

DEPARTMENT

by All Work  
& Social.

# Designing for Delight:

Creating Memorable Customer  
Experiences Across Your  
Customers Journey

Mike Midgley  
Global Strategy Lead



óteen30  
DIGITAL



*Imagine a world where **customer delight** is not just an afterthought, but the very **foundation** of business **success***





Welcome to the **future of business**  
where designing **delightful**  
**experiences** is the ultimate  
**competitive advantage**



Consider...



**32% of customers** would stop doing business with a brand they love after just one bad experience.

*Source: PwC Report "Experience is Everything" Here's How to Get It Right (2018)*

Design for Delight...

Consider...

# Forbes

**89% of companies** see customer experience as a key factor in driving customer loyalty and *retention*

*Source: Forbes Article 50 Stats That Prove The Value of Customer Experience (2019)*

Design for Delight...

Consider...

## BAIN & COMPANY

**80% of companies** believe they deliver a superior experience to their customers, however only 8% *actually agree*

*Source: Bain Article : Closing The delivery Gap (2005)*

Design for Delight...

Share your experience ...



*Turn to the person next to you and  
**share an unforgettable experience**  
you've had with a company,  
positive or negative*



## Summary ...

# Examining Oversight & Understanding Consequence:

We can better understand the need to prioritize the customer experience



### **Misplaced Priorities:**

Businesses sometimes lose sight of their core customer goals and values, and instead prioritize short-term gains or irrelevant activities.



### **Distractions:**

Companies become sidetracked by non-essential tasks or external factors, which can take away from their focus on the customer.



### **Resistance to Change:**

Organizations may be resistant to change, which prevents them from adapting to new market conditions, technologies, or customer needs



### **Hunting New Customers:**

While attracting new customers is important, businesses focus too much on acquisition rather than retaining and nurturing existing customers.



### **Lack of Understanding**

Companies can fail to truly understand their customers' needs and preferences, which can lead to misaligned product offerings, messaging, and marketing strategies.

Design for Delight...





To truly **thrive** in today's competitive market, businesses **must recognize** the crucial role **customer delight** plays in **long-term success**



## Introducing Revenue Operations (RevOps)



*A strategic business approach that unifies and aligns the sales, marketing, and customer success teams to optimize the entire revenue generation process, by focusing on the customer*



# Designing for Delight with RevOps:

These 3 fundamental steps, when coupled with the power of Revenue Operations can transform the way you engage with your customers



### **Ignite the Empathy Revolution:**

Embark on a transformative journey designing the customer journey that places your customers' emotions, needs, and actions at the core of your business model.



### **Master the Art of Touchpoints:**

Redesign your business model around the customers journey to prioritize exceptional experiences at every stage of the customer journey



### **Focus on Customer Driven Growth:**

Embrace the potential that lies in customer data and insights and let them guide your offerings and marketing strategies

# Designing for Delight with RevOps:



## **Ignite the Empathy Revolution:**

Embark on a transformative journey designing customer journey that places your customers' emotions, needs, and actions at the core of your business model.

Foster an environment where understanding customer pain points is paramount, setting the stage for customer delight and meaningful connections.

## 3 Fundamental Steps



### **Understand customer pain points:**

Conduct regular Customer Satisfaction Surveys (CSAT) and focus groups to gather feedback and identify areas for improvement



### **Create customer personas:**

Analyze data collected from customer interactions and develop detailed profiles representing different customer segments



### **Incorporate empathy into decision-making:**

Train employees to solve for the customer, prioritize customer needs and emotions when making decisions, fostering a customer-centric culture.

Design for Delight...

# Designing for Delight with RevOps:



## Master the Art of Touchpoints:

Redesign your business model around the customer journey to prioritize exceptional experiences at every stage of the customer journey.

Infuse your interactions with quality and care, from initial engagement to service renewal, cultivating long-lasting relationships and a reputation for excellence.

## 3 Fundamental Steps



### Map your customer journey:

Identify and document all customer interactions with your brand, from the initial awareness stage to purchase and ongoing service engagement.



### Optimize touchpoints:

Analyze each touchpoint for effectiveness and implement improvements to enhance the overall customer experience.



### Measure touchpoint success:

Establish Key Performance Indicators (KPIs) for each touchpoint and track progress to ensure continuous improvement and customer satisfaction.

Design for Delight...

# Designing for Delight with RevOps:



## **Focus on Customer Driven Growth:**

Embrace the potential that lies in customer insights and let them guide your offerings and marketing strategies.

