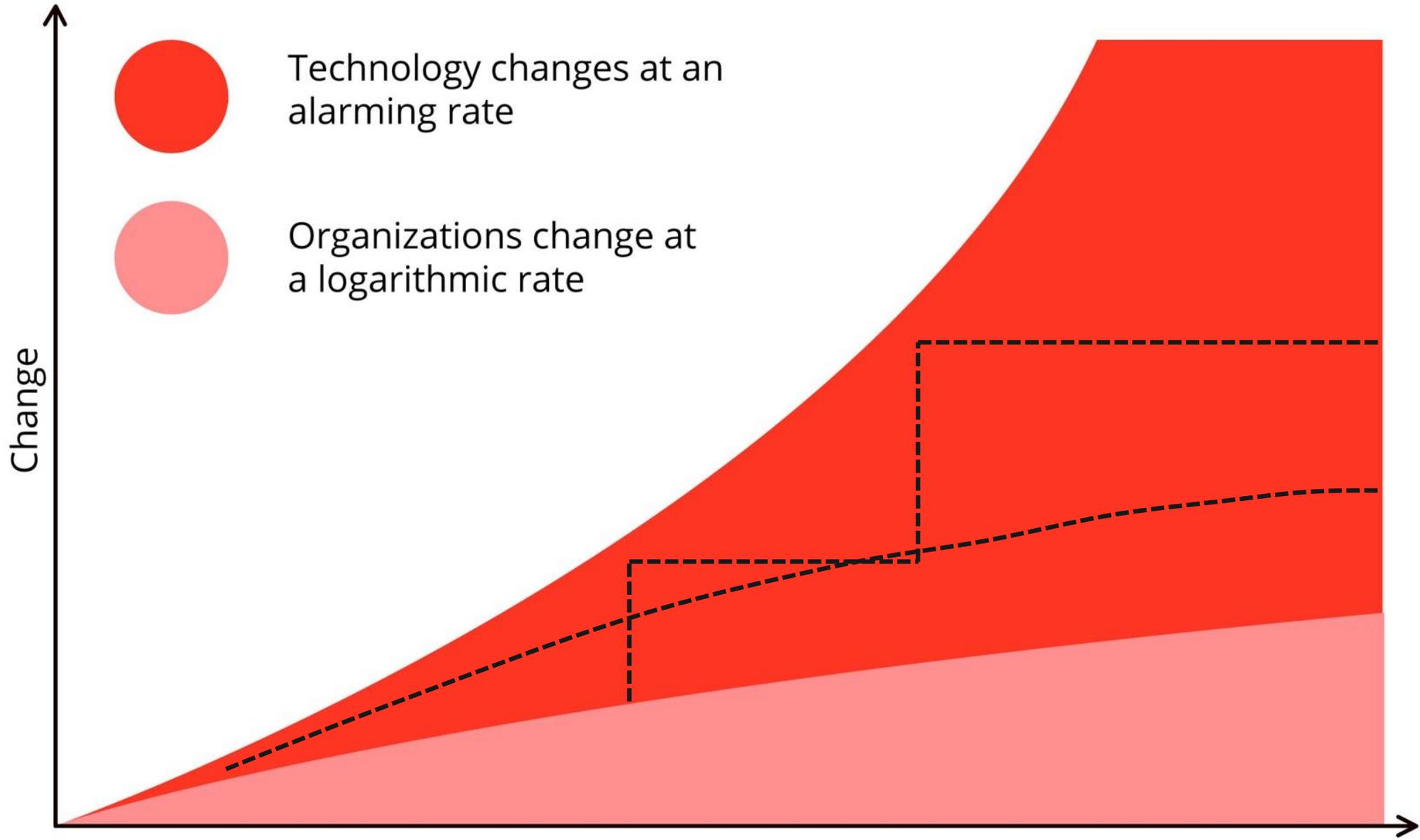


conneXion

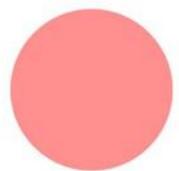
CX: ASSURER UNE COHÉRENCE DE MARQUE
EN MODE OMNISCANAL



tink



Technology changes at an alarming rate



Organizations change at a logarithmic rate

Time

by Scott Brinker (@chiefmartec)

