Delighting Customers
Simple Digital Journey

Anthony R Brown
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Customer centred design
Principle 1 - Judo
Now is the time to adapt....
The new world

From

Product → Marketing → Customer

To

Customer → Solution → Customer
Customer centred design

Principle 2 – Holistic view
Holistic Modern Customer Journey

Interest & Awareness
- Social / search advertising
- Email / text marketing
- Loyalty programs
- YouTube / Video ads
- Television
- Billboards
- Online display advertising
- Newspaper / Magazine
- Radio
- Word of mouth

Search
- Organic Search
- PPC
- Maps
- Directories
- Apps
- "Near me"
- GPS

Research
- Blogs & Articles
- Reviews
- Social Media
- Word of mouth

Purchase
- Website
- Online booking
- Purchase via app
- In-store purchase
- Salesperson
- Marketing Materials

Experience
- Post-purchase
- Expectations vs. reality
- Social Post
- Write a Review
- Blog
- Word of mouth

Contributes to next person's decision
Holistic Customer Journey Map
Map the ultimate

Stages
- Awareness
- Findability
- Reputation
- Conversion
- Advocacy

Steps

Touchpoints

Departments
Customer centred design
Principle 3 - Differentiate
Place your bets
Differentiation – Pick you wins

Company 1

Company 2

Company 3
One step at a time
NobleOak Calculator
Life Insurance Calculator

Calculate your cover in five simple steps.

About You

I am 31 years old. I intend to retire at 65 years old.

What is your gender?

Male  Female

How would you describe your life stage?

Single  Couple  Family  Empty Nester  Senior

How many kids do you have? How many are under 18?

I have 2 kids, 0 of them under 18.

NEXT STEP
Life Insurance Calculator

Congratulations on completing the Life Insurance Assessment calculator!

To access an online summary of this assessment and have your free personalised Life Insurance Assessment report emailed to you, please complete your details below.

Your contact details

My full name is

Anthony Brown

My email address is

Submit
Your Life Insurance Assessment Plan

Congratulations on completing the NobleOak Life Insurance Assessment Calculator.

In this report you will find:

1. A summary of what you told us
2. Your Essential, Important and Nice to Have Insurance report
3. Our assumptions
Customer centred design

Principle 4 - Simplicity
Keep simple

Stainless steel, precision-machined socket prevents leaks and oozing, yet delivers instant uniform ink flow.

Sealed-Pressurized Ink Cartridge

Ultra-hard tungsten carbide ball

Thixotropic ink in a hermetically sealed and pressurized reservoir writes three times longer.

Sliding float separates ink from pressurized gas

Gas plug
End