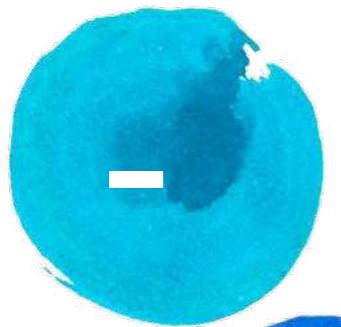




3

Relation Client - FOX



Digital Mindset

Atelier



Écosystème - FOE

Atelier



Stratégie - FOI

Atelier



Relation Client - FOX

Atelier



Management - FOW

Atelier



Cerba HealthCare

voc
customer obsession
Experience

3

NOV 2023



early makers
since 1872

em
lyon
business
school

FOX



em
lyon
business
school

UX

@kratiroff

#newWorld experience

1/ FOE

Future of Economic

2/ FOW

Future of work

3/ FOI

Future of Internet

4/ FOX

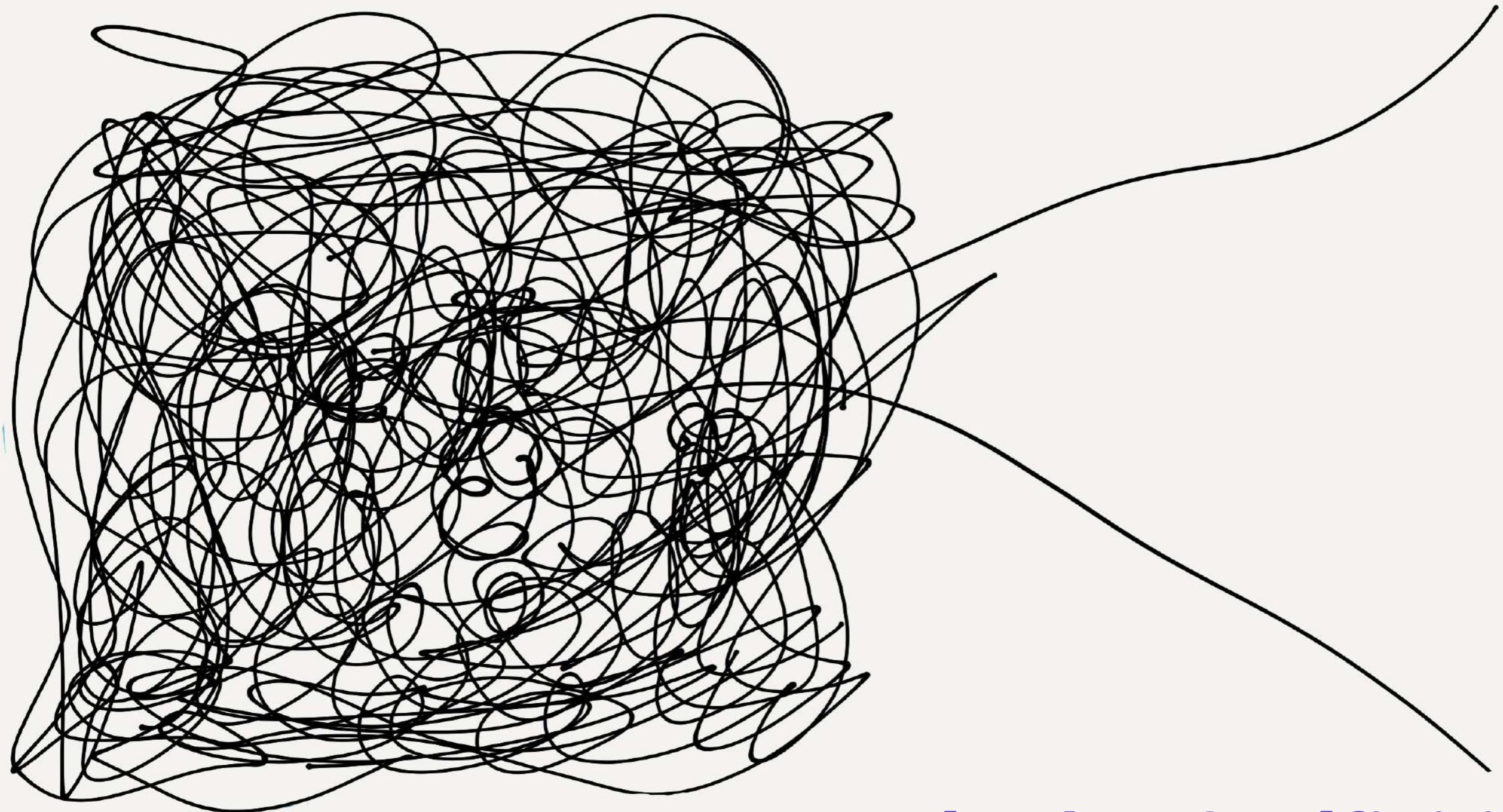
Future of Experience

5/ FOM

Future of Management

A photograph of three classical columns, likely Corinthian, standing against a clear blue sky. The columns are light-colored and have fluted shafts. They are positioned at different heights and angles, creating a sense of depth. The lighting suggests it is either morning or afternoon.

**3 PIERS DU
DIGITAL**

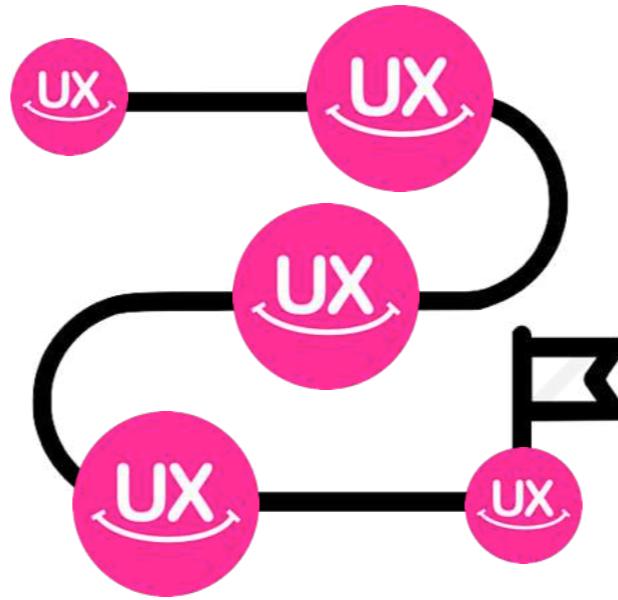


Décodage | Définitions

1



2



3

0110
1001
1010

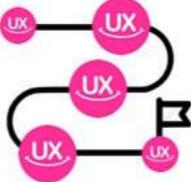
1



customer obsession

user centric
besoin utilisateur
pain point / problème
collaborateur
manager / équipe
cible / segment
GEN BXYZ α
proposition de valeur
cas d'usage

2



parcours / UX

journey
point de contact
touchpoint
publicité / SAV
téléphone
conversation
sans couture
sans défaut
sans friction
différentiation
offre
pain killer
candy
vitamine

3



DATA

IOT
Connexion 4G
WiFi
BLE
capteur
tacking, tracing
IOB
NPS
MCA
IA
ML
DataLake
5V

1



2



3

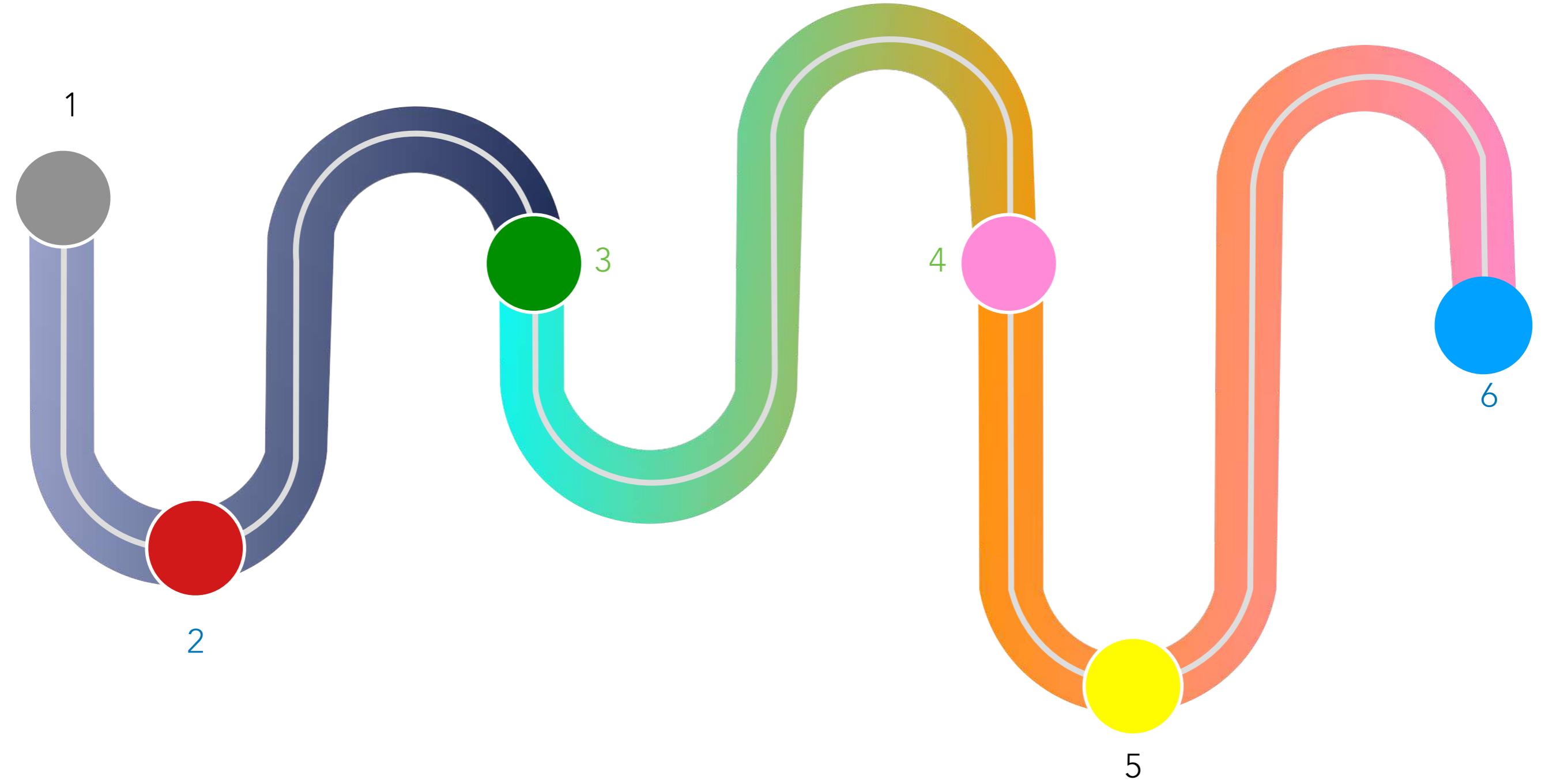


Le WEB sans cookie,
nous oblige à reconnaître nos utilisateurs

...

ou à les perdre !

Digital = Data



Rendez-vous dans nos Centres et Centres partenaires

Diagnostics et traitements des Troubles du Sommeil, Neurologiques et Cardiologiques

[Prendre rendez-vous](#)[Trouver votre Centre](#)**PSG**

Polysomnographie

EEG

Electroencéphalogramme

ECG

Électrocardiogramme



Jolt Capital invests €24M in BioSerenity

- This €24m investment will support the acceleration of international development and the deployment of cutting-edge A.I. in telemedicine.
- This announcement is reinforced by the appointment of Vincent Marcel as CEO of BioSerenity.
- This new investment is further evidence of Jolt Capital's ambitions in the field of advanced healthcare data capture and processing.

