

VOC
customer obsession
Experience

3

NOV 2024

 early makers
since 1872

em
lyon
business
school

FOX

 early makers
since 1872

em
lyon
business
school

- Digital Mindset

Atelier

1 Écosystème - FOE

Atelier

2 Stratégie - FOI

Atelier

3 Relation Client - FOX

Atelier

4 Management - FOW

Atelier



Relation Client - FOX



@kratiroff

#newWorld experience

1/ FOE

Future of Economic

....

2/ FOW

Future of work

3/ FOI

Future of Internet

...

4/ FOX

Future of Experience

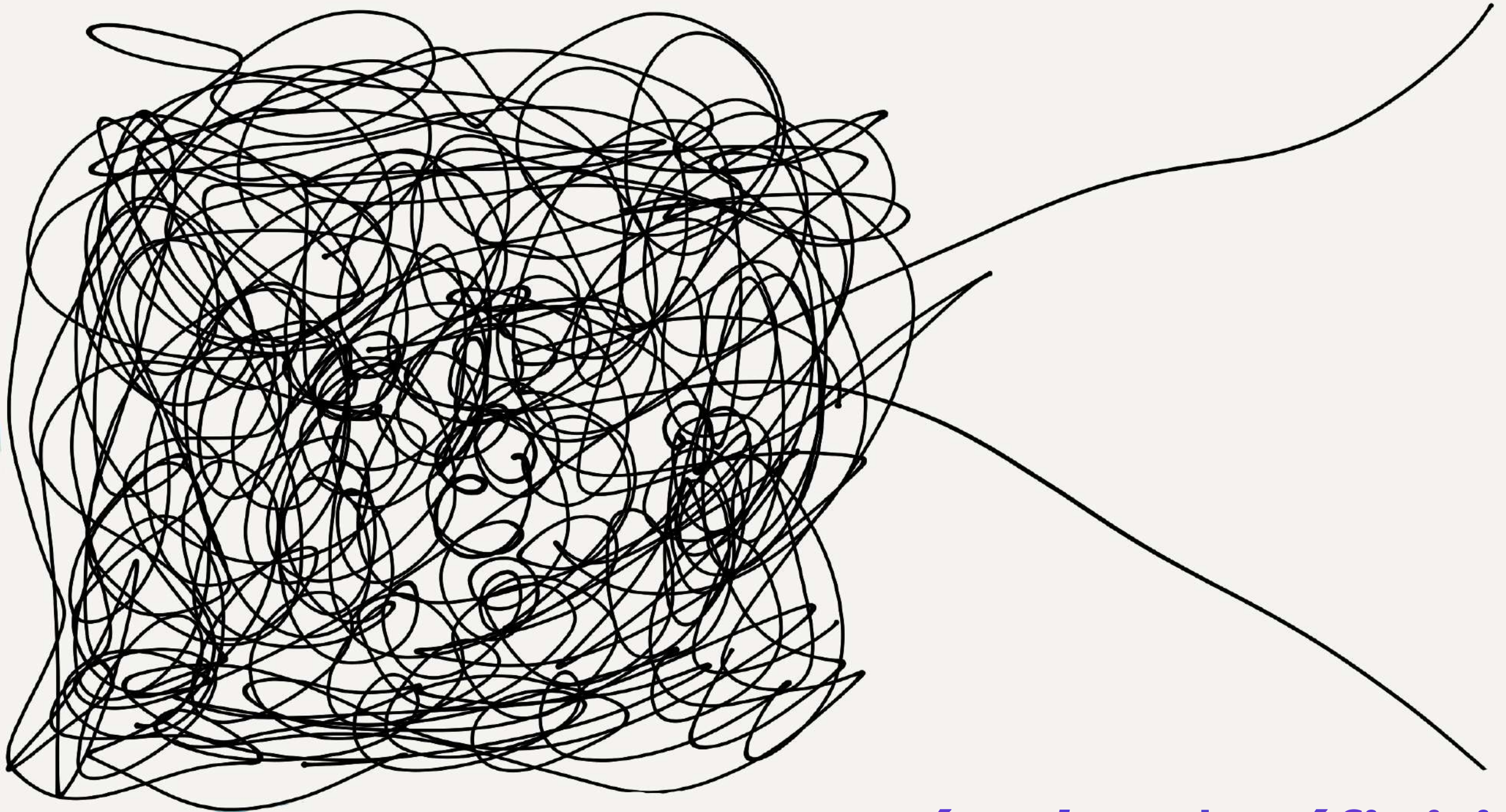
...

5/ FOM

Future of Management

The background of the image shows three tall, fluted ancient Greek columns, likely from the Temple of Apollo at Delphi, set against a clear, vibrant blue sky. The columns are made of light-colored stone and feature papyrus capitals. They are arranged in a receding line from the left foreground towards the right background, creating a sense of depth.

