




Lew Geffen | Sotheby's
INTERNATIONAL REALTY

DIFFERENT BY DESIGN!

 LYNN BAKER



LEW GEFLEN SOTHEBYS 2019



LYNN BAKER

- Customer Experience Specialist (CXS) (CX University)
- Disney Institute – Quality Service Certificate
- Disney CX Summit 2018 – Disneyland, California
- Judge – Int'l Customer Experience Awards - Amsterdam
- Judge – Gulf Customer Experience Awards - Dubai
- Vice President – CX University.com

THE AGE OF CUSTOMER EXPERIENCE



WHAT IS CUSTOMER EXPERIENCE (CX) ?

definition - customer experience (CX)

the end-to-end customer journey - the culmination of all the small experiences a customer has with you and your brand.



experience

Definition of *experience*

an event that leaves an impression on a person – positive or negative.



It's about how we make customers *feel*



experience

we no longer sell products & services
we create experiences
that build relationships of trust



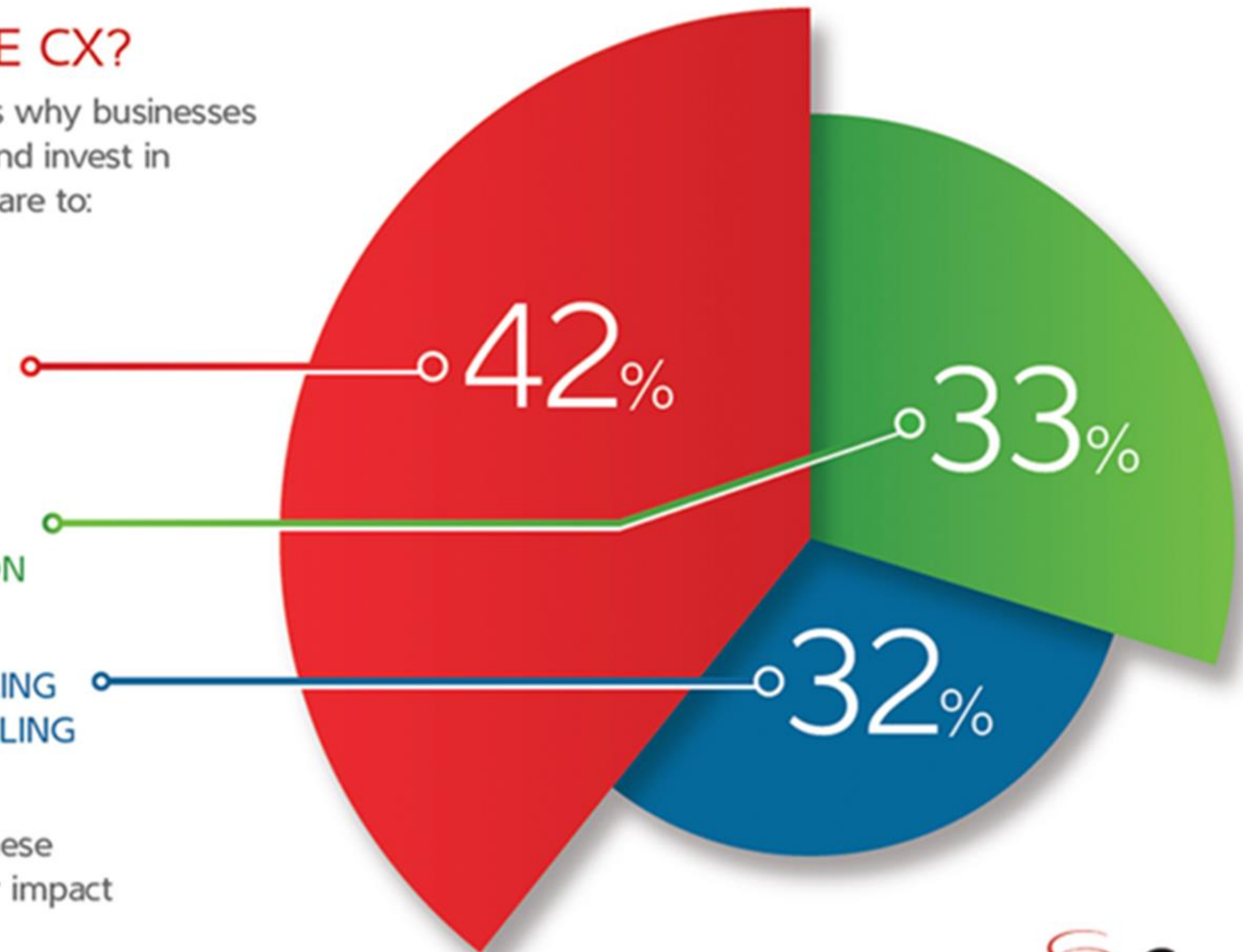
WHY IS CUSTOMER EXPERIENCE IMPORTANT

WHY IMPROVE CX?

