

DIGITAL MINDSET

BLOC 7

DIGITAL MANAGEMENT BY GEM

PAR HUBERT KRATIOFF

10-11 AVRIL 2019



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



ACT THINK IMPACT

INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION





cycle

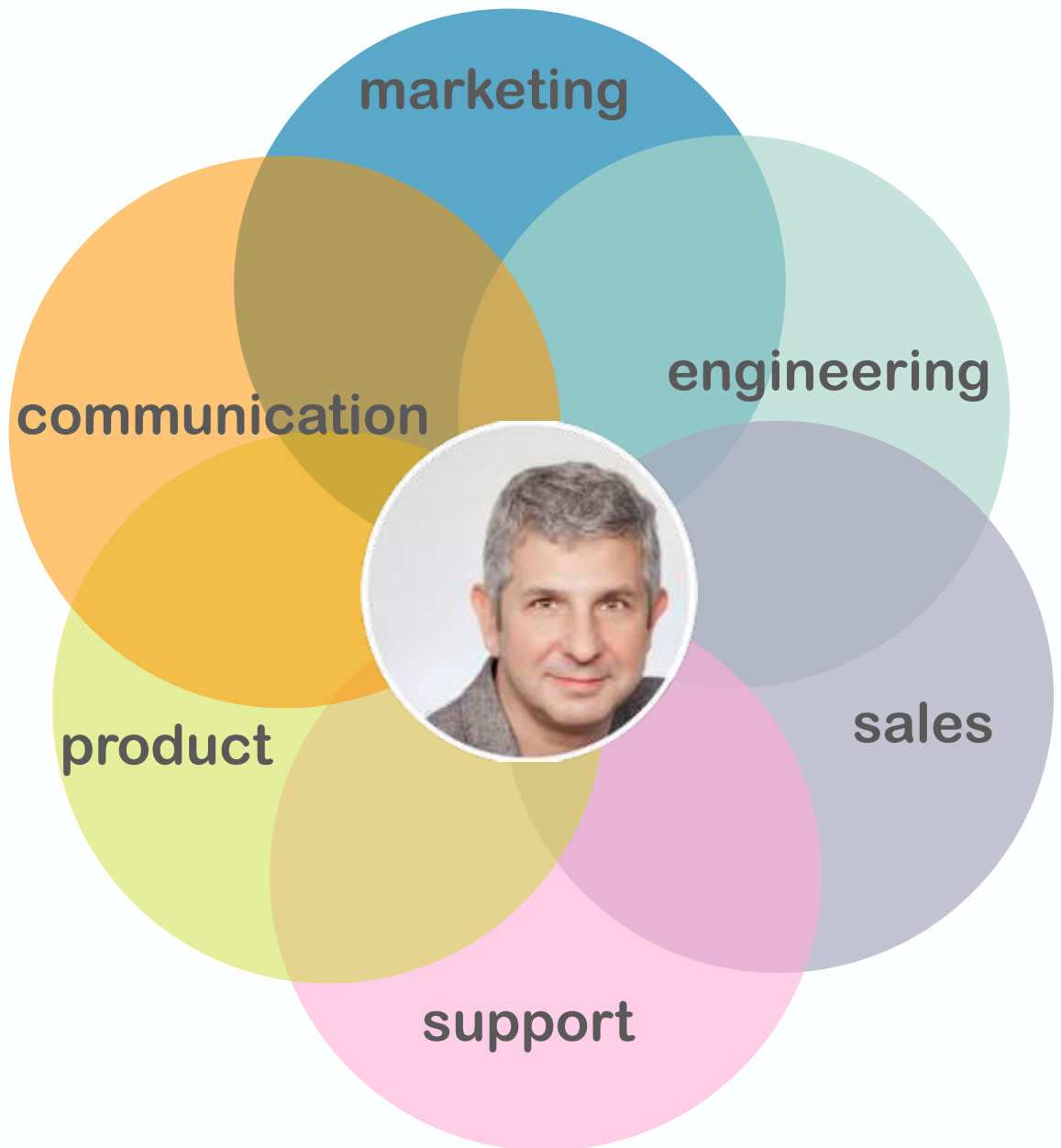
מחשבה

#digitalmindset



technology evangelist

hubert@kratiroff.com



technology evangelist

full stack marketer

CDDO: chief digital/data officer

DPO: Data Protection Officer

expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



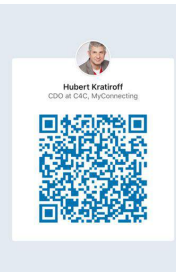
hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff





lesnouveaux
marketing.com/
eq

premier site
sur recherche
Google :
...





Hubert Kratiroff

CDO at C4C, MyConnecting





WeChat



Hubert Kratiroff 

France



Scan the QR code to add me on WeChat

Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai langage, voici 250 acronymes - pas tous pertinents - du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon¹ que ASI (acronyme for loudly suck), sachez que TAWYG (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (ou moins utile) !
¹ voir de Elon Musk à ses équipes en 2019 (Theirs, SpaceX, SolarCity, Bing and previously PayPal's founders)

AAA: Average active sessions
AAID: Android Advertising Identifier
ARRR: Acquisition, Activation, Retention, Referral, Revenue
ABC: Always Be Closing
ABM: Account Based Marketing
ABT: AB testing
ACEE: Association pour commerce et services en ligne (ACEE: Association De l'Economie Numérique)
ADX: Ad Exchange platform
AdTech: Advertising Technology (cf. MarTech)
ADX: Google DoubleClick Ad Exchange platform
ADA: Attention Interest Desire Action "First Purchase Funnel"
AMA: Ask Me Anything
AMP: Accelerated Mobile Pages de Google
APP: Application (a program designed to run on mobile devices)
API: Application program interface (cf. SaaS)
AR: Augmented Reality (ou RA)
ARPU: Average revenue per user
ARR: average recurring revenue (ou revenu)
ASO: App Store Optimization (cf. Search)
ASF: Apache Software Foundation
ASP: Application service provider AssurTech (cf. Insurtech)
AskaAd: Anytime Anywhere Anydevice
AskaAd: AskaAd + AnyContent
ATF: Above the fold (au dessus du pl, donc visible - cf. BTF)
ATL: above the line (cf. BTL & media)
AWD: Adaptive web design (cf. RWD)
BATX: Baidu Alibaba Tencent Xiaomi (ou. BAFA)
BANT: formula: Budget, Authority, Need, Timeline (developed by IBM)
BAU: Business As Usual
BI: Business Intelligence
BMG: Business Model Generation by Alex Osterwalder
BOB: Best of Breed

BOFU: Bottom Of Funnel (cf. ToFu)
BPM: Business Process Management
BR: bounce rate (taux rebonds à une seule page ou non réception d'un email)
BRCC: 3 countries competing with Trade and No IT
BT: Below the fold (au dessous du pl, donc invisible - cf. ATF)
BTJ: below the line (cf. ATL & hors media)
BuG: Business to Government
BuM: Business to Retail
BYOD: Bring your own device (cf. CYOD)
CAC: Customer Acquisition Cost (ou cycle d'activité client et/ou du parcours client)
CAD: communication audiovisuelle dynamique (cf. DOOH & digital signage)
CCO: Chief Customer Officer
CCU: cf. UCC
CCV: Carter des Changes
CDJ: customer digital journey
CCO: Chief Digital Officer (ou Chief Data Officer)
CDN: content delivery network / réseau de diffusion de contenu (AKA CDN)
CDP: Customer Data Platform (it's more than a DMP and CRM)
CEM: Customer Experience Management
CES: Customer Effort Score
CGI: Computer-generated imagery
CHO: Chief Happiness Officer
CLI: command line interface
CLV: Customer Lifetime value
CM: Community Manager
CM: Communication Marketing intégré (SMC)
CMO: Chief Marketing Officer
CMS: Content management system
CNA: Commission Nationale Informatique et Liberté (cf. RGPD)
COOC: Corporate Open Online Course
COE: Cost Of Sale

CPA: collective performance et acquisition
CPA: Cost per action (ou acquisition)
CPC: Cost per click: amount of money required to produce a single click (cf. Cost-per-Customer)
CPV: Cost per completed view (CPV = Cost + Completed Views)
CP: Cost per lead
CPM: Cost per thousand (impr)
CT: Cost-per-Transaction
CPV: Cost per view (see also PPV)
CR: Conversion rate
CRM: Customer relationship management
CRO: Conversion rate optimization
CSAT: Customer Satisfaction Score
CSR: Corporate social responsibility (RSE)
CSS: Cascading Style Sheets
CTA: Call to action
CSB: Customer to Business (cf. UGC)
CWC: Customer to Customer
CTR: Click Through rate (number of click on an item/link)
CX: Customer experience (including UX)
CYOD: Choose Your Own Device (cf. BYOD)
CCP: cf. DDD
DAD: Decentralized Autonomous Organization (holocratie)
DD: Data Driven Document
DDM: data-driven decision management
DD: data-driven strategy
DL: Digital Learning
DM: Direct mail or Direct message sur Twitter
DMCC: Digital marketing exposition and conference (Congre, DE)
DMP: Data management platform
DNS: Domain name system (cf. ICANN & registrar)
DNVB: Digital Native Vertical Brand
DOOH: Digital Out Of Home (Digital Signage)
DL: Deep Learning

CX

EX

UX



Google stone chateau lyrics

Volume: \$100 | CPC: \$0.00 | Competition: 0.3%

All Videos Images Maps Shopping More Settings Tools

About 4,460,000 results (0.66 seconds)

Chateau

Angus & Julia Stone

I don't mind if you wanna go anywhere
I'll take you there
We can go if you wanna go anywhere
I'll take you there

We can go to the Chateau Marmont
And dance in the hotel room
We can run with the headlights on
Till we got nothing to lose