3 PILIERS DU DIGITAL

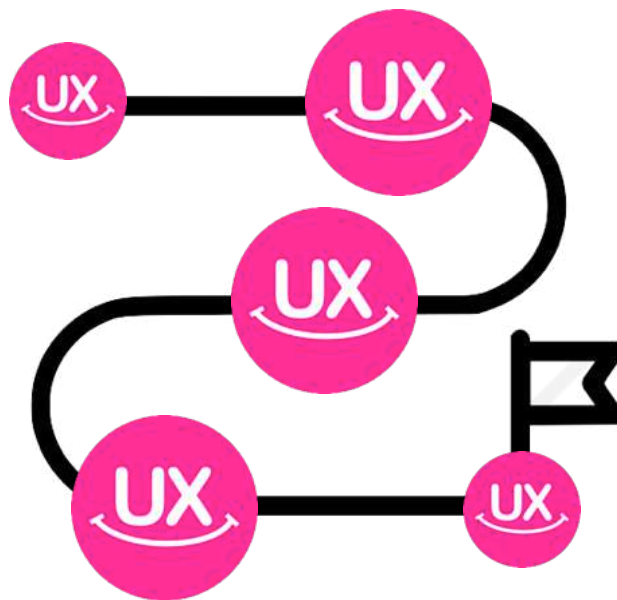


Décodage | Définitions

1



2



3

0	1	1	0
1	0	0	1
1	0	1	0



customer obsession

user centric

besoin utilisateur

pain point / problème

collaborateur

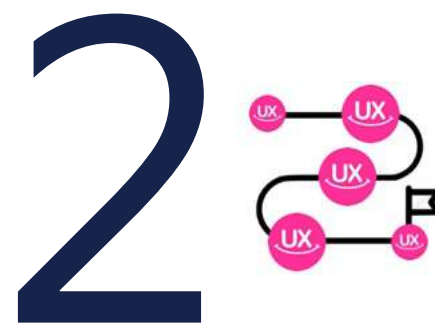
manager / équipe

cible / segment

GEN BXYZ α

proposition de valeur

cas d'usage



parcours / UX

jtbd job to be done

journey

point de contact

touchpoint

publicité / SAV

téléphone

conversation

sans couture

sans défaut

sans friction

différentiation

offre

pain killer

candy

vitamine



DATA

IOT

Connexion 4G

WiFi

BLE

capteur

tacking, tracing

IOB

NPS

MCA

IA

ML

DataLake

5V

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 ?

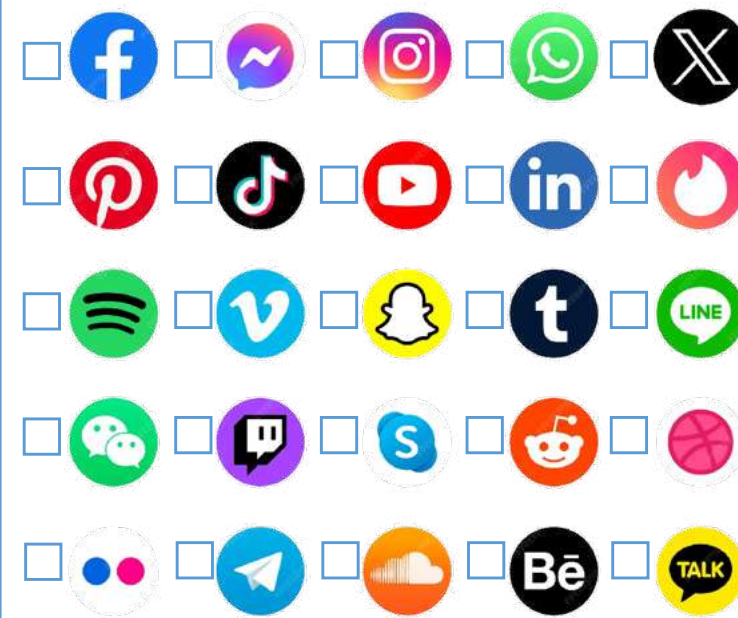
Quelle est la frustration ?

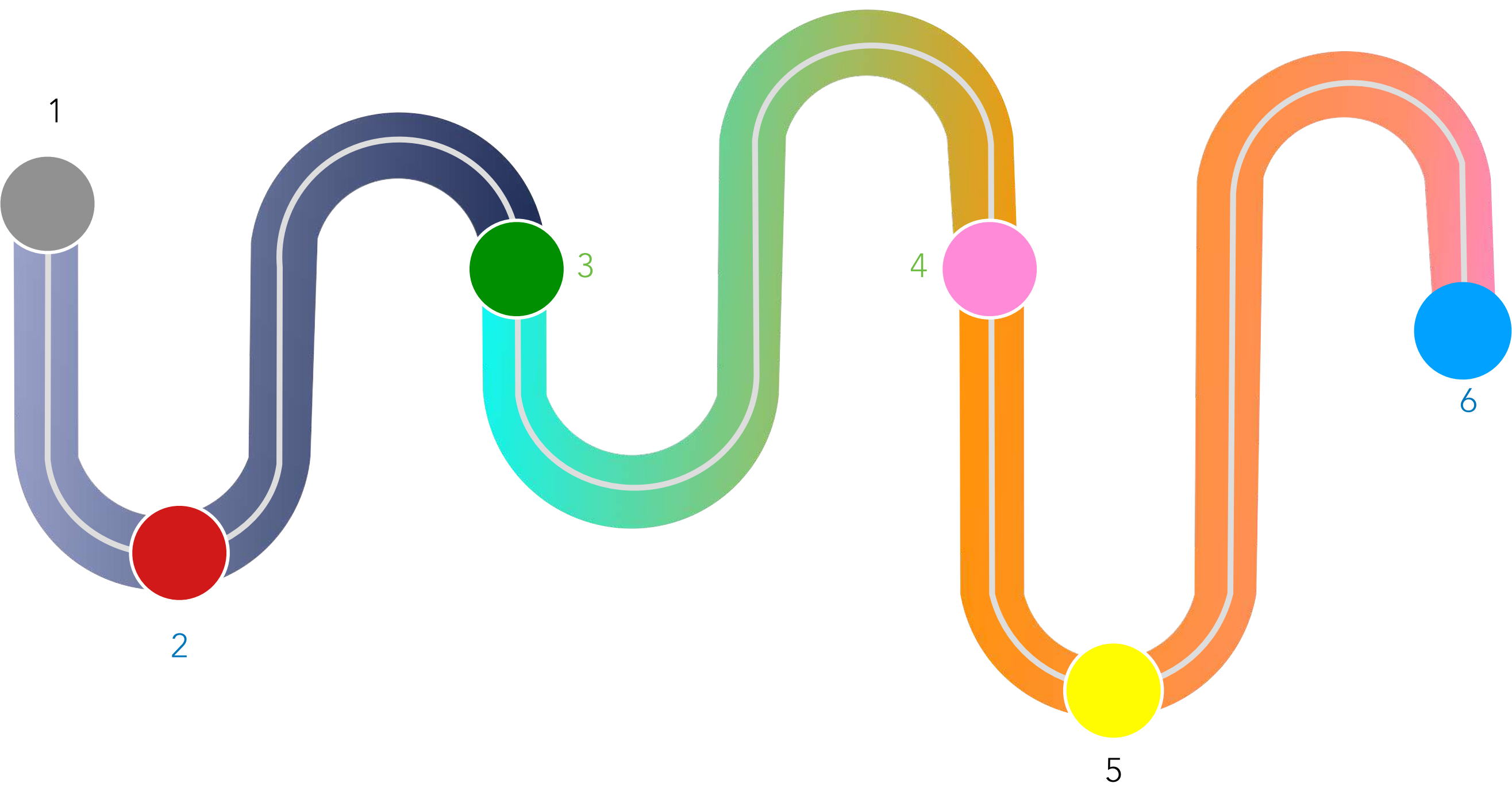
Quels sont les besoins et attentes ?