Founded in 2014, BioSerenity has designed an unrivalled range of medical devices and software for electroencephalography. The company has also extended the scope of its innovative solutions to other fields, including sleep disorders. Today, with more than 300 partners and 150,000 patients treated each year, BioSerenity has become a leader in neurological diagnostics and sleep disorders.

BioSerenity, leader français des **examens en électrophysiologie**
met à votre disposition ses services de soin sur tout le territoire.

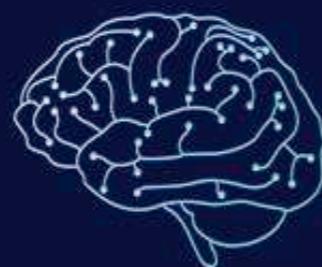
En savoir plus sur votre santé :



Sommeil

Insomnies, Somnolences,
Apnées, Somnambulisme.
Découvrez votre profil
sommeil.

[Passer le Test](#)



Neurologie

Confusions, Traumas, Epilepsie.
Voir nos solutions pour
diagnostiquer un Trouble
Neurologique.

[Découvrir l'EEG](#)



Cardiologie

Recherche, évaluation et
surveillance du Troubles
du rythme Cardiaque.
Découvrez votre profil.

[Analyser votre Profil](#)



Covid Long

Covid long, Asthénie,
problèmes de Sommeil,
séquelles long terme,
fatigabilité.

[Passer le Test](#)

UX > CX

*nombre
plus de user que de client*

CX > UX

*qualité
plus de contact avec les clients*

UX
CX
EX



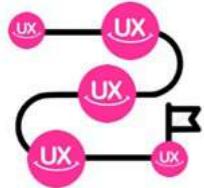
UUE

User
Engagement
=
SALES

1



2



3

0110
1001
1010

Un utilisateur a des attentes (client b2b, b2c, interne, business partner, stakeholder, shareholder)

lorsqu'il rencontre la marque dans un parcours enchanté (points de contact, touchpoints, pas de friction, pas de couture, pas de défaut, fluide, simple, frictionless, steamless, flawless)

il laisse des traces de son passage sous forme de données (connexion, tracking, tracing...)

Jean-Luc



CITATION

«J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

BIO

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne.

Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom Jean-Luc
Age 36
Vie à Paris
Avec Jeanne
Sans enfant
Education Supérieure (ingénieur école promo ...)
CV pilote entreprise 1
Pilote entreprise 2
Passionné d'aviation et de modèle réduits
Passionné de races de chiens et de voyages en Asie

EPIC / USER STORY / PAIN POINT / PROBLÈME

Quel est le problème de Jean-Luc ?

Quelle est la frustration de Jean-Luc ?

Quels sont les besoins et attentes de Jean-Luc ?

Pourquoi n'est-il pas satisfait des solutions existantes ?

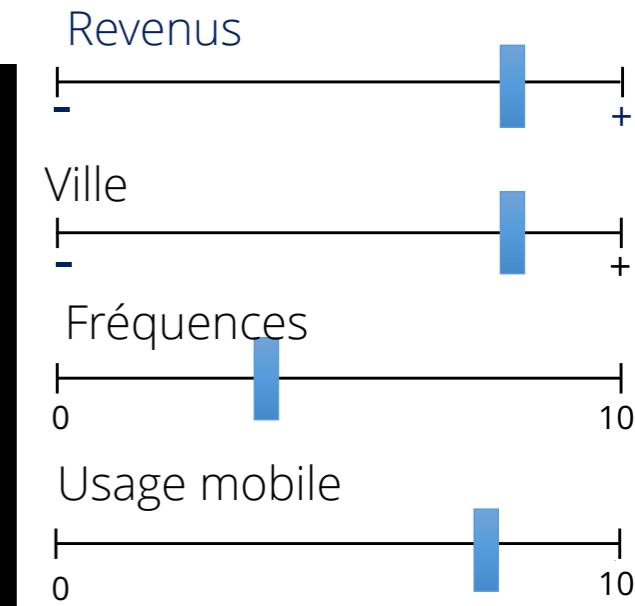
...

...

...

...

Empathie map si besoin pour mieux comprendre le persona



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?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

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?

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?

What other thoughts and feelings might motivate their behavior?

VOC



Question:
qui sont les
utilisateurs ?

Millennials ???

Lost ... Greatest ... Silent ...

BabyBoomer (1940 - 1965 +/- 6 ans)

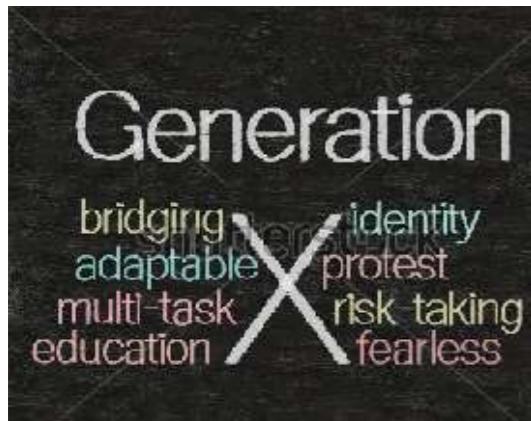
GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

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

alphaGEN ? = 2008 - 2020 ?

SingularityGeneration 2020 / MARS Gen 2030



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



Home Notifications Messages Search Twitter Tweet



Tweets 9,249 Following 81 Followers 977K Likes 149 Following

bernard pivot @bernardpivot1
Apostrophes, Bouillon de Culture, Double je, Ecriture, Football, Goumandise, Homme, Interview, Journalisme, Kiosque, Lire, Mots.....Zut!
Joined November 2011

[Tweet to bernard pivot](#)

Tweets [Tweets & replies](#) [Media](#)

bernard pivot @bernardpivot1 • 4h
Merci pour nos amis suisses d'avoir admis dans les Robert 2016 le verbe azorer (réprimander) et la valure (personne très compétente).
[Translate Tweet](#)

12 53 124 12

bernard pivot @bernardpivot1 • 4h
Je regrette l'entrée chez Robert de cosplay, queer, hoverboard, storytelling, running, etc. qui appartiennent au glob sh ?

124 12

 **bernard pivot** @bernardpivot1

Le mot arrogance contient deux r, un r de mépris, un r de connerie.

07:55 - 24 mars 2016

1 024 1 204 personnes parlent à ce sujet





#GEN

#GEN

#GEN n'a pas d'âge
#GEN préfère le contenu online natif
#GEN visite 3 réseaux / j
#GEN passe 10h/j devant un écran
= 50% de la population occidentale

A user persona template for #GEN. It includes a photo of a man with a beard, demographic information (Age: 28, First experience at 16), personality traits (Intuitive, Thinking, Sensing, Trusting, Introspective), goals (A task that needs to be completed, A life goal to be reached, An environment to live in), frustrations (Technology issues, user interface, slow load times, user interface, privacy concerns, problems with the website's purpose), and brands/influencers (Traditional Ads, Online & Social Media, Referrals, Influencer Marketing & PR).



bernard pivot
@bernardpivot1

Dans ma génération, les garçons recherchaient les petites Suédoises qui avaient la réputation d'être moins coincées que les petites Françaises. J'imagine notre étonnement, notre trouille, si nous avions approché une Greta Thunberg...

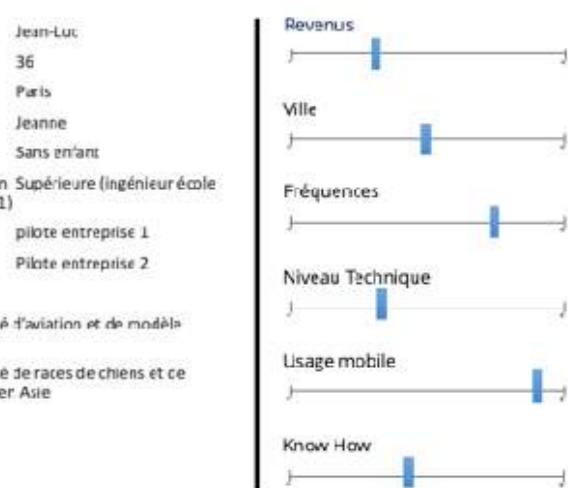
7:38 AM · 25 sept. 2019 · Twitter for iPad

416 Retweets 1,8 k J'aime
Jean-Luc



« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt. »

Jean Luc 36 ans est pilote depuis 3 ans dans une compagnie européenne



KOL (key opinion leader)

GEN XYZ

Future shapers

«Affluent People»

Influenceurs (mini macro)

« **Quincados** » (ces quincas qui refusent d'être vieux). Sur le blog de Hervé Monier (à qui il ressemble bizarrement), il partage une réflexion sur les clichés dans la perception de l'âge. Hervé Monier est à gauche, Serge Guerin, hum, à droite...

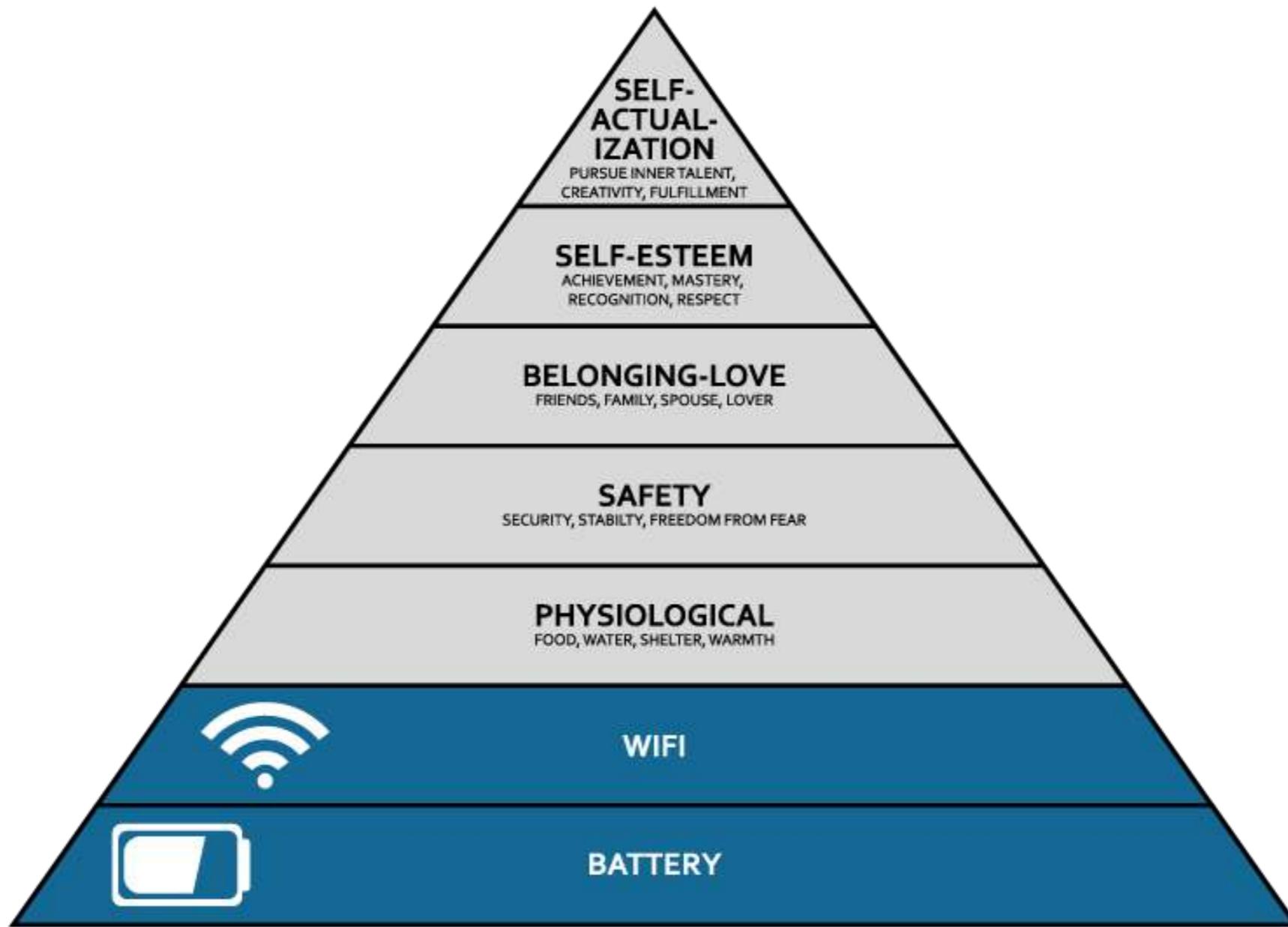


« L'âge n'est qu'un élément de notre identité, il ne nous résume pas ! L'âge est plus une construction sociale qu'une borne neutre et objective !