We have, lifting from the ground
We go, never coming down

I don't mind if you wanna go anywhere
I'll take you there

Every day the weekend, I'm tryna be your best friend



**your
happiness
is my
business**



marketing =

user experience

bonne expérience

garantie expérience

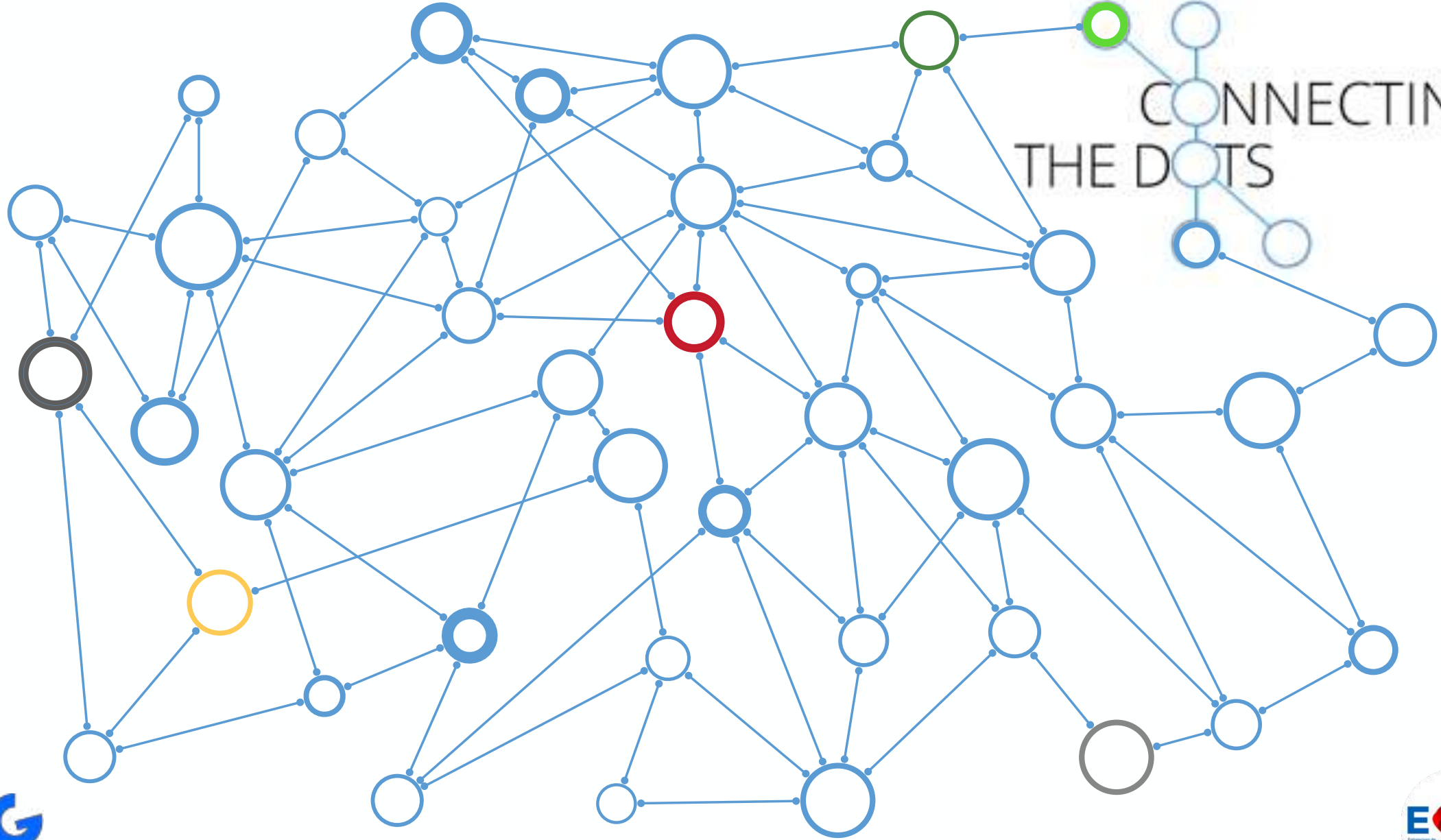
UX





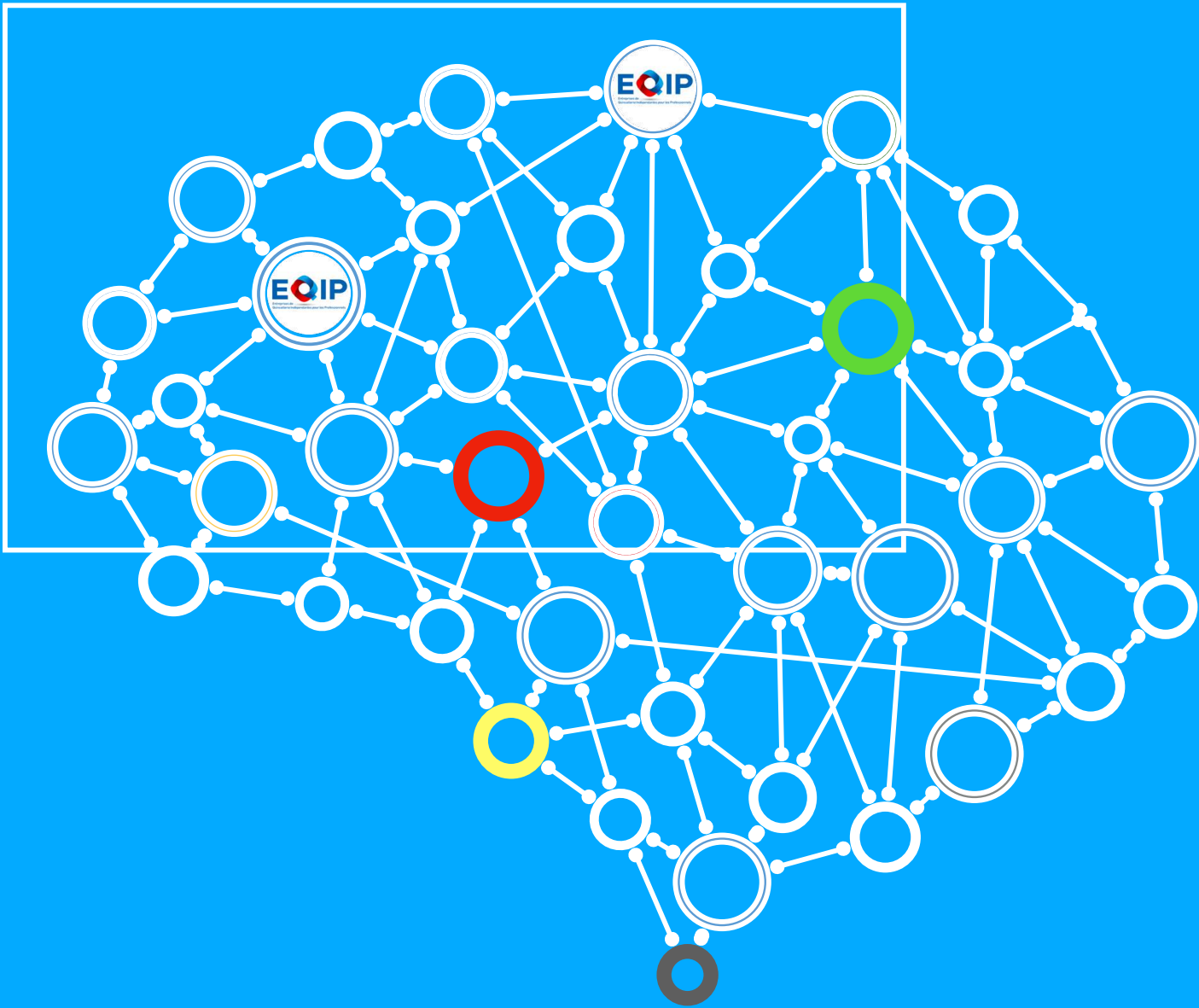
INTRO





CONNECTING
THE DOTS







NOLIMIT
VUCA



NOUVELLES
ATTENTES



ÉCOUTE
PARCOURS CLIENT



INBOUND
MARKETING



CONTENU
DE MARQUE





“ Il n’y a pas d’amour,
il n’y a que des preuves
d’amour ”

Pierre Reverdy (1889-1960)



“ Il n’y a pas de digital,
il n’y a que des preuves
de digital ”

HK & Pierre Reverdy (1889-1960)





