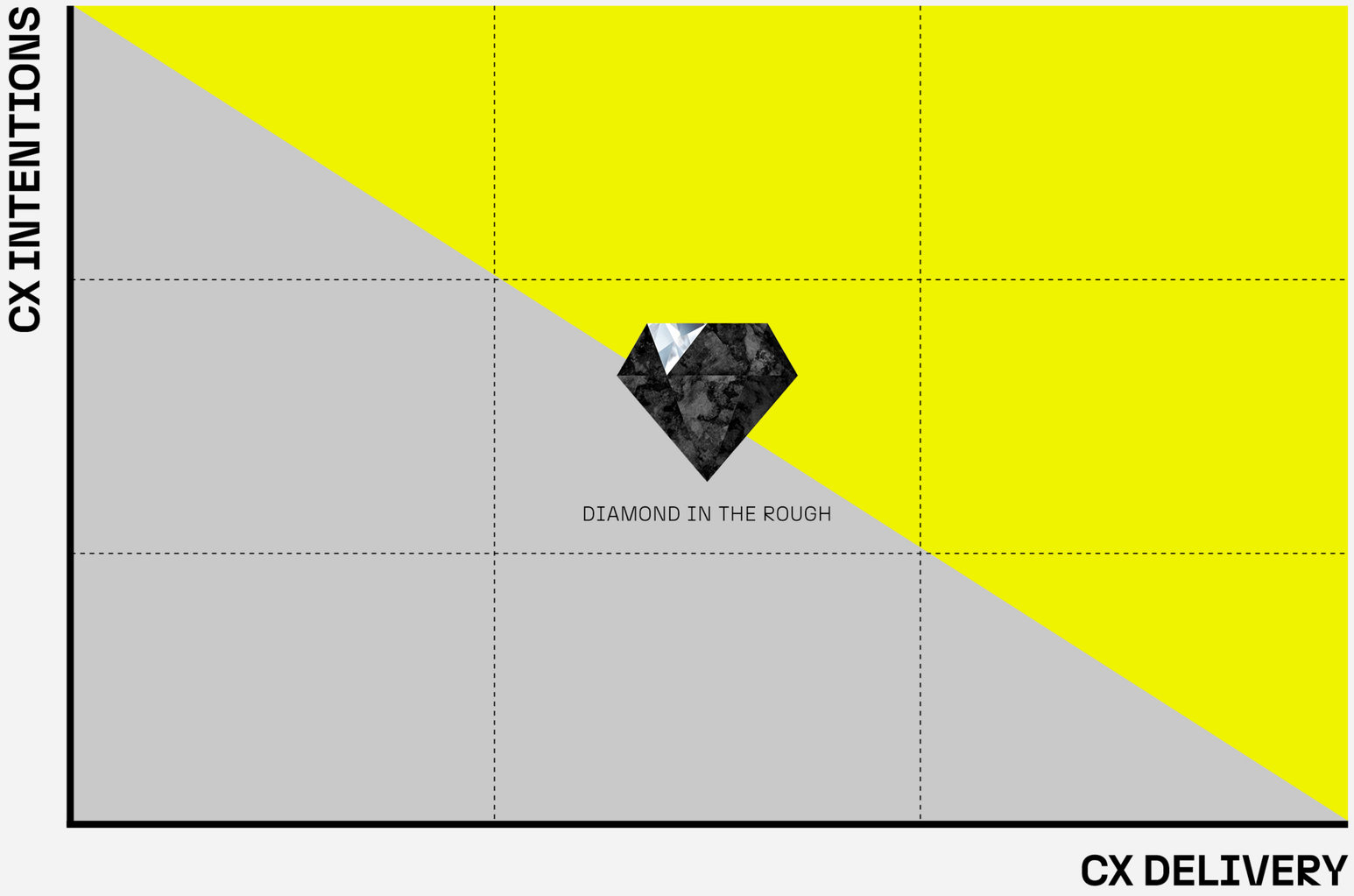
Ziekenhuis Geel
Ziekenhuis Geel
SPOED
CAMERABEWAKING
Ziekenhuis Geel

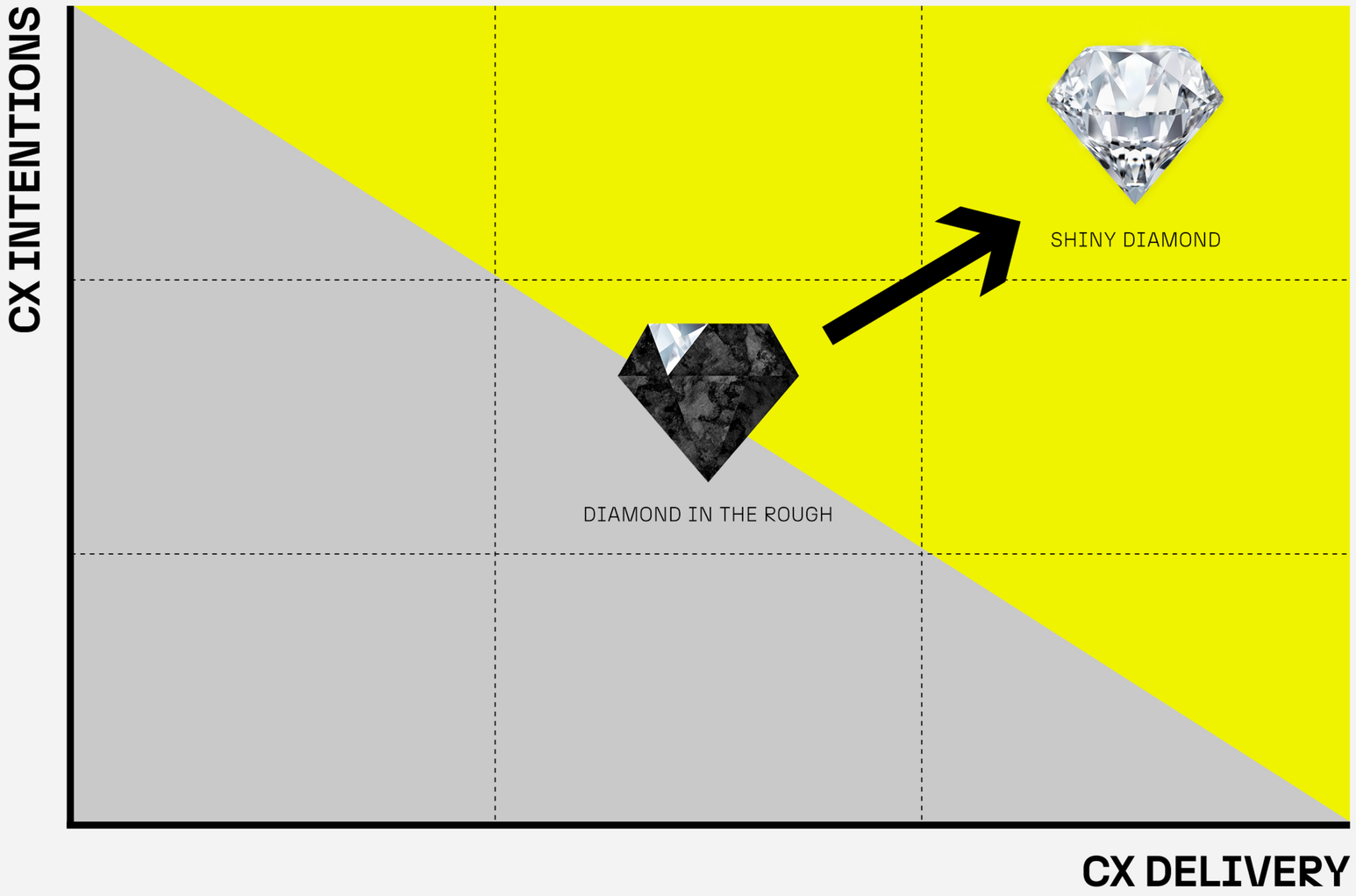
701

the customer experience paradox

great
intentions

average
(to low)
execution


CX INTENTIONS
DIAMOND IN THE ROUGH
CX DELIVERY


CX INTENTIONS
SHINY DIAMOND
DIAMOND IN THE ROUGH
CX DELIVERY

make it a
shiny diamond

SYMBOLS of CUSTOMER EXPERIENCE

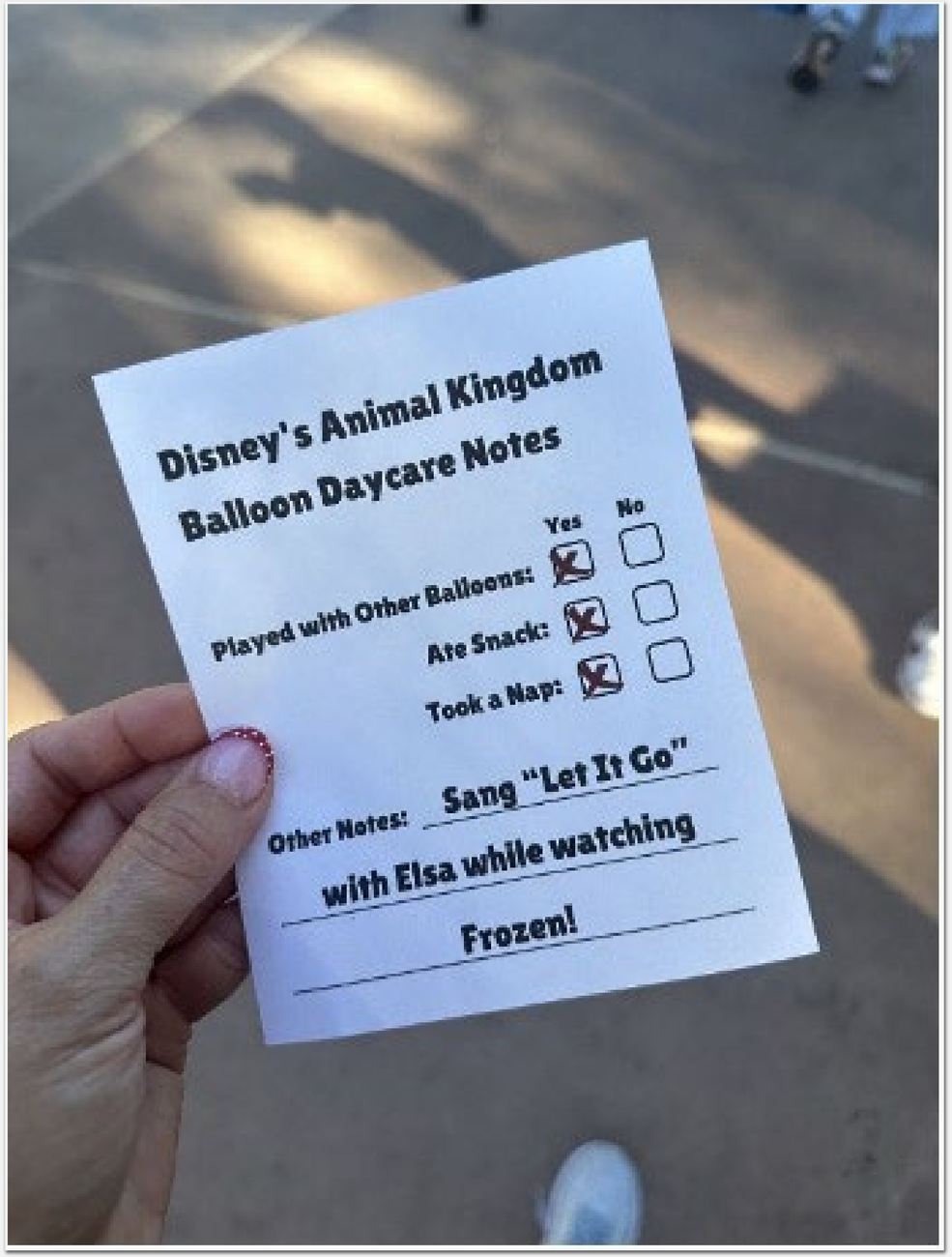
STEVEN VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM

STEVEN VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM

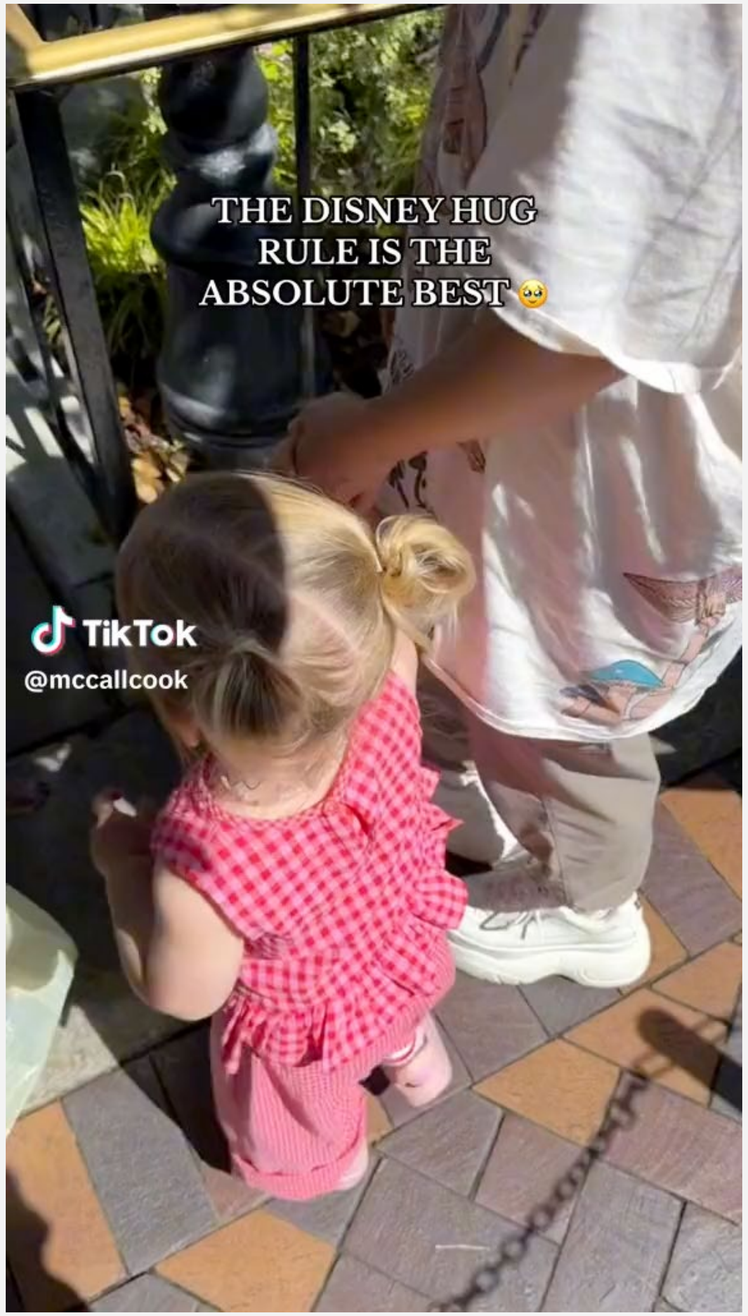
CATERS

BEHIND THE SCENES
ICE CREAM
A SNEAK PEEK AT SOMETHING SWEET

How they serve ketchup
on Disney cruises


Disney's Animal Kingdom
Balloon Daycare Notes
Yes
No
Played with Other Balloons:
Ate Snack:
Took a Nap:
Other Notes:
Sang "Let It Go"
with Elsa while watching
Frozen!