The top three reasons why businesses proactively manage and invest in customer experience are to:

- 1** IMPROVE CUSTOMER RETENTION
- 2** IMPROVE CUSTOMER SATISFACTION
- 3** INCREASE CROSS-SELLING AND UP-SELLING

Addressing each of these reasons can positively impact bottom line revenue.



**CUSTOMER
SERVICE
Vs
CUSTOMER
EXPERIENCE**

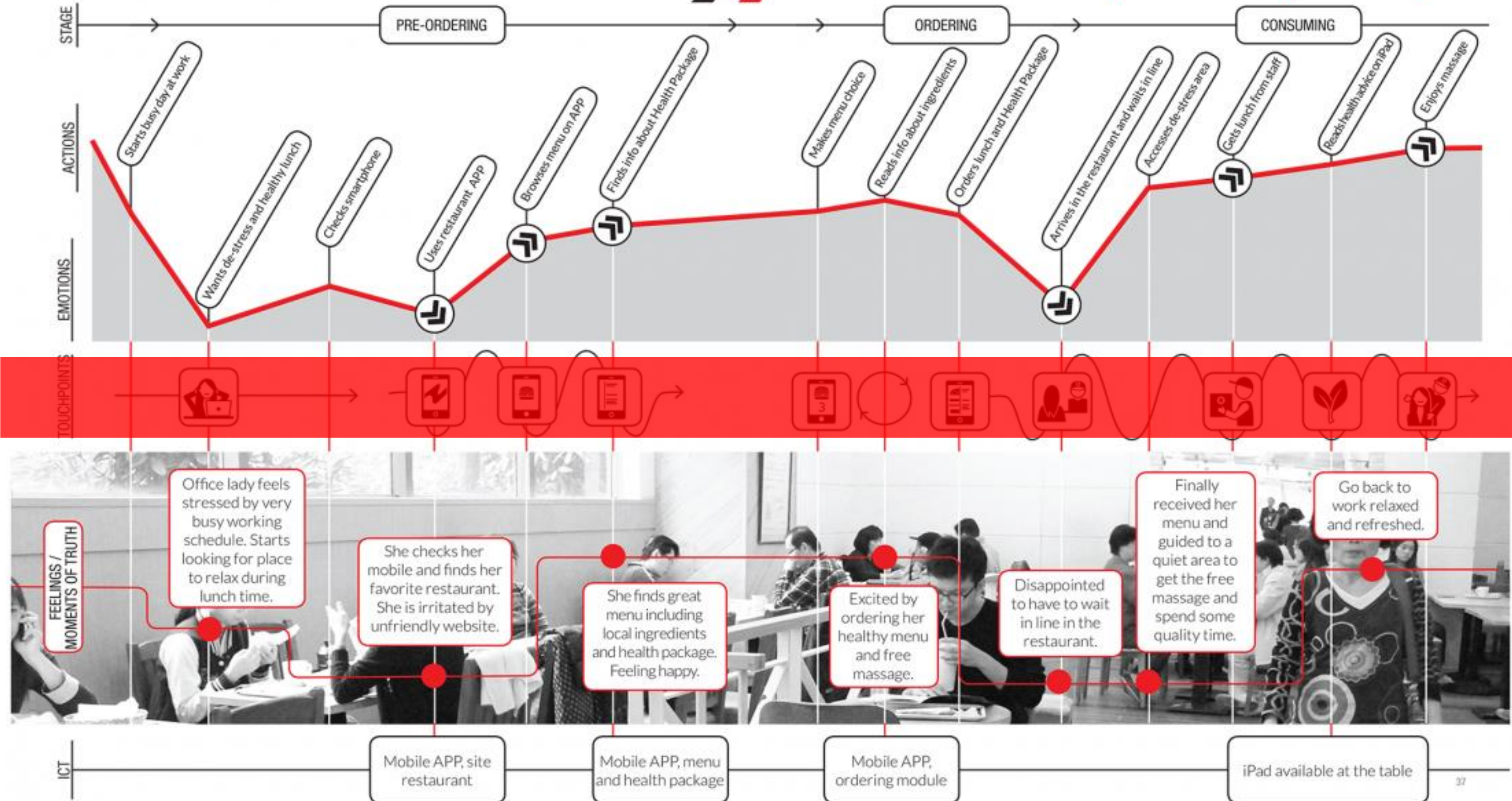


CUSTOMER SERVICE

one dimensional view



3 | 4 restaurant case >> customer journey map





20

experiences
in

1

