


Understanding the BIG customer opportunity





@nienkebloem, keynote speaker
ccxp, mba, making customer experience WORK

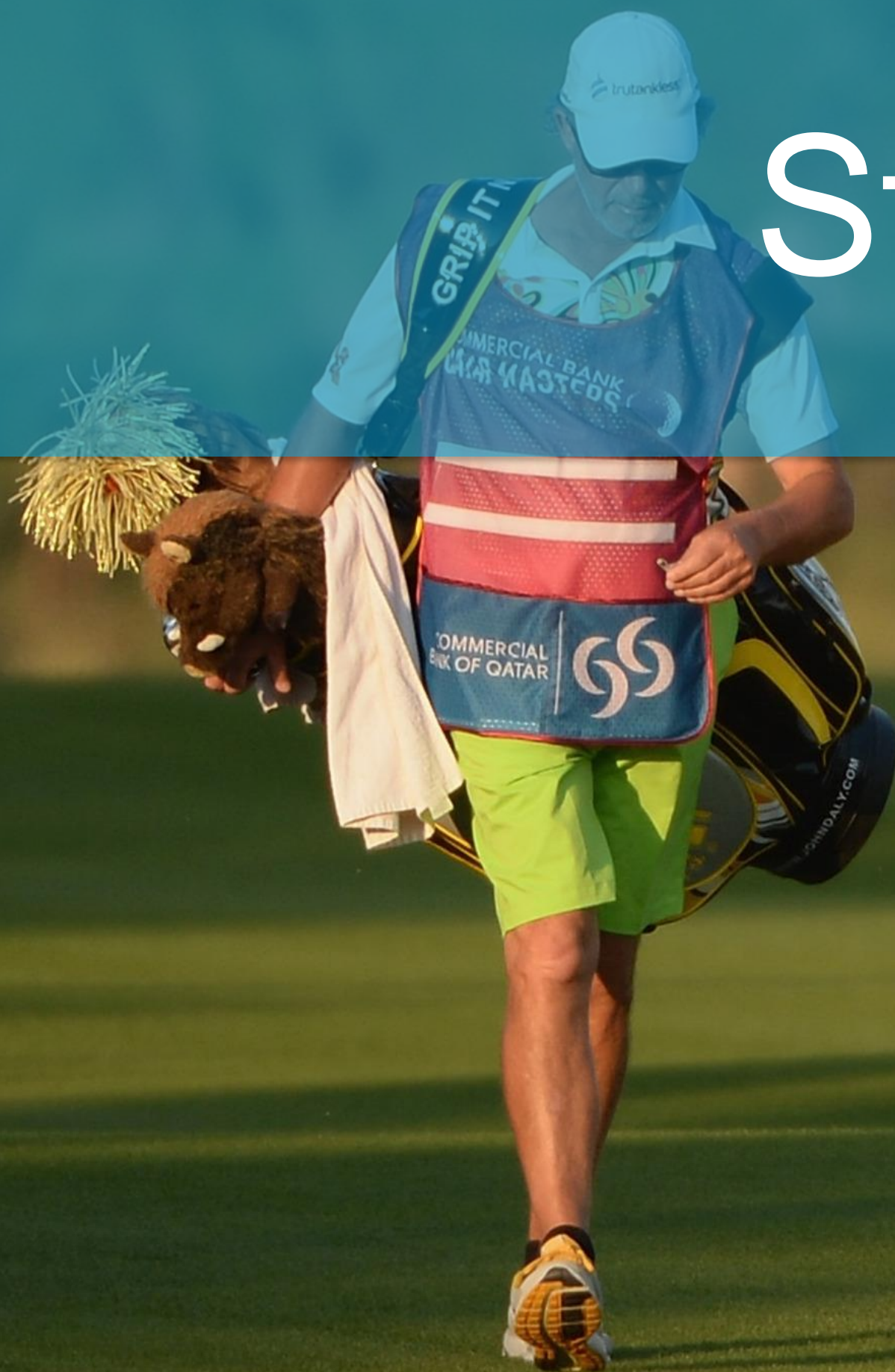
We waited
30 min
NO SERVICE

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A wooden branch is suspended horizontally, with numerous thin, colorful paper strips (in shades of blue, green, and white) hanging vertically from it. The background is a soft-focus image of trees and foliage, suggesting an outdoor setting. A semi-transparent blue banner is overlaid across the middle of the image, containing the text.

Listen & Act on the Voice of the Customer

Stand out as a brand!



Work on the Customer Journey (peak end rule)



Empower Employee Ambassadorship





4 pillars of a Customer Experience Strategy

1. Listen & Act
on the Voice of the Customer

2. Stand out as a brand!

3. Work on the
Customer Journey

4. Empower
Employee Ambassadorship

Who is your BIG opportunity?



A photograph of a golf clubhouse, a two-story brick building with a large bay window and several smaller windows. In front of the building is a well-maintained green lawn with a set of stone steps leading up to the entrance. The area is surrounded by lush greenery, including bushes and trees. A golf cart is visible on the right side of the image. A semi-transparent blue banner is overlaid across the middle of the image, containing the text "How to seduce the starter in golf?".

How to seduce the starter in golf?

From Re-active to Pro-active



Look through their eyes



The background of the image is a photograph of a railway track. The tracks are made of metal rails and wooden sleepers, with gravel ballast between them. The tracks lead towards the horizon, creating a sense of depth. A semi-transparent blue overlay with a geometric pattern of intersecting lines is positioned across the middle of the image. The text "Pick the right channel" is written in white, sans-serif font, centered within the blue overlay.

Pick the right channel

Workshop Customer Journey Mapping



Reach out to me (& my beginner peers)





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