cycle

מחשבה

#digitalmindset

NO LIMIT





**TOUJOURS
PLUS**

TOUCHE TOUT
PLUS VITE
PLUS FORT



**PLUS
D'ATTENTES**

NOUVELLES
EXIGENCES
CLIENT



**NOUVEAUX
OUTILS**

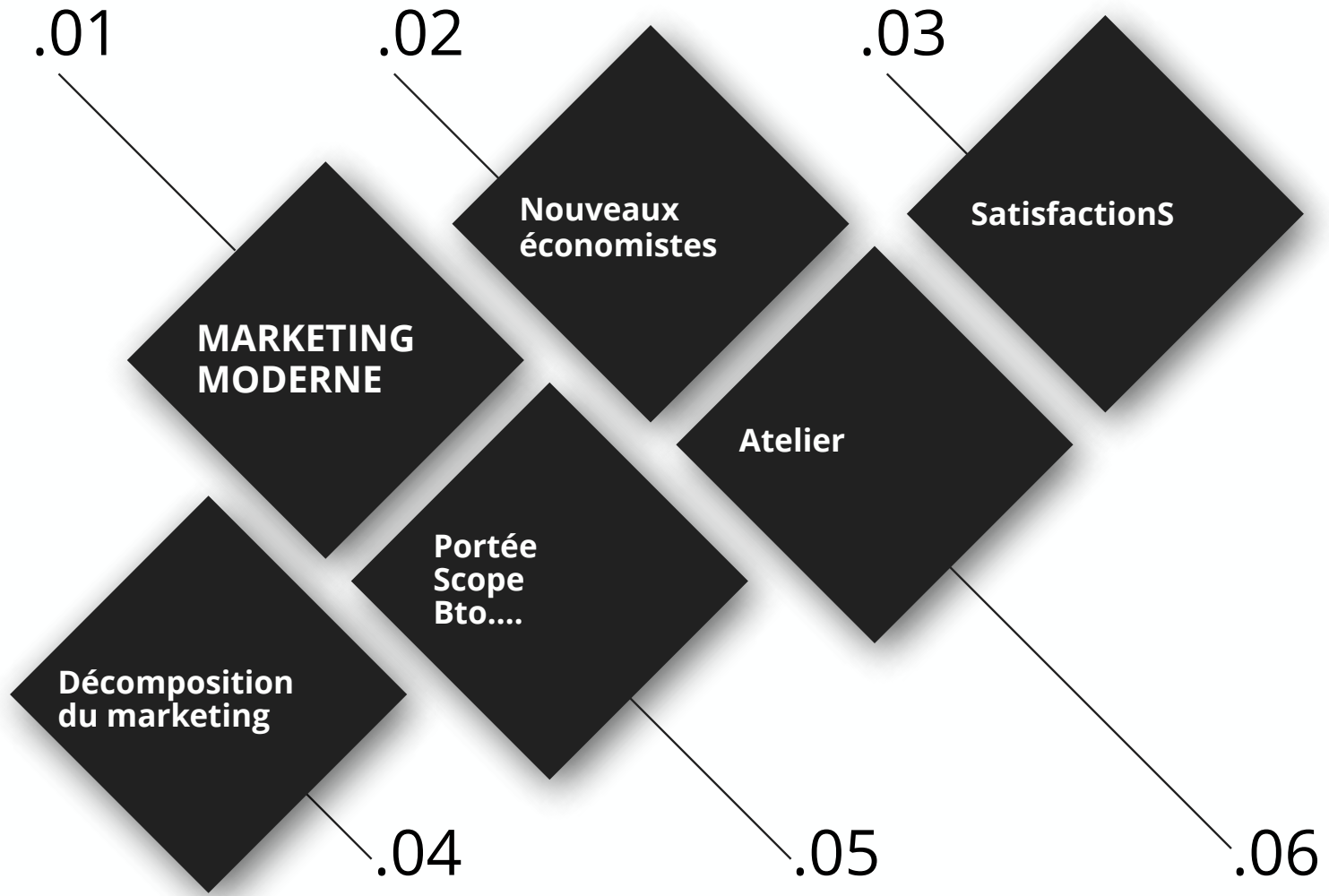
AGILITÉ
LEAN
VUCA



**UX
USER EXPÉRIENCE**

PARCOURS
EXPÉRIENCE
CLIENT







NOVEMBER

Michel Houellebecq
La carte
et le territoire

roman

**PRIX
GONCOURT
2010**

Flammarion

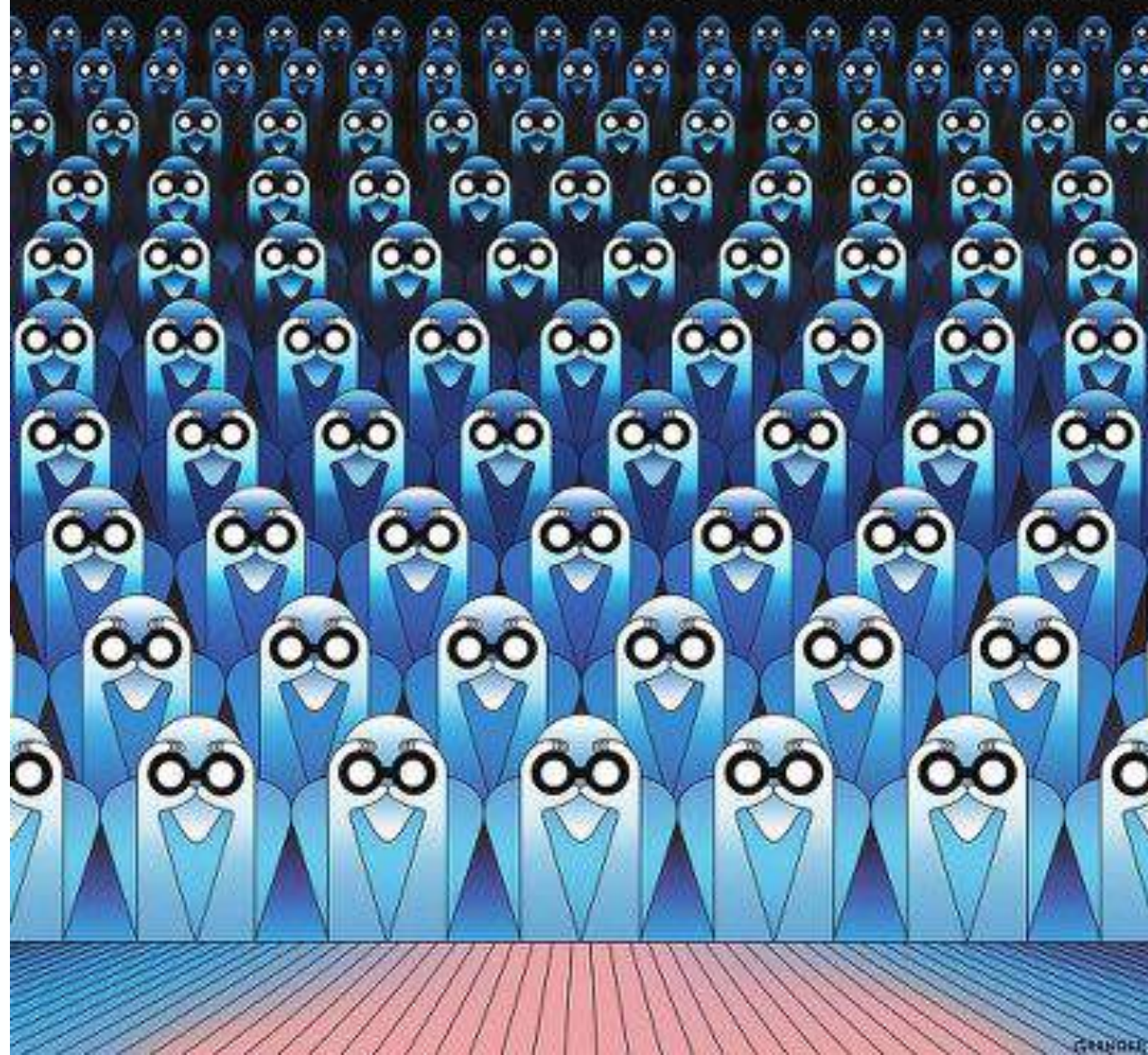
GROUPE RENAULT



Un nouveau continent ...

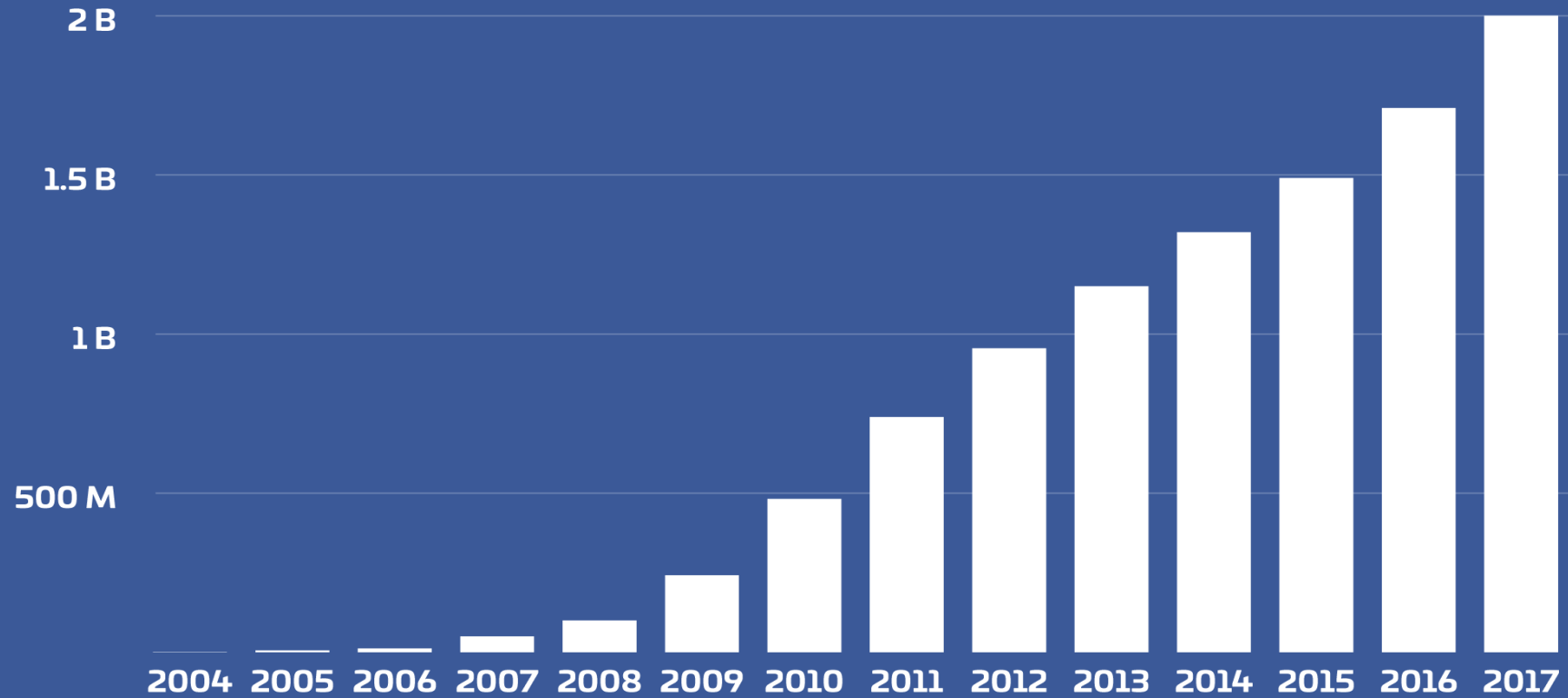


JEAN MICHEL JARRE EQUINOXE



FACEBOOK MONTHLY ACTIVE USERS

JUNE 2017



Numérique

techno, electro, computer,
enable companies to do things greater

Digital

the way from finding clients to earn income
change business model, process, objective

Cyber

security, resilience
... bureau des légendes



**LE BUREAU
DES
LEGENDES**

The background of the image is a close-up, macro shot of numerous water droplets of various sizes scattered across a light blue, textured surface. The droplets are in sharp focus, showing their rounded, spherical shapes and the way they reflect light. The overall color palette is a range of blues, from pale sky blue to a slightly darker, muted blue.