The Hugging Rule


THE DISNEY HUG
RULE IS THE
ABSOLUTE BEST 🥹
TikTok
@mccallcook

micro vs macro ROI

Why Taylor Swift Is *Forbes*' Second Richest Woman in Music

Thanks in part to the success of her Eras tour.

BY ALYSSA BAILEY PUBLISHED: JUN 2, 2023

STEVEN VAN BELLEGHEM A DIAMOND IN THE ROUGH STEVEN VAN BELLEGHEM A DIAMOND IN THE ROUGH STEVEN VAN BELLEGHEM A DIAMOND IN THE ROUGH STEVEN VAN BELLEGHEM

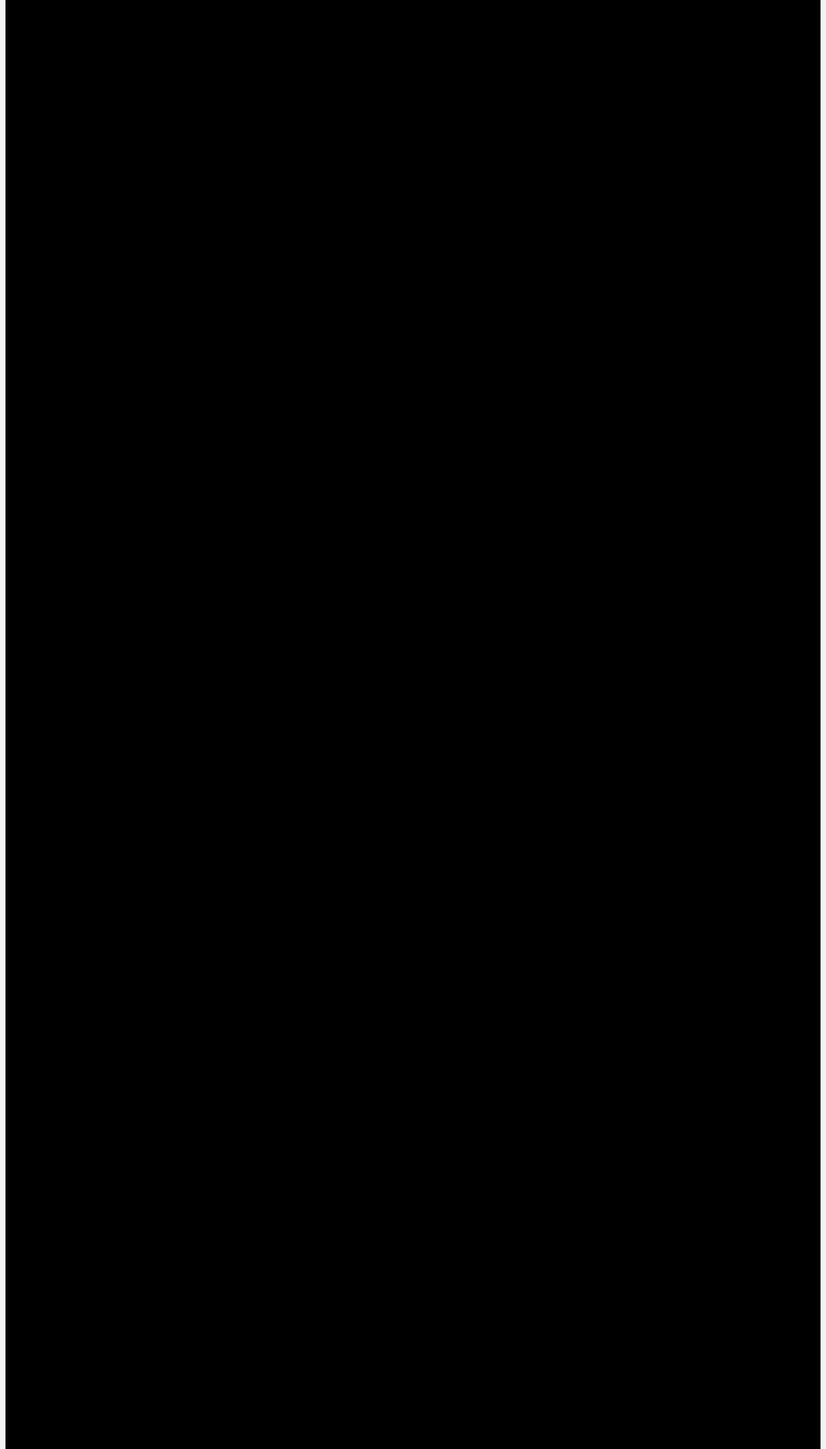
CBS NEWS
CBS NEWS
CBSN
"WILDEST DREAMS" COME TRUE
TAYLOR SWIFT SURPRISES NEWLYWEDS AT WEDDING
CBSN

Taylor Swift Surprised a Hospitalized Fan Who Couldn't Make it to Her Concert

"The music will have such a deeper meaning to her now."

STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM

WE AR
NEVER
GETTING
BACK

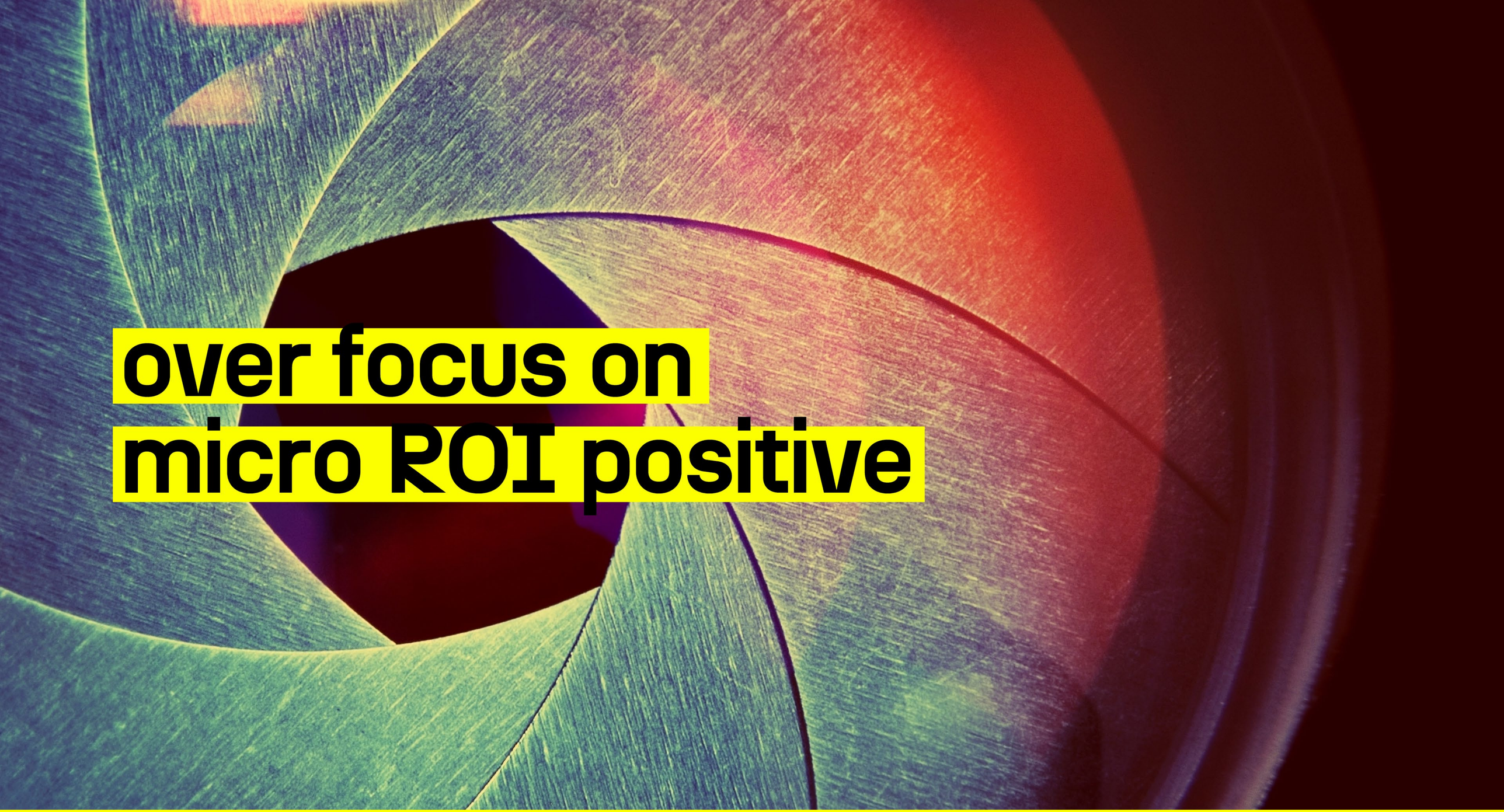


Micro ROI Negative
Macro ROI Positive

Taylor Swift Surprised a Hospitalized Fan Who Couldn't Make it to Her Concert

—

“The music will have such a deeper meaning to her now.”