Cup of Coffee

Positive
Feeling

Gratify

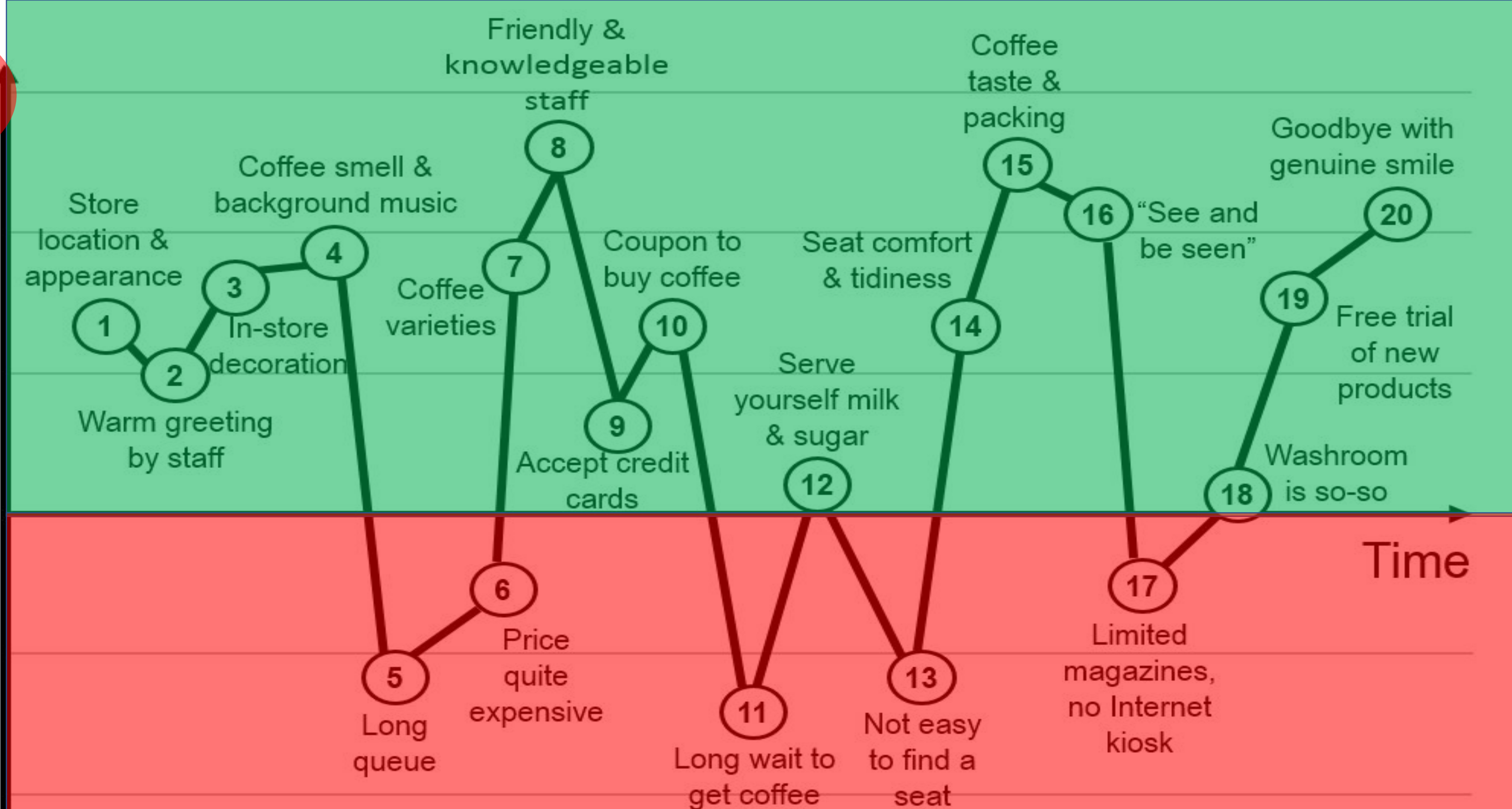
Satisfy

Neutral

Bad

Horrible

Negative
Feeling



20 touchpoints in 1 Cup of Coffee



WHO IS OUR CUSTOMER TODAY?

INTRODUCING GENERATION CX



**WHAT
CUSTOMERS
WANT
2019**

TRENDS



CX TRENDS 2019

#1

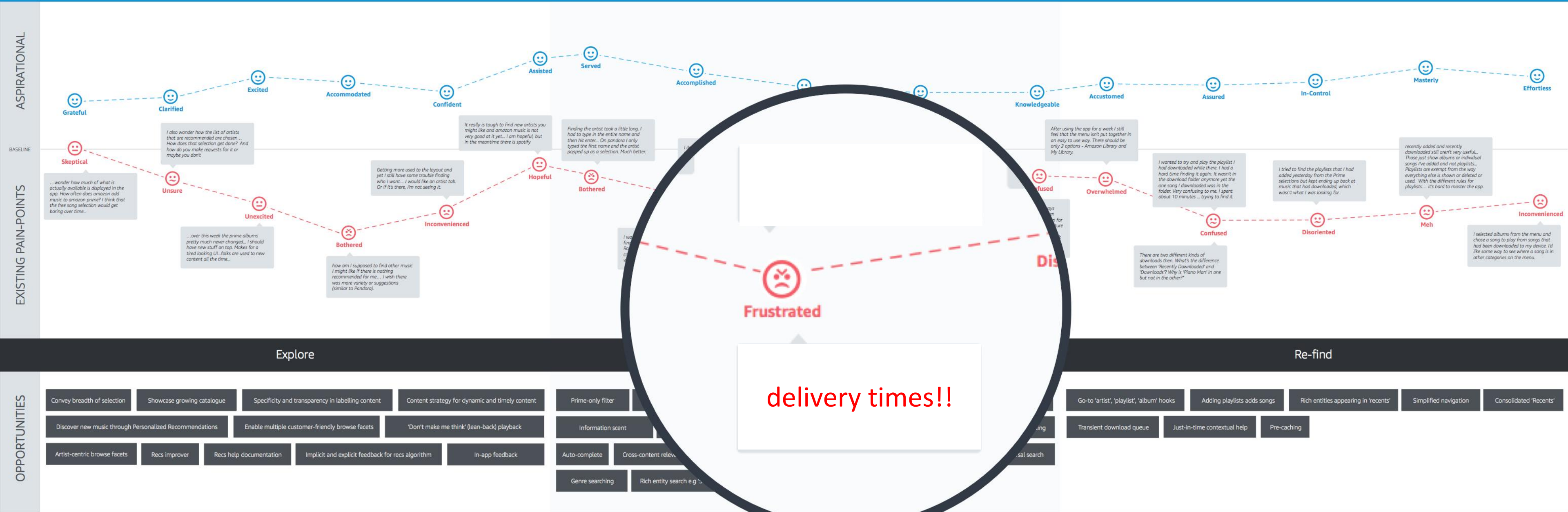
convenience

CONVENIENCE

amazon.com

The Amazon logo, consisting of the text "amazon.com" in a white, sans-serif font, with a thick orange curved line underneath it, all centered on a black background.

Amazon.com Customer Journey Map



amazon
 *Prime Air*



HOME BUYING ► TIPS & TECHNIQUES

The 8 Best Real Estate Apps of 2019

House hunting just got much easier



Reimagine the way home.



A 3D-rendered chessboard with a grid of alternating light and dark squares. A single, highly reflective red sphere is positioned on one of the dark squares in the lower right quadrant. The lighting creates strong highlights and shadows, giving the board a sense of depth and texture.

