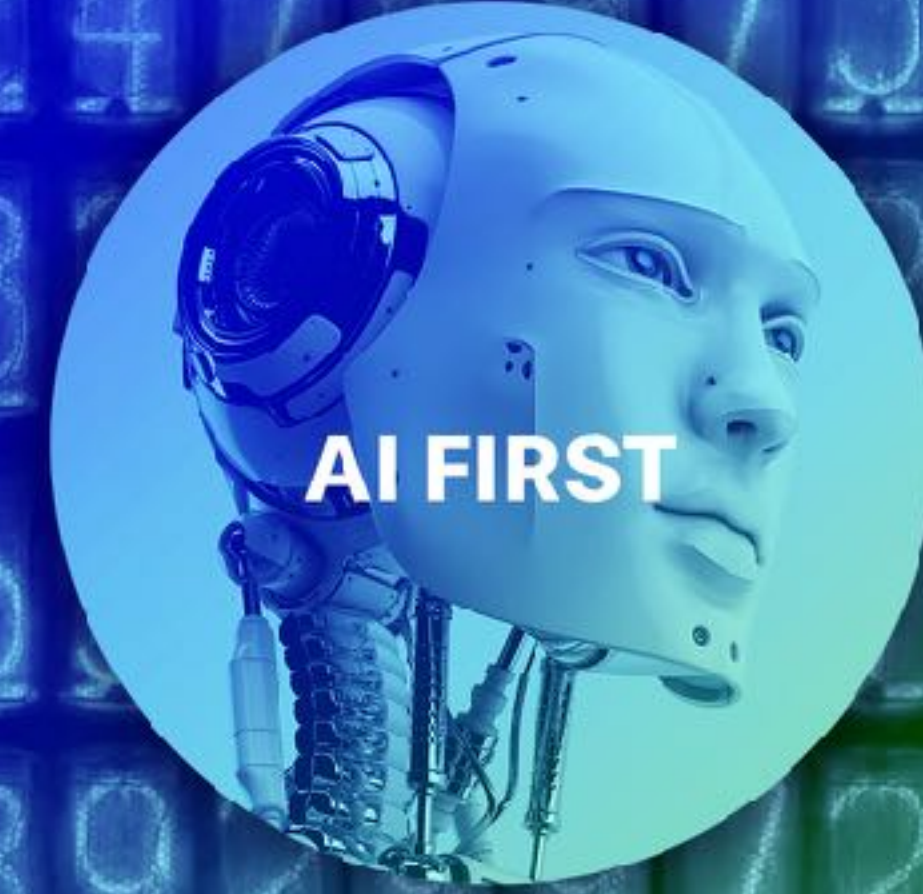
NO FRICTIONS

**New customer
interfaces**



**CONSUMER
SCIENCE**

AI FIRST



Platforms

**Scalable
communication**



**Invisible
technologies**

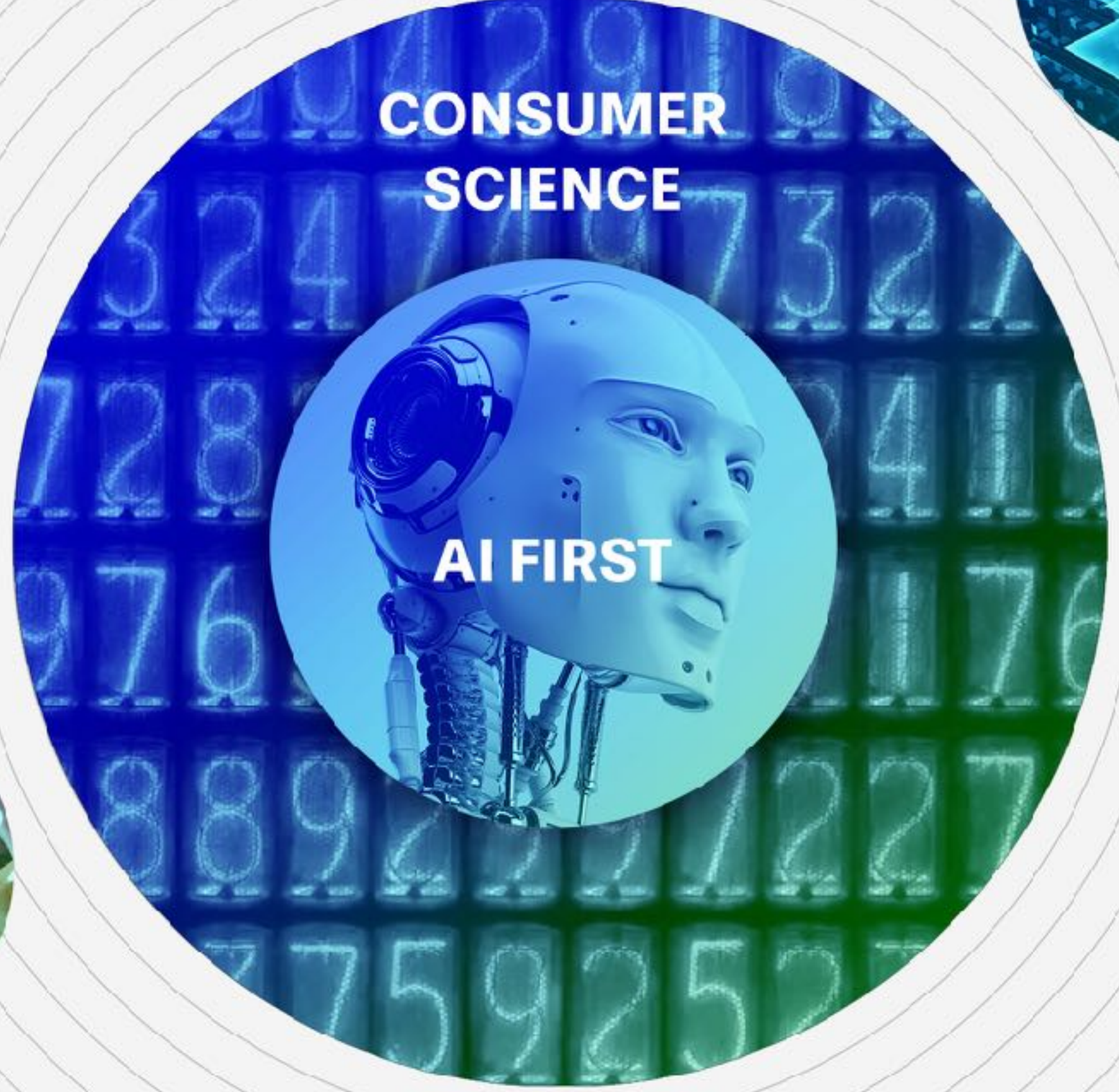