over focus on
micro ROI positive

STANLEY®

TikTok
@ stanleybrand

Micro ROI Negative
Macro ROI Positive

95%

5%

rule in customer experience

STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM

95%

5%

rule in customer experience

95%

5%

rule in customer experience

CAP ATTACHED

95%

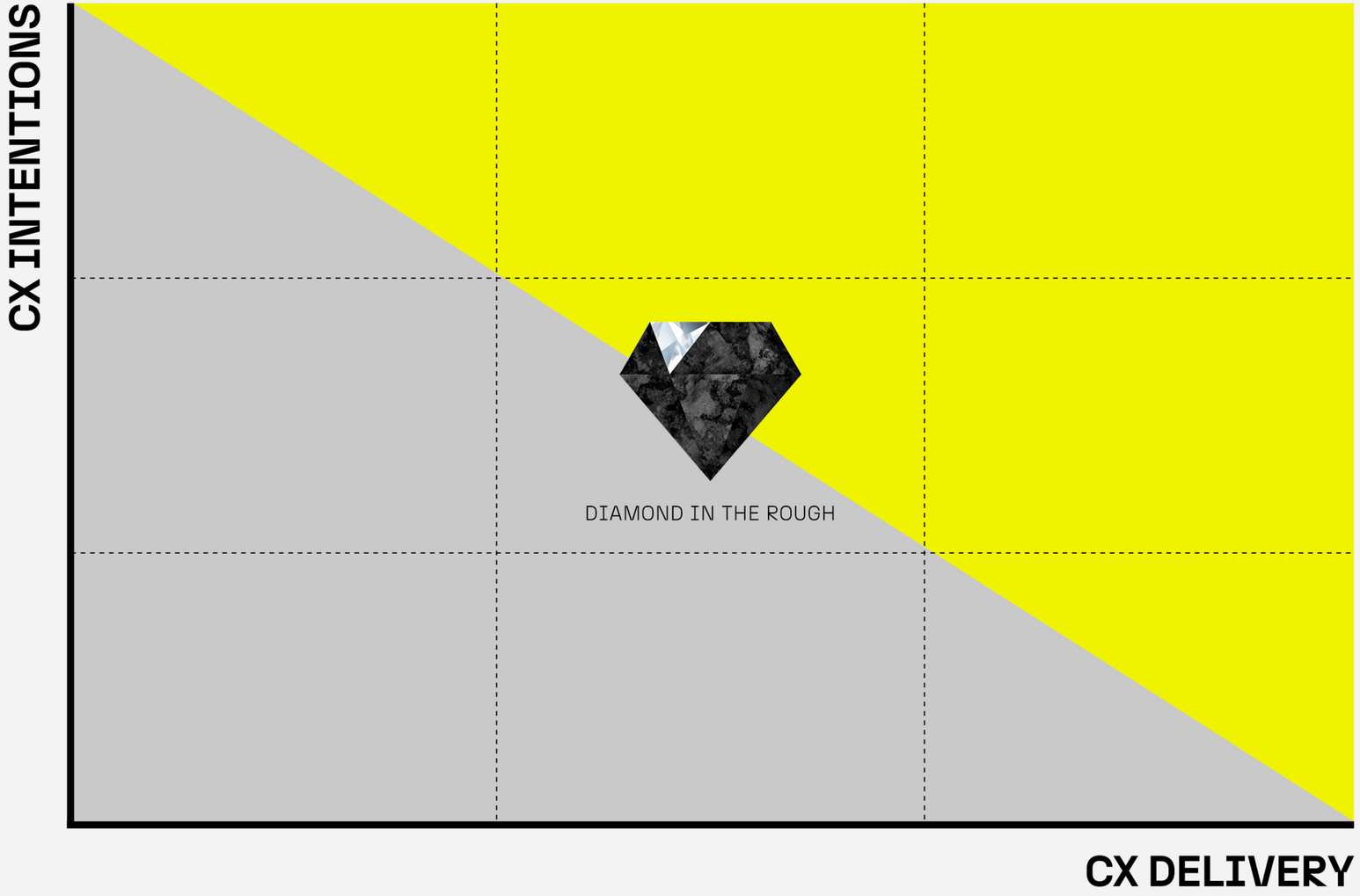
5%

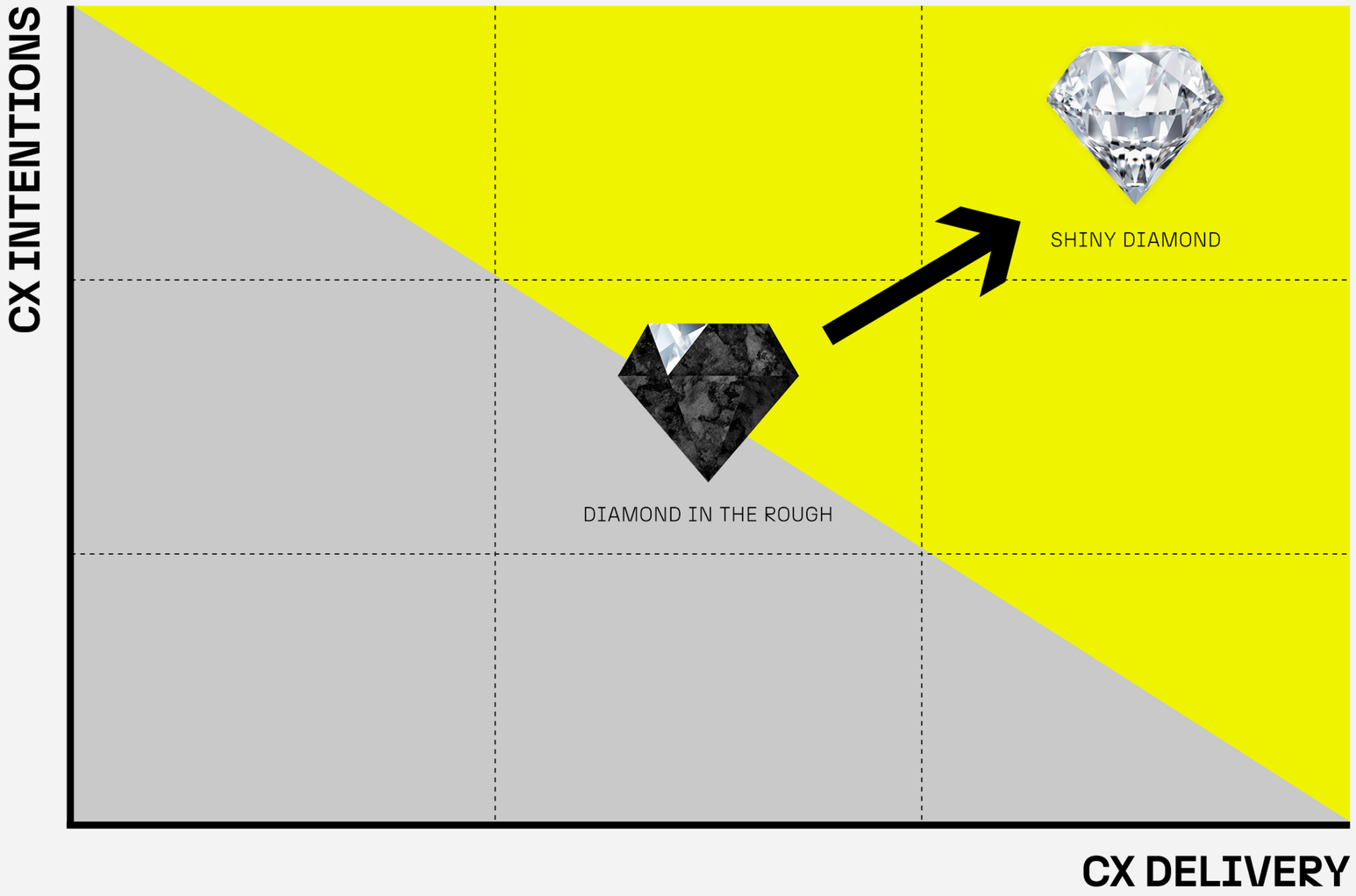
rule in customer experience

the customer experience paradox

great
intentions

average
(to low)
execution


CX INTENTIONS
DIAMOND IN THE ROUGH
CX DELIVERY


CX INTENTIONS
SHINY DIAMOND
DIAMOND IN THE ROUGH
CX DELIVERY

empathy

APR 12, 2020 5:04 AM PDT

Share

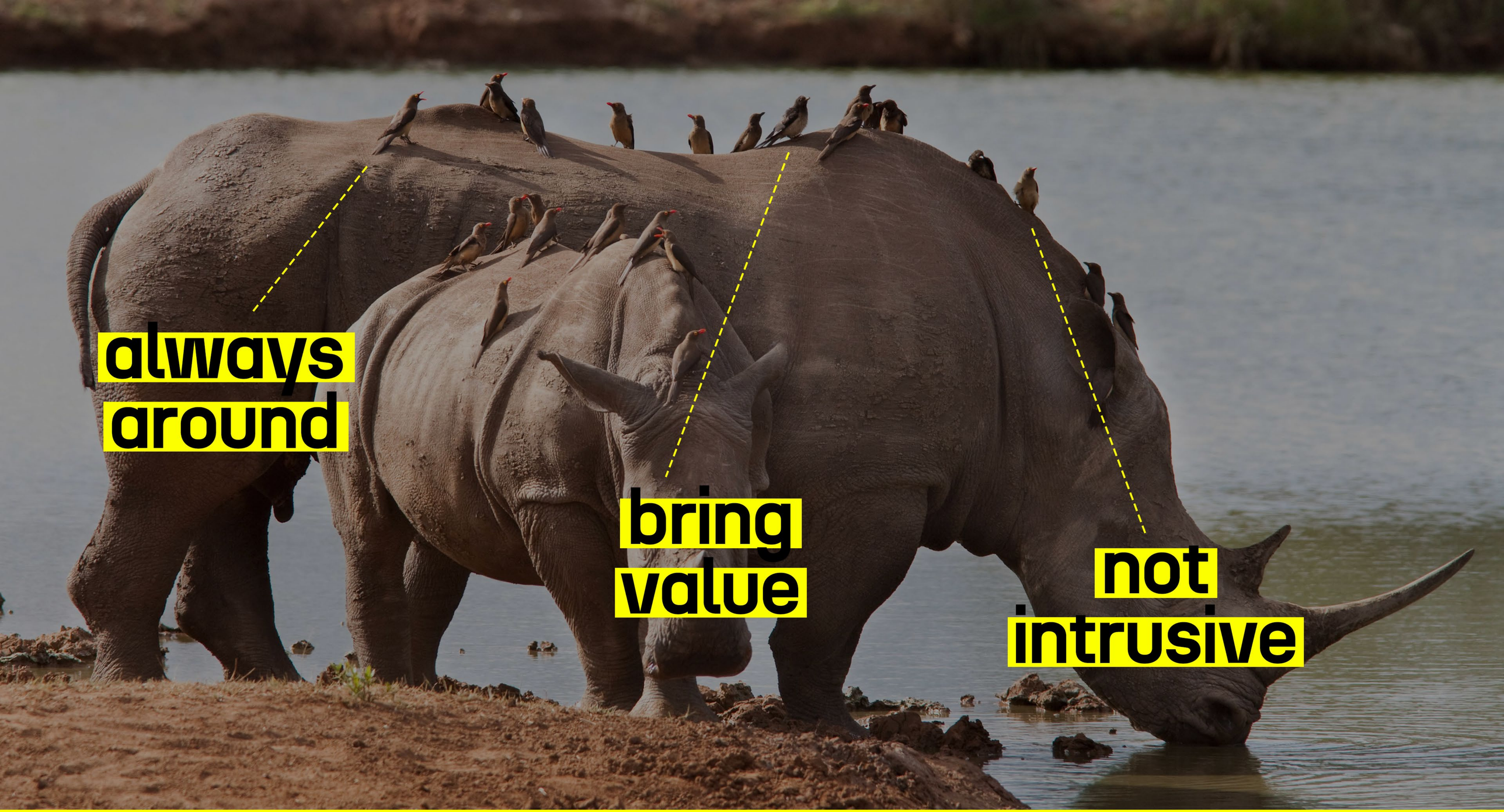
Oxpeckers May Help Black Rhinos Avoid Humans

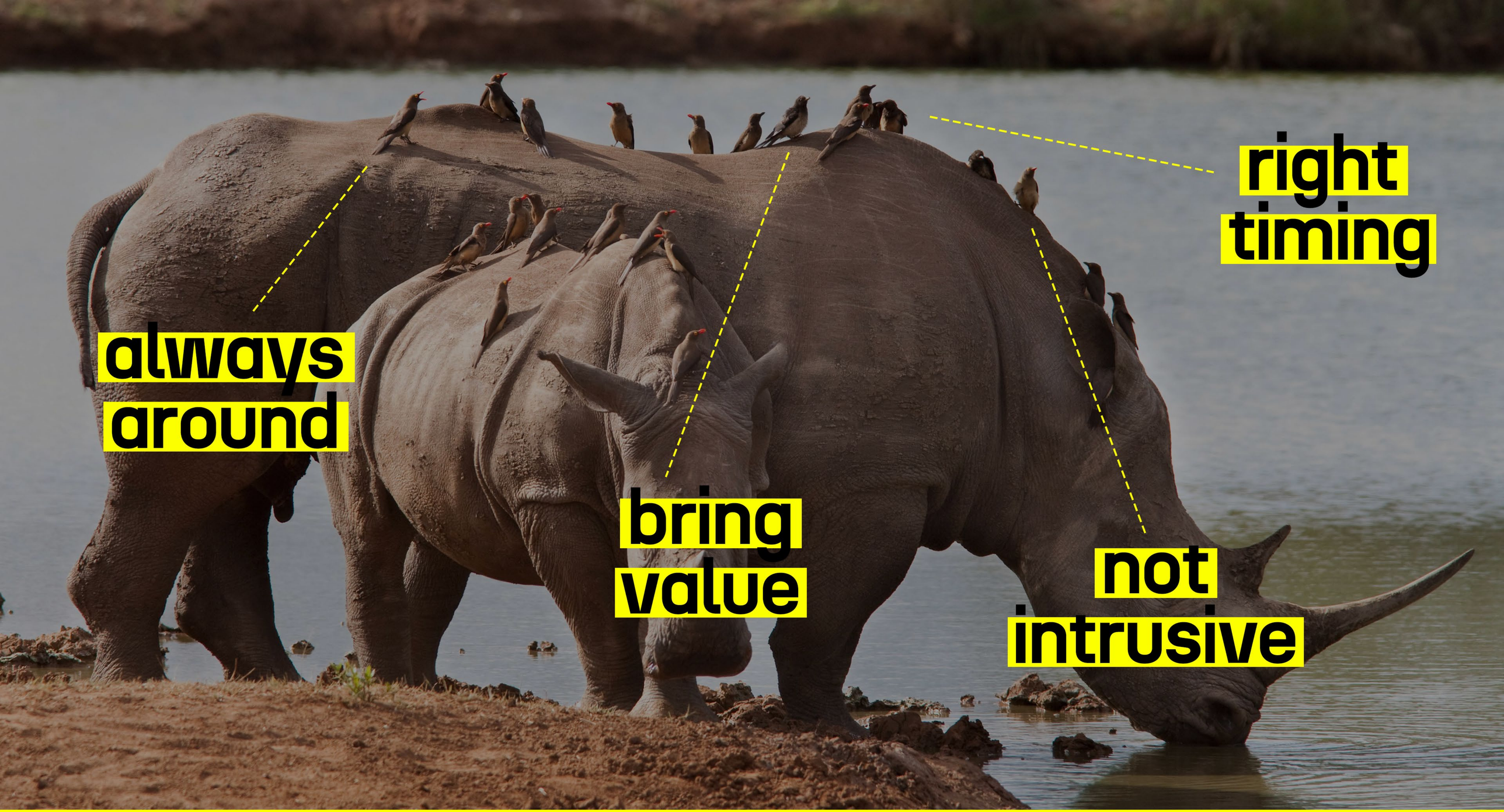
WRITTEN BY: Anthony Bouchard

If you're a rhino of any kind, then you'd probably always want to keep your distance from humans. Rhinos have a long history of being prime targets for animal poaching because of their valuable facial horns, and so the last thing they want is any entanglement with one of us. Fortunately, these majestic creatures may get assistance from another type of animal when it comes to shying away.