QUID



Métiers / Spécialités

ORL

Neuilly-sur-Seine

Rechercher

Honoraires

Motif de consultation

Consultation pour chirurgie de la face et du cou

Disponibilités

Réserver en ligne un RDV avec son ORL à Neuilly-sur-Seine



Dr Xavier LACHEVER

ORL

20 Rue Parmentier
92200 Neuilly-sur-Seine

Conventions de service []

Prendre rendez-vous

	jeu. 12 janv.	ven. 13 janv.	sam. 14 janv.
		19:00	

D'autres ORL sont réservables en ligne dans les environs de Neuilly-sur-Seine



Dr Olivier RACHINET

ORL

21 Rue des Dames Fleuries
75115 Paris

Conventions de service []

Prendre rendez-vous

	jeu. 12 janv.	ven. 13 janv.	sam. 14 janv.
	14:30		





Human
To
Human

HAHA



L'humanité augmentée



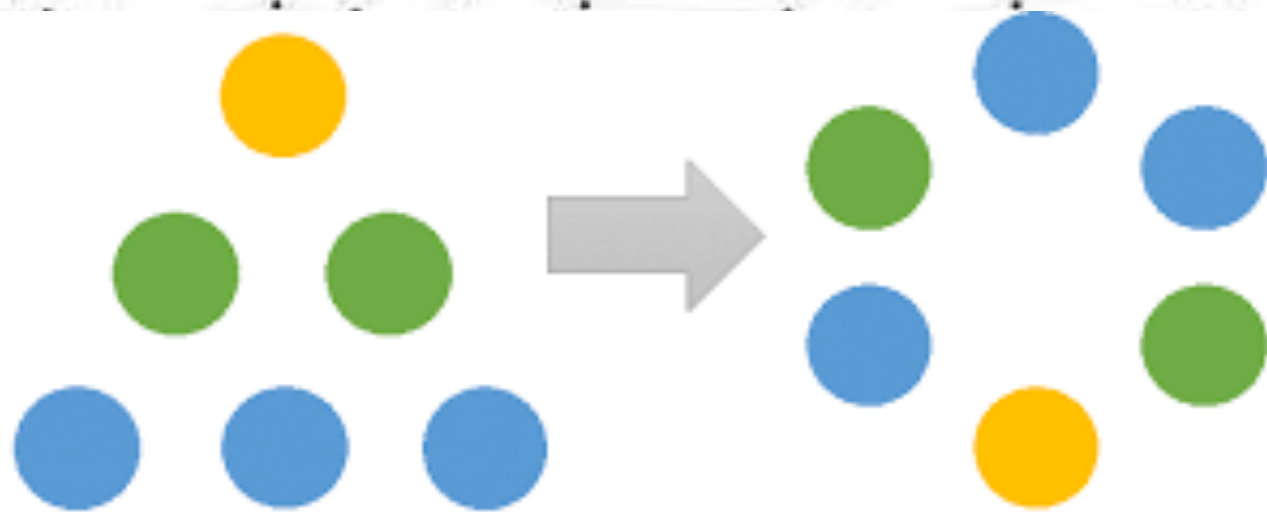


Singularity University

Preparing Humanity for
Accelerating Technological Change



HOLACRACY



Top-down

Holacratie

Démocratie Liquide

soft power

Civic tech

Nation Builder

Gov 2.0



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TECHNOLOGY & INNOVATION

100% Bénéfice

 CCI GRENOBLE



NationBuilder



Black Mirror
NOSEDIVE (S03E01)
Entire History of you (S01E03)
Credit Social : note de confiance





**LinkedIn
SSI**

Social Selling Dashboard



Hubert Kratiroff

CDO at C4C, MyConnecting

Top **4%**

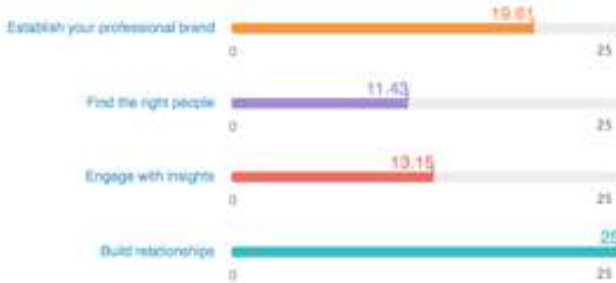
Industry SSI Rank

Top **7%**

Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



People in your Industry



Sales professionals in the Computer Software industry have an **average SSI of 32**.

You rank in the **top 4%**

Up 13% since last week

People in your Network



People in your network have an **average SSI of 40**.

You rank in the **top 7%**

Up 15% since last week

06:09

linkedin.com

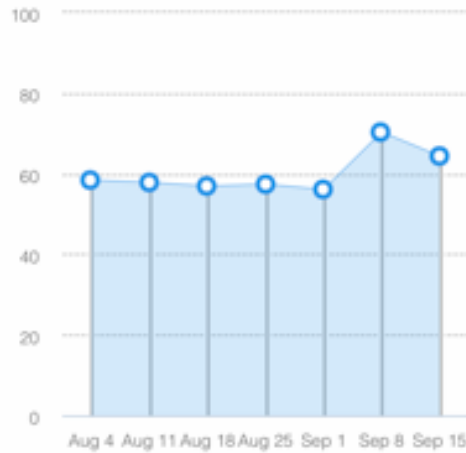
Engage with insights



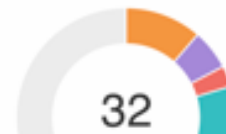
Build relationships



Weekly Social Selling Index



People in your Industry



e-réputation



TECH for
GOOD

TECH WITH HUMANKIND IN MIND





NO LIMIT







2018 天猫双十一全球狂欢节

全球狂欢 全球狂欢

全球狂欢 全球狂欢

¥213,550,497,011

¥213,550,497,011

213,550,497,001 Chinese Yuan equals

30,685,177,689.3

2 United States

Dollar

Nov 12, 8:21 AM UTC Disclaimer

213550497001 Chinese Yuan

30685177689.32 United States



2018 天猫双十一全球狂欢节

全球狂欢 全球狂欢

全球狂欢 全球狂欢

全球狂欢 全球狂欢

全球狂欢 全球狂欢

全球狂欢 全球狂欢

全球狂欢 全球狂欢

全球狂欢 全球狂欢



+



+



+



tinder + amazon

Tencent

WeChat / Weixin

QQ

Tencent Cloud

WeChatPay

CEO :

MA Huateng (Pony)

WeChat 1MD pax

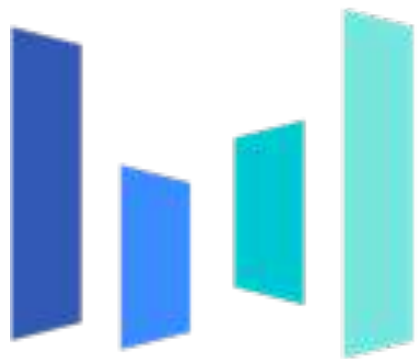




MI

XIAOMI CEO Lei Jun





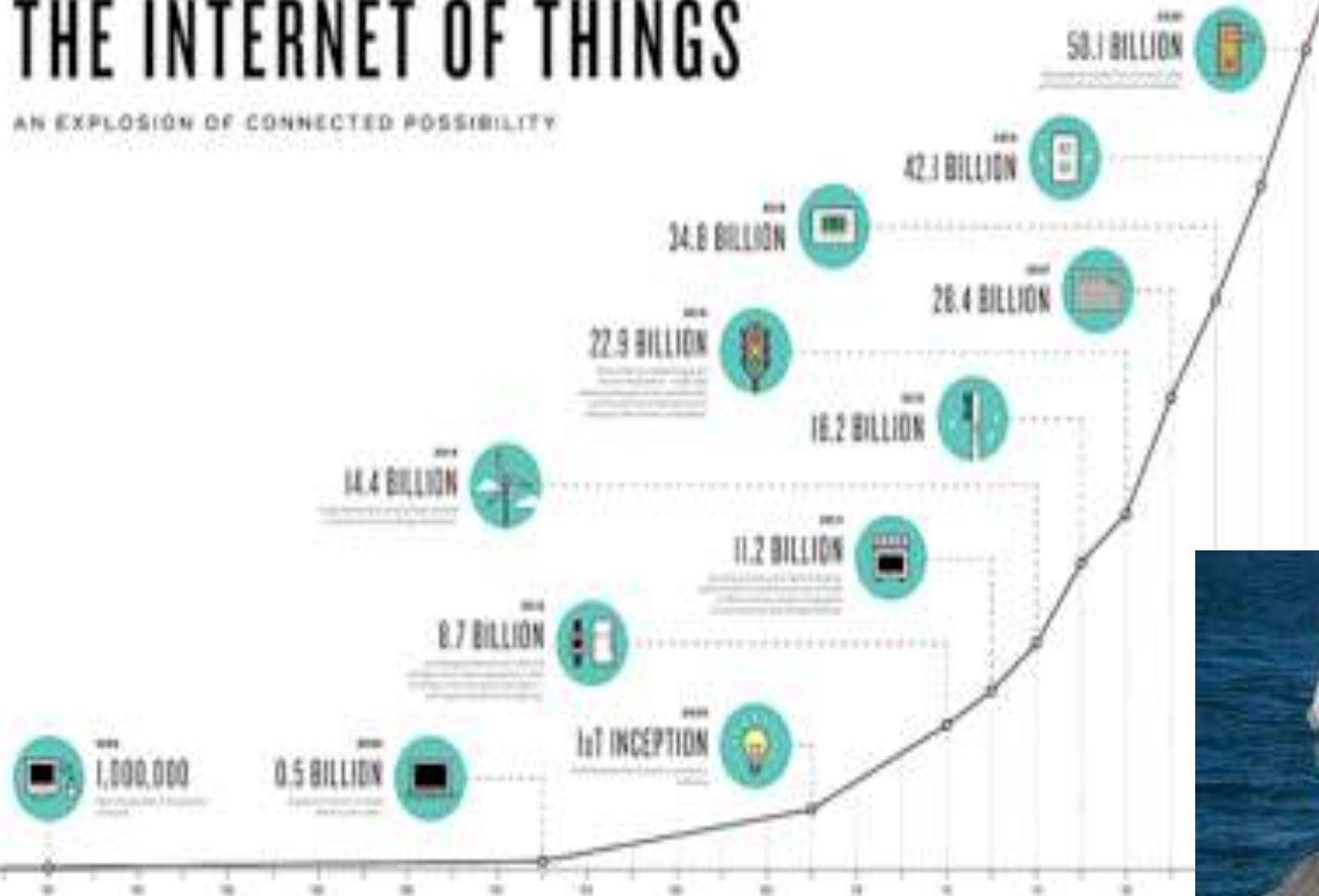
ByteDance
字节跳动

NO LIMITS

The background features a complex network of glowing fiber optic cables and light trails. The cables are primarily white and yellow, with some blue and green accents. They are arranged in a way that suggests a dense, interconnected network, with some cables curving and others running straight. The overall color palette is dominated by dark blues and blacks, which makes the bright, glowing lines stand out prominently. The lighting is soft and diffused, creating a sense of depth and movement.