90's Mix





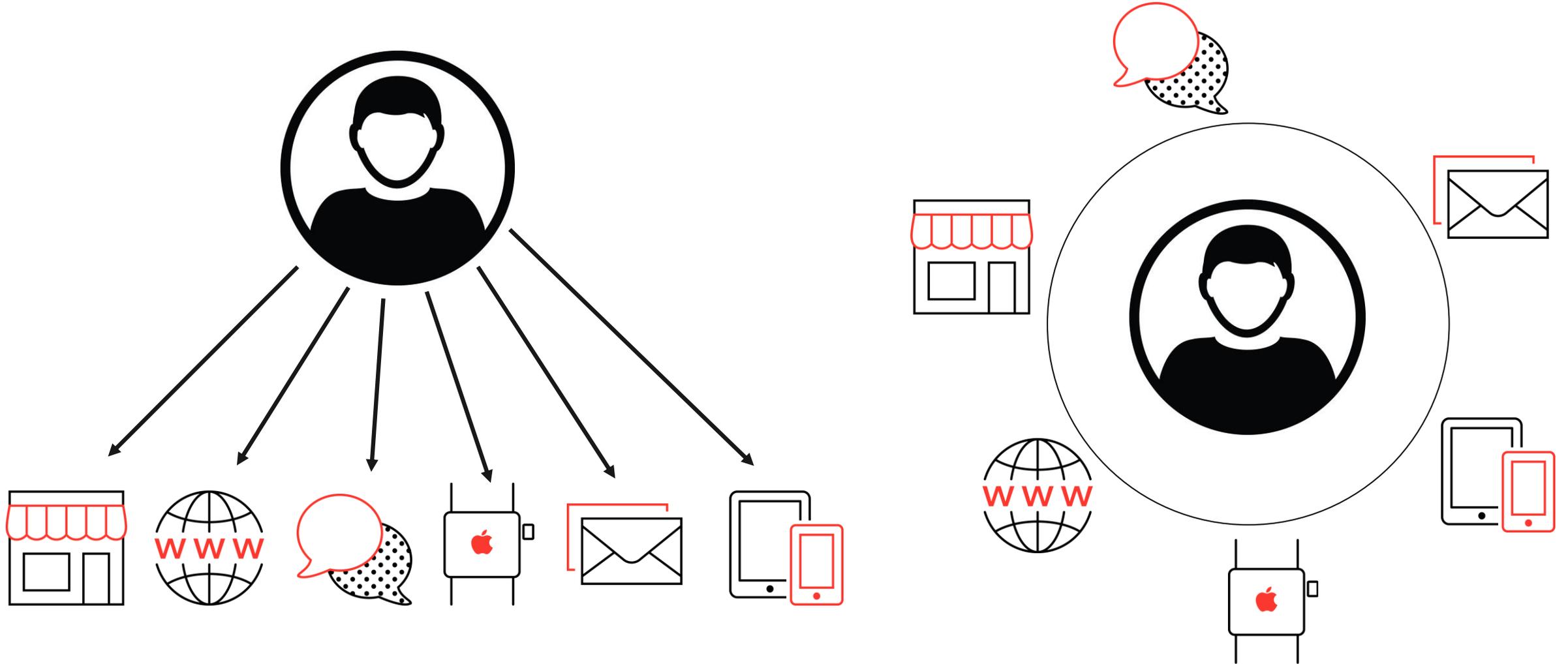
Marketer

Someone who does precision guesswork
based on unreliable data produced by
those of questionable knowledge