« Les quincados inventent leur projet de vie sans se référer à un modèle unique : suivre son chemin et penser par soi-même ! »

Nouvelles Attentes

*Pourquoi se contenter
du minimum ?*



1999 : web et internet

2015 : mobile

2020 : Living Services

source : Google, Accenture

If you're not on Google,
You don't exist



~~MOBILE
FIRST~~
ONLY





france•2

•1 •2 •3 •4 •5 •Ô

france•2

france•3

france•4

france•5

france•Ô





Living Services

THE DIGITISATION OF EVERYTHING

+

LIQUID EXPECTATIONS



WE LIVE IN A CULTURE OF LIQUID EXPECTATIONS,

WHERE EACH NEW AND AMAZING EXPERIENCE BECOMES THE STANDARD TO WHICH ALL OTHERS ARE COMPARED

"IF I CAN PAY SEAMLESSLY WHEN I TAKE AN UBER, WHY ISN'T IT THE SAME WHEN I PURCHASE MY GROCERIES?"





A

A

A

R

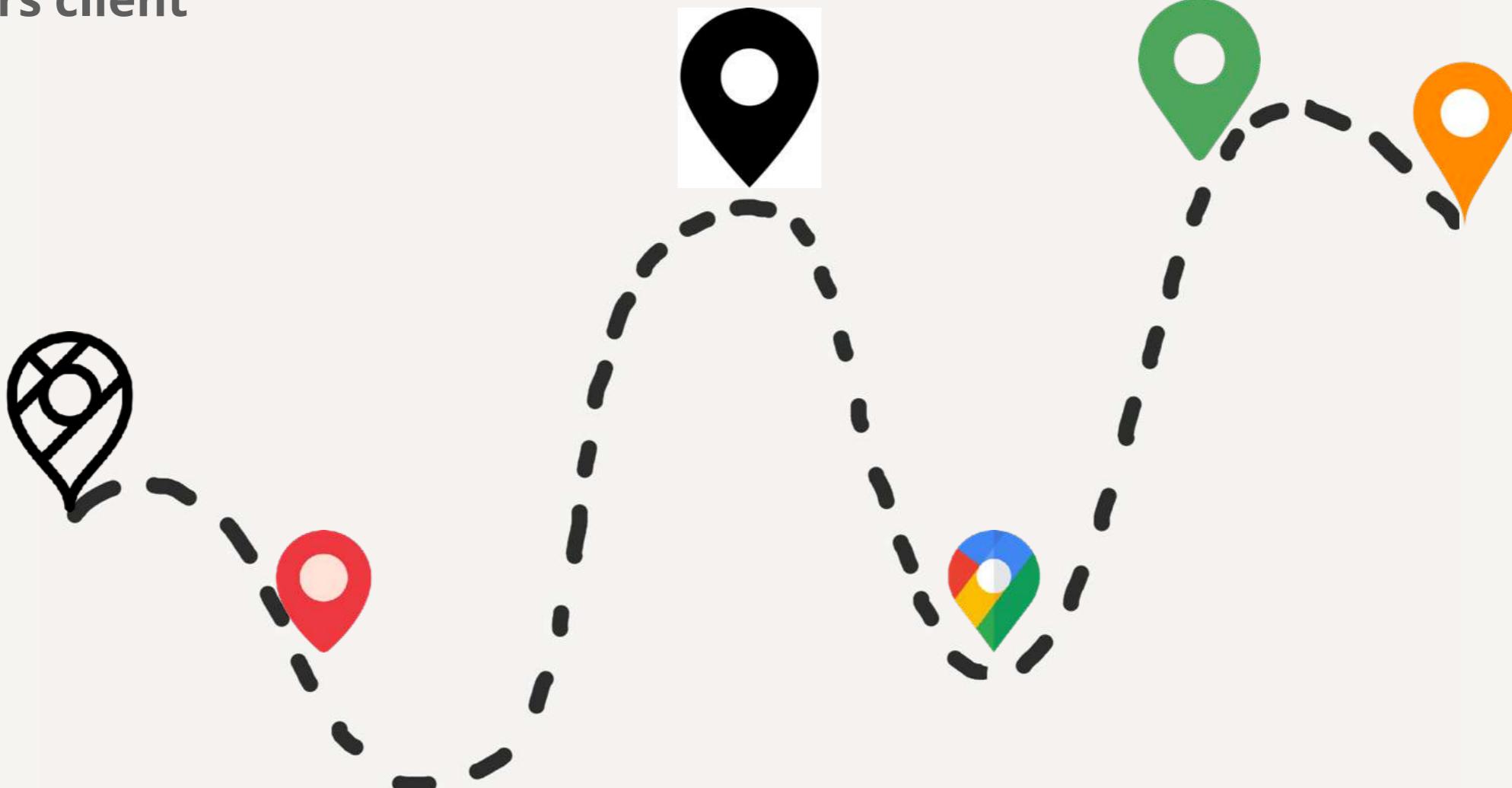
R

R €

UX or CX



Customer Journey Parcours client

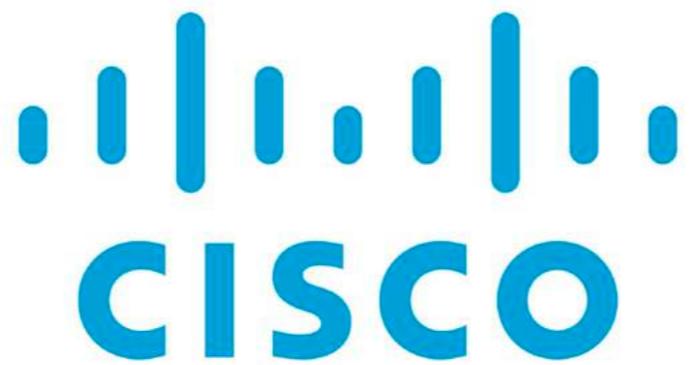


Customer Journey

Parcours client

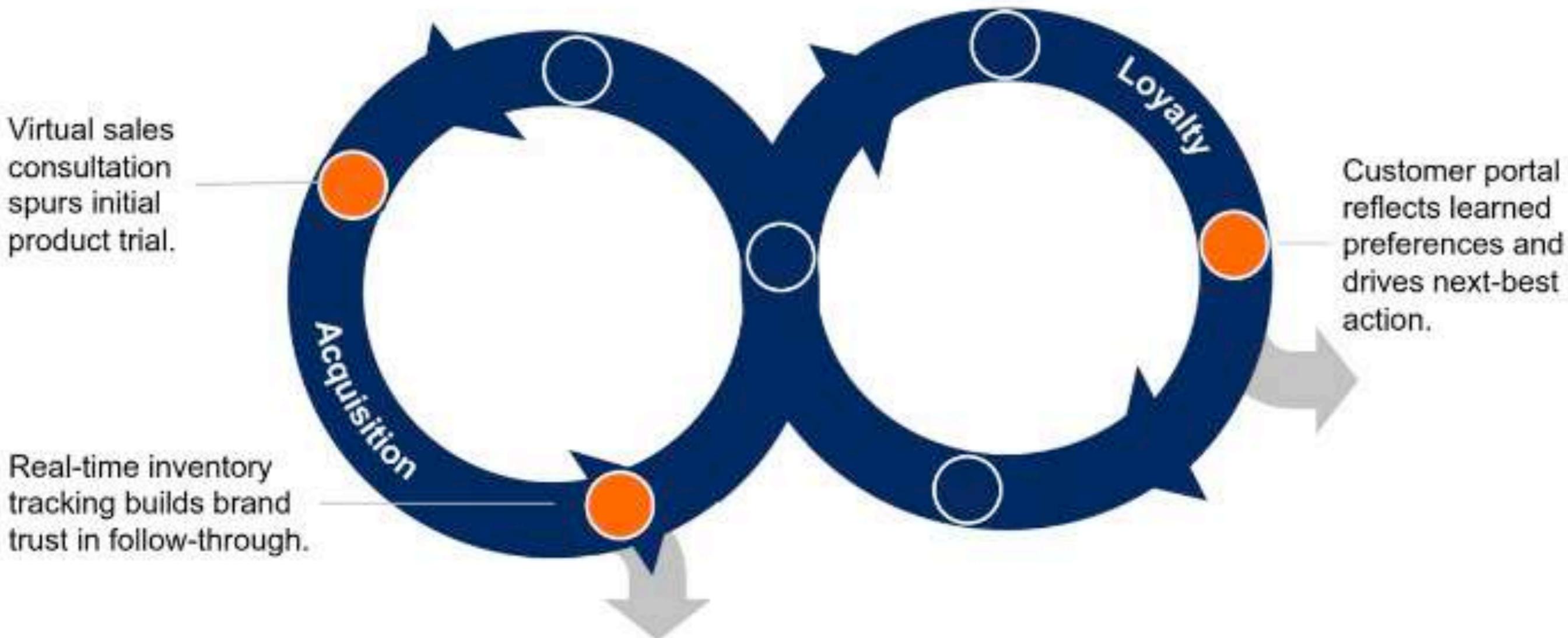


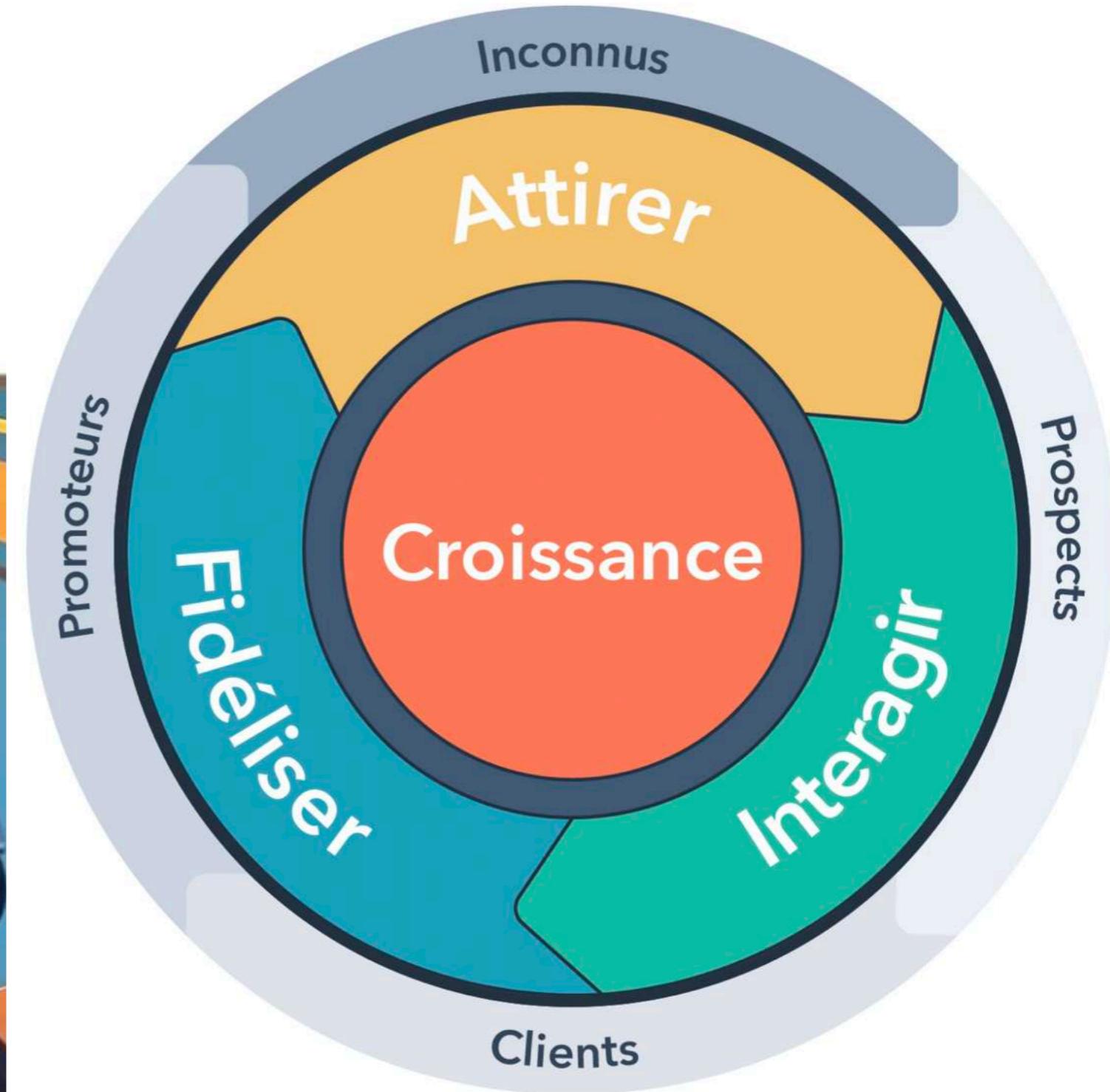


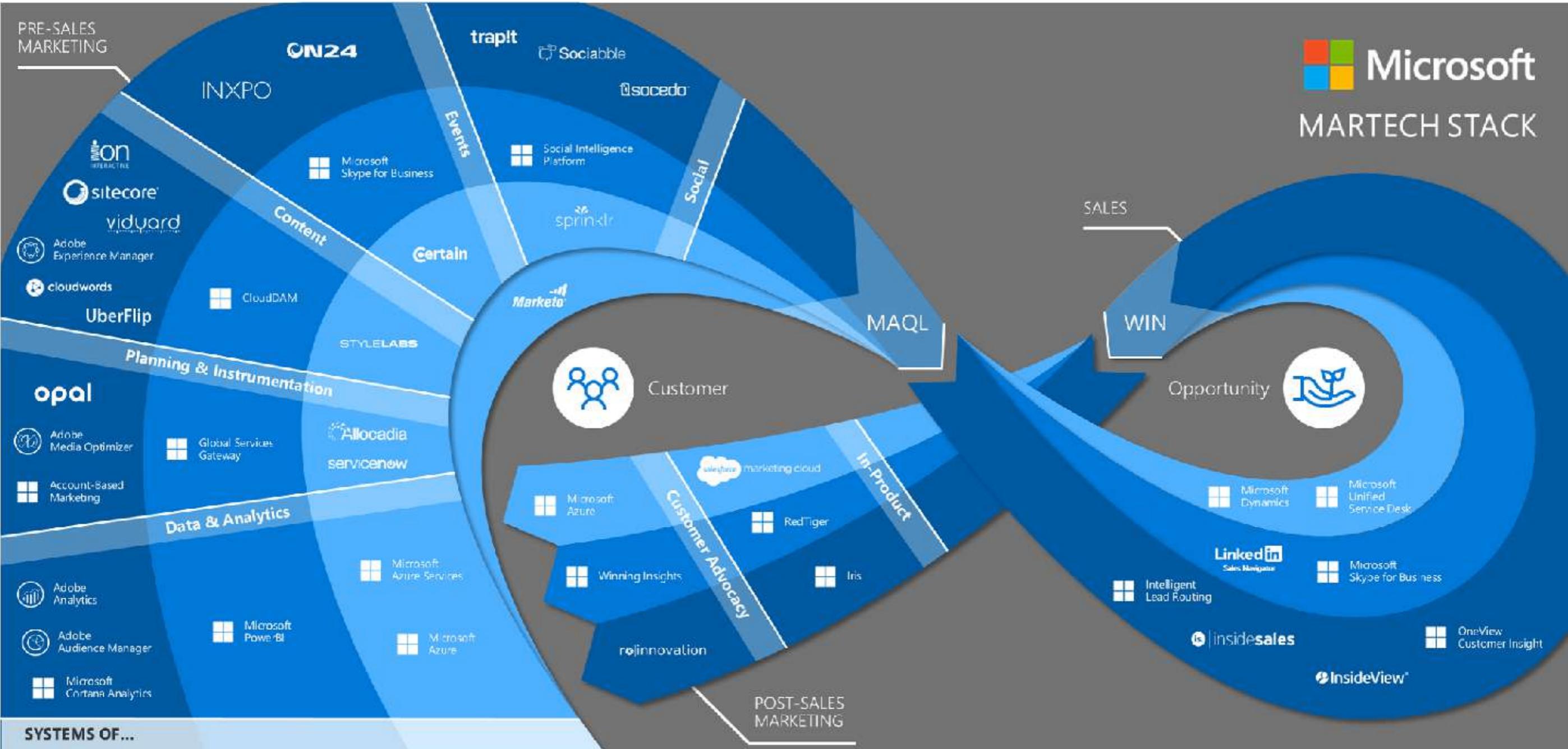


Gartner®

Customer Journey







SYSTEMS OF...

INNOVATION

Temporal applications deployed on an ad hoc basis to address new business requirements or opportunities.

DIFFERENTIATION

Applications that enable unique company processes and are reconfigured frequently to accommodate changing business practices or customer requirements.