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY





momentum IOT

Objets connectés

Gartner	=	25 milliards d'objets
Cisco	=	50 milliards d'objets
Intel	=	200 milliards d'objets



**KEEP
CALM
AND
THINK
BIG**

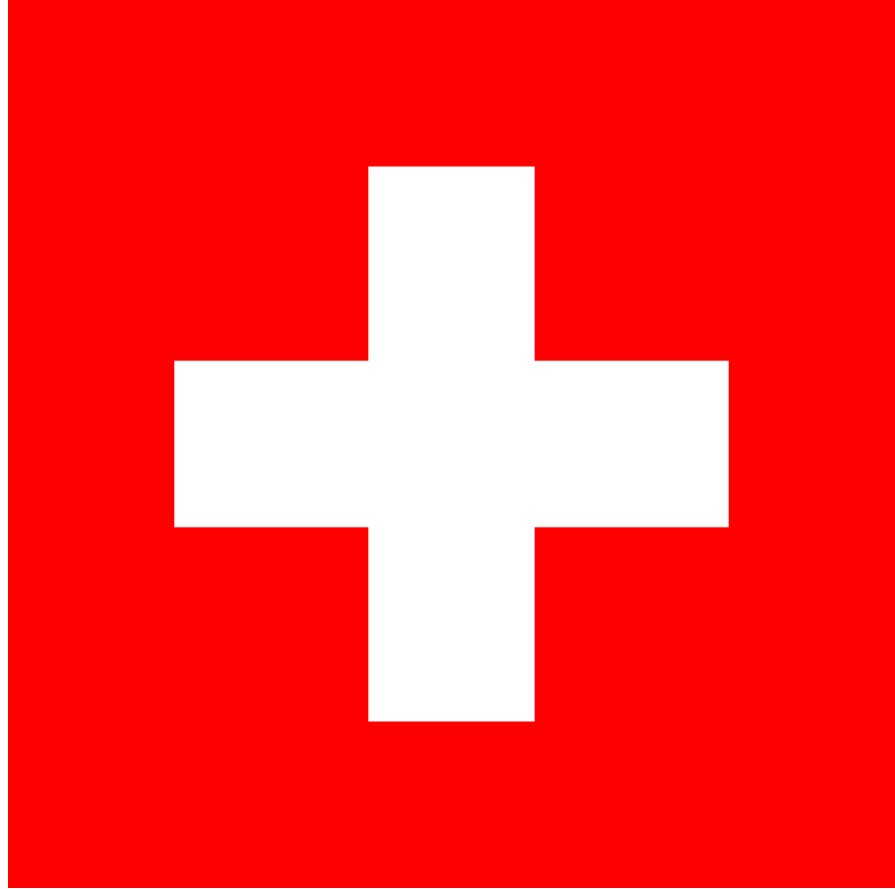


omentum





ROLEX

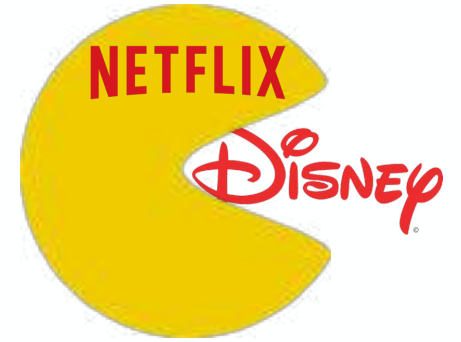


NETFLIX

NETFLIX



Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47



Elon Musk dévoile un premier aperçu de la version test du Starship



Les Nouvelles économies



	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3	 Coca-Cola	41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,368	 amazon	139,286
5	 Marlboro	38,910	 facebook	129,800
6	Walmart 	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent 腾讯	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723



GAFAM

SJ

NATU*BE*

Y

BAT*X*

BDHD

G

amazon

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'z'.


Alibaba Group

The Alibaba Group logo features a stylized orange icon above the text. The icon is a thick, orange line forming a shape that resembles a hand holding a gift or a stylized 'A'. Below the icon, the words "Alibaba Group" are written in a bold, orange, sans-serif font.


JUMIA

The Jumia logo features a stylized shopping cart icon in grey. Inside the cart is an orange circle containing a white five-pointed star. Below the cart icon, the word "JUMIA" is written in a bold, black, uppercase sans-serif font.

THE WORLD LEADER IN ONLINE TRAVEL & RELATED SERVICES

B.

Booking.com

The global technology leader in connecting travelers with the widest choice of incredible places to stay.

p

Priceline

Offers unique travel experiences from around the world.

K

KAYAK

The world's leading travel search engine with a mission to help people experience the world by saving their travel budget.

a

Agoda

A global online accommodation reservations provider, a technology innovator and a high-growth company based in the heart of Asia.

🚗

Rentalcars.com

The world's largest online car rental provider.

🍴

OpenTable

The world's leading provider of online restaurant reservations.

ed ag water
food legal civic insur
mar TECH med
green fin
ad deep

economics

GIG

blue

expectation

new

sha | ring

micro

macro

offre

economy

gift

platform

nudge

market

barter

collaborative

neuro

attention

intelligence

law

funding

sha | ring

crowd

marketing

power

lending

collaboration

sourcing

uberisation

servicisation

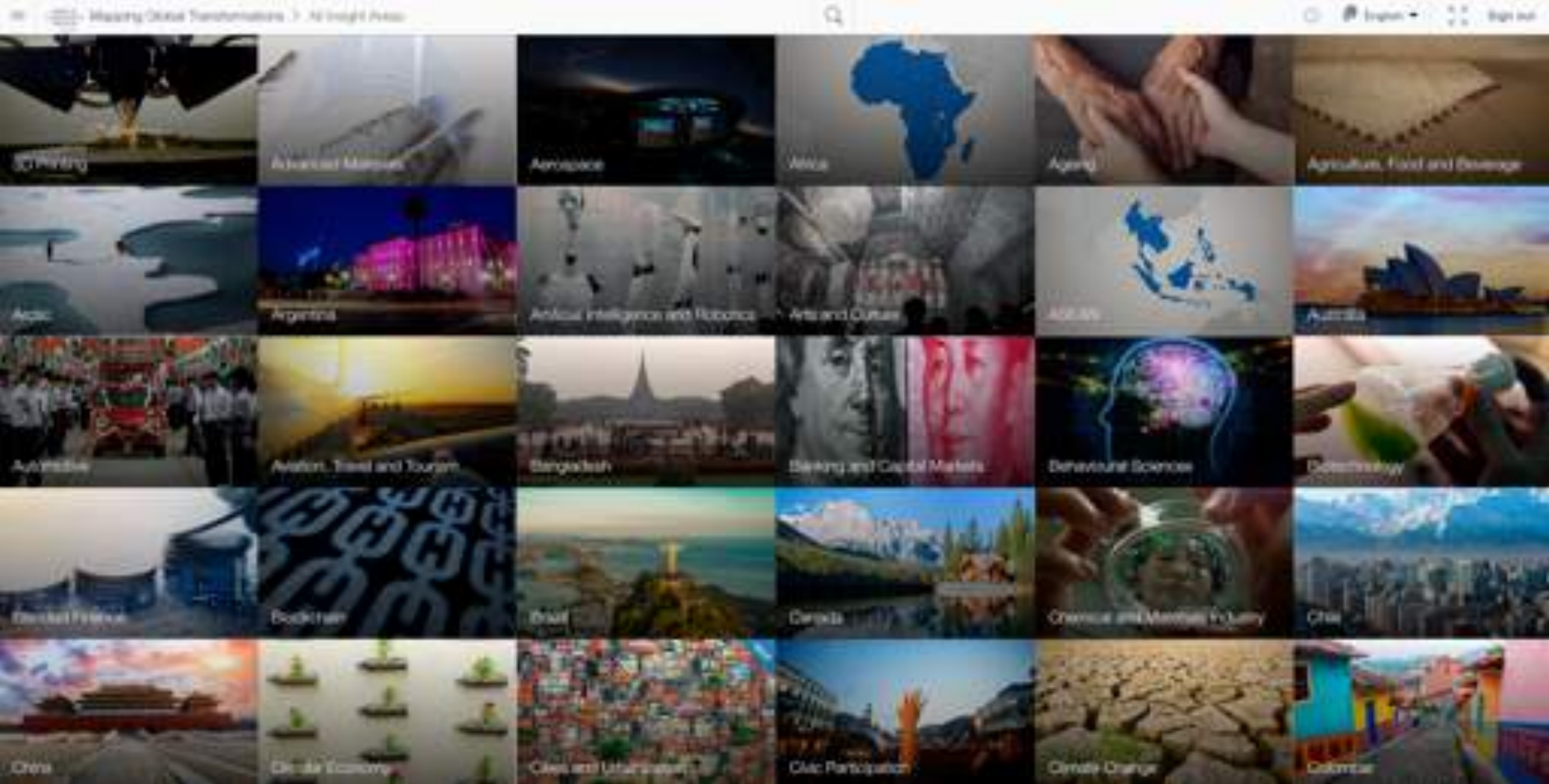
platformisation



Le UBER des combinaisons de snowboard
Le Google des recettes de cocktail et des parking
Le Facebook des surfers
Le LinkedIn des investisseurs en startup
Le Expedia des crypto-monnaies
Le blablacar des forfaits des ski
Le Twitter du camping car
LeBonCoin (craigslist, eBay) de l'adoption d'animaux
Le WeChat de la rencontre amoureuse
UBER Everything