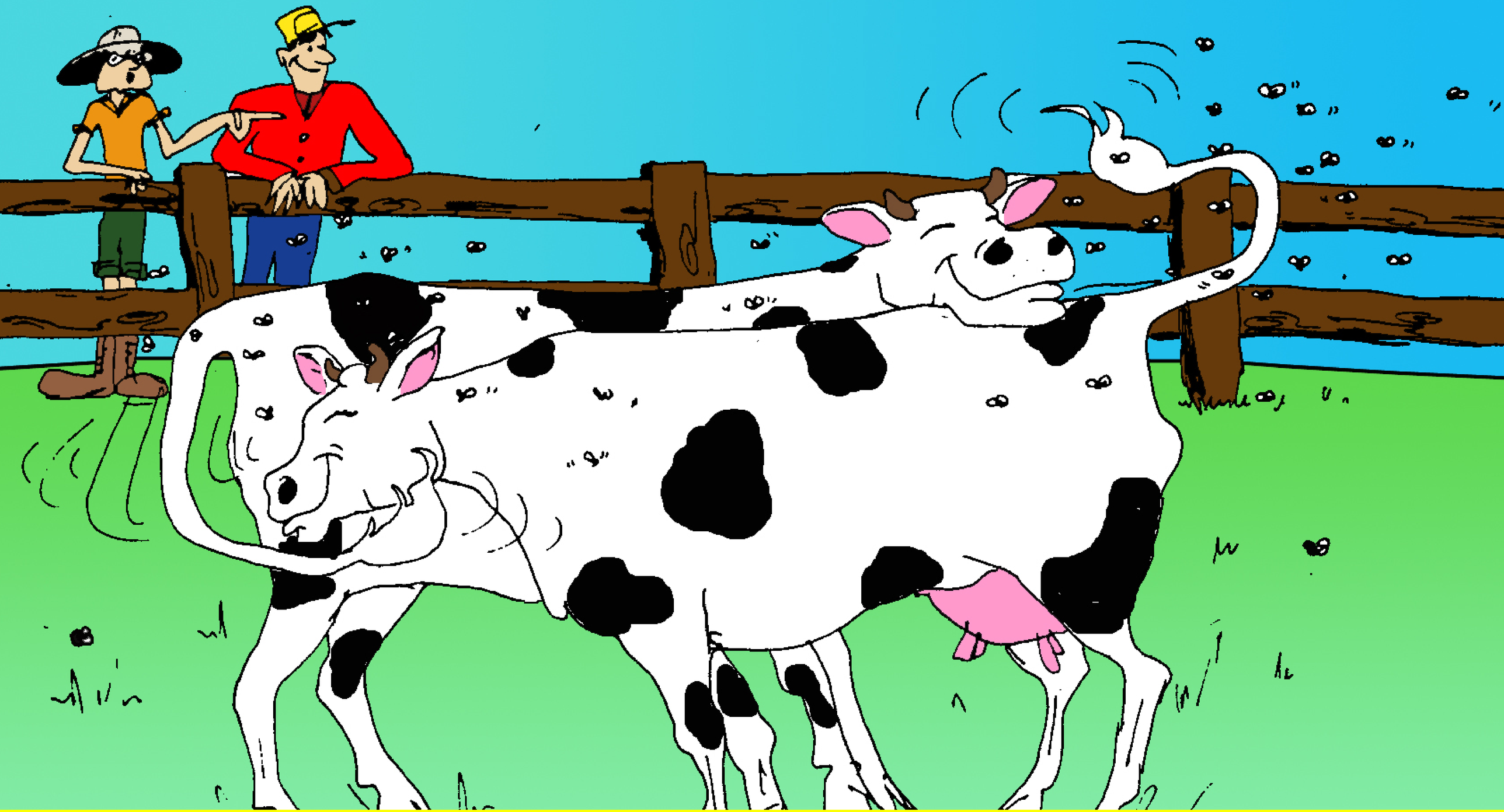
always
around

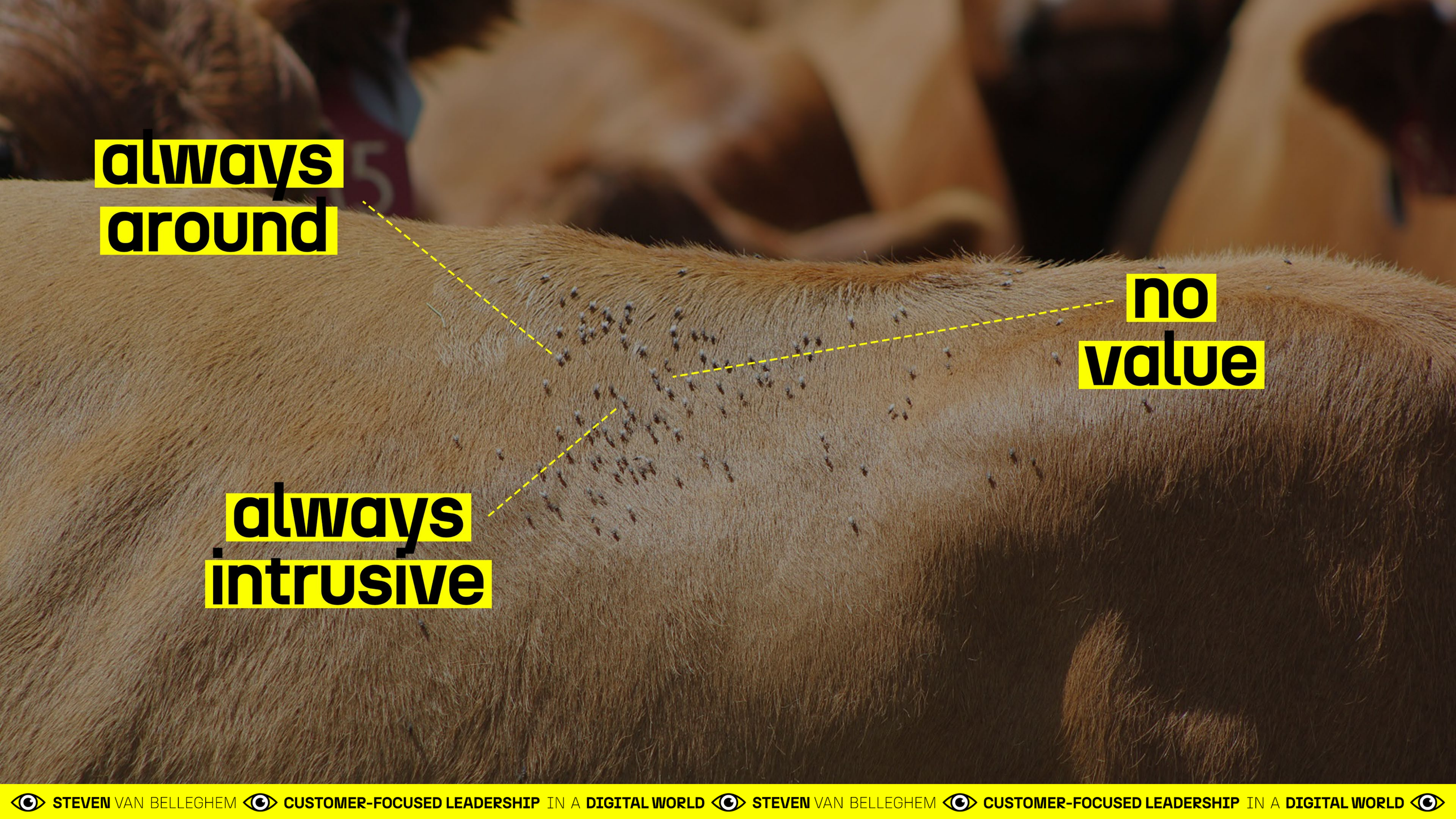
always
around
not
intrusive

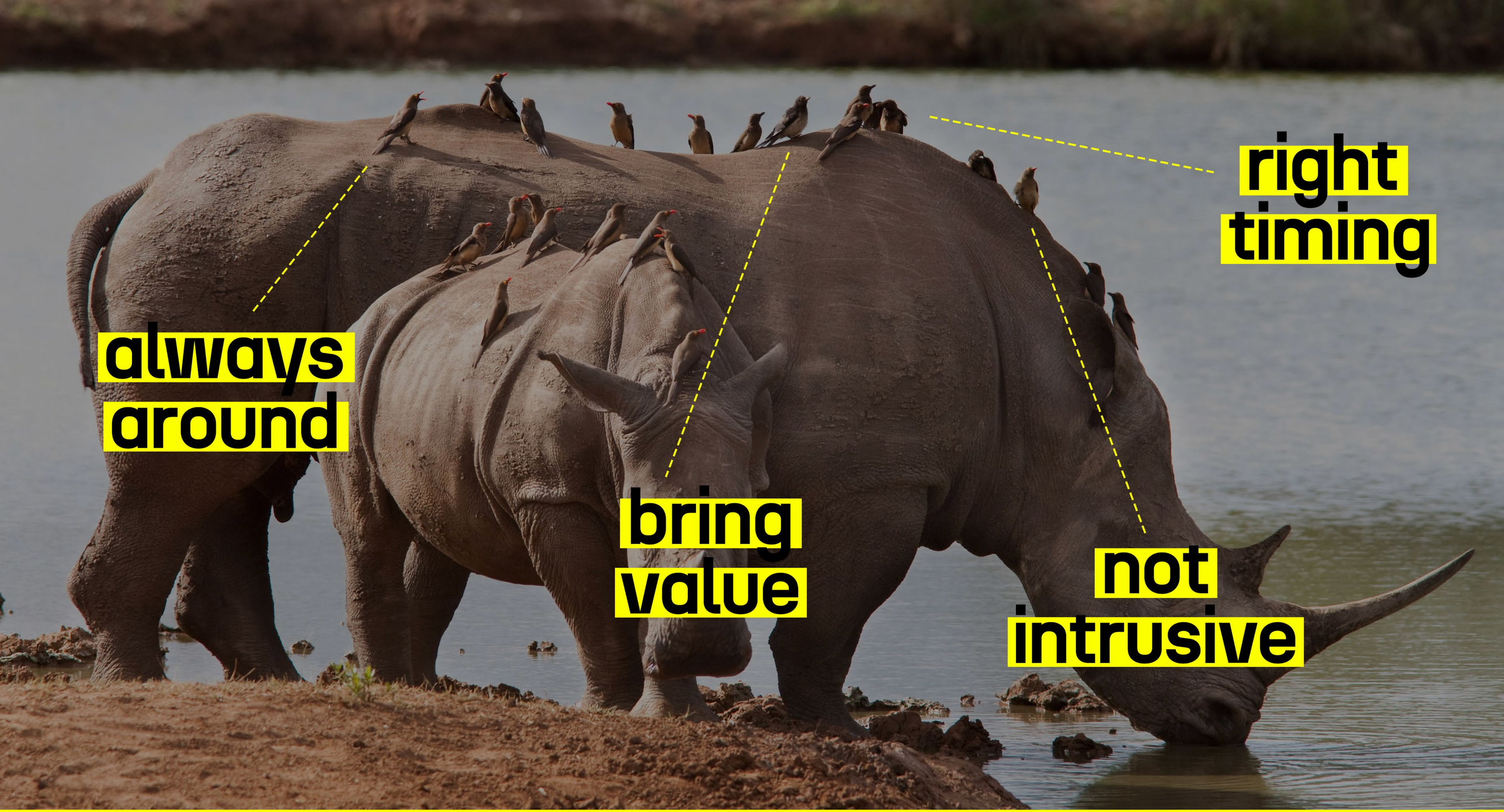

always
around
bring
value
not
intrusive


always around
bring value
right timing
not intrusive

always
around




always
around
no
value
always
intrusive


always around
bring value
right timing
not intrusive

empathy

5335
5335

empathy

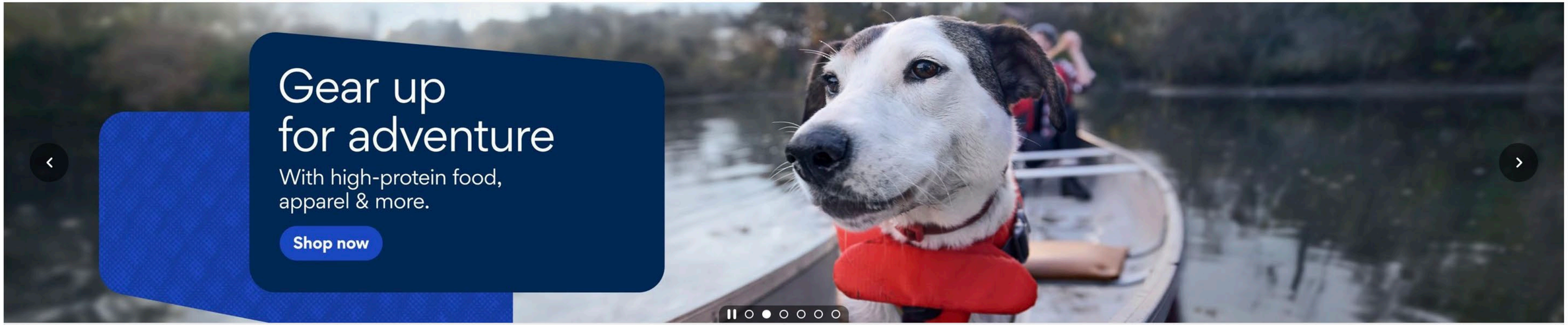
chewy
where pet lovers shop
chewy
where pet lovers shop

chewy

Search

USA | 24/7 Help | Account | Cart

Dog | Cat | More Pets | Pharmacy | Services | Give Back | Chewy Picks | Today's Deals | Prevent Fleas & Ticks



Hi
Sign In

Save 35% Today
Set up Autoship

Recent Order
Track Package

Chewy Pharmacy
Shop Now

High quality, low prices

Free delivery over $49

Hassle-free returns

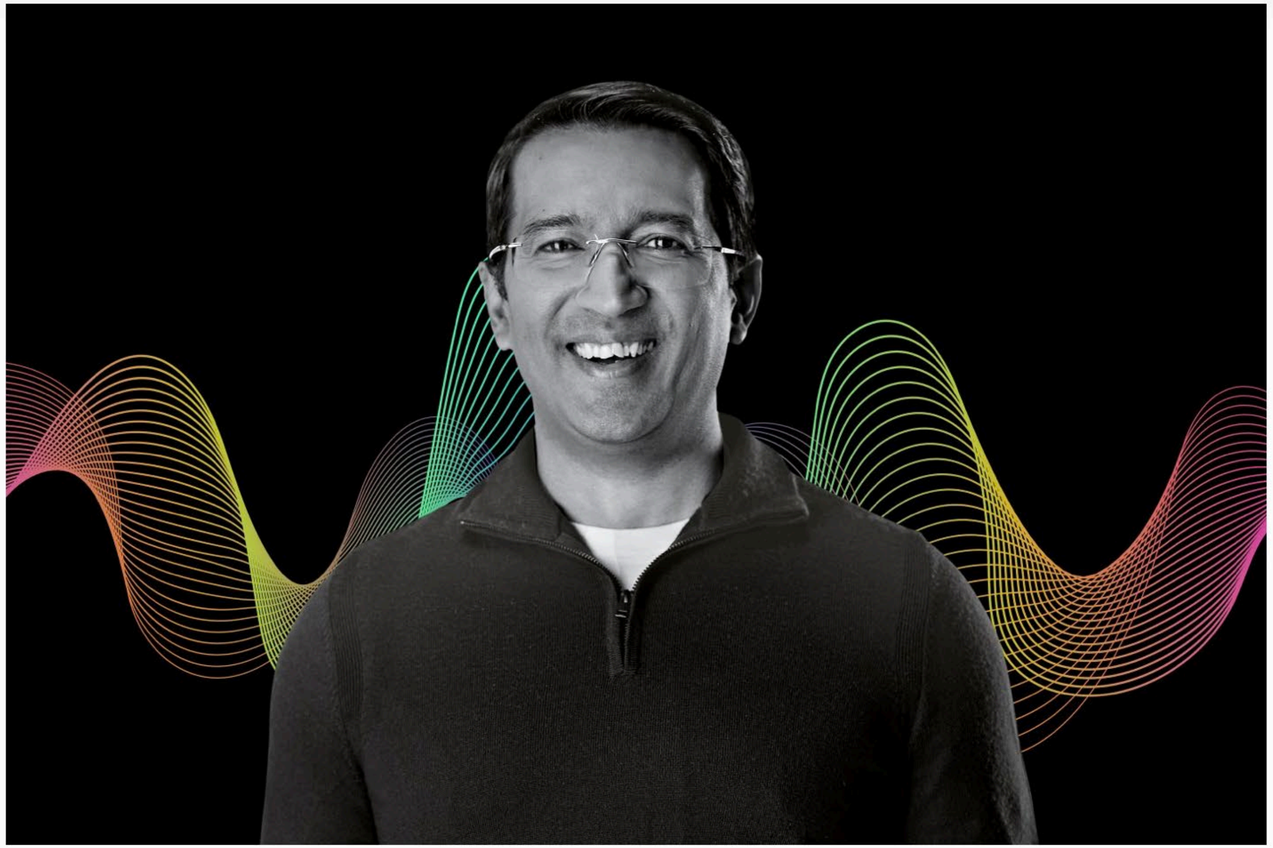
24/7 support

STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM

LEADERSHIP · LEADERSHIP NEXT

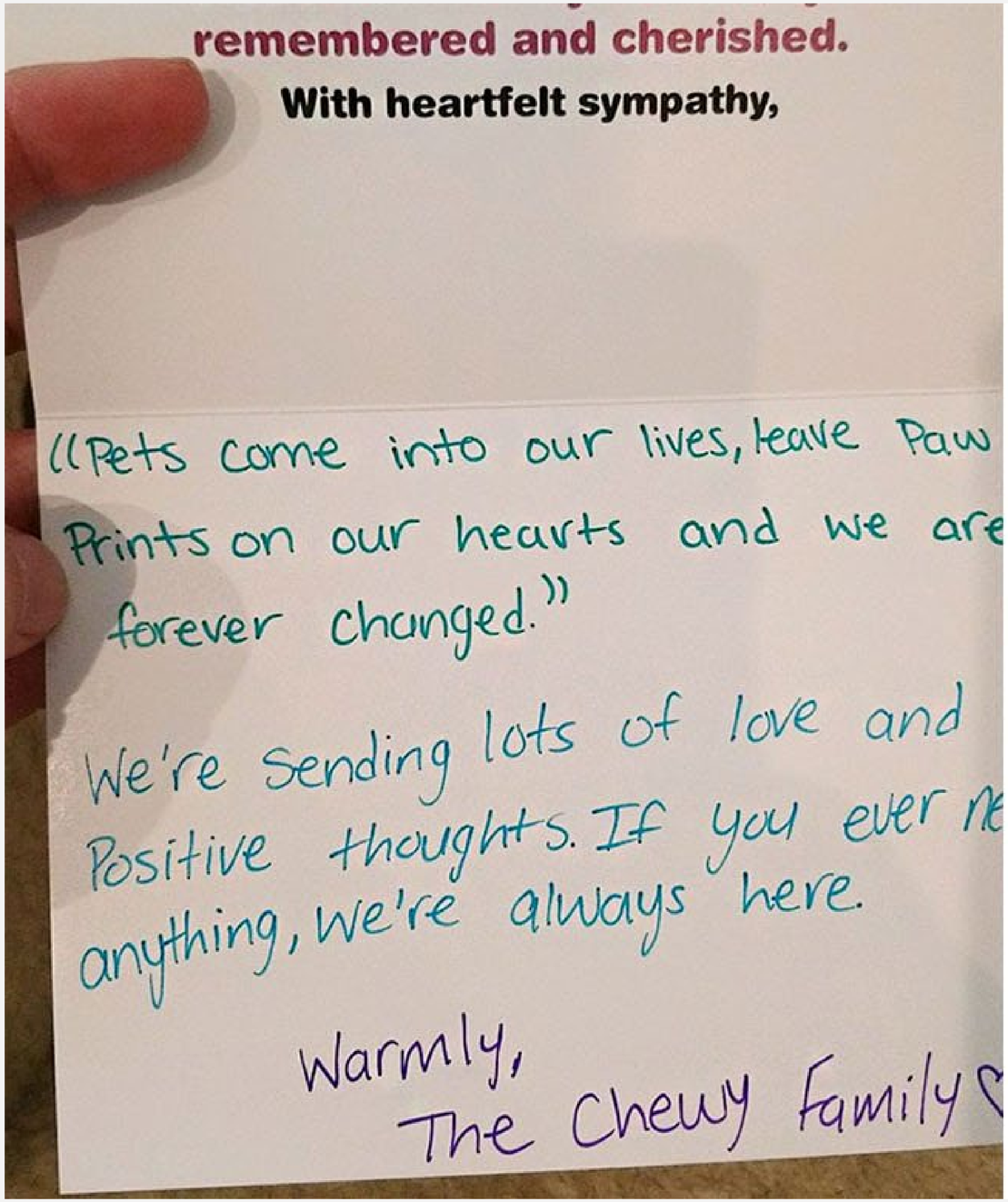
Why the CEO of a $12 billion pet services company still responds to customer emails himself