Also see: Wizard, Magician



Multichannel vs Omnichannel



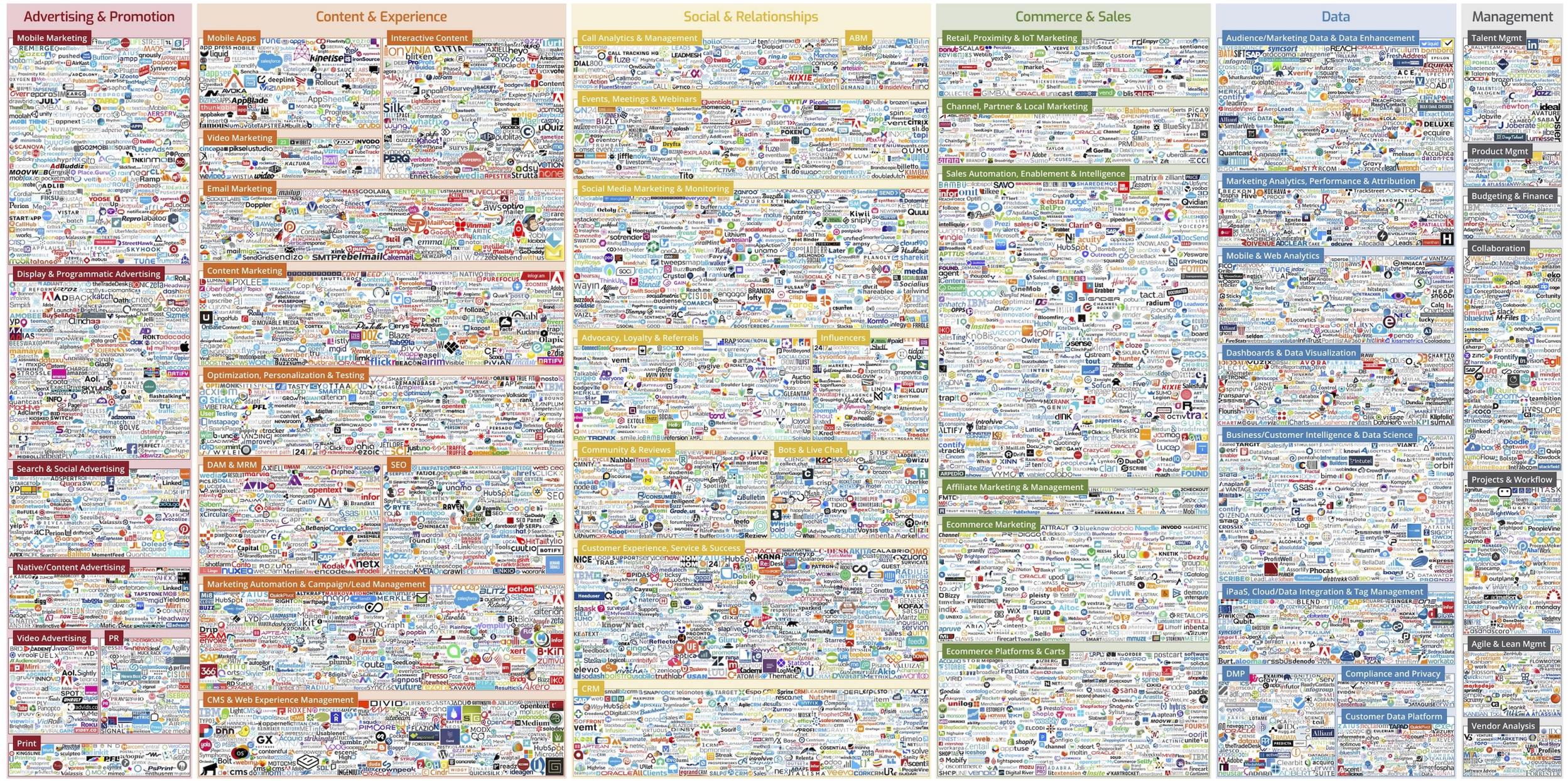
OMNICANAL
=
OMNIPRÉSENT
+
OMNISCIENT





chiefmartec.com Marketing Technology Landscape "MarTech 5000"

April 2018





Comment faire pour orchestrer et
exécuter une

stratégie de marque

COHÉRENTE au sein

d'organisations

CLOISONNÉES et dans un

contexte OMNISCANAL?



QUI?





Mère de famille de 45+ ans

Professionnel

Scolarité +

Qui est en charge de la
planification des repas

MARKET PROFILE

EXAMPLE

Demographics

Age 29

Gender Female

Ethnicity/race African American

Job Title Sales rep for a pharmaceutical company

Employment status currently employed full-time

Family status Single

Education level Bachelor of Science, U of Washington

Other demographic data technically proficient, dog owner,
wears corrective lenses