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

...
...

Empathie map si besoin pour mieux comprendre le
persona





DATA

01
10
01
10
01
10

@kratiroff

1



2



3

0110
1001
1010

Le WEB sans cookie,
nous oblige à reconnaître nos utilisateurs

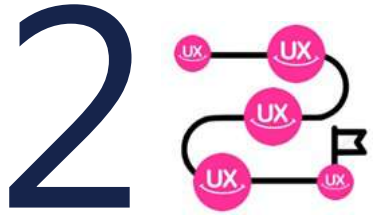
...

ou à les perdre !

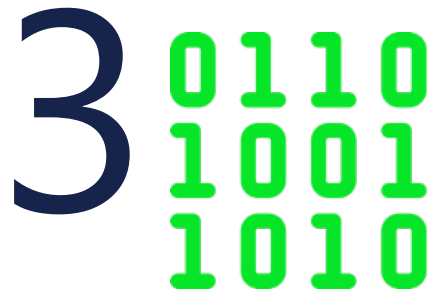
Digital = Data



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



2 **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, seamless, flawless)



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

UX > CX

*nombre
plus de user que de client*

CX > UX

*qualité
plus de contact avec les clients*

UX

CX

EX



UE

User
Engagement
=

SALES

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

[About us](#) [ESG](#) [Team](#) [Jolt.Ninja](#) [Portfolio](#) [News](#)

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](#)

???????

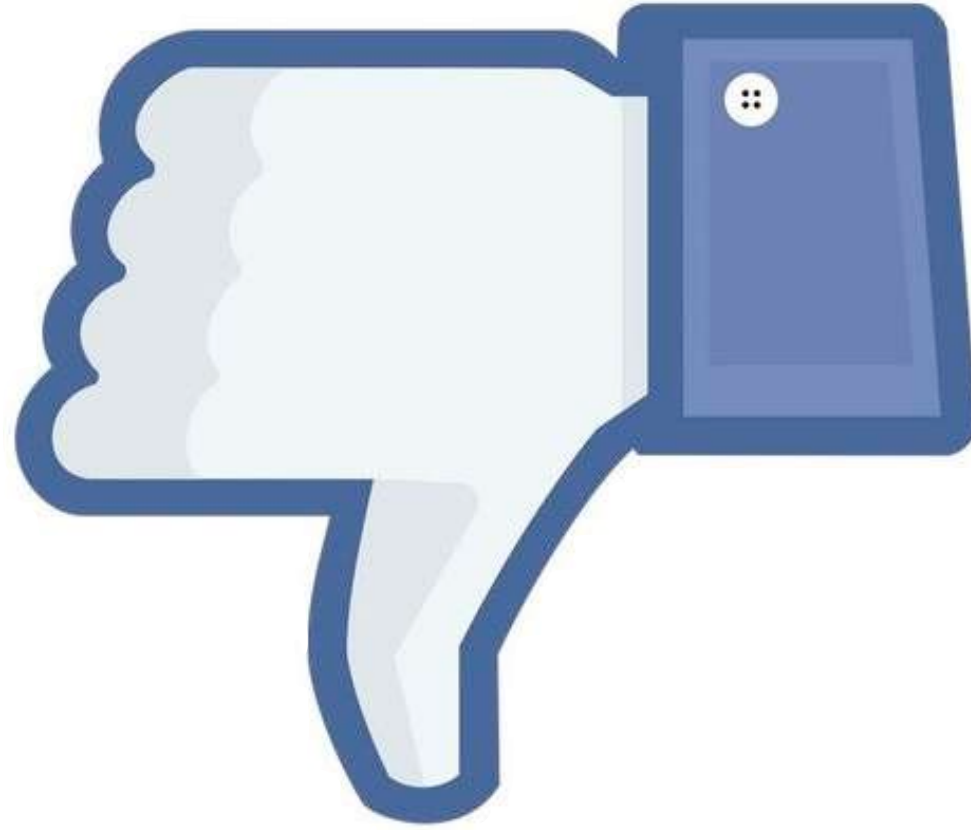
creating value for
companies,
customers,
& ecosystems

marketing

créer de la valeur

**pour le client,
l'écosystème,
et l'entreprise**

“



le marketing

”



The best marketing strategy ever :