BY **FORTUNE EDITORS**
April 17, 2024, 3:15 PM GMT+2



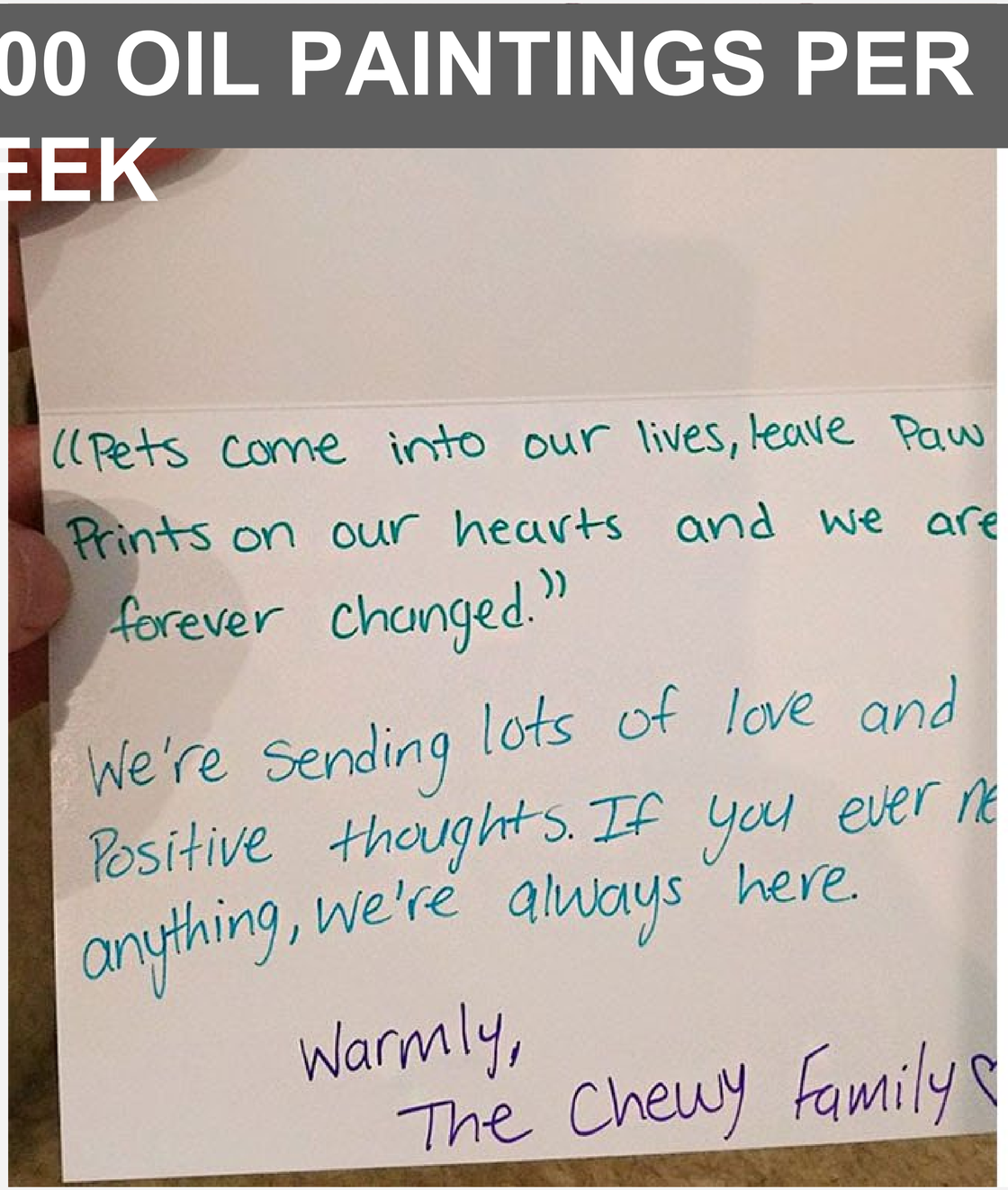
Sumit Singh, CEO of Chewy
COURTESY OF CHEWY

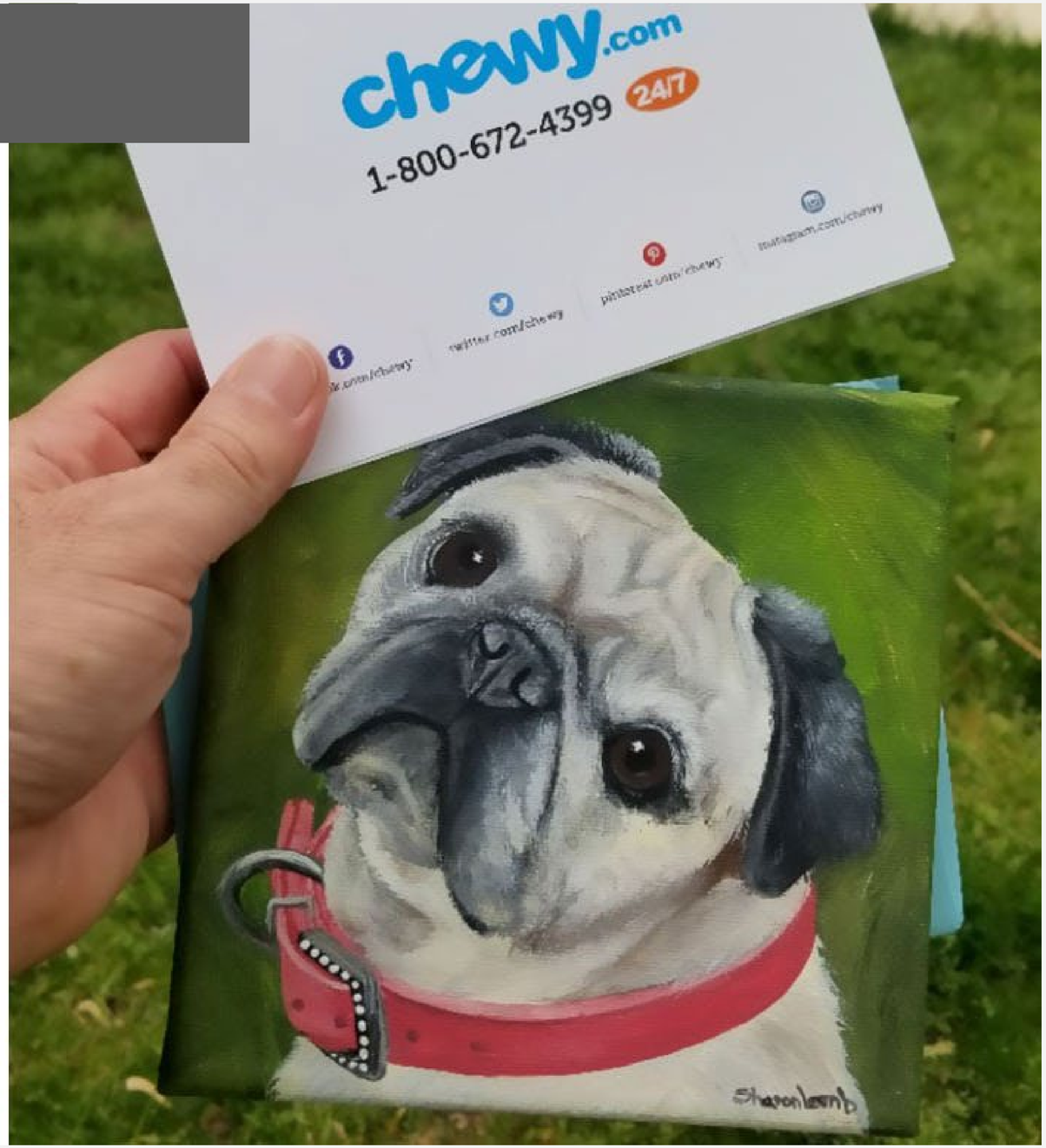
STEVEN VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM


remembered and cherished.
With heartfelt sympathy,
((Pets come into our lives, leave Paw
Prints on our hearts and we are
forever changed.))
We're sending lots of love and
Positive thoughts. If you ever ne
anything, we're always here.
Warmly,
The Chewy Family

chewy.com
1-800-672-4399
24/7

1000 OIL PAINTINGS PER WEEK





200K

200K

200K

STEVEN VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM

200K

200K

200K

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200K

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200K

Easy to Measure

STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM ♥ A DIAMOND IN THE ROUGH ♥ STEVEN VAN BELLEGHEM

200K

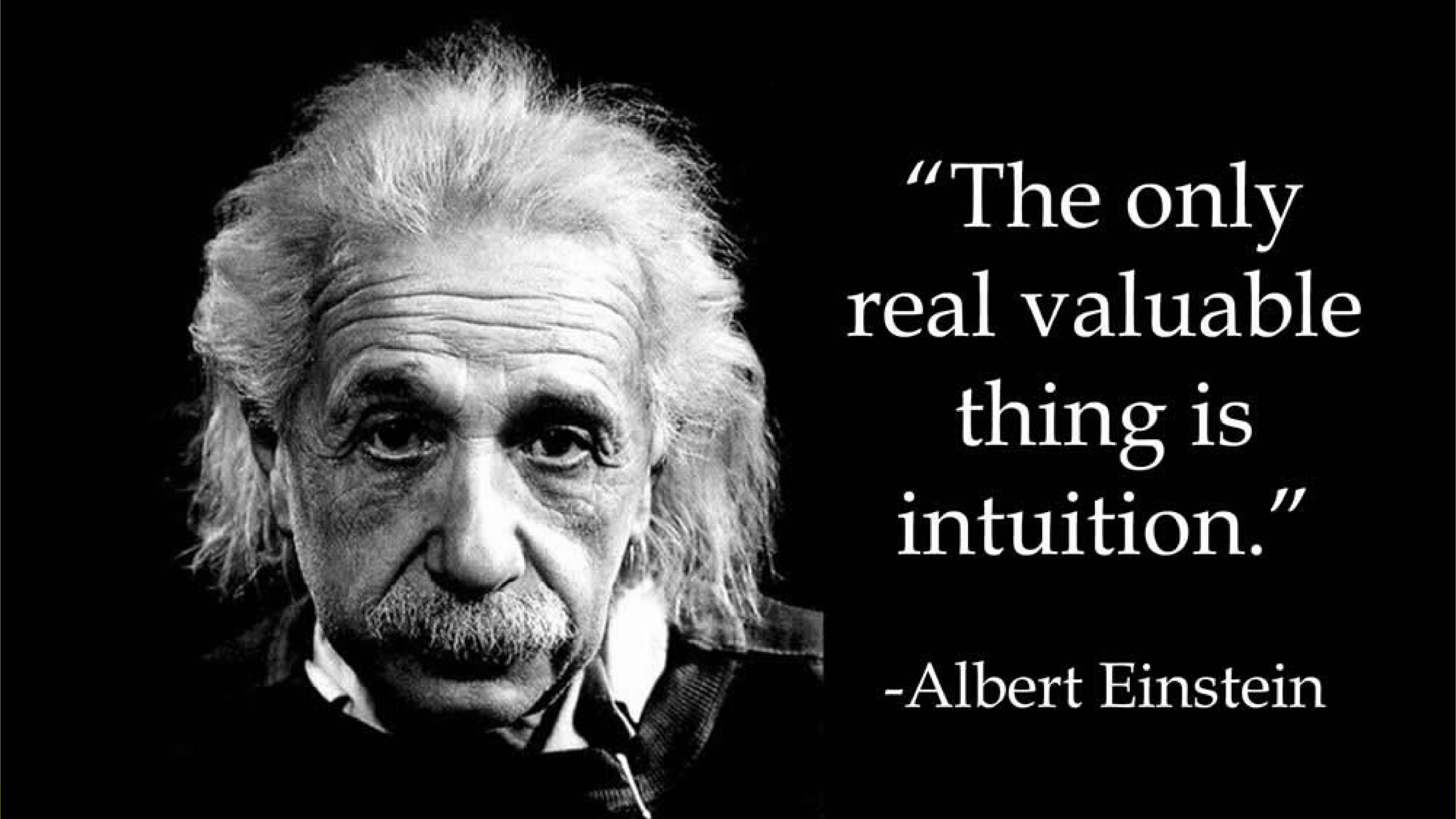
Hard to Measure

Do you have
an oil painting
department?