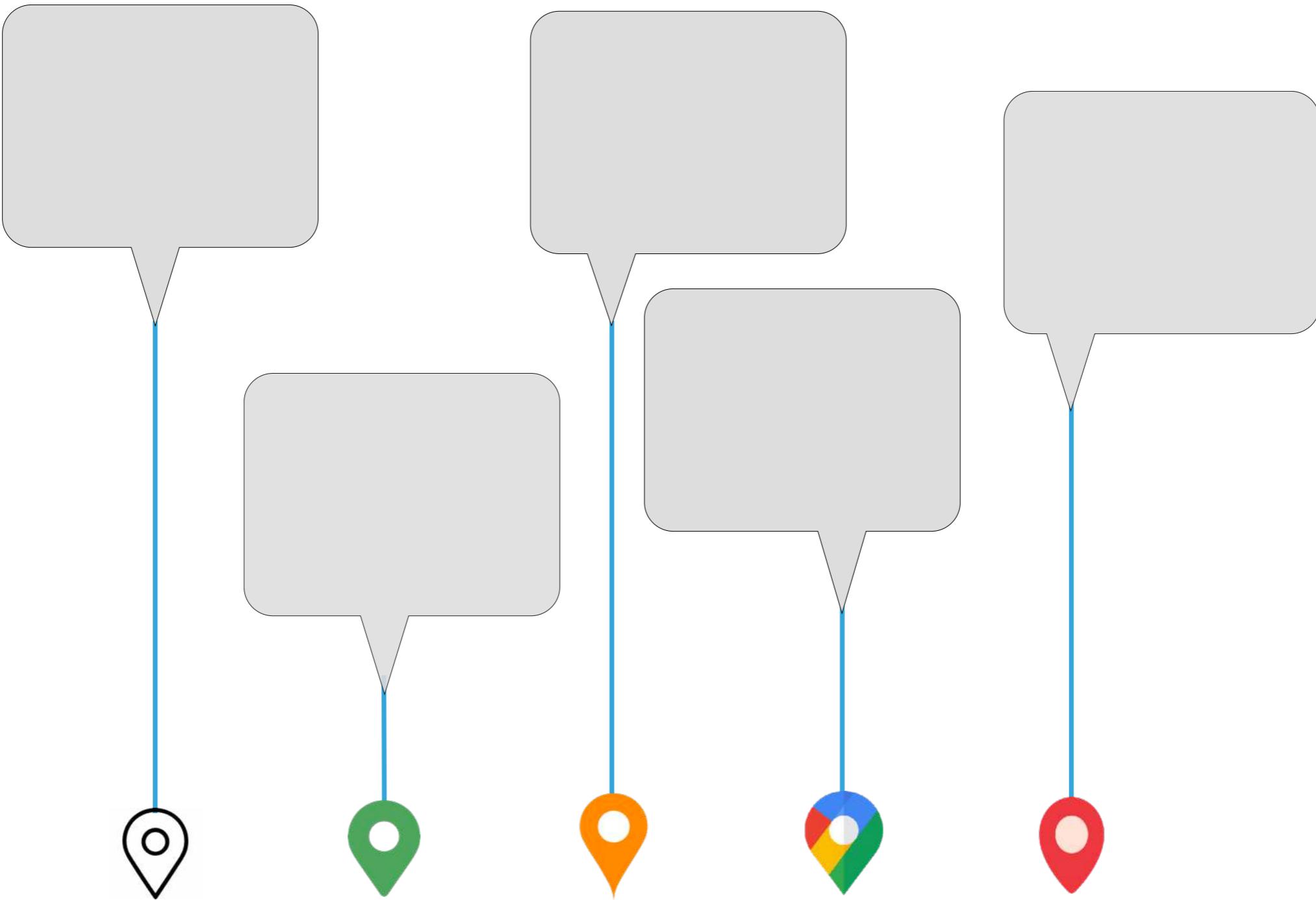
RECORD

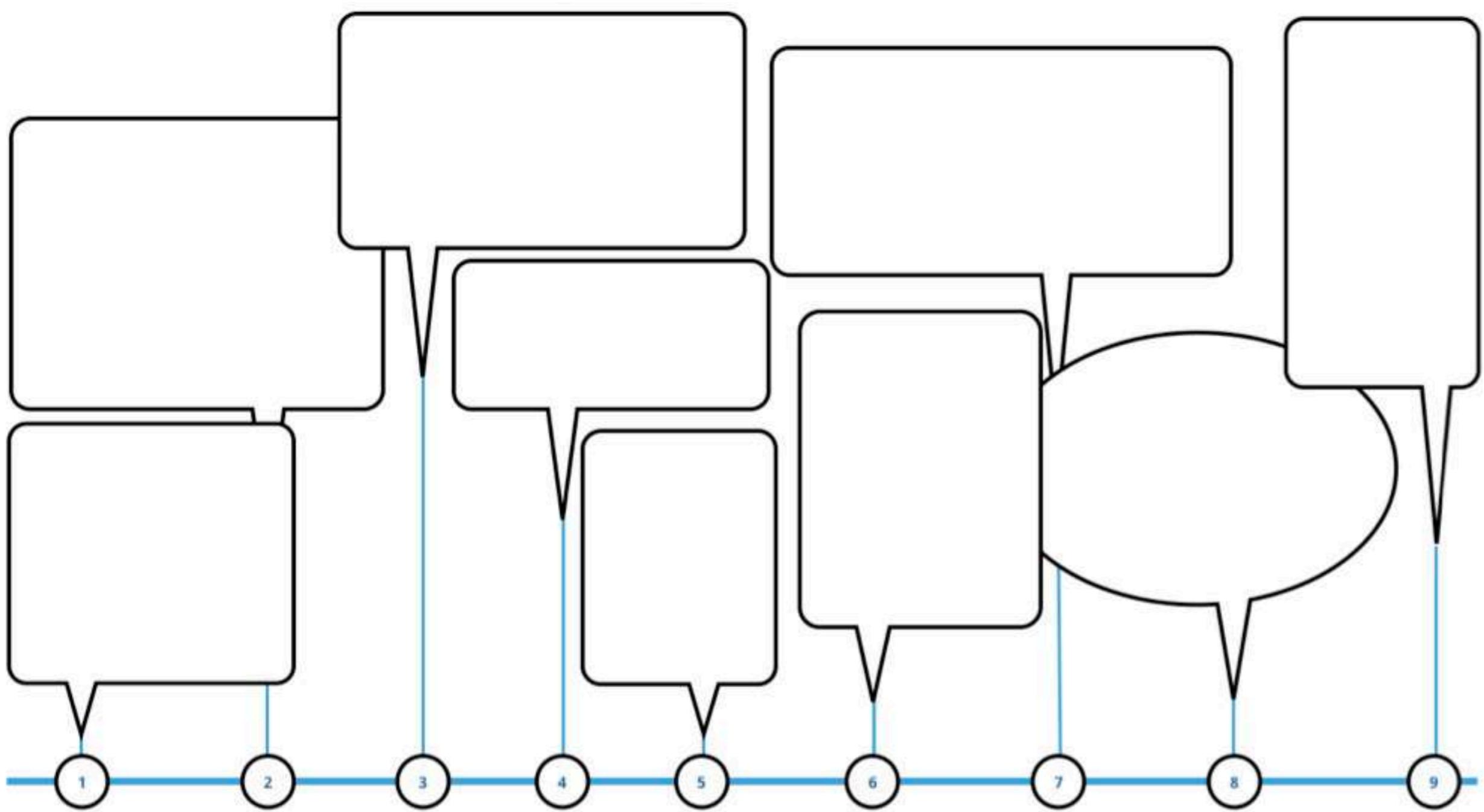
Established, persistent applications that support core transaction processing and manage the organization's critical master data.

Our technology vision is to create an efficient and highly scalable Marketing to Sales automation platform that enables marketers, sellers and partners to create seamless and responsive customer experiences, making it simple to find, try, use, share and buy Microsoft products. Customer information and insights are surfaced to enable both Marketers and Sellers to precisely add value to customer interactions along a multifaceted, rich customer conversation that spans from initial digital engagement to personalized sales discussions.

Customer Journey

Parcours client





Commentaires :

?????????
creating value for
companies,
customers,
& ecosystems

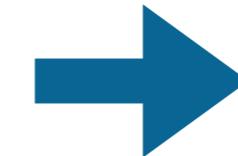
marketing
créer de la valeur
pour le client,
l'écosystème,
et l'entreprise

Science Based Targets initiative (SBTi)



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



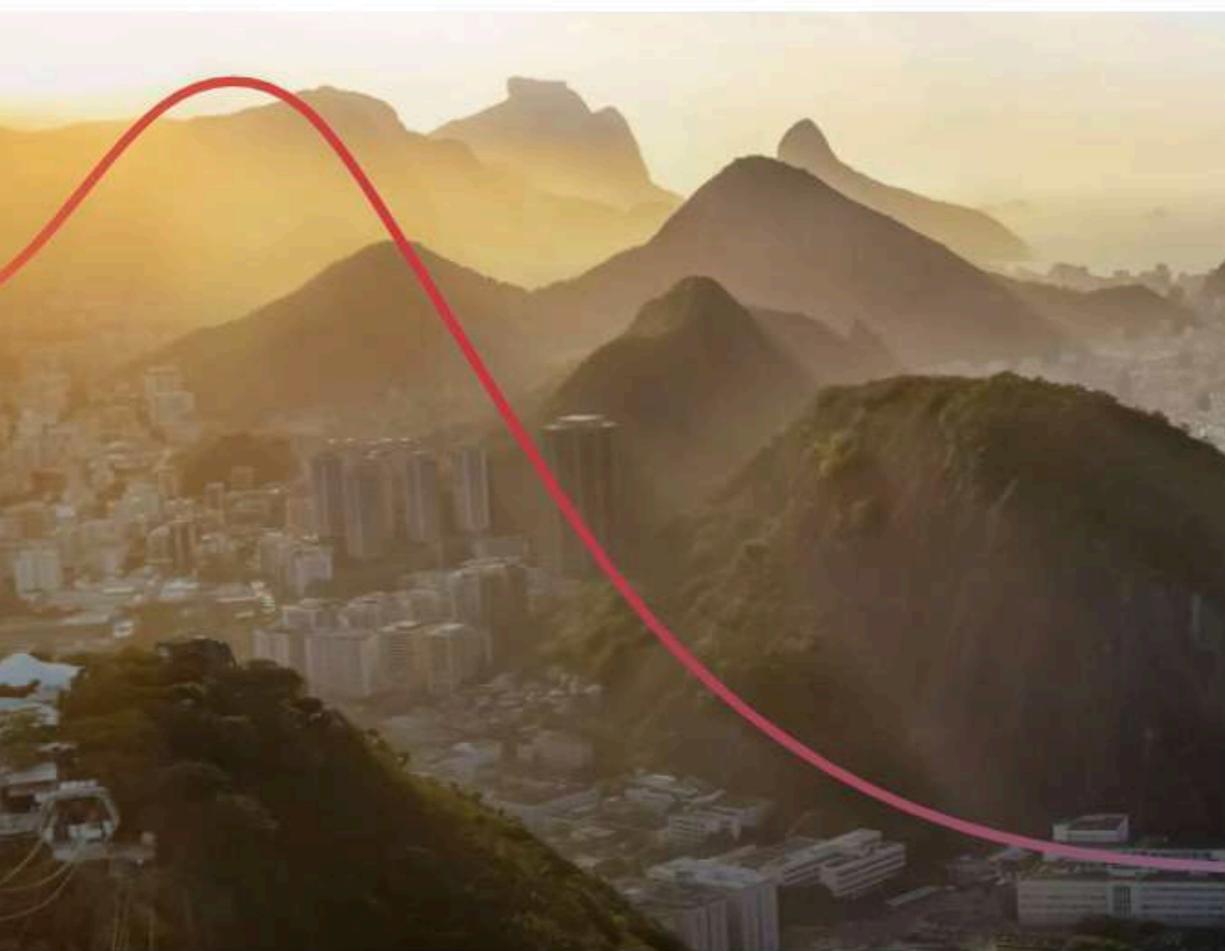
The Net-Zero
STANDARD





SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



How it works

Set a target

Companies taking action

Sector guidance

Resources

Net-zero

AMBITIOUS CORPORATE CLIMATE ACTION

Lead the way to a zero-carbon economy, boost innovation and drive sustainable growth by setting ambitious, science-based emissions reduction targets

SET A TARGET

LEARN MORE



The Climate Pledge

Amazon is committed to building a sustainable business for our customers and the planet. In 2019, Amazon co-founded The Climate Pledge—a commitment to be net-zero carbon across our business by 2040, 10 years ahead of the Paris Agreement.



Net-Zero Carbon