NOLIMIT





NBIC



Nano Tech

Biotech / Biomimetics

InfoTech IOT Blockchain

Cognitif / AI / ML





4^{ème} révolution industrielle

Vapeur + moteur

Électricité

Informatique

IA



Révolutions d'ordre :

- social / culturel
- économique
- technologique



**GRENOBLE
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MANAGEMENT**
TECHNOLOGY & INNOVATION

MEMBER



Michel SERRES

-3000 écriture

1450 imprimerie/chiffre

2000 NBIC

Luc FERRY

1800 Vapeur

1900 Électricité

2000 NBIC



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MANAGEMENT
TECHNOLOGY & INNOVATION

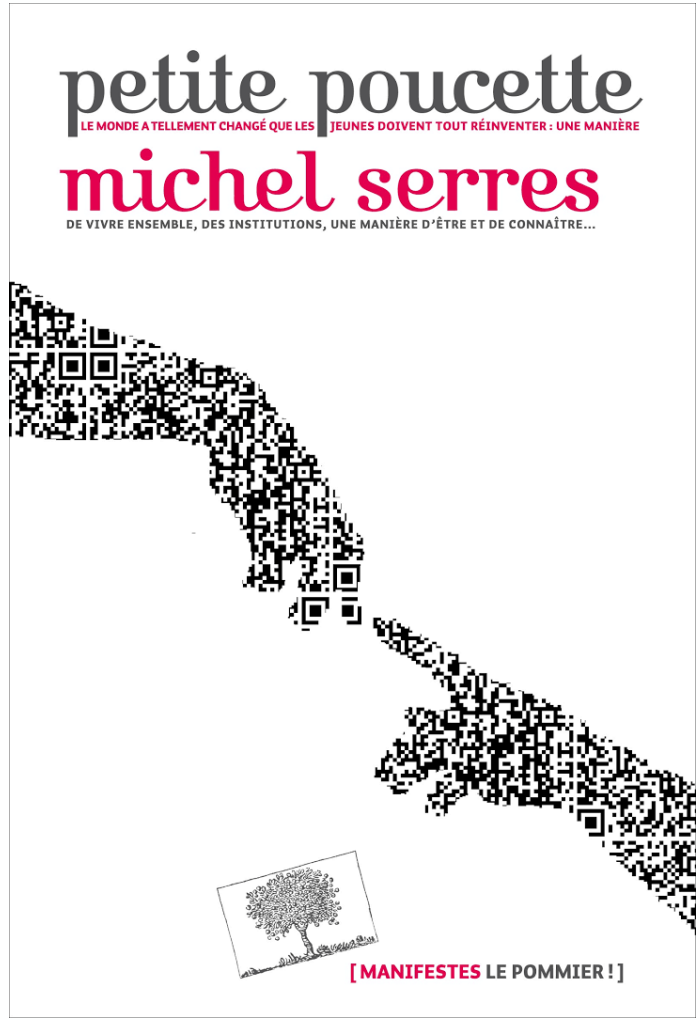
CCI GRENOBLE

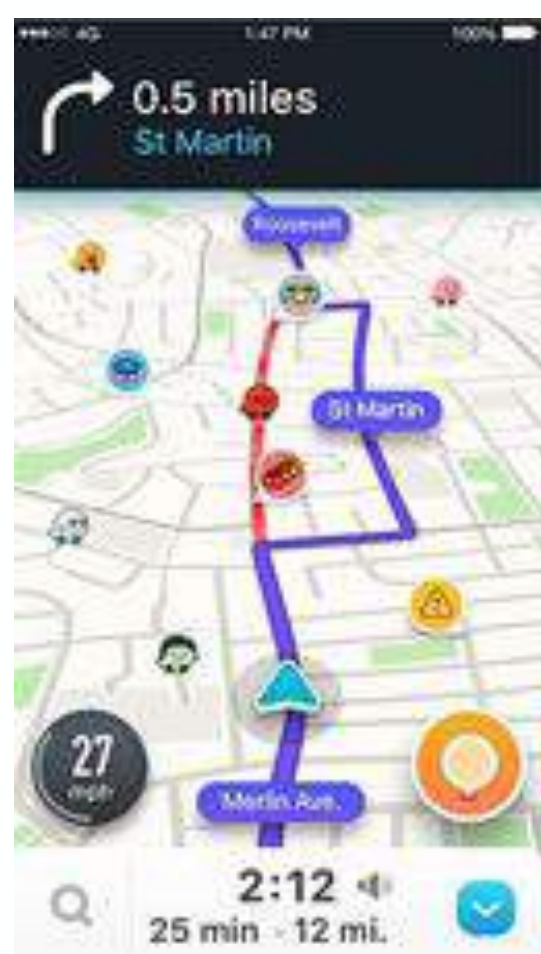
Gutenberg



Zuckerberg Sandberg







JEAN-LOUIS
MISSIKA
PIERRE
MUSSEAU

Des
robots dans
la ville

Tallandier

**COMMENT
LES VOITURES AUTONOMES
VONT CHANGER
NOS VIES**

airbnb
la ville ubérisée
ion brossat



~~TIME
IS
MONEY~~



“

ATTENTION

=

MONEY

”



Amartya SEN

Nobel 1998 pour IDH

Jean Tirole

Nobel 2014 : régulation
et pouvoir de marché



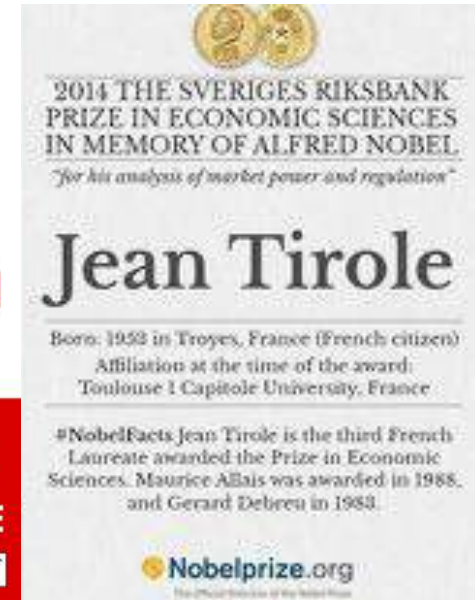
Jean Tirole

ÉCONOMIE
du
BIEN COMMUN

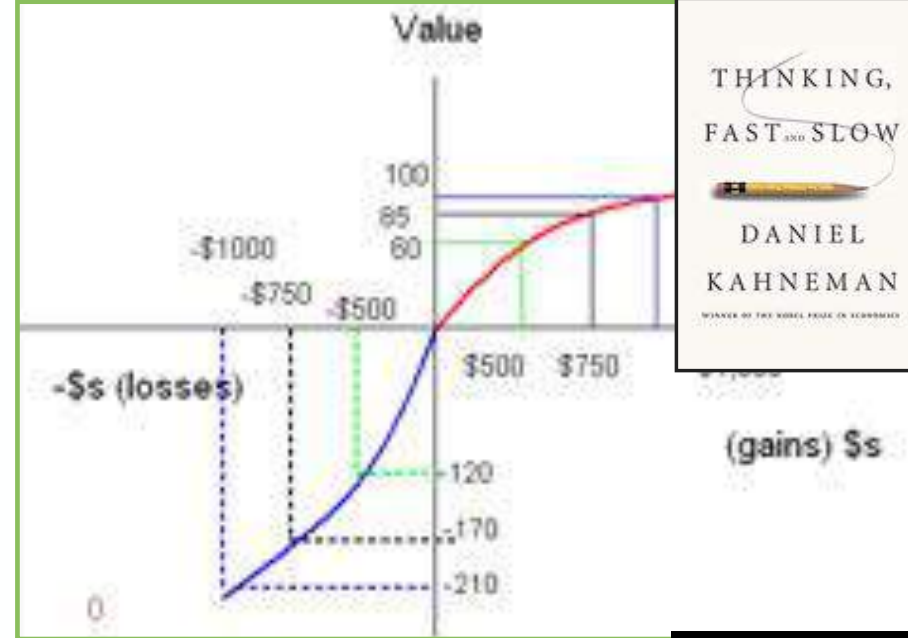


PRIX NOBEL
D'ÉCONOMIE

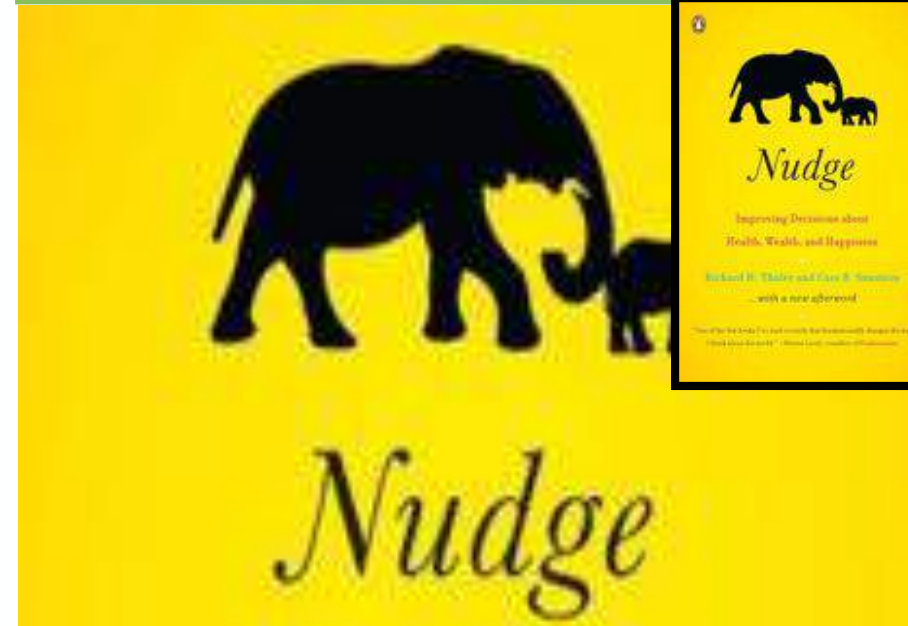
puf



Daniel Kahneman
2002 Decision making
under uncertainty



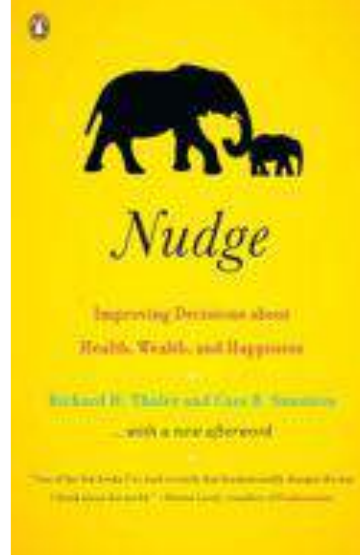
Richard Thaler
Nobel 2017 pour Nudge



Richard Thaler

Nobel 2017 pour Nudge

inciter sans que l'incitation soit perceptible,
sans contrainte ni récompense





Key TakeAways

ce qu'il faut retenir

nolimit
exponential
mindset



PAUSSE

~~SWOT~~

VUCA

VUCA

VOLATILITY

Escalating bond and currency market volatility, the lack of stability and predictability.