COUNTER
INTUITIVE

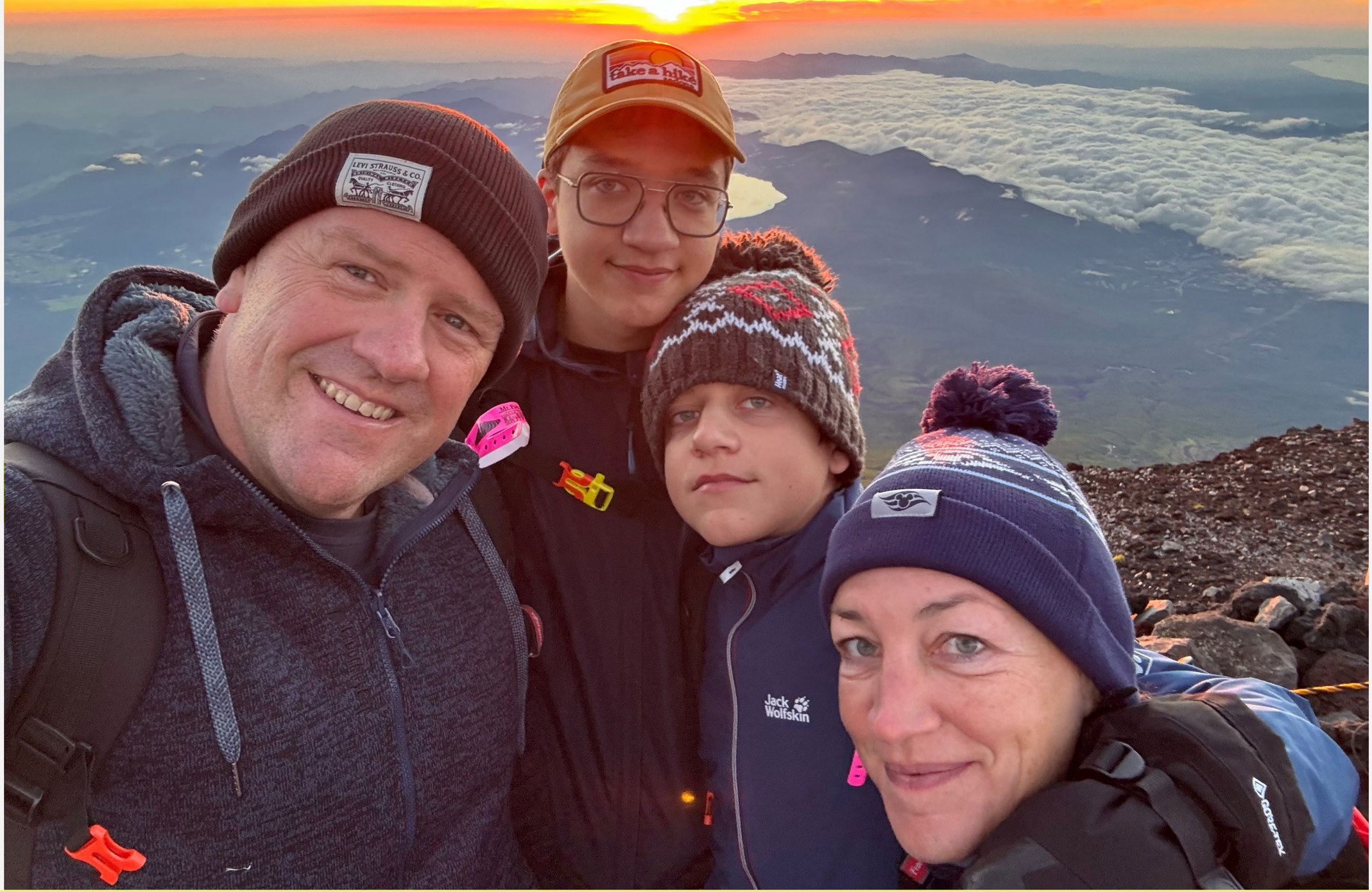
STEVEN VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM

LOGIC
INTUITION


“The only real valuable thing is intuition.”
-Albert Einstein

95%

5%

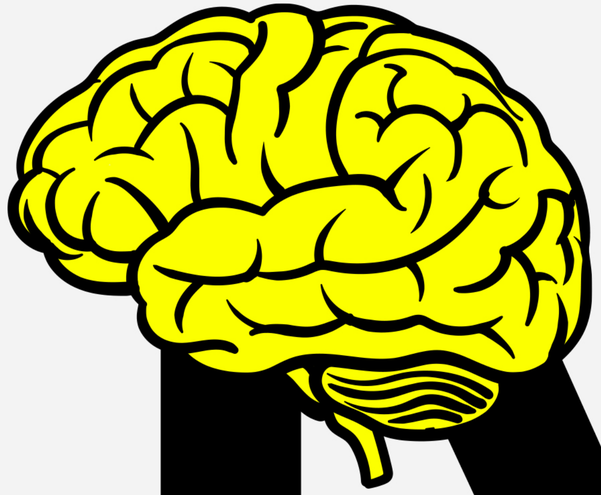

LEVI STRAUSS & CO.
Jack Wolfskin

Do you have
an oil painting
department?

KYC

KNOW YOUR CUSTOMER

KYC



UYC

UNDERSTAND YOUR CUSTOMER

First rule of sales, always know your customer 💀😂

empathy

empathy is
too vague

effective empathy

“Start every day with CX”

My interview with Tom Roelens about the amazing CX at his hotel the Atlantis Resorts and Residences Dubai

FEEDBACK LOOP

FAST

SLOW

typical diamond
in the rough

effective empathy
shiny diamond

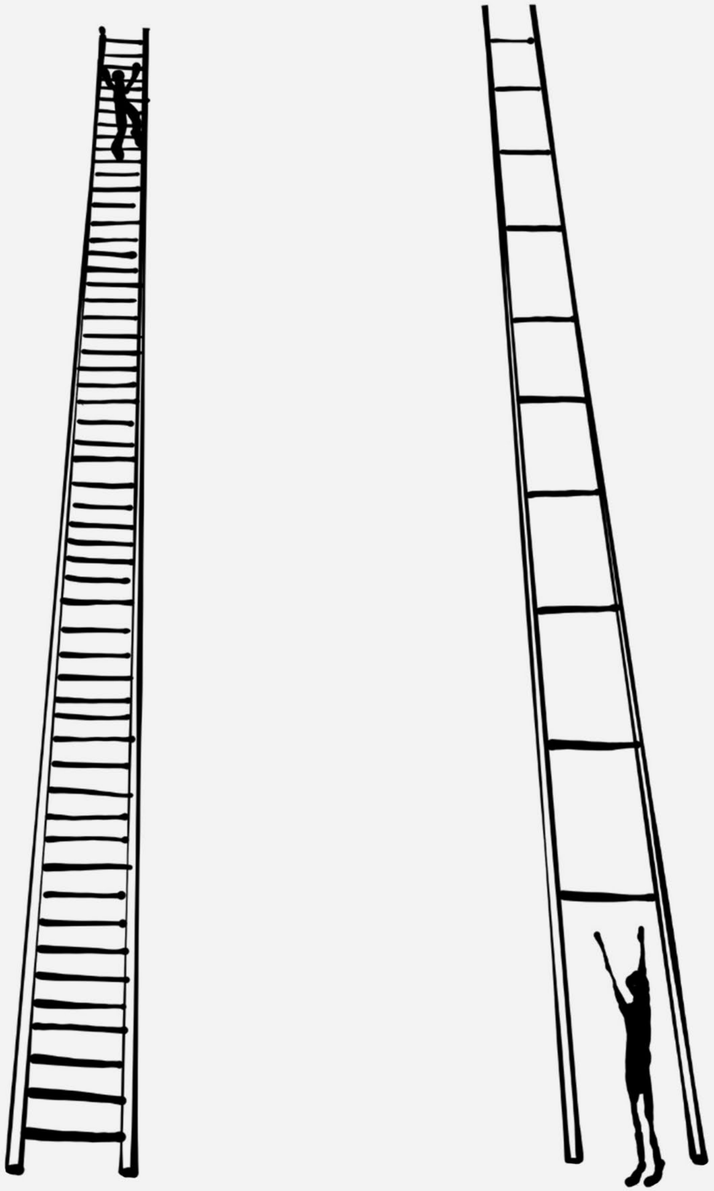
100%
internal focus

the
wild west

ACTION

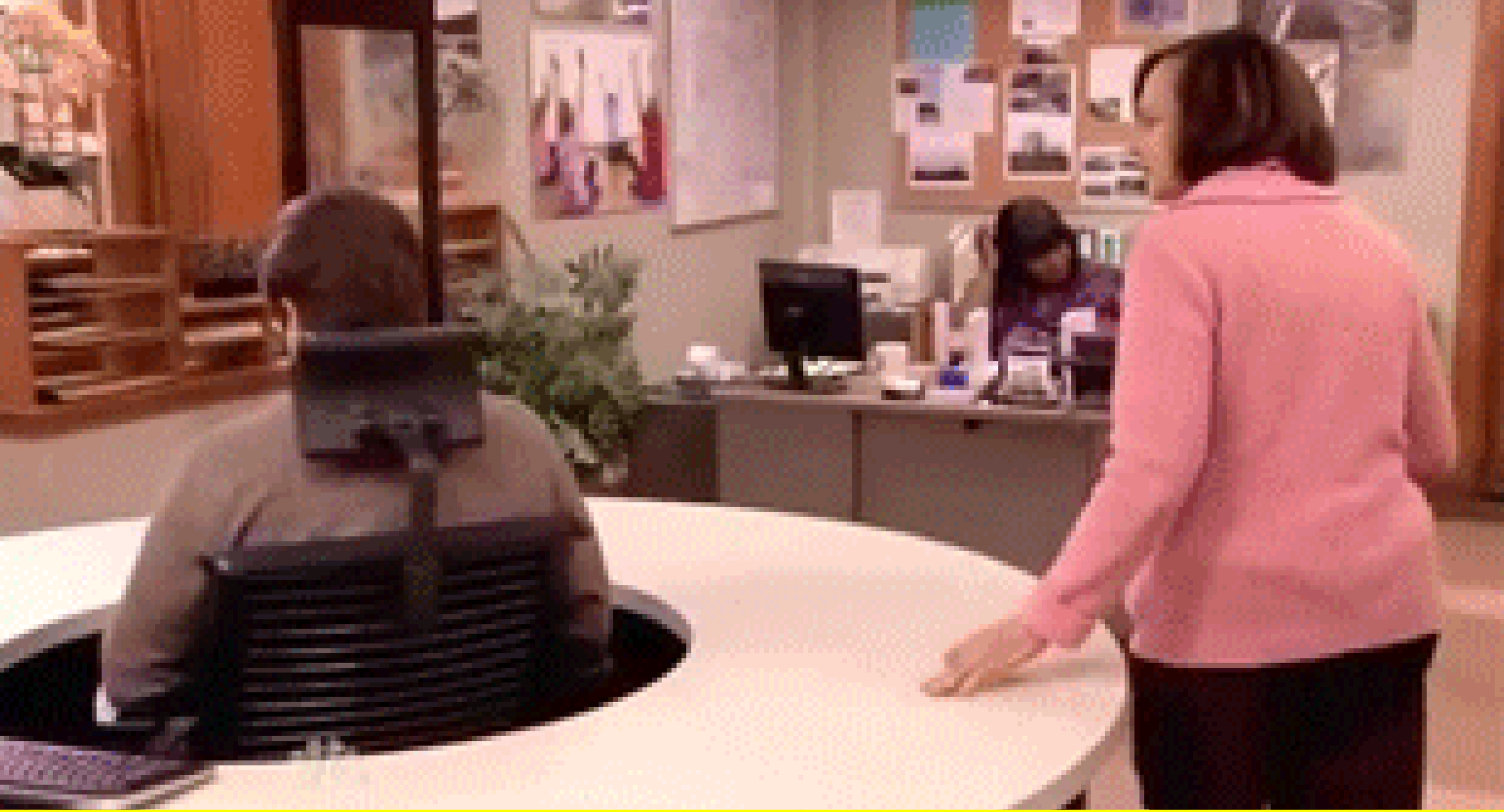
SLOW

FAST



take small steps

become a friction hunter

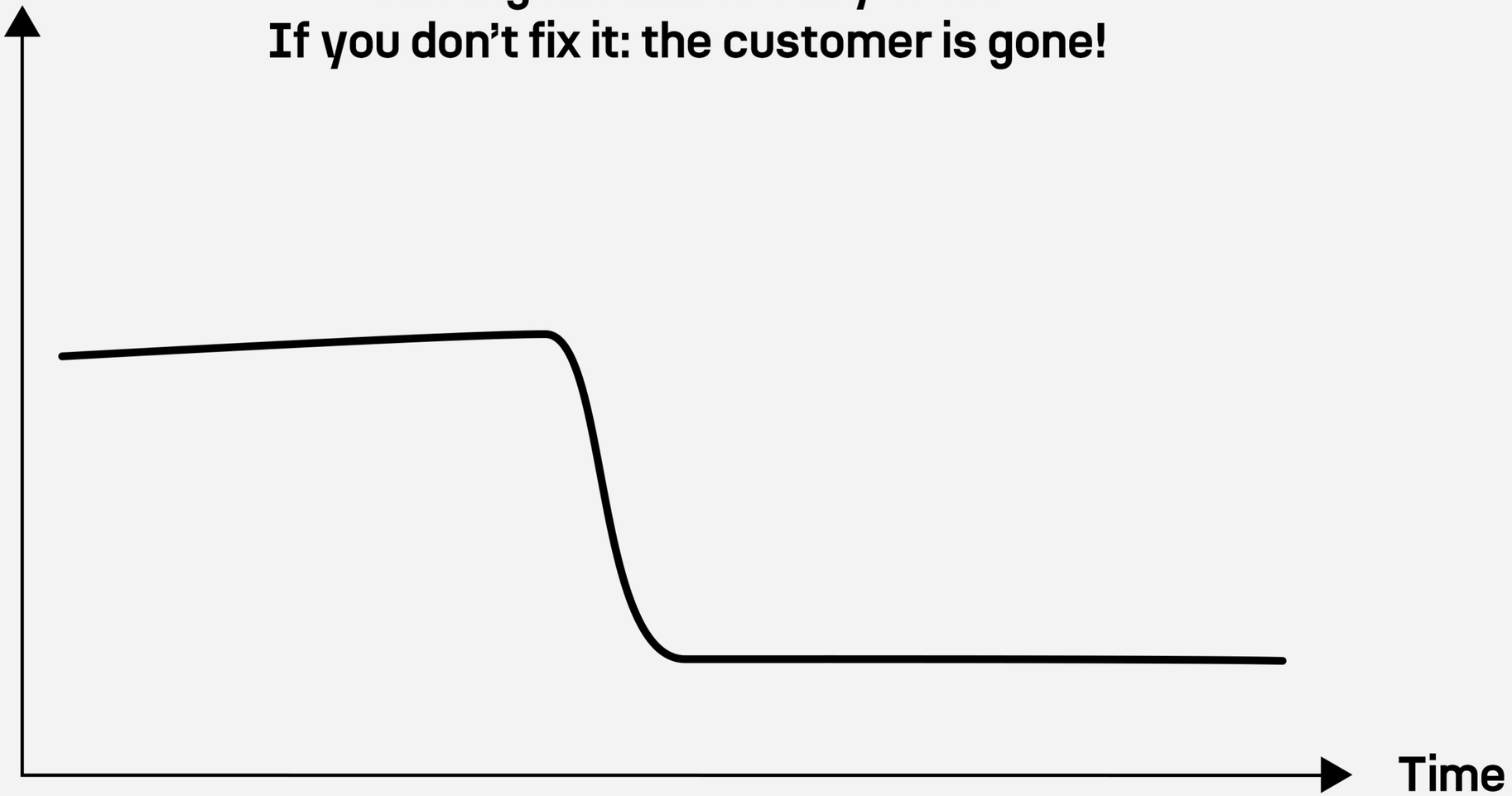


become a friction hunter

become a friction hunter

Customer happiness

One big mistake is easy to fix!
If you don't fix it: the customer is gone!