Geographics

local/regional/national/international specifics _____

urban - Seattle, WA

seasonal/environmental specifics _____

rains 9 months of the year

Fictional first name Susan

Market segment millennial job seeker

Segment key metric(s) 40% of market, 4.6MM

Psychographics

Personality extrovert

Attitudes finds the positive in most situations

Affinities connects with people easily

Values ethical, loyal to her co-workers

Interests travel, skiing

Lifestyle works too much*

Behavioral

General needs needs to feel like she's part of a team

Patterns tends to stay in a job for 5+ years

Usage rates visits LinkedIn weekly to stay connected

Price sensitivity NA

Brand preferences unknown*

Other behavioral data NA

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

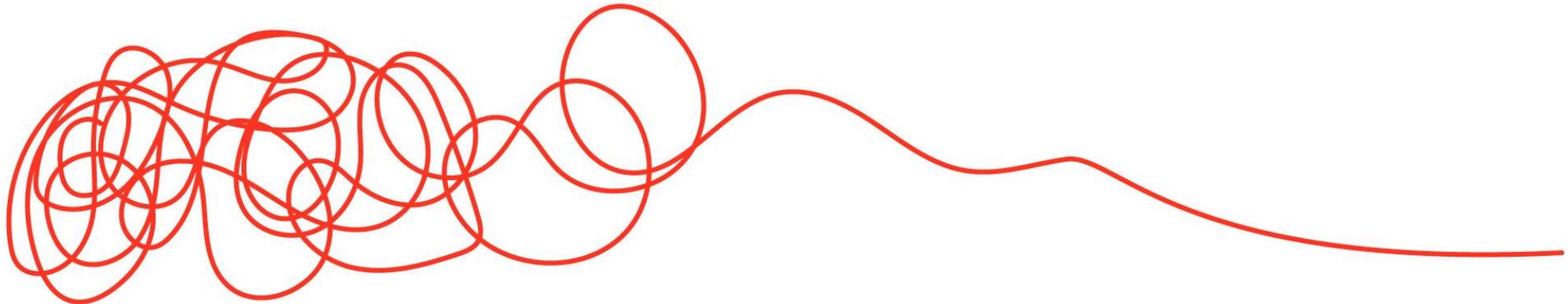
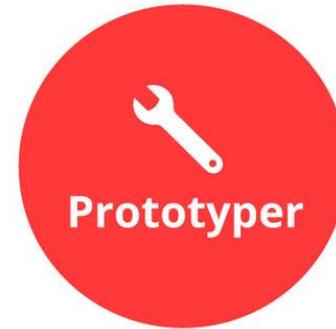
EN MODE RECHERCHE



DESIGN THINKING

Définition du problème

Solution au problème



LIFE EVENTS

What is happening to me? Am I the only one that feels this way? How can I feel better? Am I bad enough to ask for help?



REALISATION

Do I need help? Who can help me? How can they help me? Am I alone? Why is it so hard to cope?



SEEKING HELP

Am I wasting their time? What if it costs money? Which organisation is best for me? Will this feeling just go away? What will happen if I reach out?



MAKING CONTACT

What will happen when I make contact? What if I am not allowed to call? Will this actually help? Will they tell people what I say?



RECEIVING HELP

Can I talk to the same person again? Is the service really anonymous? Are they keeping a record? What do they think of me?



POST HELP

What next? Who else can I turn to? Why was that so frustrating? Why did it take so long for somebody to get back to me?



PARCOURS CLIENT

feelings.

my GP.

my generation.

WEAKNESSES

I've heard of Samaritans. You only call them when you are feeling suicidal.

VAGUE AWARENESS



I can't call Samaritans. I hate speaking to people on the phone.



I hate dealing with all these different systems. I wish it was just the phone.