**INVESTING IN CUSTOMER
EXPERIENCE FOR THE DAY
AFTER TOMORROW**

**New customer
interfaces**



**Scalable
communication**



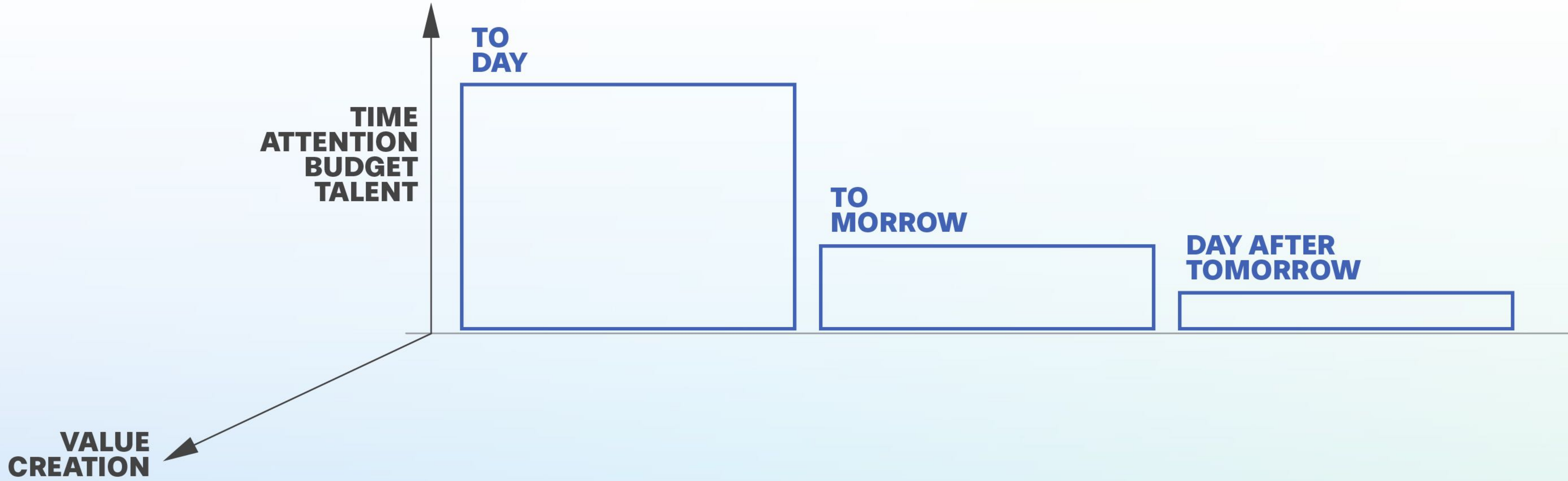
Platforms

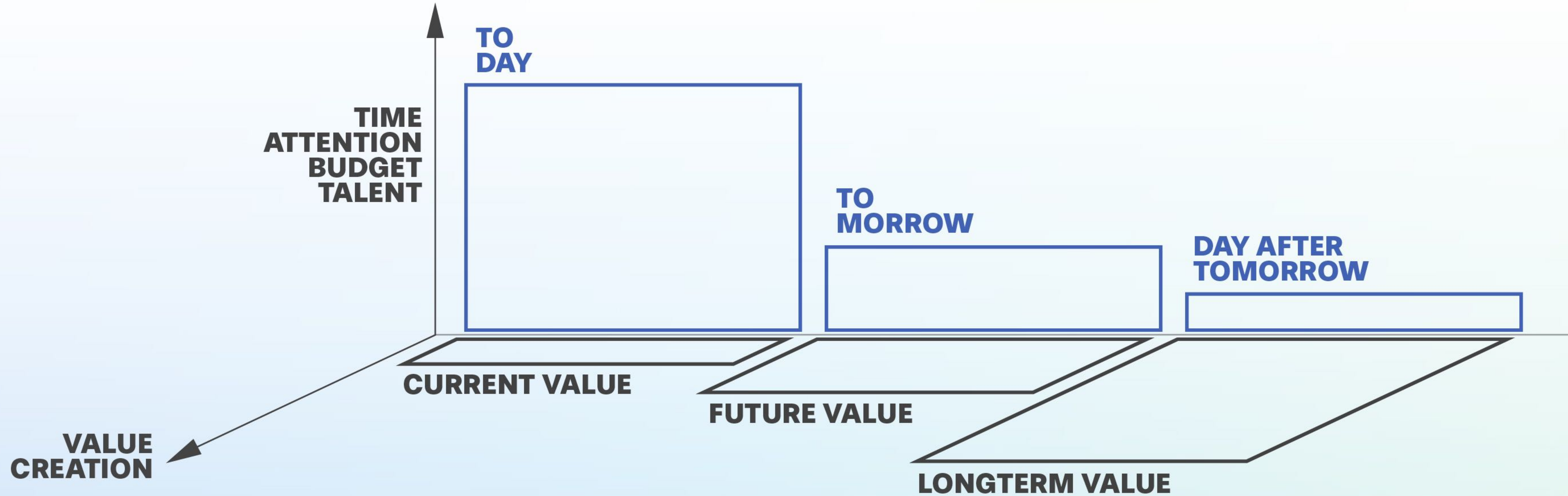