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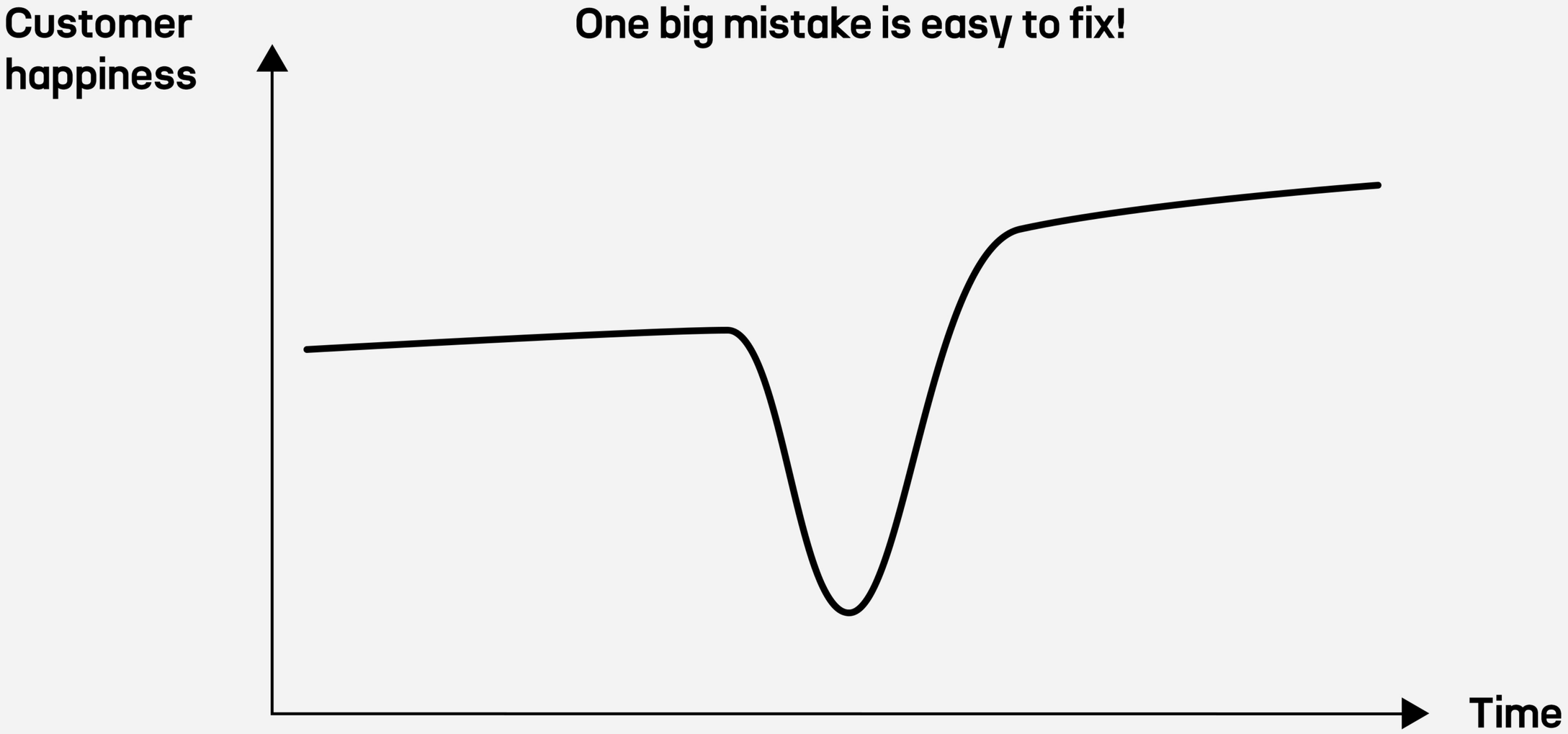
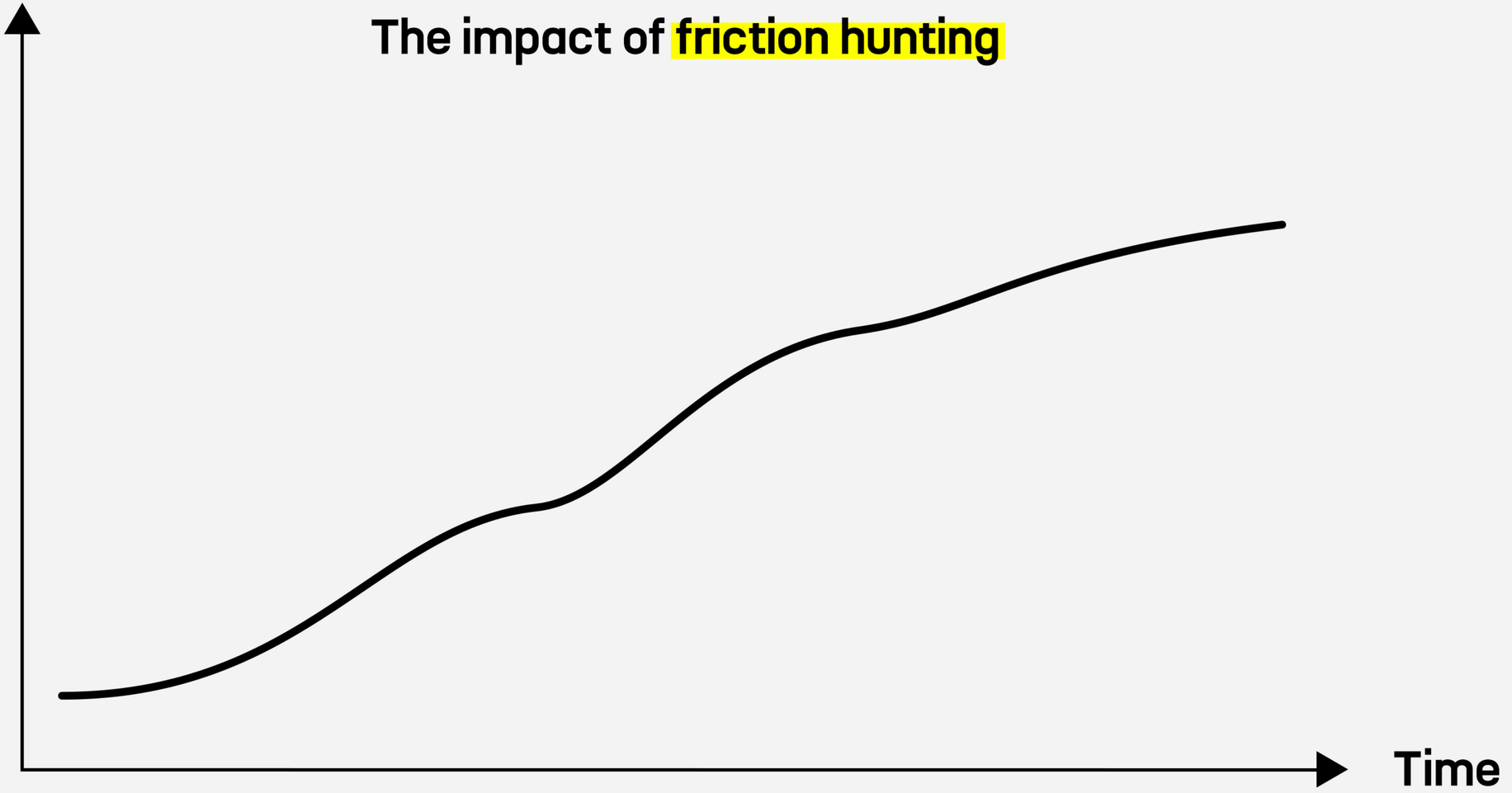


Customer happiness

The cumulation of frictions is the worst customer experience!

The impact of friction hunting



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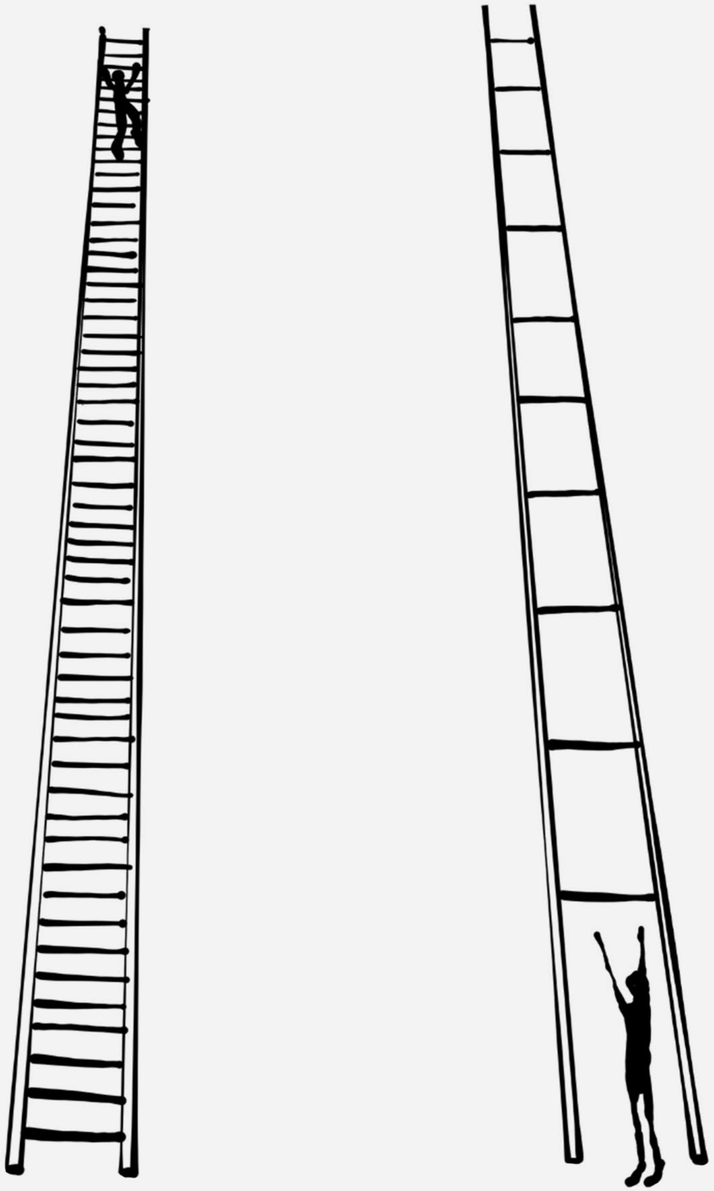
FAST



take small steps

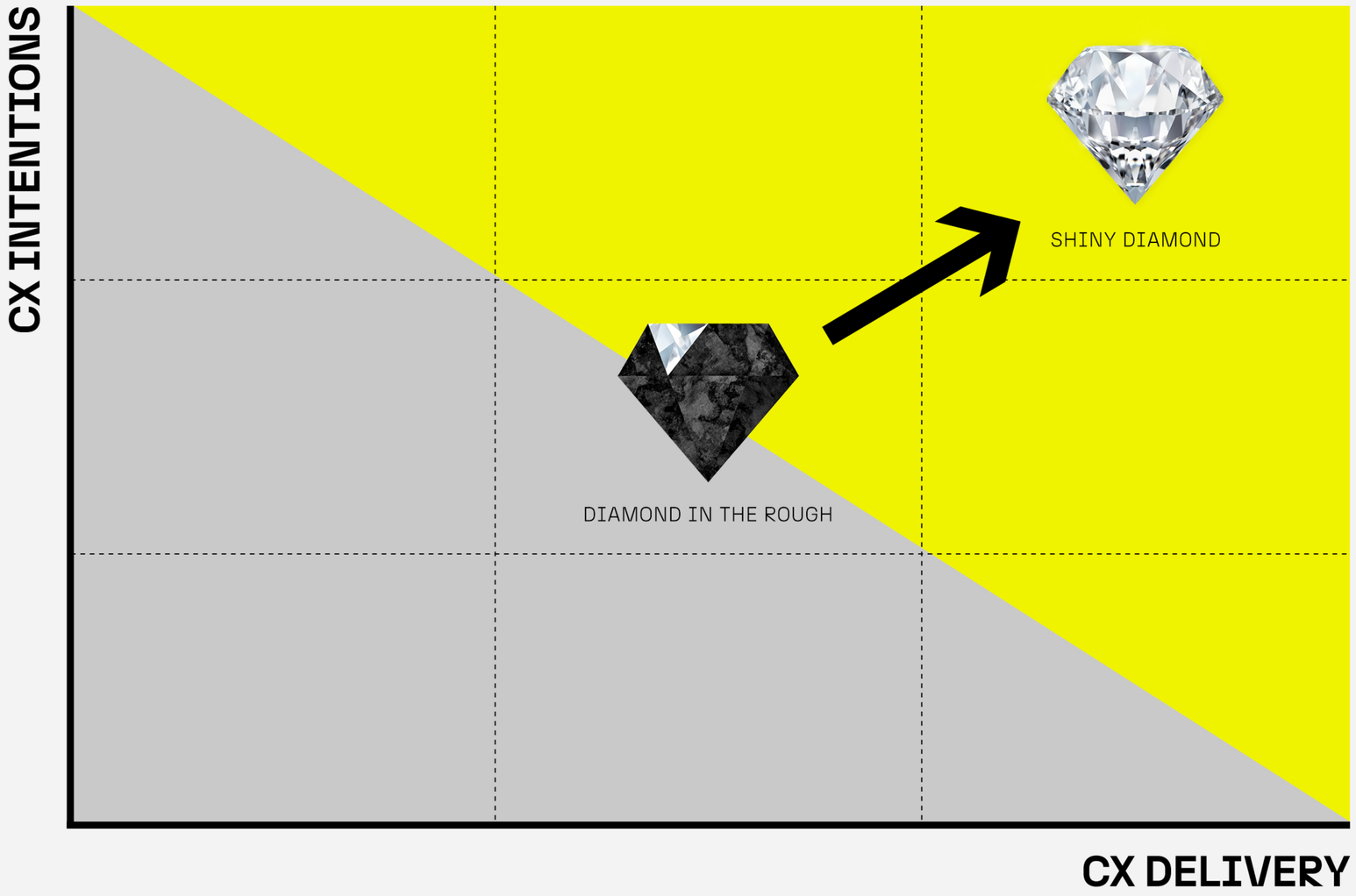
‘say yes’
culture

TikTok
@ cbcgem
Reply to Gil Moreno's comment
Wait, is that person with the glasses from a video where a customer got her return refunded, but instead asked if they could just have an argument?!
I bought this cheese here, it cost me $40

‘say yes’
culture

‘open door’ button culture

‘open door’ button culture


CX INTENTIONS
SHINY DIAMOND
DIAMOND IN THE ROUGH
CX DELIVERY

LOYALTY

loyalty
has become
transactional

Are customers loyal to the brand or are they loyal to the loyalty program of that brand?