« CARE »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar

“your
happiness
is my
business”



*Aphorisme de
hubertkratiroff*

Inspiré par Gérard Pélisson & Paul Dubrule

marketing

créer de la valeur

**pour le client,
l'écosystème,
et l'entreprise**

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

Ban Ki-moon



OBJECTIFS DE DÉVELOPPEMENT DURABLE

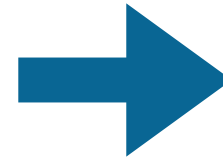




Science Based Targets initiative (SBTi)



SCIENCE
BASED
TARGETS



The Net-Zero
STANDARD

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION





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



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



3

Save the Axolotl

Dangers of Accelerated Biodiversity Loss

Human-driven nature and biodiversity loss is threatening life on our planet. The previous chapter assessed where the world stands in 2020 in the face of existential climate risk. This chapter considers the other side of the same coin: how destabilizing tipping points in

nature could exacerbate the social and economic consequences of climate risk. At the same time, understanding nature's benefits could help societies leverage opportunities to stem the planetary emergency.



False Positive

Health Systems under New Pressures

REUTERS/BENOIT TESSIER

The institutions and approaches that have until now enabled health progress across the world are straining under gathering pressures and seem outmatched against new risks.

Health systems around the world are at risk of becoming unfit for purpose. Changing societal, environmental, demographic and technological patterns are straining their capacity. Vaccine hesitancy and drug resistance are undermining progress against pandemics, making it increasingly difficult to land the final blow

against some of humanity's biggest killers. Meanwhile, new vulnerabilities threaten to undo the dramatic gains in wellness and prosperity that health systems have supported over the last century. Non-communicable diseases (NCDs)—such as cardiovascular diseases or mental illness—have replaced infectious diseases as the leading cause of death. As existing health risks resurge and new ones emerge, humanity's past successes in overcoming health challenges are no guarantee of future results.

Neutral $\neq$ ZERO

ZERO $\neq$ ZERO CO₂ carbon

carbon neutral $\rightarrow$ NET ZERO CARBON $\rightarrow$ NET ZERO



VOC



Question :

qui sont les
utilisateurs ?

**Keeping an
empty chair
so the
customer is
always in the
room**



CHAIR → VOICE : VOC (voice of the customer)

Millennials ???

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

BabyBoomer (1940 - 1965 +/- 6 ans)

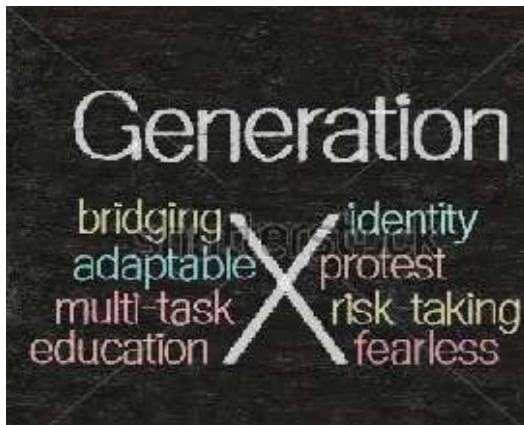
GenX (1955 1985 +/- 8 ans)

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.





bernard pivot

@bernardpivot1

Apostrophes, Bouillon de Culture, Double
je, Ecriture, Football, Gourmandise,
Homme, Interview, Journalisme, Kiosque,
Lire, Mots.....Zut

Joined November 2011

[Tweet to bernard pivot](#)

Tweets
8,249

Following
81

Followers
877K

Likes
149

Following

Tweets

Tweets & replies

Media



bernard pivot @bernardpivot1 · 4h

Merci pour nos amis suisses d'avoir admis dans les Robert 2019 le verbe azcher (réprimander) et la calure (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 globish ?