Reaching net-zero carbon emissions across our operations by 2040

Renewable Energy

On a path to powering our operations with 100% renewable energy by 2025

Shipment Zero

Making 50% of all shipments net-zero carbon by 2030

Electric Delivery Vehicles

Deploying 100,000 custom electric delivery vehicles by 2030

Climate Pledge Fund

Investing \$2 billion to support the development of decarbonizing technologies and services

Right Now Climate Fund

Investing \$100 million in reforestation projects and climate mitigation solutions



THE
**CLIMATE
PLEDGE**

Amazon Sustainability

Further and Faster, Together



Net-Zero Carbon by 2040



IT'S HERE!

The world's
first

NET-ZERO STANDARD

#NetZeroStandard

The Net-Zero
STANDARD



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



Neutral ≠ ZERO

ZERO ≠ ZERO CO₂ carbon

carbon neutral -> NET ZERO CARBON -> NET ZERO



SUSTAINABLE DEVELOPMENT **GOALS**



The image shows a circular arrangement of 17 cards, each representing one of the Sustainable Development Goals. The cards are numbered 1 through 17 and feature various icons related to development, such as a dove, a flower, a heart rate, a fish, an eye, a recycling symbol, a city, a balance sign, a cube, a chart, a sun, a cup, a book, and gender symbols.

=



8



6



7



10



9



11



12



11



12



13



14



15



16



17



5



4



3



2



1





OBJECTIFS DE DÉVELOPPEMENT DURABLE



 **SUSTAINABLE DEVELOPMENT GOALS**

... no plan B,
(...no planet B)

Ban Ki-moon



The best marketing strategy ever :

<< CARE >>

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar

FKLG.

bref. j'fais des webinars.



“your
happiness
is my
business”



Aphorisme de
hubertkratiroff

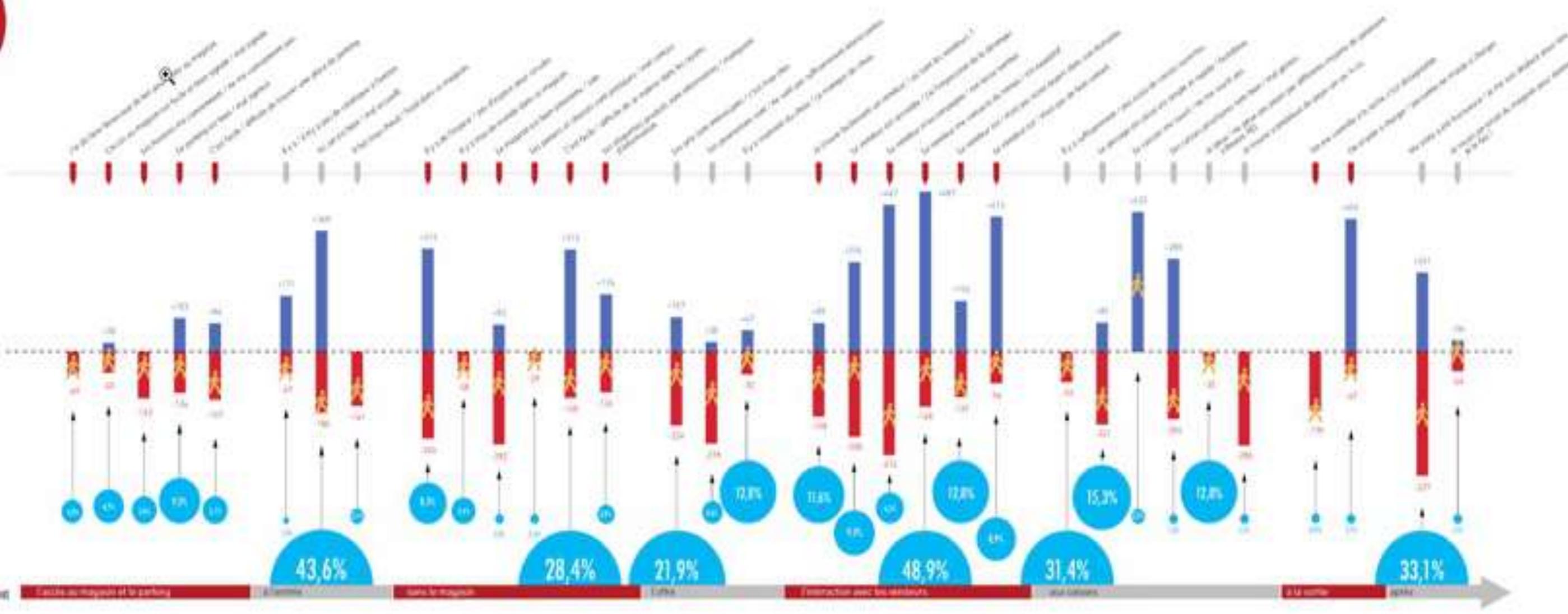
Inspiré par Gérard Pélisson & Paul Dubrule