UNCERTAINTY

The potential change in the inflation index calculation, the potential switch to "shortening" for pensions funds calculating their recovery rates, the lack of ability to forecast what major changes might come.

COMPLEXITY

Is understanding these financial markets in the era of the "new normal"? The proliferation and increasing complexity of new financial instruments and regulation to deal with increasingly complex markets, moving in ways that go beyond what we've seen before.

AMBIGUITY

The resulting question: Is this the great rotation from bonds to equities? Or will bond yields stay low for longer? What is the best course of action?



HBR

Harvard Business Review

96 Strategy
Four Paths to Business
Model Innovation
Raman Girotra and Serguei Netessine

104 The HBR Interview
Lenovo CEO
Yang Yuanqing on
the PC's Future

42 The Big Idea
The Crisis in
Retirement Planning
Robert C. Merton



The New Basics of
MARKETING

G



HBR
2014

<https://hbr.org/2014/01/what-vuca-really-means-for-you>

Nathan Bennett et G. James Lemoine
« What VUCA Really Means for You. »
Harvard Business Review, 01/ 2014.

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?

+ complexity

Characteristics: The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

Example: You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

Approach: Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

+ volatility

Characteristics: The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

Example: Prices fluctuate after a natural disaster takes a supplier off-line.

Approach: Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

ambiguity

Characteristics: Causal relationships are completely unclear. No precedents exist; you face “unknown unknowns.”

Example: You decide to move into immature or emerging markets or to launch products outside your core competencies.

Approach: Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

uncertainty

Characteristics: Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

Example: A competitor's pending product launch muddles the future of the business and the market.

Approach: Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.


HOW MUCH DO YOU KNOW ABOUT THE SITUATION?



VUCA : NIKE with colin kaepernick



Believe in something.
Even if it means sacrificing everything.

 Just do it.

ambiguity

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Characteristics: Despite a lack of other information, the event’s basic cause and effect are known. Change is possible but not a given.

Example: A competitor’s pending product launch muddies the future of the business and the market.

Approach: Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.

complexity

Characteristics: The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

Example: You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

Approach: Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

volatility

Characteristics: The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

Example: Prices fluctuate after a natural disaster takes a supplier off-line.

Approach: Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

VUCA
outil
militaire
adaptation
aux
conditions

HBR 2014

complète
bien le
SWOT

Volatilité Incertitude Complexité Ambiguïté

4 types de situations qui demandent 4 types de réponses

Généralement non cumulable ou plutôt avec une dominante
Planification agile et adaptative en environnement incertain
Utile pour décider dans un marché marqué par l'une des dominantes

La planification à trois ans dans un environnement VUCA est impossible tant le nombre d'inconnu est grand : comment « savoir ce qu'il faut faire, quand personne ne sait ce qu'il faut faire »

L'adaptation et la capacité à apprendre vite sont cruciaux :
«Every day I'm learning something new" Sir Richard Branson, Founder – Virgin Group

VUCA Deux axes

2 axes

+ ... -

1/ Niveau de connaissance sur l'écosystème, l'environnement et la situation

La masse d'informations est suffisante pour connaître l'environnement ?

L'information est disponible ?

Nous disposons de temps pour chercher l'information

2/ Niveau d'anticipation et de qualité dans prédiction des causes et effets des actions

Le marché est-il apprivoisé ?

Dispose-t-on de modèles de réussite ou d'échec ?

Quelle est notre expérience sur les réactions du marché ?

matrice 2x2
4 cases

Bonne connaissance et bonne anticipation

Bonne connaissance MAIS pas d'anticipation

Manque d'info MAIS bonne anticipation

Manque d'info ET aucune anticipation

Volatilité

Incertitude (Uncertainty)

Complexité

Ambiguïté

QrCode







WeChat



ACT THINK **IMPACT**



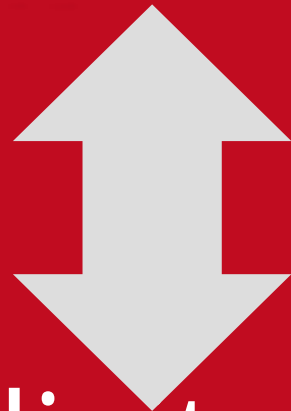
微信支付
WeChat Pay



Tencent 腾讯

QrCode : phygital

Lien analogique/physique



digital



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

CCI Grenoble
 CCI GRENOBLE

Générateur de QR Codes

🌟 Gratuit et immédiat ✨ Personnalisation facile ⌚ Durée de vie illimitée

1 Type de QR Code

Web & réseaux sociaux Autres types

Entrez votre QR

<http://www.toutsurlemarche.fr>

VALIDER

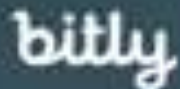
Votre QR Code



Important
Tout QR Code n'est pas forcément lisible.
Testez votre QR Code en taille réelle avant toute utilisation.

TELECHARGER LE QR CODE

URL shortener



LINK MANAGEMENT

ENTERPRISE

RESOURCES

BLOG

LOGIN

SIGN UP

GET ENTERPRISE

HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More →](#)

Paste a link to shorten it. [SHORTEN](#)

GET STARTED FOR FREE

or Go Beyond the Basics →

backlog by hk M3team

name your new board with a unique word (no space):

----- go / create

OR look at the example board named demo:

[demo example](#)



XMind



XMind 8

The Most Popular Mind Mapping Tool

10th ANNIVERSARY
2004-2014

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coggle

coggle.it





Compress PDF



PDF Converter



PPT to PDF



PDF to PPT



JPG to PDF



PDF to JPG



Excel to PDF



PDF to Excel



Edit PDF



Word to PDF



PDF to Word



Merge PDF



Split PDF



Rotate PDF



eSign PDF



Unlock PDF



PAUSE





NOLIMIT
VUCA



NOUVELLES
ATTENTES



ÉCOUTE
PARCOURS CLIENT



INBOUND
MARKETING



CONTENU
DE MARQUE



Nouvelles
attentes



voc



GEN XYZ +

Lost ... Greatest (GI) ... Silent

BabyBoomer = 1940 - 1965 +/- 8 ans

GenX = 1955 1985 +/- 7 ans

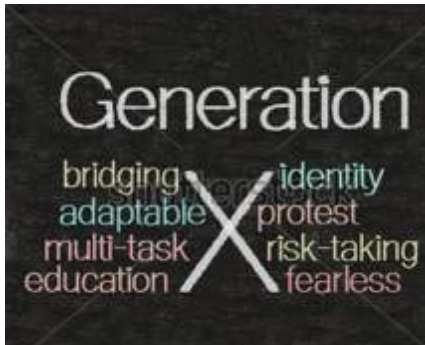
GenY Millennials = 1979 1999 +/- 5 ans

GenZ Digital Natives = GEN C 1994 2007 +/- 4 ans

alphaGen = 2008 - 2020 ?

SingularityGeneration = 2018 - 2030 ?

MARS Gen = 2030-2080 ?



GENERATION Z:
CONNECTED FROM BIRTH.
Born mid-1990s to 2010.



1990 : web et internet

2010 : mobile

2015 : Living Services

source : Google, Accenture



Si vous n'êtes pas dans Google,
vous n'existez pas !

TECHNOLOGIE & MÉDIAS | 9



An illustration of a hand holding a smartphone. The phone's screen displays the text 'MOBILE FIRST' in large, bold, red letters. A large blue 'X' is drawn over this text. The background is a solid yellow color. The phone's interface includes a green rectangular button and three grey square icons at the bottom.

~~MOBILE
FIRST~~

ONLY



NAVER

G

france•2



1 • 2 • 3 • 4 • 5 • Ô

france•2 france•3 france•4 france•5 france•Ô



hulu

vimeo

NETFLIX



Podcasts





LS

Living Services

**THE DIGITISATION
OF EVERYTHING**

+

LIQUID EXPECTATIONS

OUR HOMES
OUR BODIES
OUR FAMILIES
OUR EDUCATION
OUR WORK
OUR TRANSPORT
OUR FINANCES
OUR SHOPPING



6 technologies enabling the rise of Living Services



NETWORK
CONNECTIVITY



THE
CLOUD



DATA &
ANALYTICS



CONNECTED
SENSORS



USER
INTERFACE



CONNECTED
DEVICES

Digitalisation : IOT

Billet / Voucher / carte (wallet)

Porte (smart door)

Maison (home kit)

Ecole / Cours (MOOC)

Santé

Politique

Voiture (Tesla OS, auto4.0)

Wearable



Hatsune Miku

Hologramme



Liquid Expectation

Partir / sortir sans payer

Réserver d'un clic

Commande par bouton (DASH)

Connexion permanente

Temps réel pour tout



Consommateur Sans Limite

**un consommateur ça ose tout,
ça compare tout,
ça demande (exige) tout,
ça commente tout, partout,
ça ne lit RIEN (tl;dr)
ça demande un secret total des
informations confiées**

→ Expectation Economy

Living services

Intime et proche de nous

Impact sur la vie

**Fabrication de plus de data
autorisant l'IA et les changements
en temps réel**

USAGE > PROPRIÉTÉ

Jouissance > Possession



Paieiment invisible



The image shows a screenshot of the Lyf Pay website. At the top, there is a navigation bar with the Lyf Pay logo on the left and links for 'Utilisateurs', 'Professionnels', 'Développeurs', and 'Blog' on the right. The main content area features a dark background with a blurred image of people. The headline reads 'Lyf Pay : Le paiement d'aujourd'hui'. Below this, a sub-headline states 'Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...'. At the bottom, there are two buttons for downloading the app: 'Télécharger dans l'App Store' and 'DISPONIBLE SUR Google Play'. A play button icon is followed by the text 'Voir la vidéo'.