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

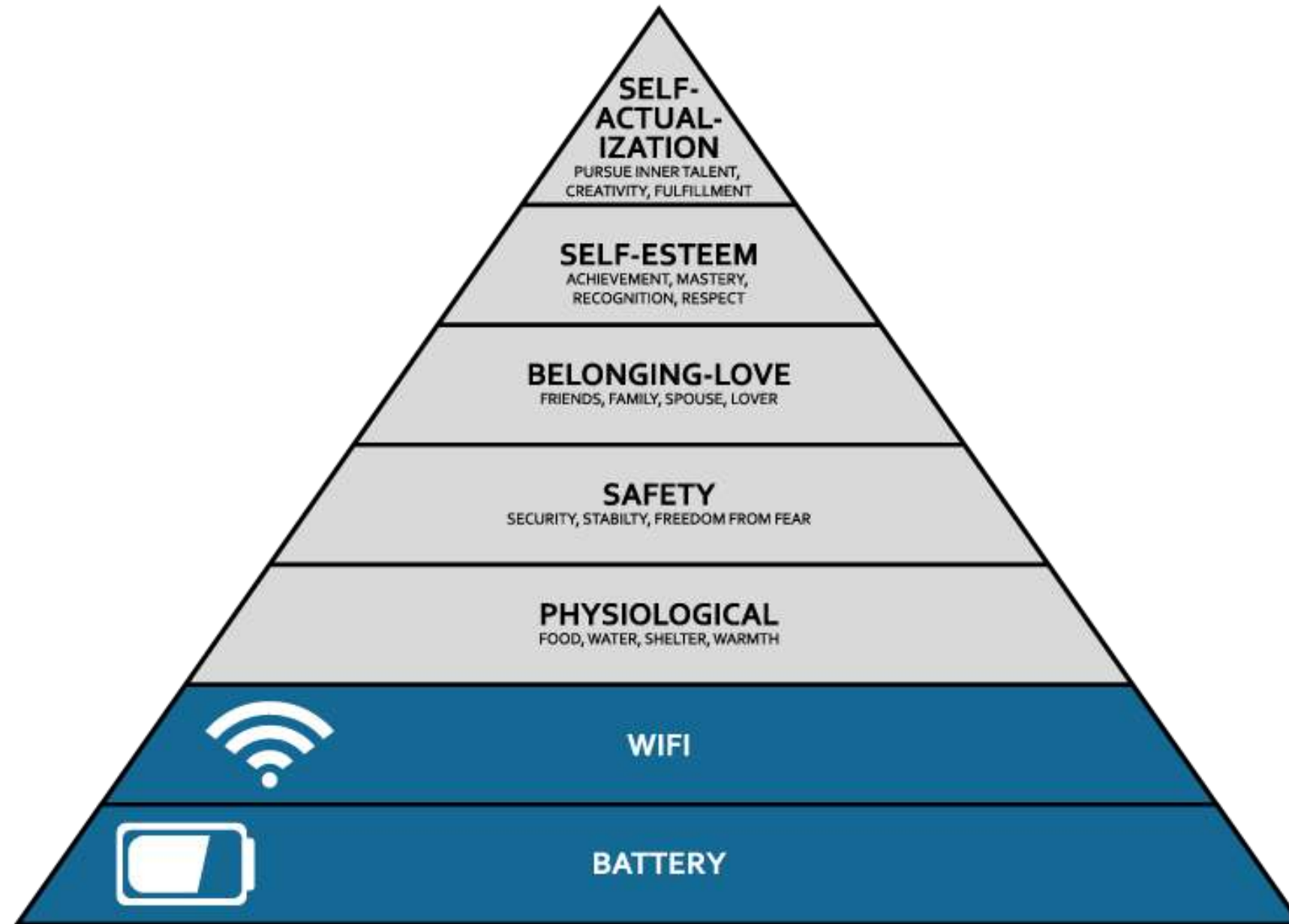




#GEN

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



NETFLIX



Podcasts





LS

Living Services

**THE DIGITISATION
OF EVERYTHING**

+

LIQUID EXPECTATIONS





COMMUNICATION

CONTENT

//

FOMO

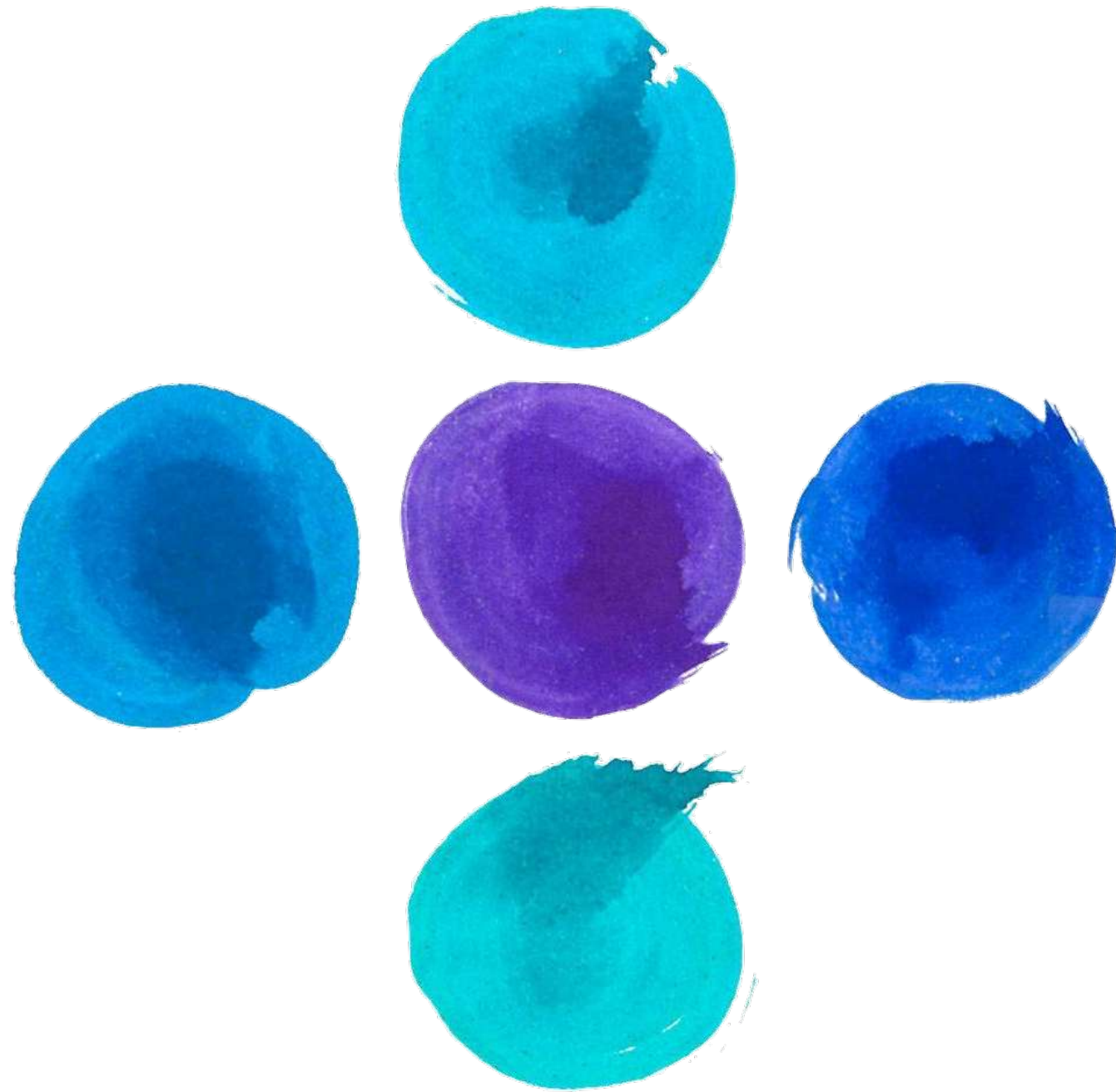
BRAND CONTENT

//vs.

content marketing

INBOUND

Atelier Workshop Use-Case



Persona, Empathie, parcours

Choisir un persona

Remplir sa fiche

Choisir une photo

remplir sa carte d'empathie

Remplir son parcours avec les points de contacts qualifiés

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 ?