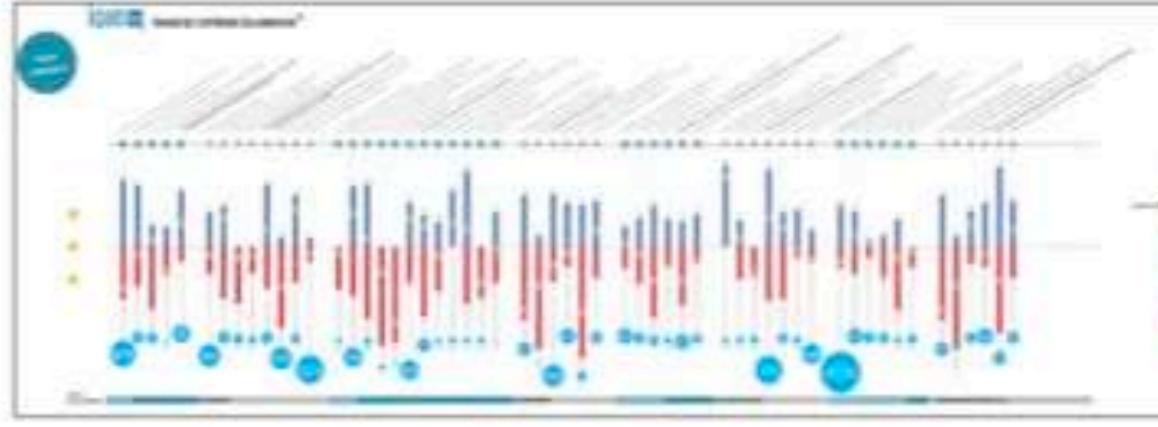
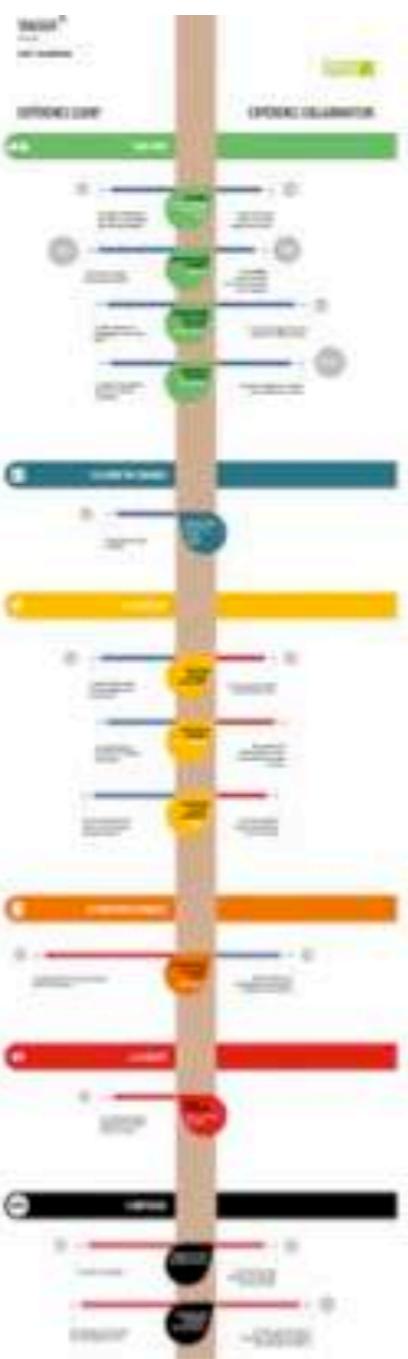
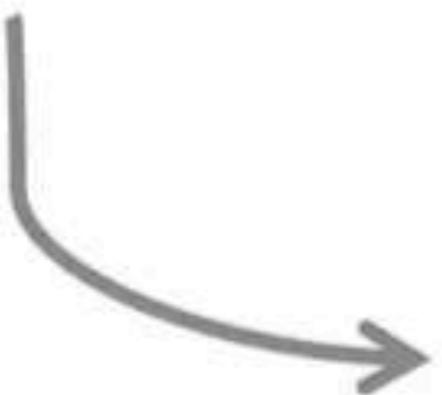
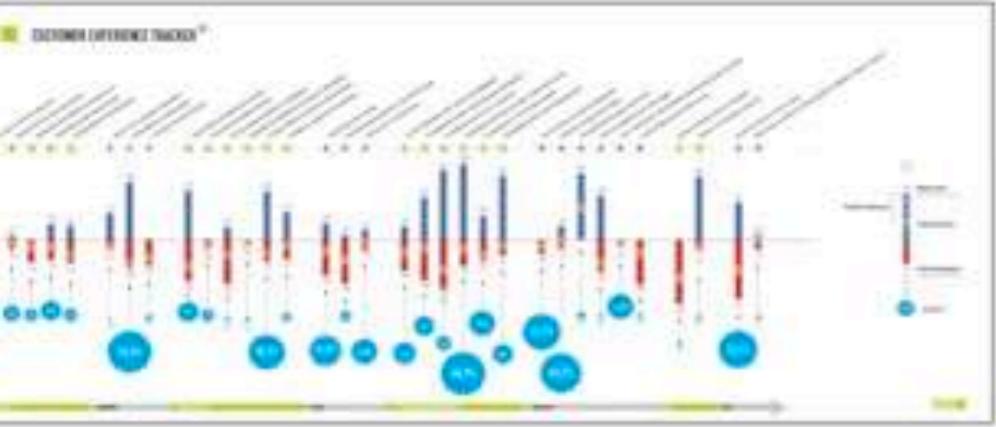
DATA

01
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101



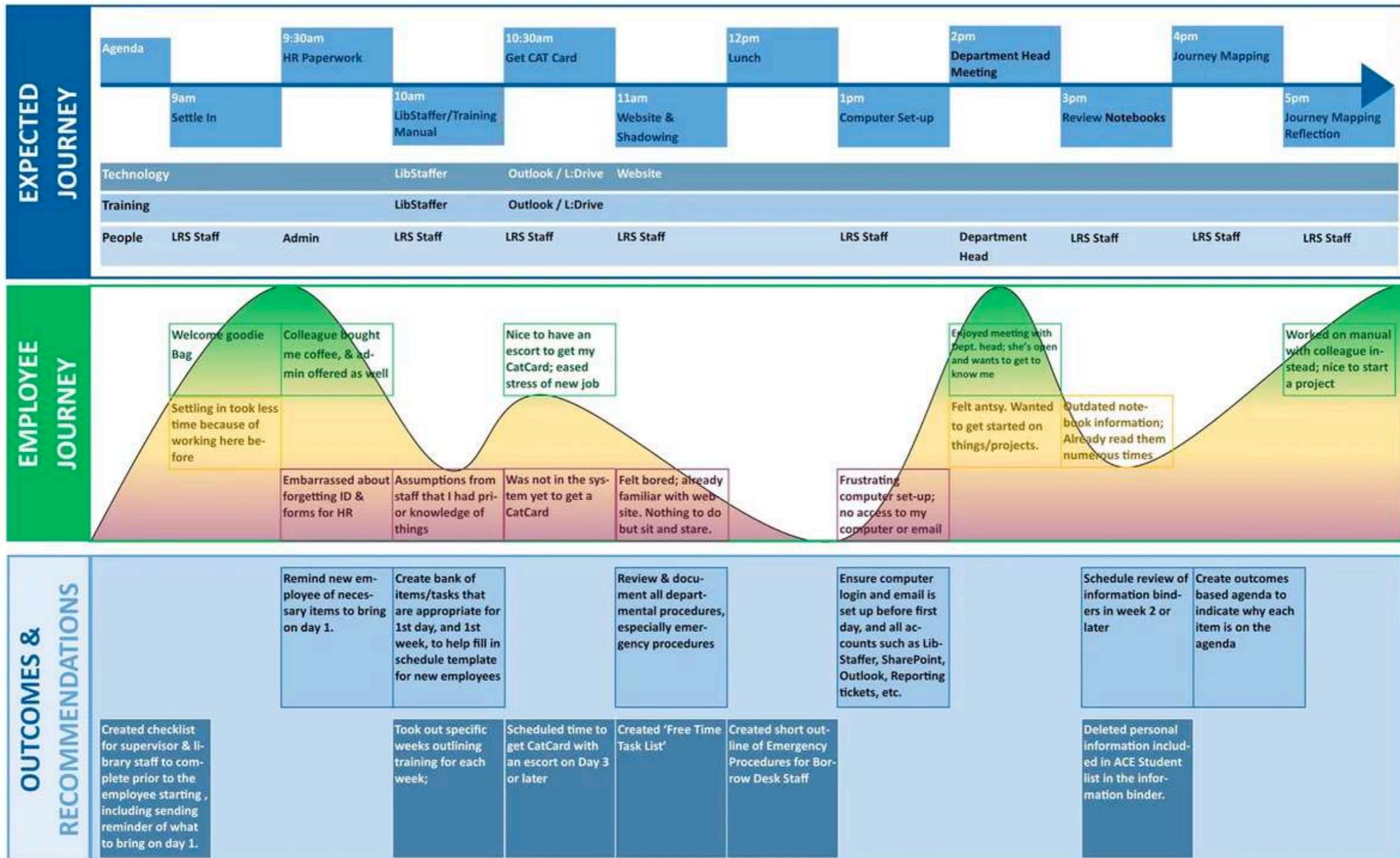
TRACKER DE L'EXPÉRIENCE CLIENT®





Employee Experience Journey Map

Newbie Ruby: Day 1



Employee Experience Journey Map

Newbie Ruby: Week 1

EXPECTED JOURNEY	Agenda		Tuesday Notebooks, Outlook, WTE, Blue Ocean Visit, LRS office tour;	Thursday Benefits orientation; Meetings; Borrow Desk Training; Individual Time;													
	Monday Settle in; Paperwork; Computer setup; Cat Card; Training; Meetings;		Wednesday Borrow Desk Training, Fines/holds overview, Software studio workshop, Meetings		Friday Opening training, individual time, shadowing, meeting with Dept. head												
	Tech	LibStaffer; Outlook; L: Drive; Website	Outlook, Sirsi, MyInfo	Sirsi	Sirsi	Sirsi, tech checkout equipment											
	Training	LibStaffer; Outlook; L: Drive		Borrowing & Emergency Procedures		Holds/Fines procedures; Key checkouts; Manual Checkouts; Cash printing;											
	People	LRS, Admin, LIC		LRS	HR, LRS	LRS											
EMPLOYEE JOURNEY																	
OUTCOMES & RECOMMENDATIONS																	
Ensure all accounts and access are configured before day 1		Send a reminder to the new employee of what to bring on day 1; include parking information		Create outcomes based agenda, explaining the context of why each agenda item is scheduled.		Give one longer, on-going individual project for the employee to complete over their first week/month.		Schedule varied agenda items, intermixing training with meetings, free time, etc.		Scheduled break times for employees to ensure they get a break		Ask for input on how new employee would change things or make decisions; explain options of 'yes, no, maybe'		Ensure time is scheduled/allowed to complete and return HR paperwork		Schedule open ended time for shadowing/asking questions, but limit to short blocks of time no longer than an hour; mix with concrete training topics.	
Scheduled department overview on Day 1 for next employee.		Created pre-hire checklist for hiring manager, including send a reminder to employee of what to bring on day 1.		Created document outlining procedures for emergencies and alarm systems.		Created 'free time task list' and provided next new employee with that list on Day 1		Created documentation outlining reporting guidelines for incident reporting, emergencies & Alarm panels, and technology issues.		Gave projects to complete individually: <ul style="list-style-type: none"> Updated staff directory @ front desk Updated New Employee Manual Gathered student skills/info Drafted functional specialties overview Created new ILS calendar template, post daily Updated Borrow desk info binder 		Drafted proposal for new student absence policy & staff procedures; updated procedures for following semester.					