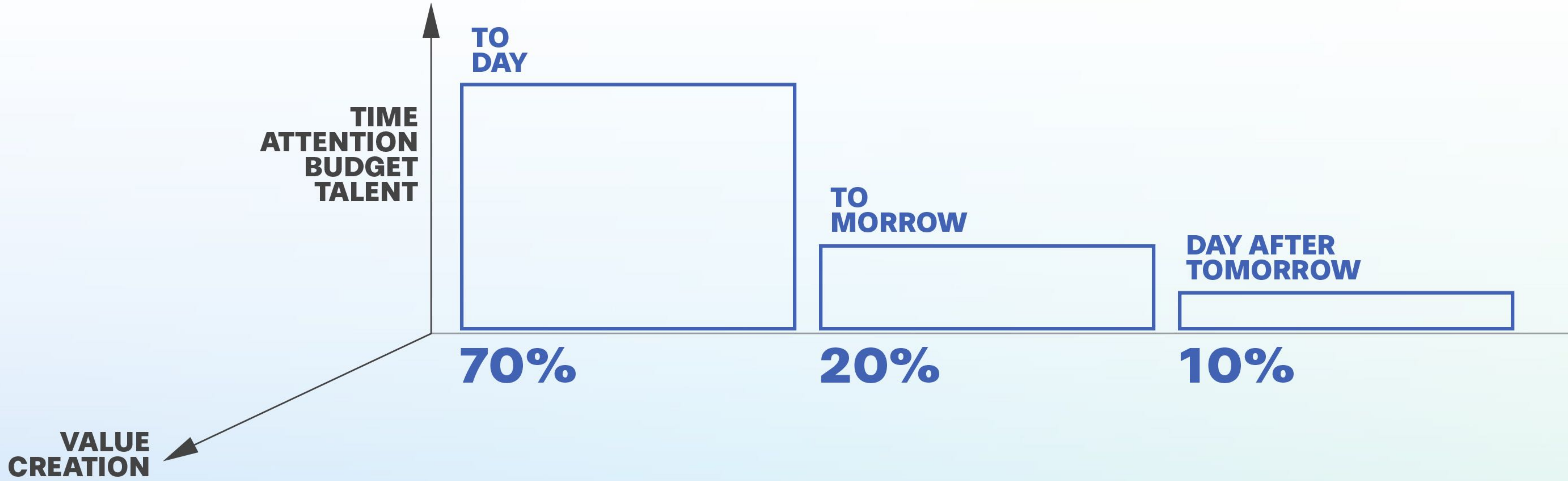
**Invisible
technologies**

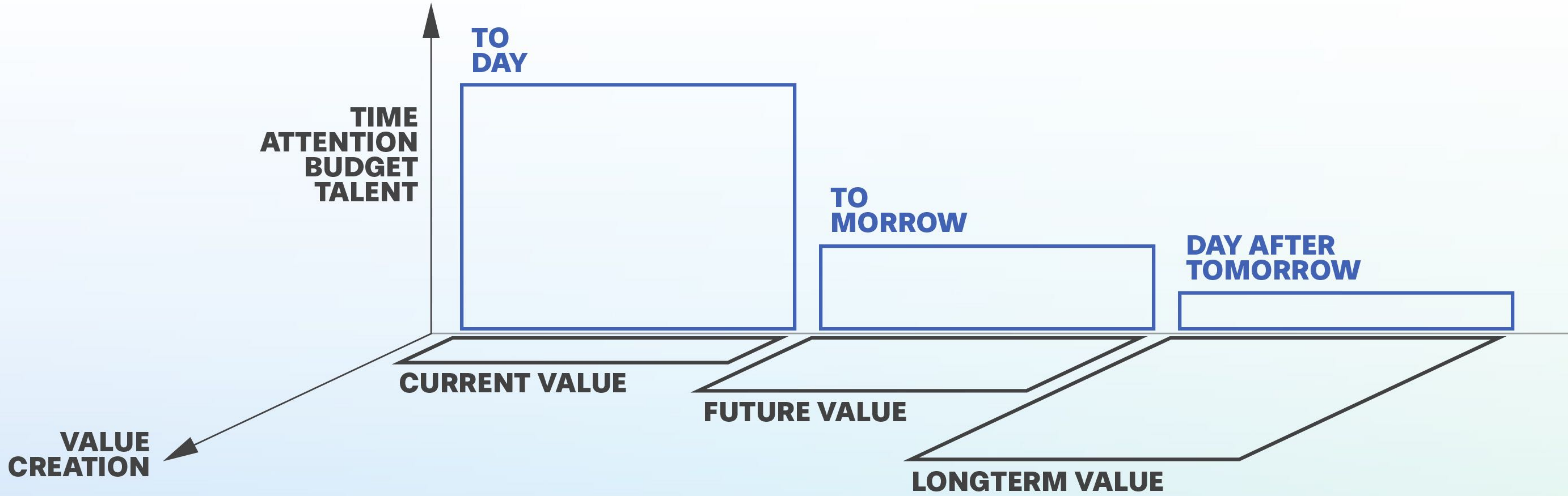


**INVESTING IN CUSTOMER
EXPERIENCE FOR THE DAY
AFTER TOMORROW**

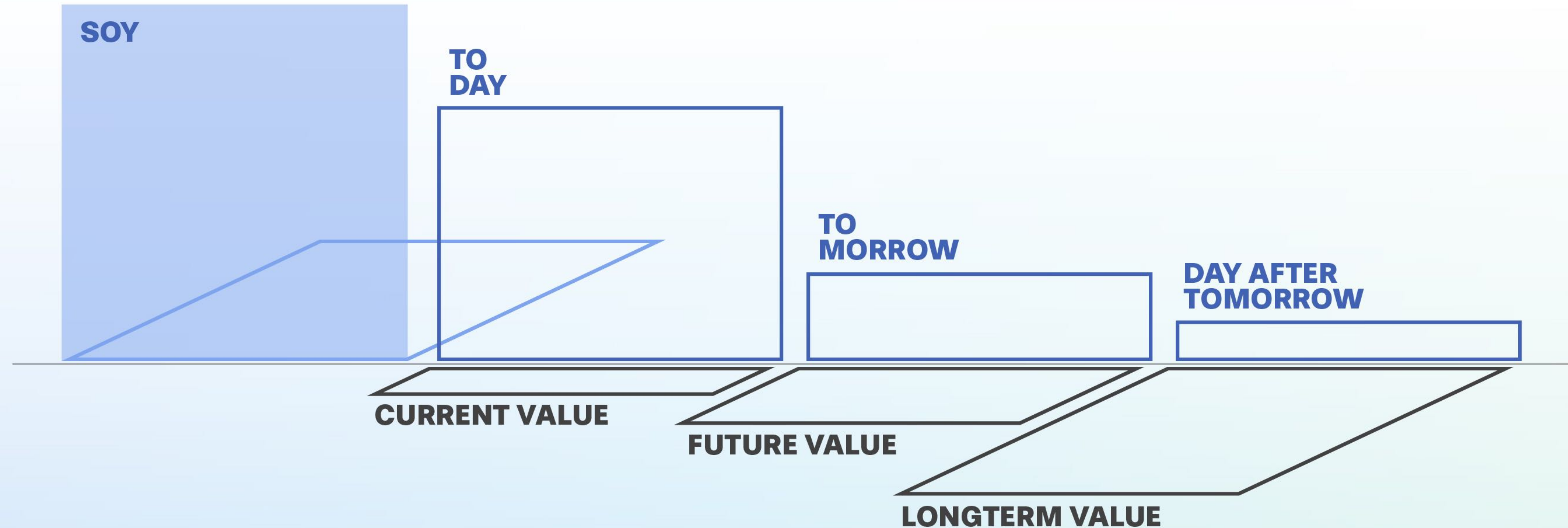








Sh💩t of yesterday?



**New customer
interfaces**



**Scalable
communication**



Platforms



**Invisible
technologies**



**INVESTING IN CUSTOMER
EXPERIENCE FOR THE DAY
AFTER TOMORROW**



last piece of **help**



STEVEN'S WEEK



Snackable Stories about **TECH, MARKETING & CUSTOMER CENTRICITY**




SVB



THANK YOU!

Brought to you by
Prof Steven Van Belleghem

 @stevenVBe

 steven@vanbelleghem.biz

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