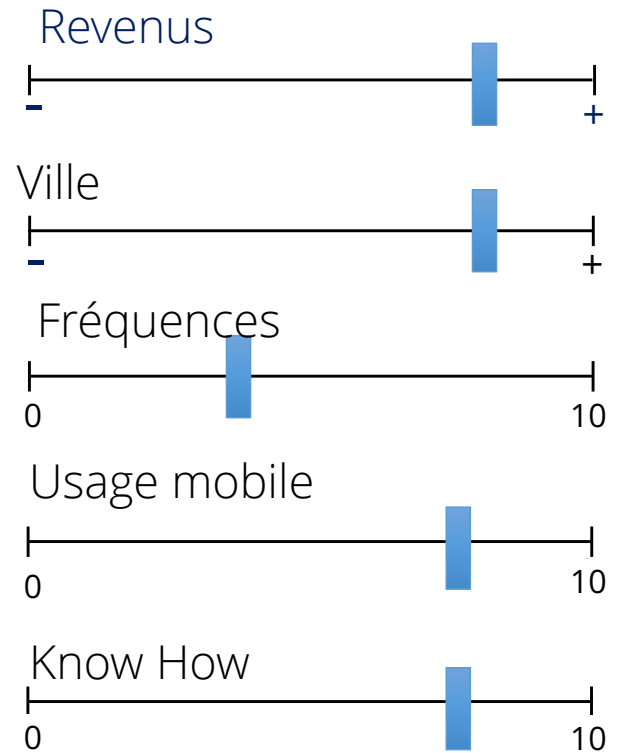
...

...

...

...

Empathie map si besoin pour mieux comprendre le persona



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 ?

...

...

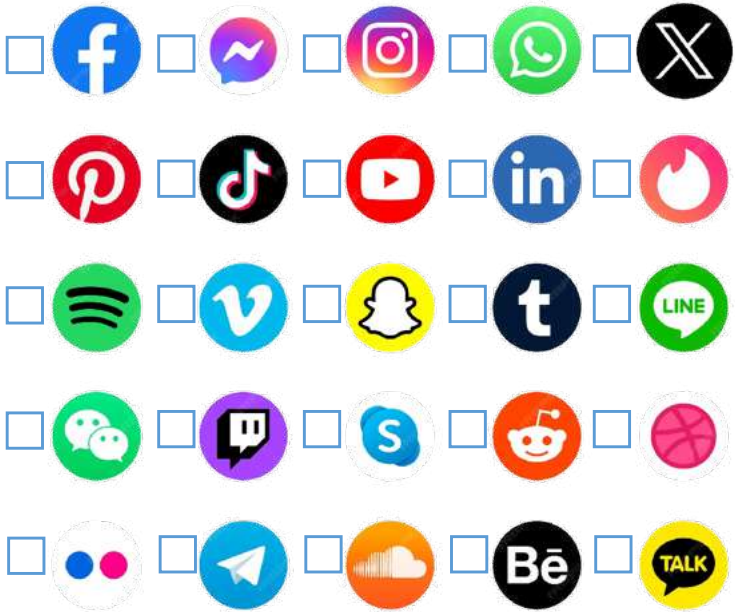
Empathie map si besoin pour mieux comprendre le
persona