Linda's Journey Map

Browse information or learn more on a general topic

Stage of Journey	Identifies Information Need	Looks for Information	Find Information	Seeks Help						
Activities	Linda's friend, Dottie, tells her to look for grants	Turns on computer and Google's "Government Grants"	Clicks on Grants.gov and then Search Grants	Doesn't understand Search Grants information and goes back to Grants.gov Homepage	Clicks on USA.gov link on Grants.gov home page under Financial Assistance	Reads USA.gov Benefits, Grants, and Loans page and realizes she is not eligible for a grant	Clicks on link to Benefits.gov	Begins Benefits.gov Benefit Finder , but it takes too long and she clicks "Contact Us" to find a real person	Fills out Benefits.gov webform and types a message to ask how she can get financial help	Checks her e-mail later and sees response from Benefits.gov
Feelings and Needs	Thankful Dottie is such a good friend	Feels a little nervous and unsure, and hopeful her search will work	Feels confused and decides to try again in case she missed it	Thinks this seems easy	I hope this link has what I need	Encouraged but needs clarity, comfort, and reassurance	Feels optimistic	Overwhelmed by the questions. Needs to know this is the right step.	Hopeless and discouraged, not sure this is going to help	Disappointed there is more to do and needs support and hope
Potential Opportunities for Improvement	<ul style="list-style-type: none"> Simplify benefits.gov contact page Make the benefits finder more like Turbo Tax Add questions to benefits.gov email form to help agents give better responses Create task force for benefits related sites/agencies Merge grants.gov, benefits.gov, and govloans.gov Become benefits program manager - benefits.usa.gov 					<ul style="list-style-type: none"> Integrate benefits finder and unclaimed money search Add APIs to integrate with state benefits info Integrate benefits.gov FAQs into content pages on benefits.gov Create an infographic to explain benefits finder Ask Grants.gov to add a popup asking if you want personal benefits Add benefits finder directly to USA.gov page 				

EFFICIENT AT WORK

CONTENT

\\
FOMO

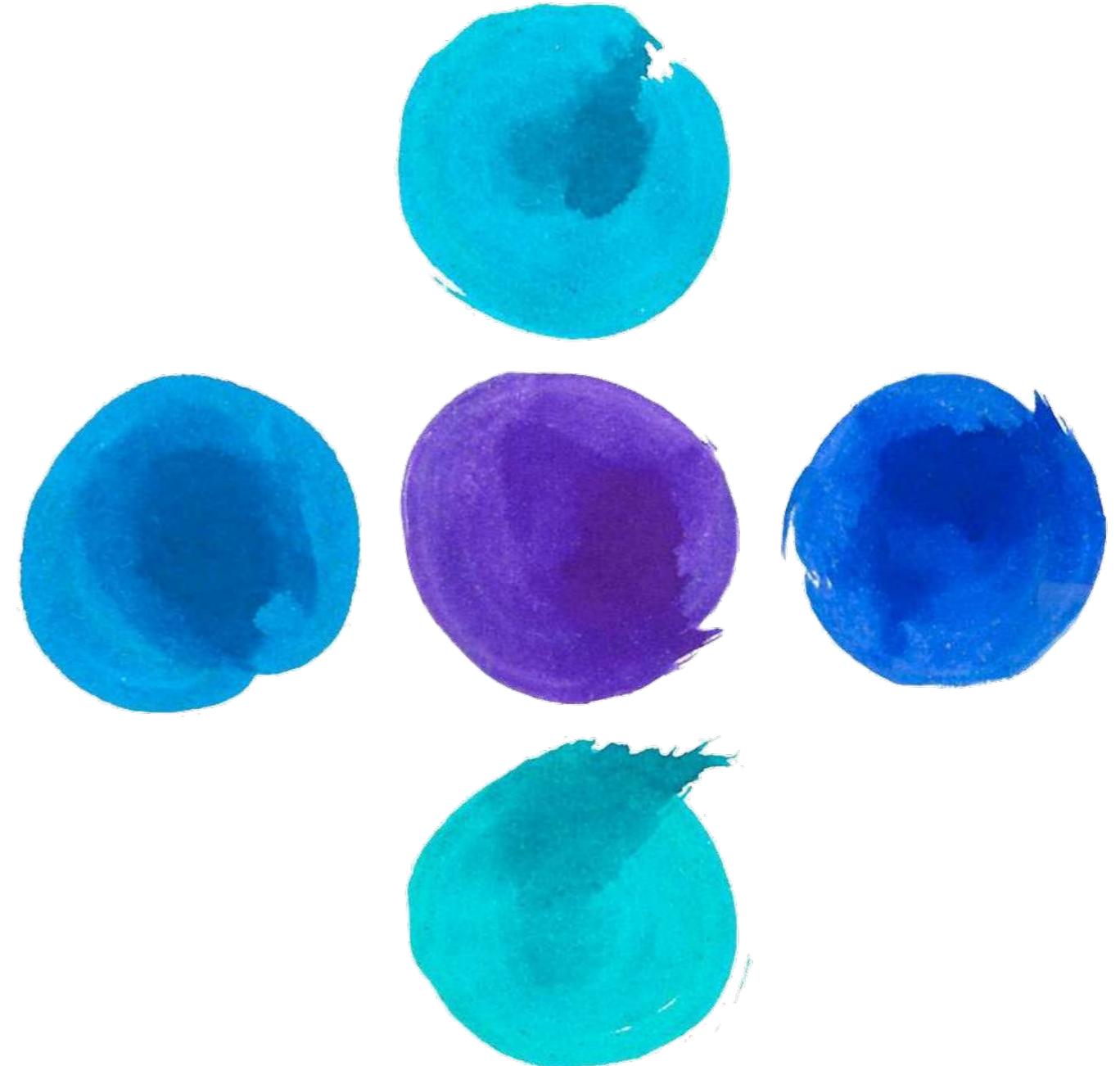
BRAND CONTENT

\vs.

content strategy

INBOUND

Atelier Workshop Use-Case



Jean-Luc



CITATION

«J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

BIO

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne.

Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom Jean-Luc
Age 36
Vie à Paris
Avec Jeanne
Sans enfant
Education Supérieure (ingénieur école promo ...)
CV pilote entreprise 1
Pilote entreprise 2
Passionné d'aviation et de modèle réduits
Passionné de races de chiens et de voyages en Asie

EPIC / USER STORY / PAIN POINT / PROBLÈME

Quel est le problème de Jean-Luc ?

Quelle est la frustration de Jean-Luc ?

Quels sont les besoins et attentes de Jean-Luc ?

Pourquoi n'est-il pas satisfait des solutions existantes ?

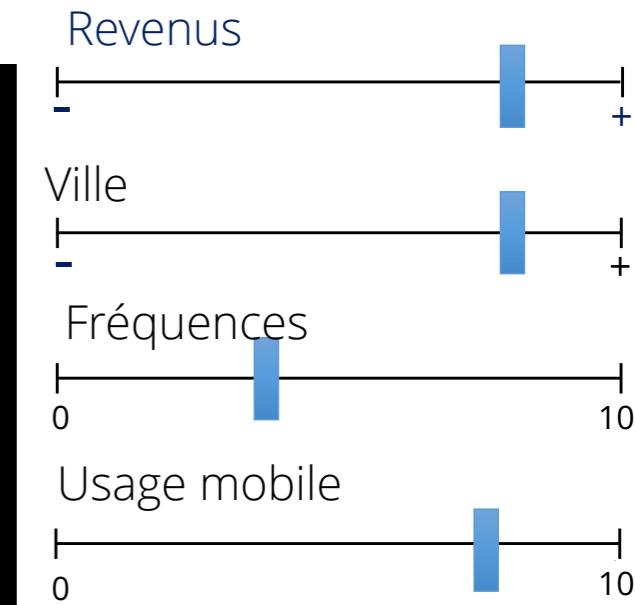
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Empathie map si besoin pour mieux comprendre le persona





this
person
doesn't
exist
.com

Surnom

Age

Vit à

Vit avec

Enfant

JOB

Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations /
Insatisfactions / Pain points / EPIC / USER STORY
Quel est le problème ?

Quelle est la frustration ?

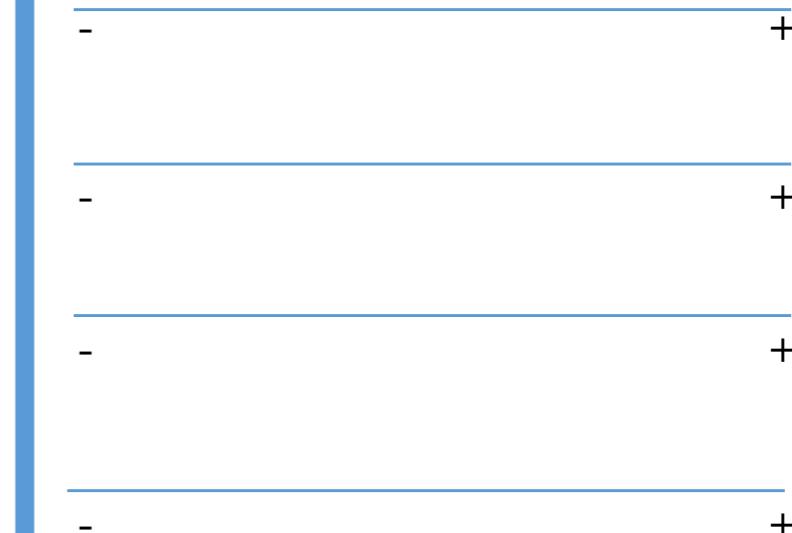
Quels sont les besoins et attentes ?