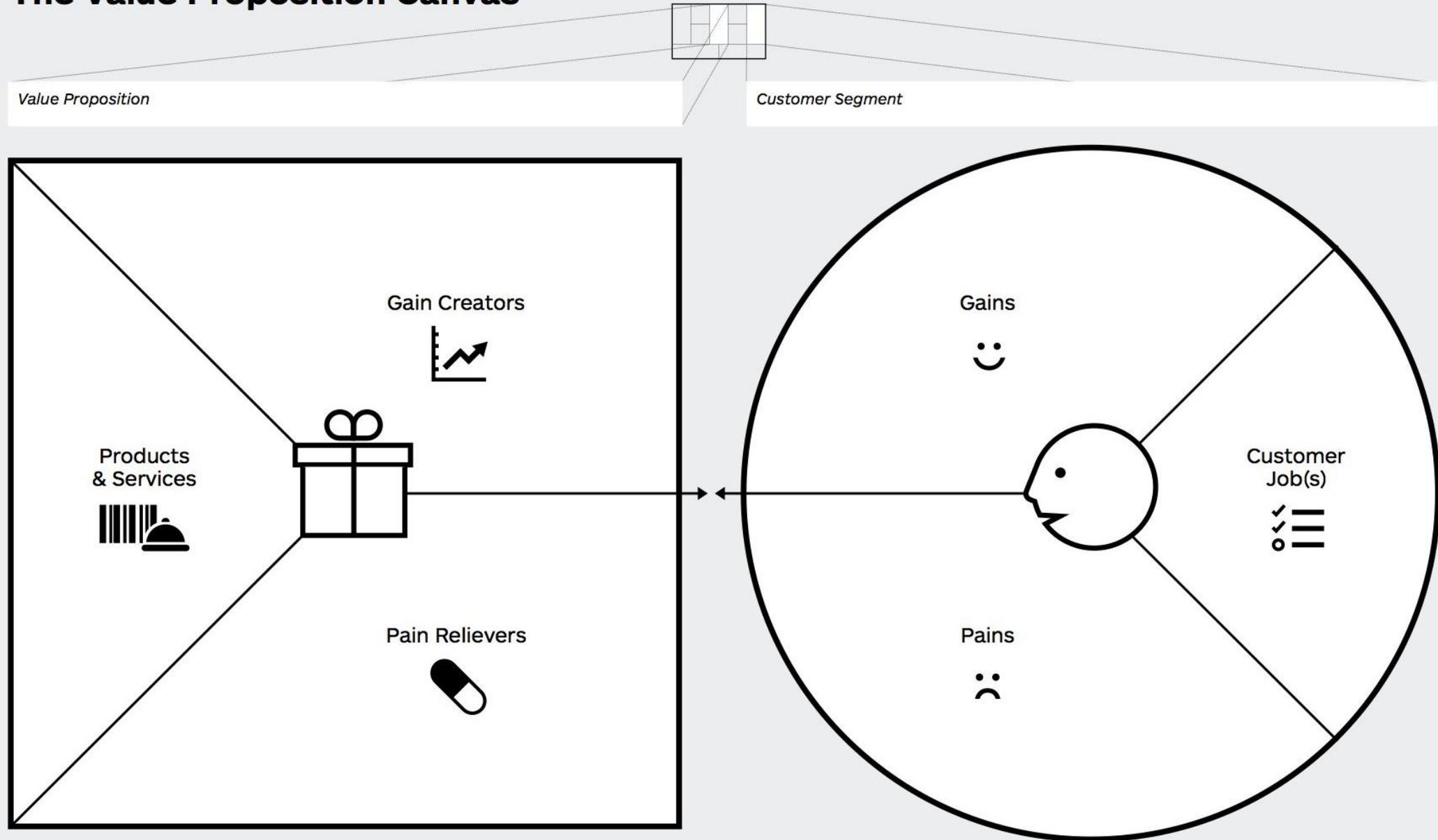
Yeah I used Samaritans years ago. But I haven't had any contact since.





QUOI?

The Value Proposition Canvas



Positionnement de marque

Message
clé

Message
clé

Message
clé





COMMENT?

BRAND

GUIDELINES



INVESTISSEZ DANS VOTRE STRATÉGIE DE
CONTENU



HERO



HUB



HELP

C.O.P.E.

Create Once, Publish Everywhere

ulu Advertiser

Advertiser.com

published every
Sunday in The

get a little more Europe.
With a manual or automatic
transmission, the front-wheel-
drive Fiesta sedan comes as a
sedan or hatchback. Sedan
trims comprise the S, SE or
SEL; the hatchback comes as
an SE or SES. [Click here to
compare them.](#)

Kinetic Styling

Another automaker, another
buzzword. Hyundai calls its
design ethos "fluidic sculp-
ture;" Ford makes a big deal

the Fiesta's "kinetic



POURQUOI?

ALIGNEMENT CORPORATIF & VISION CX

Éléments de la vision cx

Vision corporative

Quelles sont nos ambitions et nos valeurs d'entreprise?

Promesse de marque

Quelle(s) promesse(s) fait-on à notre clientèle?

Attributs de la vision CX

Quels mots décrivent le mieux l'expérience client que l'on souhaite proposer?

Émotions cibles

Pour chacun des attributs, quelles émotions voulons nous déclencher chez nos consommateurs?

Matérialisation

De façon concrète, comment ces attributs vont prendre vie dans nos opérations courantes?

A close-up photograph of several bright red, cylindrical capsules scattered on a dark, textured surface. The capsules are arranged in a somewhat circular pattern, with some in the foreground and others receding into the background. A semi-transparent dark horizontal band runs across the center of the image, containing the word "CONCLUSION" in white, uppercase, sans-serif font.

CONCLUSION

FÉDÉREZ VOTRE MARQUE EN MODE OMNISCANAL

1. Bonifiez votre compréhension ÉMOTIVE et COMPORTEMENTALE de votre cible marketing et de son expérience globale
2. Identifiez clairement votre PROPOSITION DE VALEUR pour chaque cible
3. Établissez une GOUVERNANCE de marque ÉVOLUTIVE
4. DÉFINISSEZ et PARTAGEZ la VISION CX au sein de votre organisation
5. ENJOY THE RIDE!



KIOSQUE
#717

conneXion