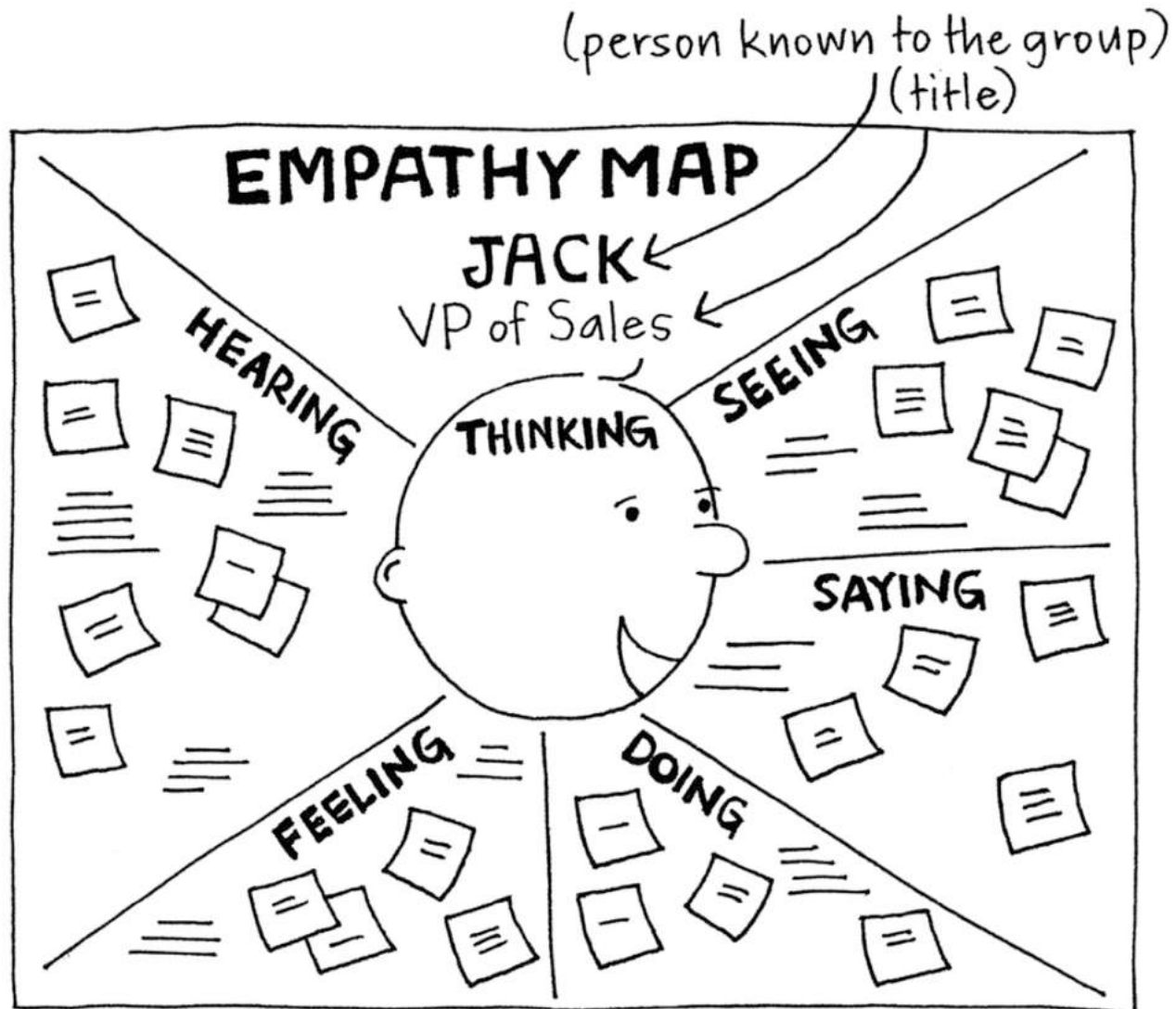
- +

- +

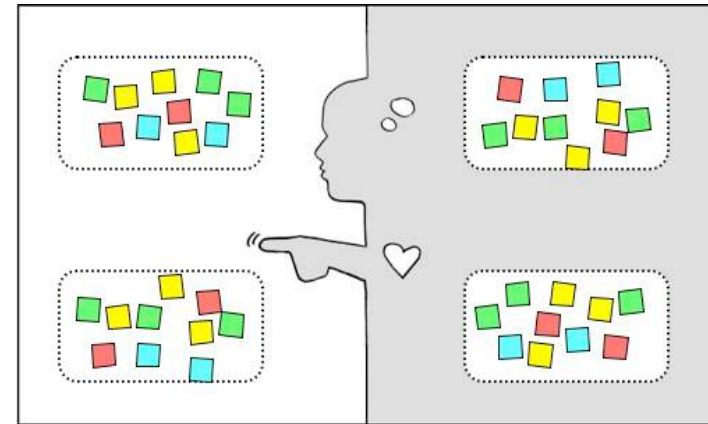
- +

- +





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.

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?

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?

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?

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?