CX TRENDS 2019

#2

personalised experience

NETFLIX




Fri 29-Sep-17 3:34 PM

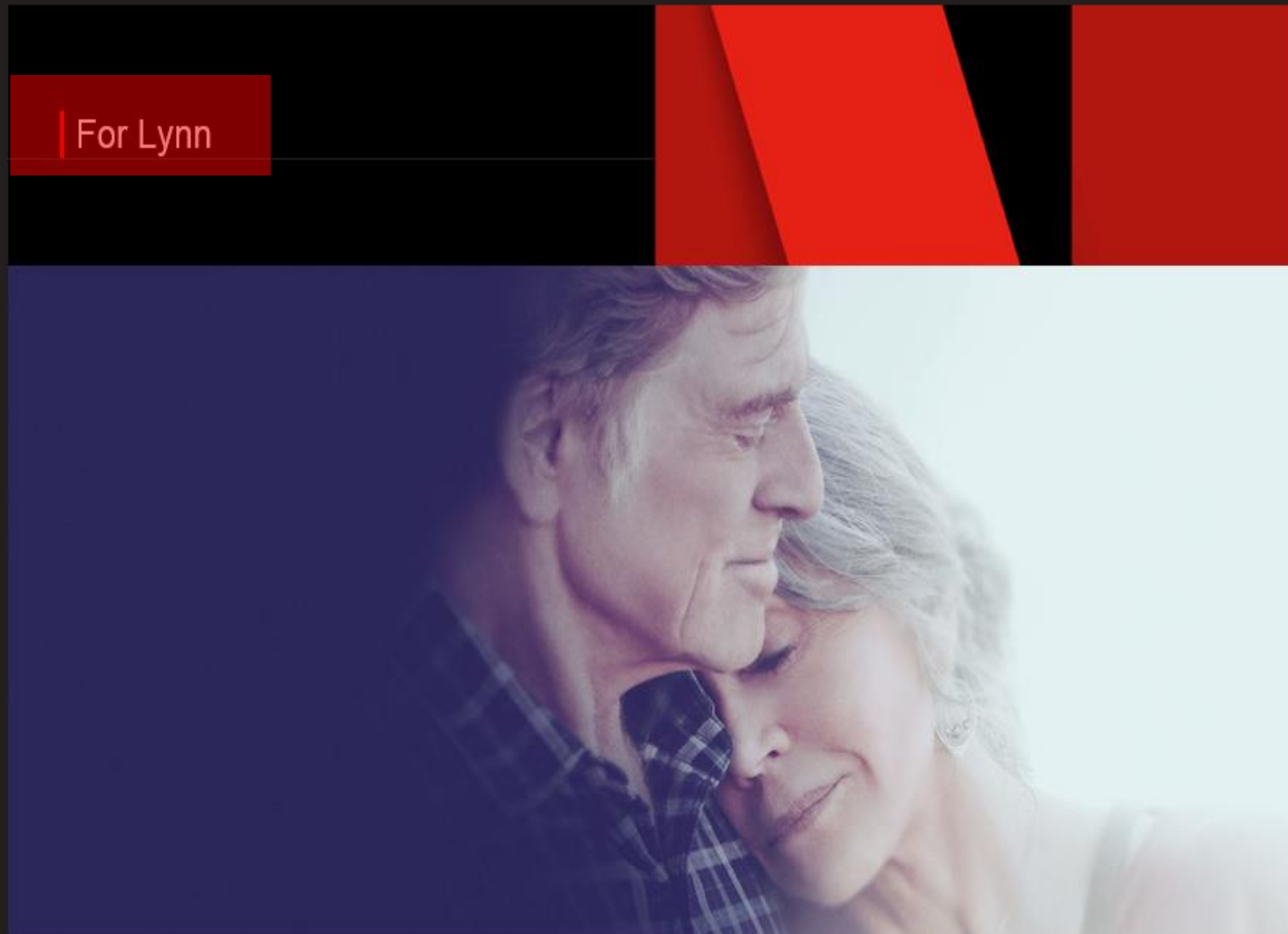
Netflix <info@mailier.netflix.com>

Lynn, we just added a movie you might like

To: lynn@executivepresence.co.za

 If there are problems with how this message is displayed, click here to view it in a web browser.