Lyf pay Utilisateurs Professionnels Développeurs Blog

Lyf Pay : Le paiement d'aujourd'hui

Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...

Télécharger dans l'App Store

DISPONIBLE SUR Google Play

▶ Voir la vidéo



CONFIDENTIAL

COURS GAUTHIER-DESCHAMPS

HISTOIRE DE FRANCE



PREMIER LIVRE

PAR A. AYSIARD

PARIS, 1875

LIGNIERE BRUNETTE







Les lois de Michel Audiard

Un client
ça ose
tout



mano
mano



TOUT FAIRE MATERIAUX
GZEM
ENTRÉE
SUD-EST

SANS CONSEILS D'EXPERTS, PAS DE GRANDS PROJETS !

Il est rare que l'on se rende compte à quel point la sécurité est importante. Il faut être sûr de tout ce qui se passe autour de soi. C'est pourquoi nous sommes si fiers de vous offrir un service de conseil et de formation de haut niveau. C'est pourquoi nous sommes si fiers de vous offrir un service de conseil et de formation de haut niveau. C'est pourquoi nous sommes si fiers de vous offrir un service de conseil et de formation de haut niveau.

TOUT FAIRE MATERIAUX
GAGNEZ EN SAVOIR-FAIRE

www.toutfaire.com

TOUT FAIRE MATERIAUX
CHAMP DE MARS
BOULEVARD DE JERRE
FRANCE

SANS CONSEILS D'EXPERTS, PAS DE GRANDS PROJETS !

Il est rare que l'on se rende compte à quel point la sécurité est importante. Il faut être sûr de tout ce qui se passe autour de soi. C'est pourquoi nous sommes si fiers de vous offrir un service de conseil et de formation de haut niveau. C'est pourquoi nous sommes si fiers de vous offrir un service de conseil et de formation de haut niveau. C'est pourquoi nous sommes si fiers de vous offrir un service de conseil et de formation de haut niveau.

TOUT FAIRE MATERIAUX
GAGNEZ EN SAVOIR-FAIRE

www.toutfaire.fr

OutilsJuste.com

Réservations

Recommandations

Recapitulatif

Authentification

Configuration

Contrats

Paiement

Réservez votre nom de domaine

www.

Rechercher



outilsjuste.com

 disponible

9,99 € HT/an

Continuer

Economisez jusqu'à -50% sur l'achat de packs de domaines

[Découvrez nos offres Allô!m](#)

TYPEFORM

Fabrique de formulaire par déplacement de bloc

Placement du formulaire sur :

RS

RSE

Website

Blog

Récupération d'informations sur XLS



Typeform

Product

Connect

Pricing

Help

Blog

Login

Sign up

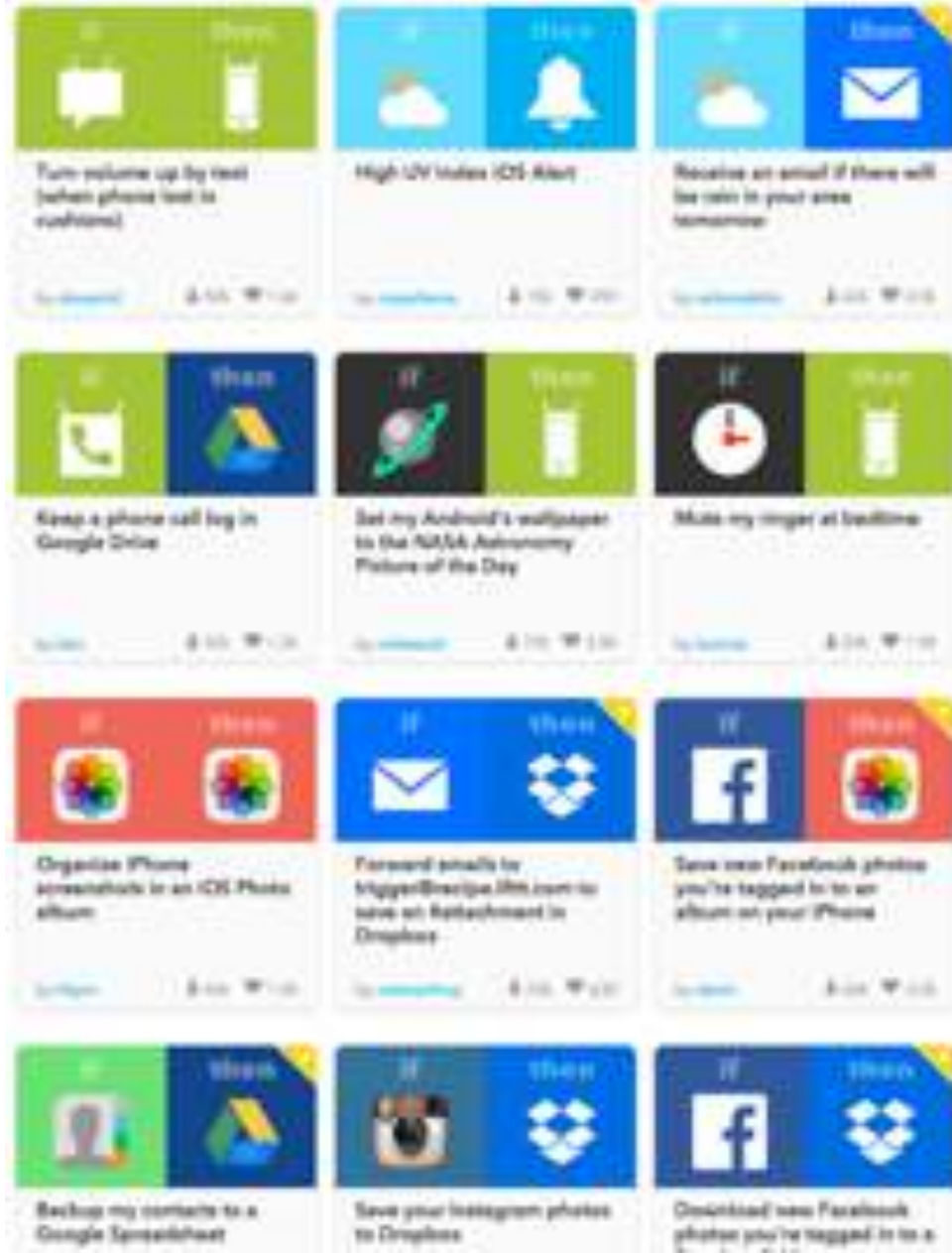
How you ask is everything.

The versatile data collection tool for professionals. Typeform makes asking easy & answering refreshing.

Sign up free

See examples





slido

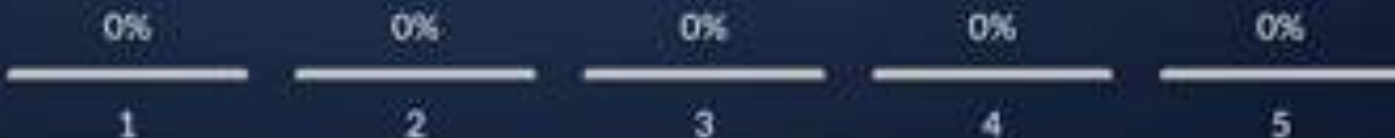
Comment vous sentez-vous en cette fin de programme cadre (au niveau du tonus, énergie personnelle, moral, enthousiasme, optimisme, ouverture d'esprit) ?

0 0 0

Score: 0

Join at
slido.com
#gem

#gem



NPS

Net Promoter Score





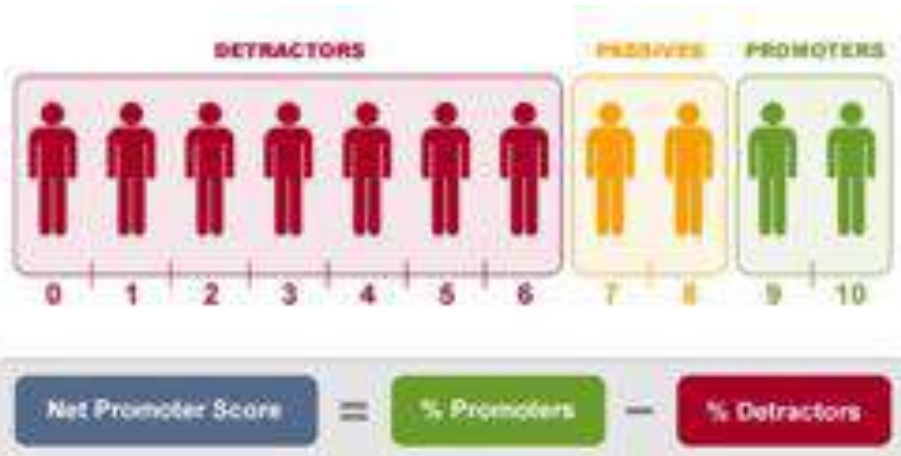
Net Promoter Score (NPS) = % Promoters - % Detractors

NPS : NET PROMOTER SCORE

NPS

Net Promoter Score

NPS (Net Promoter Score)
développé par Fred Reichfeld (Bain & Co)
2003 Harvard Business Review



Ce qu'il faut retenir / Key takeaway

- 1/ Calcul : $(9+10) - (0 \text{ à } 6)$ (sans 7 et 8)
- 2/ Question décalée : conseillerez-vous ?
- 3/ Fréquence : trimestrielle



How satisfied were you with your experience today?

Worst



Best

How satisfied are you with our services?



Very Unatisfied



Unsatisfied



Neutral



Satisfied



Very Satisfied

CSAT CUSTOMER



Overall, how easy was it to solve your problem
with {your business} today?

Very
Difficult

Difficult

Neither

Easy

Very
Easy

CES (CUSTOMER EFFORT SCORE)



KANO SATISFACTION MODEL

LANDING PAGES

EMAIL

HOME PAGE

UI

POLL & SURVEY

A/B TESTING