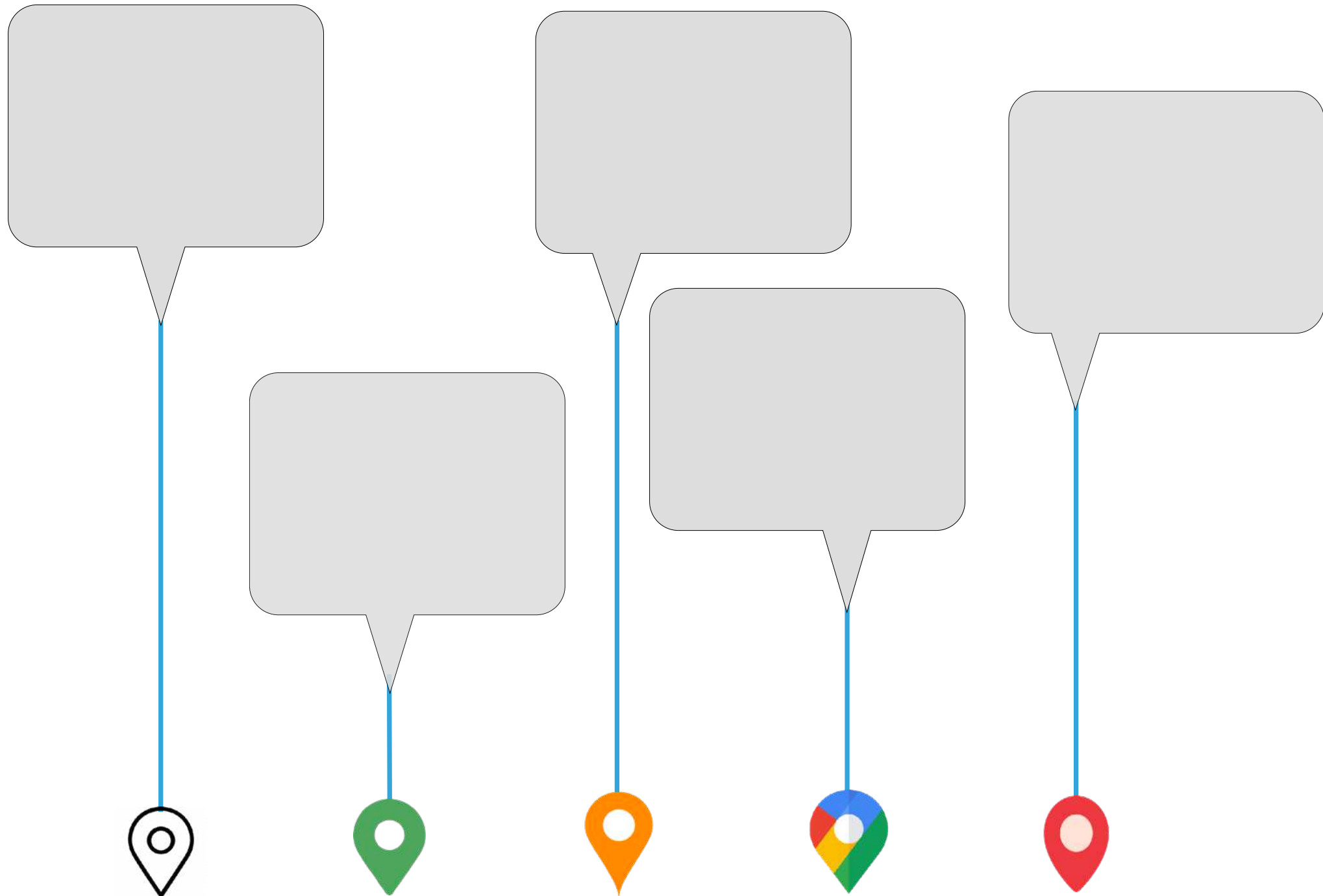
Customer Journey

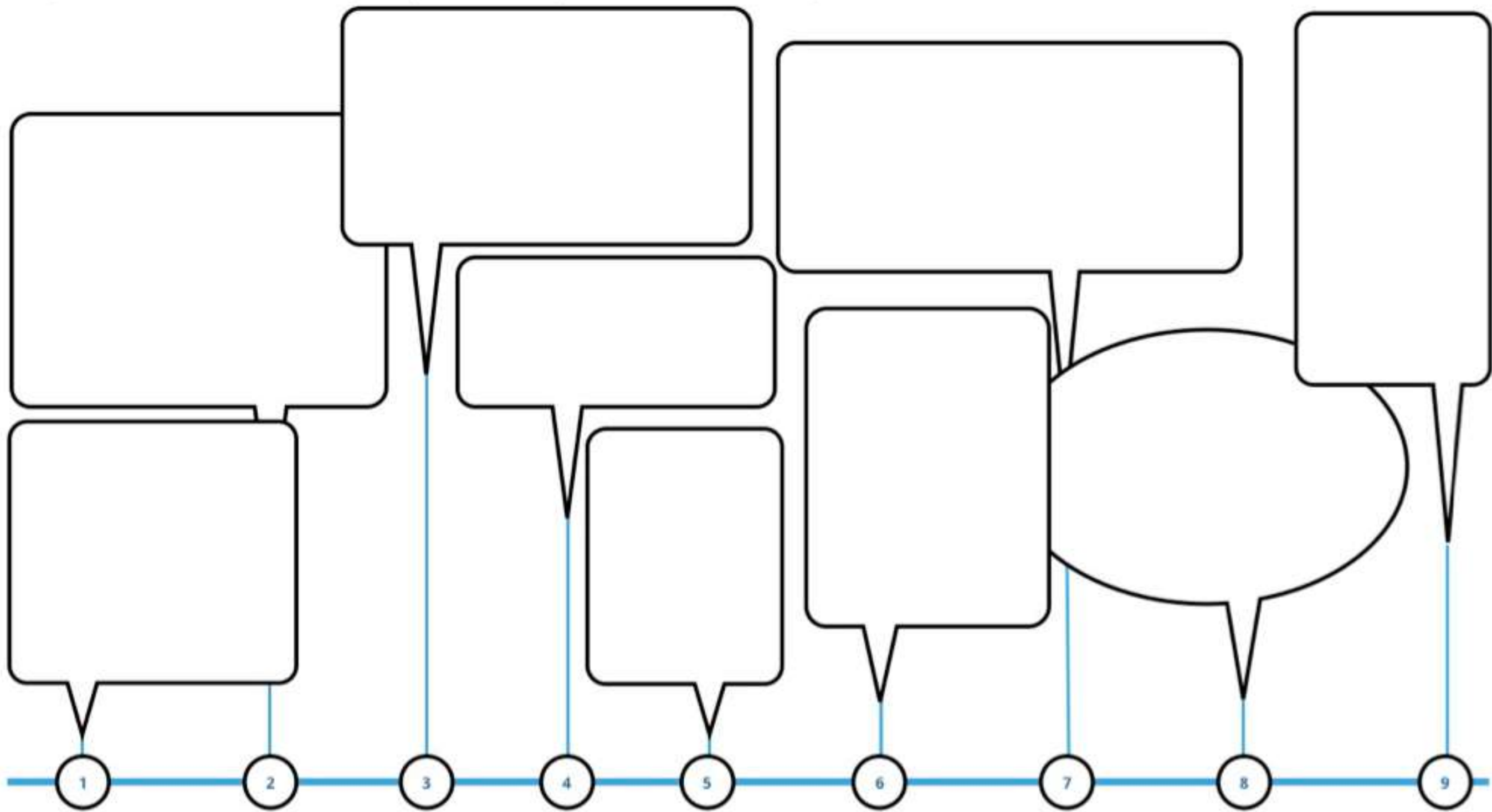
Parcours client



Customer Journey

Parcours client





Nom du Touchpoint / Point de contact	1	2	3	4	5	6	7	8	9
Channel / Canal									
Interaction du client									
Interaction de la marque									
Avis du client perçu par le client									
Décalage avec le positionnement voulu									
Solutions et propositions d'amélioration									

[illegible]

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