Create an environment where customers become loyal advocates, driving engagement and propelling your business to new heights through their enthusiasm and commitment.

## 3 Fundamental Steps



### **Leverage customer feedback:**

Implement a robust system for collecting and analyzing customer feedback inc Net Promoter Scores (NPS), using it to guide product development, marketing, and customer support.



### **Create a customer advocacy program:**

Develop and implement a program that rewards loyal customers for promoting your brand to their networks, enhancing brand loyalty and reach.



### **Analyze customer data for growth opportunities:**

Utilize advanced analytics tools to identify patterns in customer behavior and preferences, using this information to drive targeted campaigns and improve product offerings.

Design for Delight...

Case Study...



How Spotify Wrapped Mastered All Three Design For Delight Areas

Design for Delight...

## Case Study...



### How Spotify ignited the empathy revolution:

- It tapped into its users' emotions and creating a personalized year-in-review experience
- It showed that Spotify understands its users' love for music and the emotional attachment they have to their favorite songs and artists
- By sharing personalized insights and creating a visually engaging presentation that users can share on social media, Spotify demonstrated its empathy and deep understanding of its customers

Design for Delight...

#SpotifyWrapped



## Case Study...



### How Spotify mastered the art of touchpoints:

- By providing them with personalized insights into their listening habits, presenting a year-in-review of their favorite songs, artists, and genres
- It created a touchpoint by offering a visually engaging presentation that users can easily share on social media, generating a buzz around the brand and driving engagement
- Additionally, personalized playlists curated based on users' listening habits throughout the year, this offered a delightful and tailored listening experience that keeps users engaged with the platform

Design for Delight...

#SpotifyWrapped

## Case Study...



### How Spotify unleashed the power of customer driven growth:

- By leveraging user data and personalization, Spotify Wrapped created a memorable and delightful customer experience that increased user satisfaction and loyalty
- It also reinforced the value of the Spotify subscription by helping users discover new music and rediscover forgotten favorites
- The campaign contributed to Spotify's continued growth and success in the competitive music streaming market by creating a buzz around the brand, driving engagement, and keeping users loyal to the platform.

#SpotifyWrapped

## Case Study...



Spotify In numbers since Q4 2017 (Wrapped release)

2017 Revenue

**\$1.4b**

2022  
Revenue

**\$11.7b**

2017  
Premium  
Subscribers

**71m**

2022  
Premium  
Subscribers

**205m**

#SpotifyWrapped

The pay off...

## McKinsey & Company

Customer centric companies  
generate **4-8% higher revenue**  
growth & **10-15% higher** total  
**shareholder returns**

*Source: McKinsey & Company 2021 Report*

Design for Delight...

The pay off...

# Deloitte.

Companies with higher levels of customer centricity achieved **2.5x higher enterprise value (EV) multiples**

*Source: Deloitte 2020 Report*

Design for Delight...

The pay off...



Customer centric companies  
achieved **2.4x higher total  
shareholder returns**

*Source: Accenture 2019 Report*

Design for Delight...

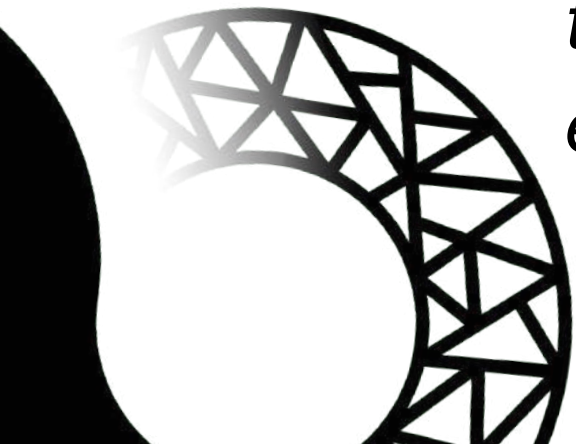
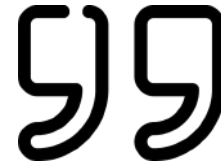


*Imagine a world where **customer delight** is not just an afterthought, but the very **foundation of business success***






*The **time is now** for you to redesign your business model to **solve for the customer**, embrace the customer-centric mindset, and to make **customers delight** the driving force behind everything you do*





So the next time people ask you what you do...tell them,

 *"I create customer delight through [your service]" and make a positive impact on the world, one delighted customer at a time* 

Design for Delight...

DEPARTMENT

by All Work  
& Social.



Join the **Force & Friction Community**  
& learn more about our RevOps  
solutions at [www.6teen30.com](http://www.6teen30.com)



6teen30  
DIGITAL