| For Lynn





BMW iVision - Future Interaction

CX TRENDS 2019

#4

humanised
experience



Kando

the power of emotional connection



technology



human element

POINT OF CONVERGENCE
IS WHERE REAL CX HAPPENS



technology

CX



human element



Apple 3 F's of empathy

- Feel
- Felt
- Found



the future of real estate



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#5

Frictionless experience



14

Steps To Buying A House

*Complete Guide For
Home Buyers Inside!*



How you see the customer journey



How your customer sees your customer journey



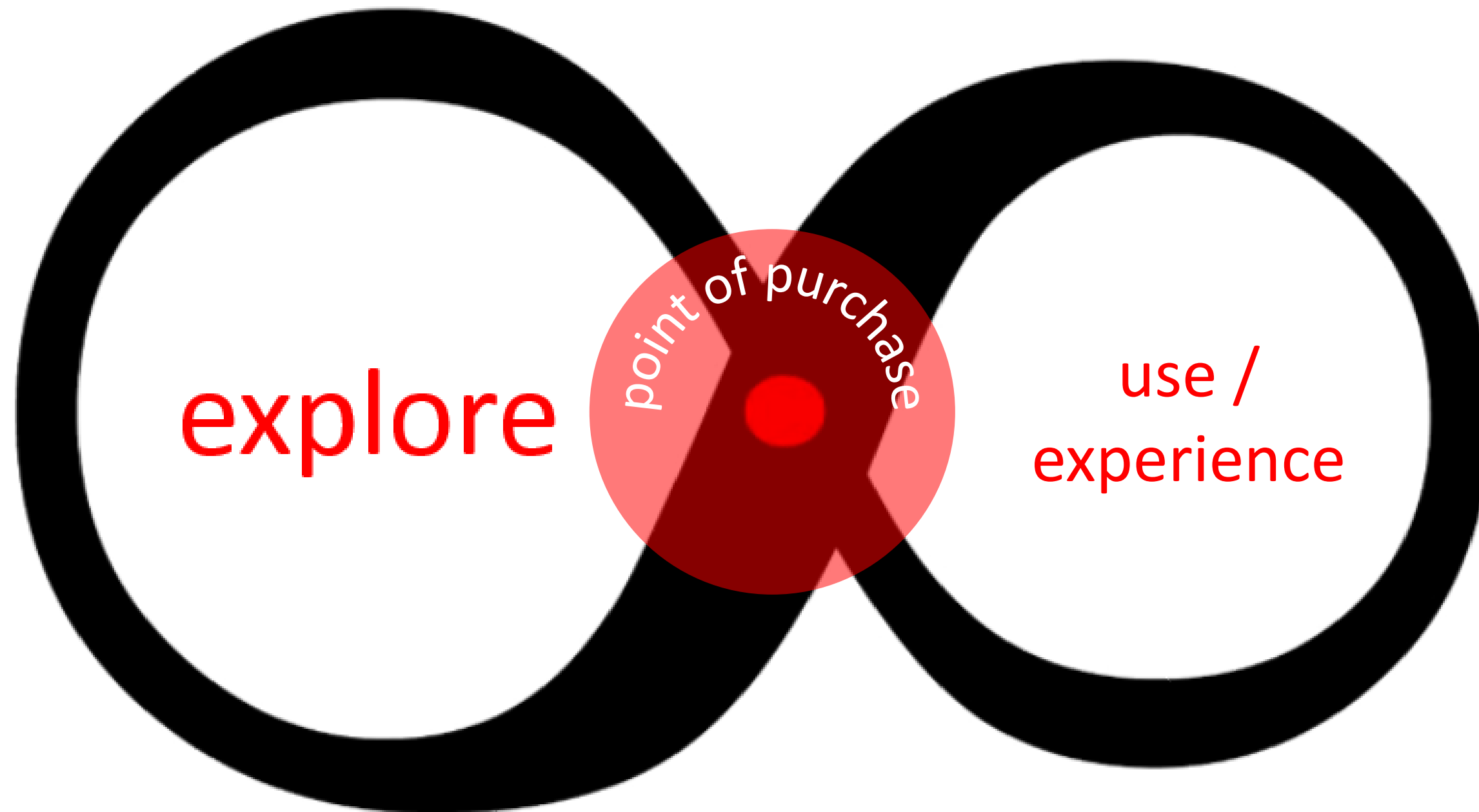


HOW DO WE COMPETE IN THE AGE OF EXPERIENCE

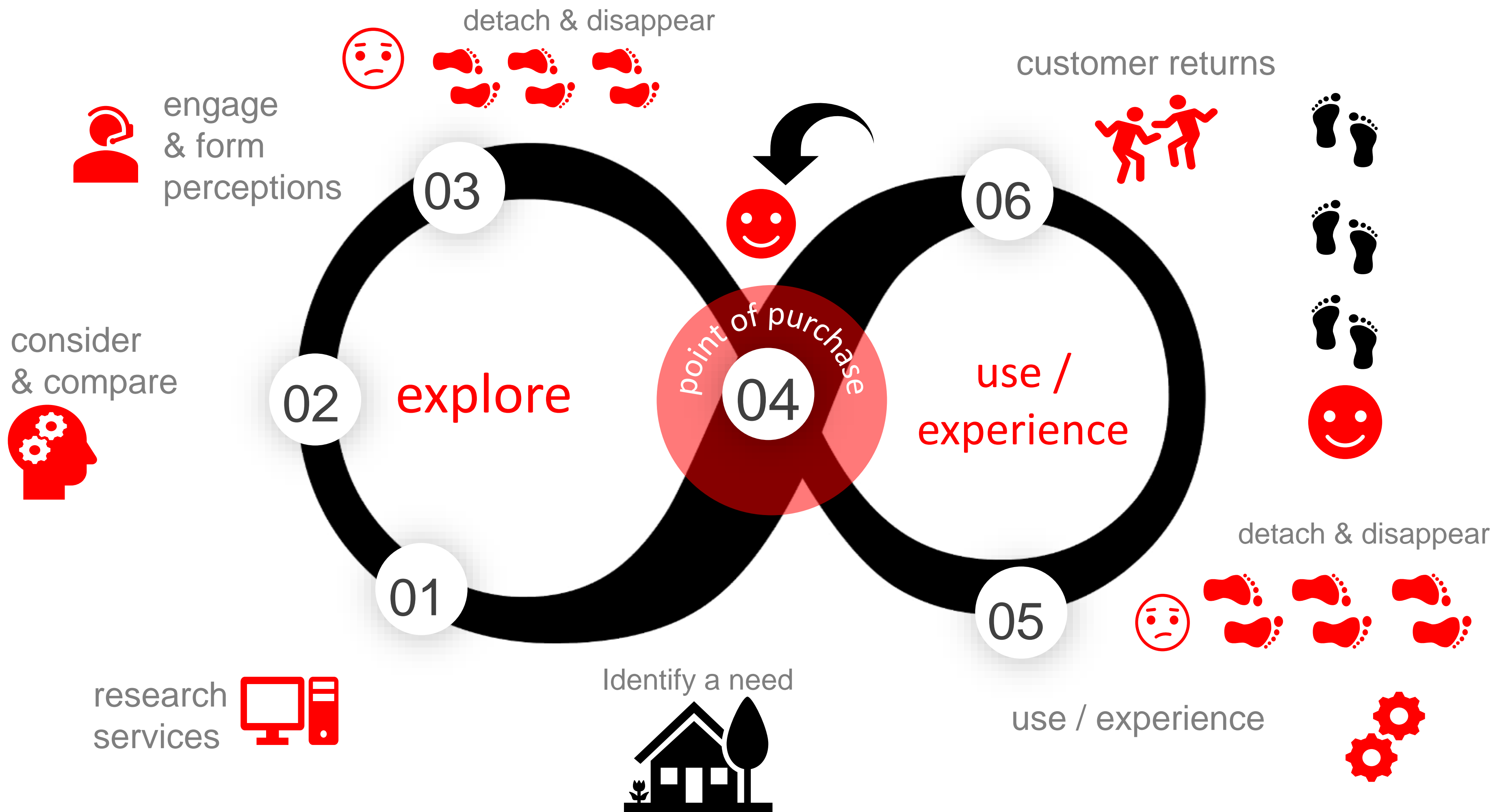


**FULLY
UNDERSTAND**
THE CUSTOMER JOURNEY

CUSTOMER JOURNEY = TRADITIONAL PATH TO PURCHASE



| stop focusing just on the point of purchase |





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THANK YOU

LB LYNN BAKER



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