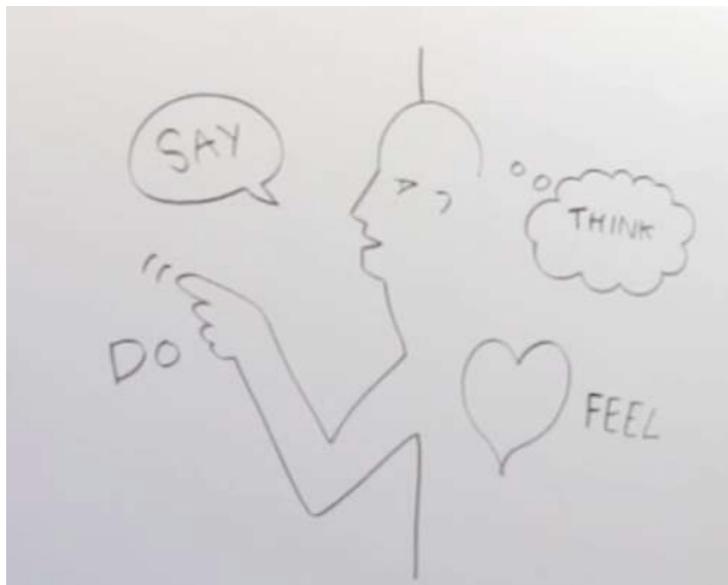
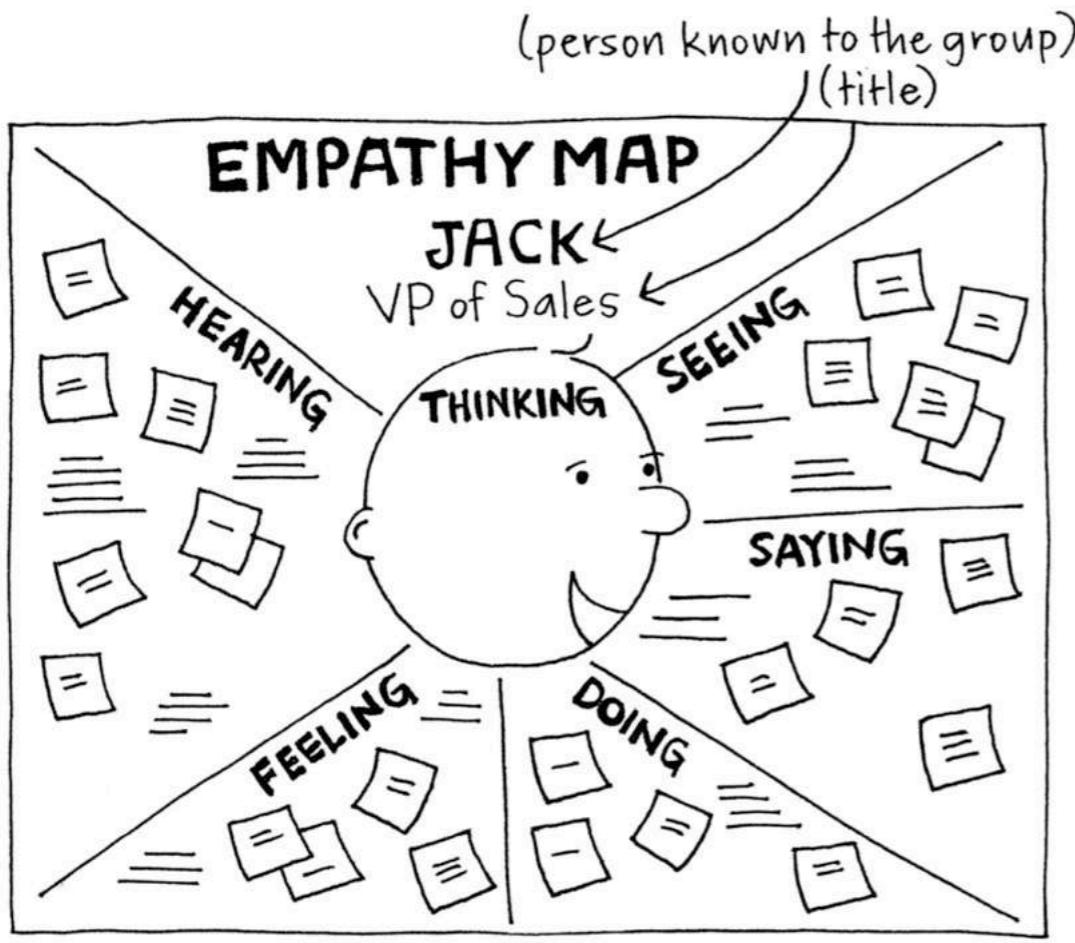
Pourquoi n'est-il/elle pas satisfait des solutions
existantes ?

...

...

Empathie map si besoin pour mieux comprendre le
persona





METHOD

EMPATHY MAP

WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

- SAY:** What are some quotes and defining words your user said?
- DO:** What actions and behaviors did you notice?
- THINK:** What might your user be thinking? What does this tell you about his or her beliefs?
- FEEL:** What emotions might your subject be feeling?

Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: "Needs" are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are verbs (activities and desires with which your user could use help), not nouns (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits - such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An "Insight" is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself "Why?" when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture "tensions" and "contradictions" as you work.

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d.

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?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

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?

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?

What other thoughts and feelings might motivate their behavior?

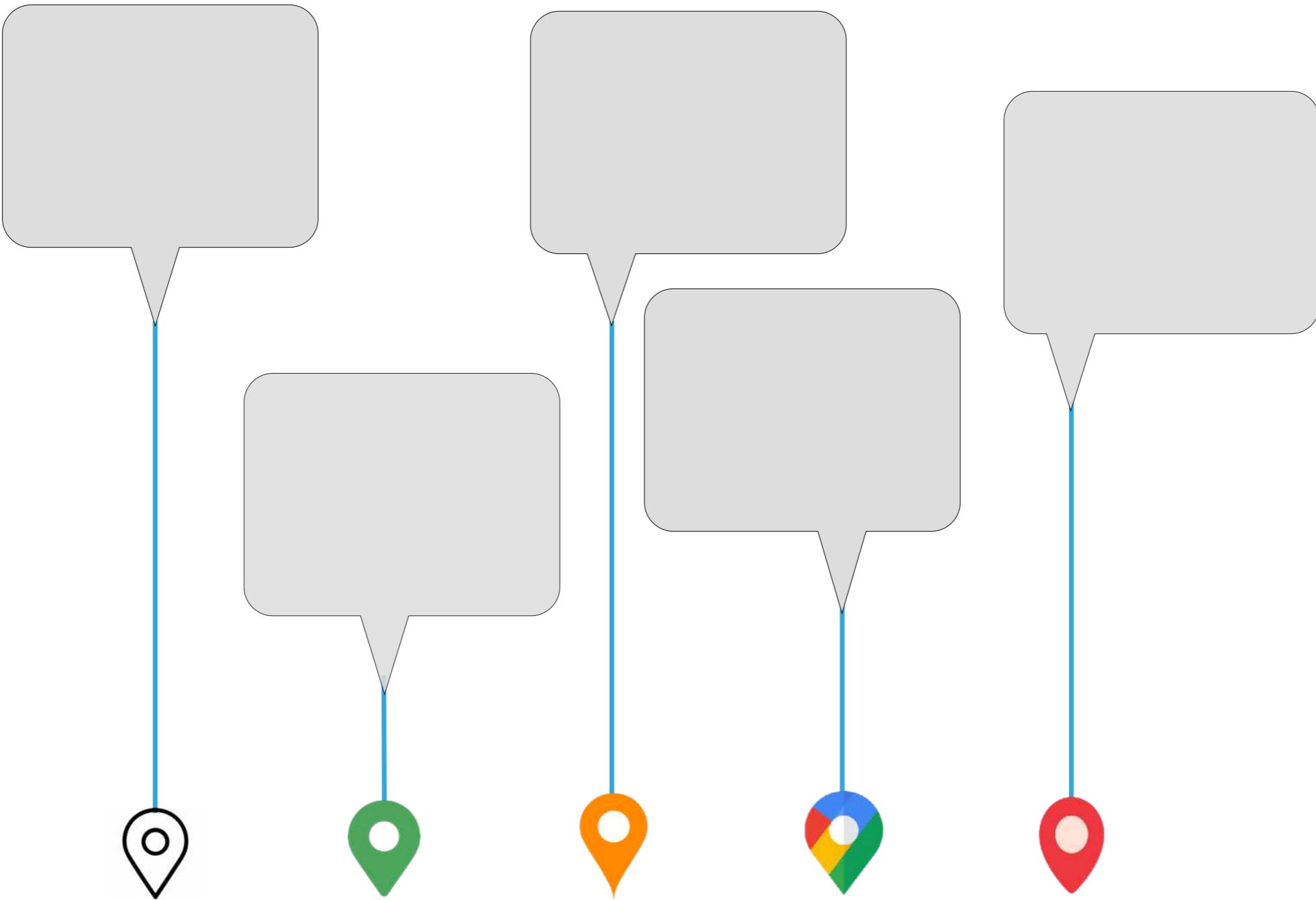
Customer Journey

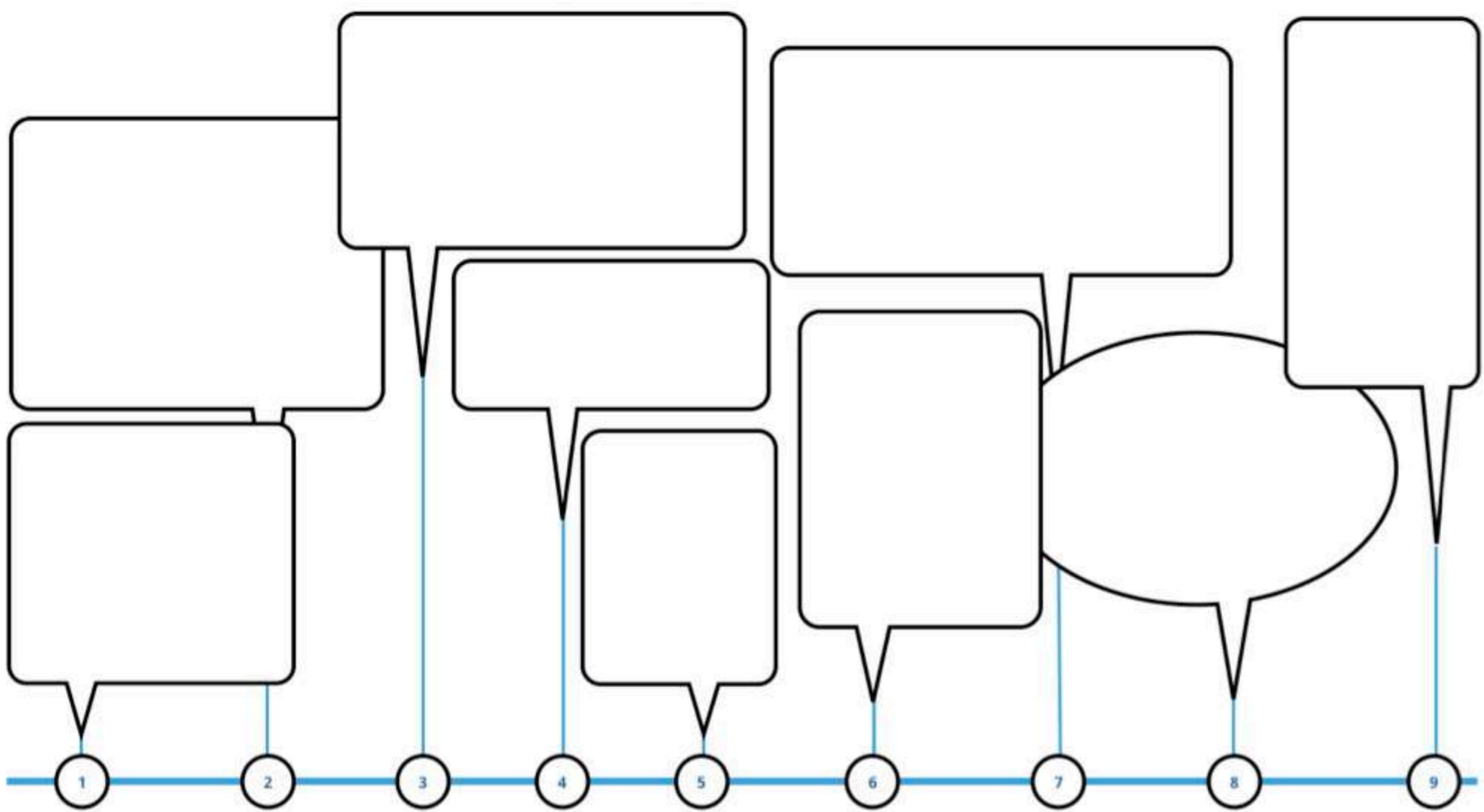
Parcours client



Customer Journey

Parcours client





Commentaires :