STEVEN VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM

loyalty
has become
transactional

it should
be about an
emotional
relationship

VIP
VIP

Will Guidara
Restaurateur
Co-Founder of Eleven Madison Park and Nomad

ELEVEN
MADISON
PARK

STEVEN VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM

Excellent infrastructure, great food and super friendly staff

❀❀❀

Eleven Madison Park

11 Madison Ave., New York, 10010, USA

5
BEST

Number 50 on the list

El Bulli
DOCUMENTA
KASSEL
16/06 — 23/09
2007

Fruit

93
noma

Excellent infrastructure, great food and super friendly staff

UNREASONABLE HOSPITALITY

Excellent infrastructure, great food and super friendly staff

Unreasonable Hospitality

Excellent infrastructure, great food and super friendly staff

Unreasonable Hospitality

Excellent infrastructure, great food and super friendly staff

Elevate all existing touch points

NEWS > CASUAL DINING

How Will Guidara wove dreams into restaurant hospitality

‘Unreasonable Hospitality’ author and former co-owner of Eleven Madison Park shares insights into creating Dream Weaver memorable moments

Will Guidara, author of 'Unreasonable Hospitlaity,' shared insights into creating spacial moments at his former restaurant, Eleven Madison Park.

STEVEN VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM ♥ A **DIAMOND** IN THE **ROUGH** ♥ **STEVEN** VAN BELLEGHEM

A DREAM WEAVER

A DREAM WEAVER

Their only responsibility was to help everyone else on the team **bring their ideas to life**.

Unreasonable Hospitality

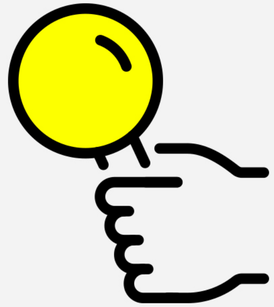
Excellent infrastructure, great food and super friendly staff

Elevate all existing touch points

Unreasonable Hospitality

Excellent infrastructure, great food and super friendly staff

Elevate all existing touch points

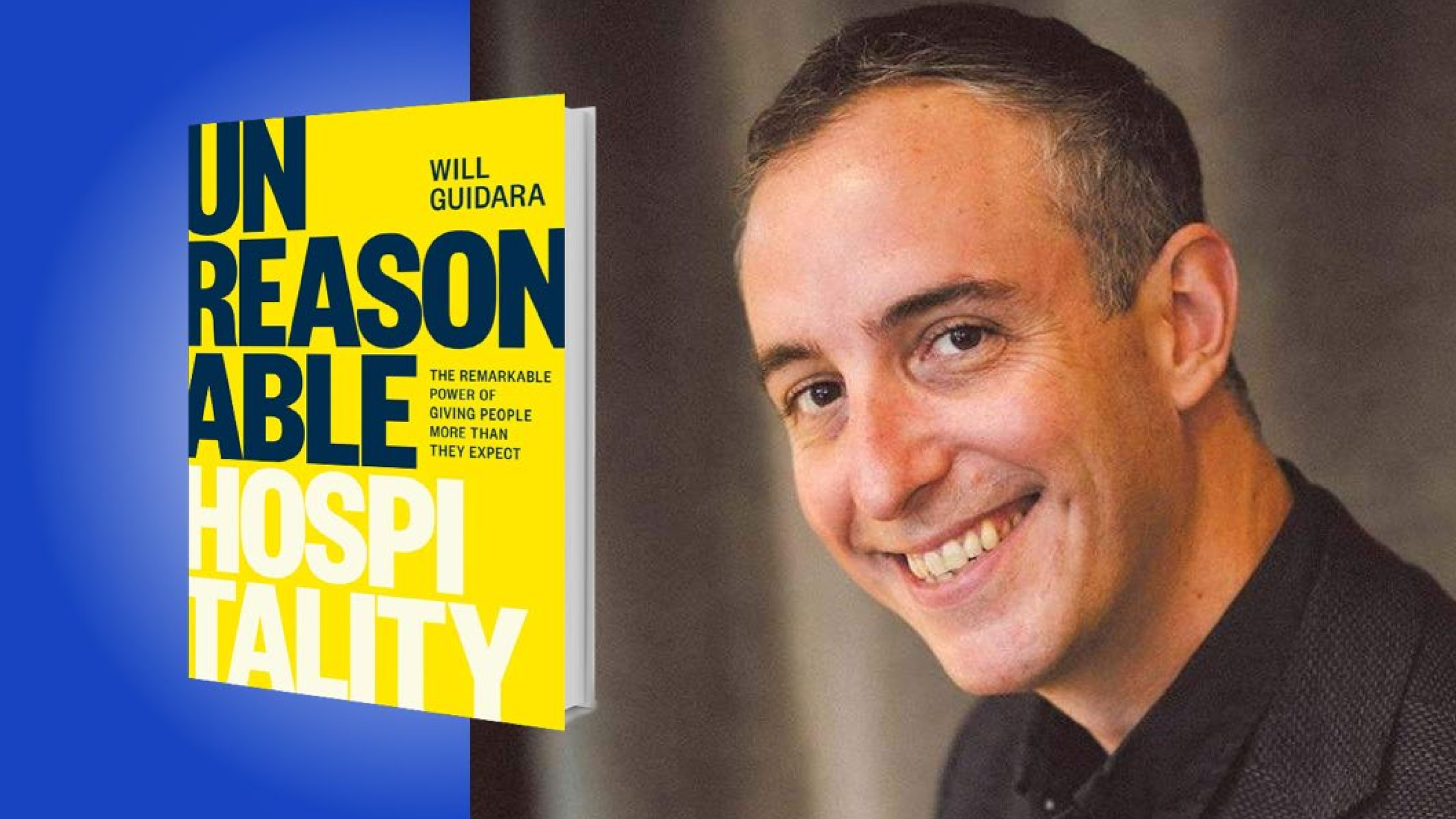


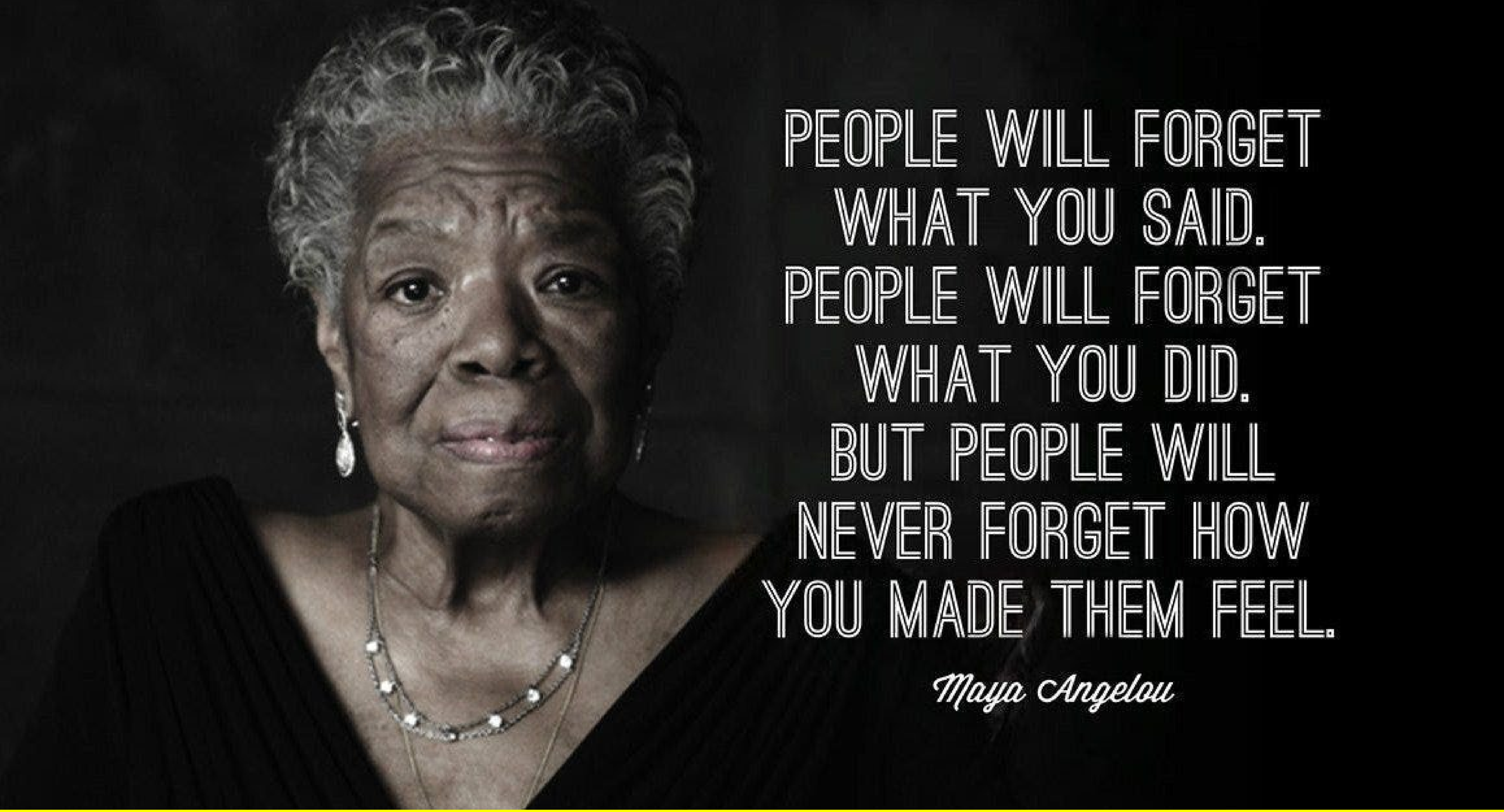
Recognize patterns with ‘unusual’ customer behaviour

The New York Times

Best Restaurants › | 50 Favorites in the U.S. | New York City | Los Angeles | Chicago | Washington D.C. | San Francisco

Eleven Madison Park Tops List of World's 50 Best Restaurants


UNREASONABLE HOSPITALITY
WILL GUIDARA
THE REMARKABLE POWER OF GIVING PEOPLE MORE THAN THEY EXPECT


PEOPLE WILL FORGET
WHAT YOU SAID.
PEOPLE WILL FORGET
WHAT YOU DID.
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL.
Maya Angelou

it should
be about an
emotional
relationship

Don’t ask:
how can we
make customers
more loyal?

Ask:
how can we show our loyalty to our customers?

An idea?

You are a **chocolate company**.

You consider to **offer 2 chocolates for free to all your customers** about **10x a year**.

Estimation: **500.000 people** will be part of this program.

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Neuhaus

BRUSSELS 1857

BEYOND TRANSACTIONS: SURPRISE & DELIGHT

Building Bonds With Neuhaus Insiders Through Chocolate Delights

NEUHAUS

BELGIUM • 1857

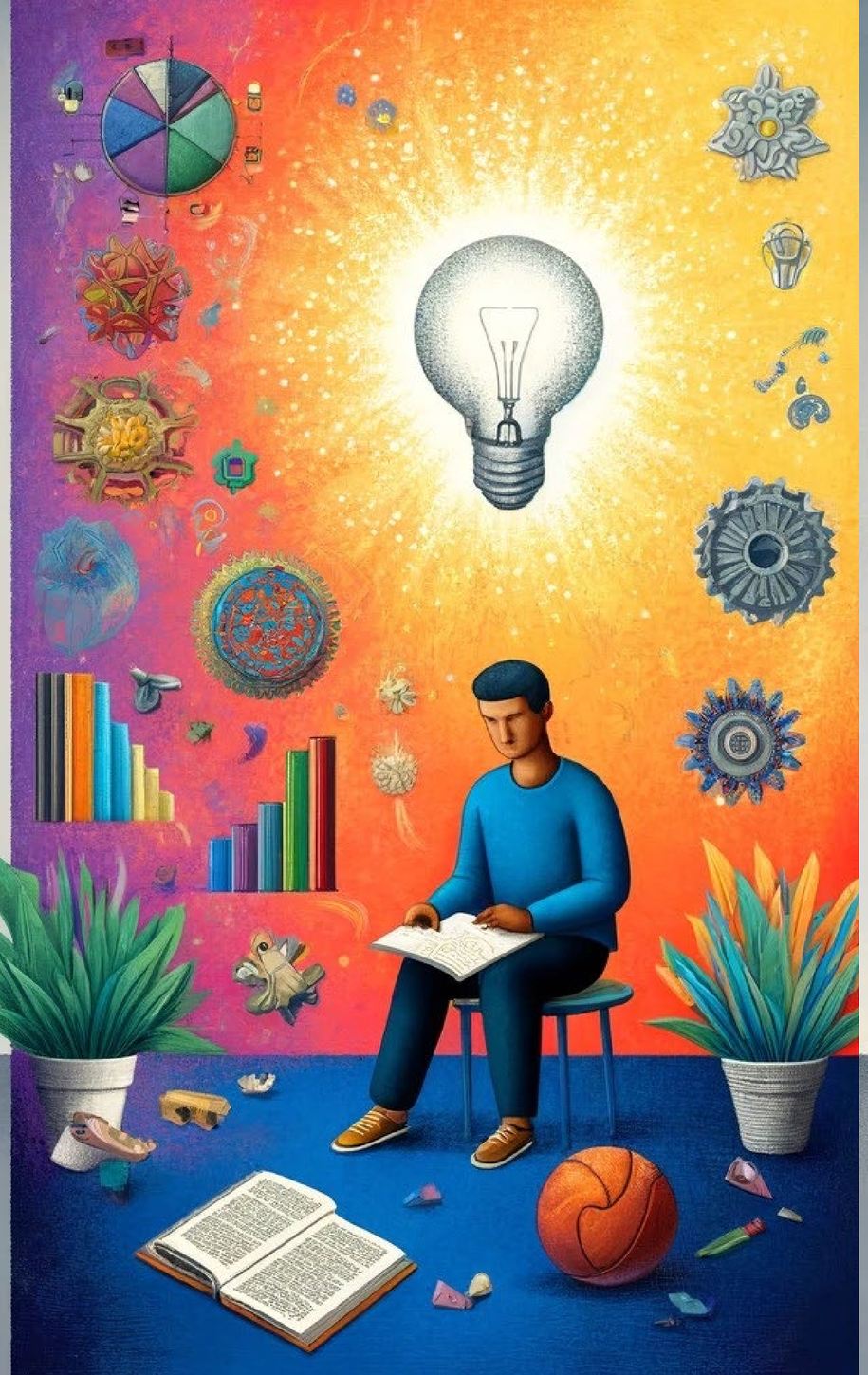
SHOP GIFT OCCASIONS ABOUT NEUHAUS OUR STORES

A PLAYFUL GIFT FOR YOU
2 DUETS PRALINES

Enjoy these delightful praline combinations, with unexpected flavours, elegant shapes and sensual chocolate textures, both carefully curated by our Maîtres Chocolatiers.

Find a boutique near you or redeem your gift online by using the code **DUETS22**.*

SHOP ONLINE | FIND A BOUTIQUE



NEUHAUS
NEUHAUS
NEUHAUS
NEUHAUS

revenue

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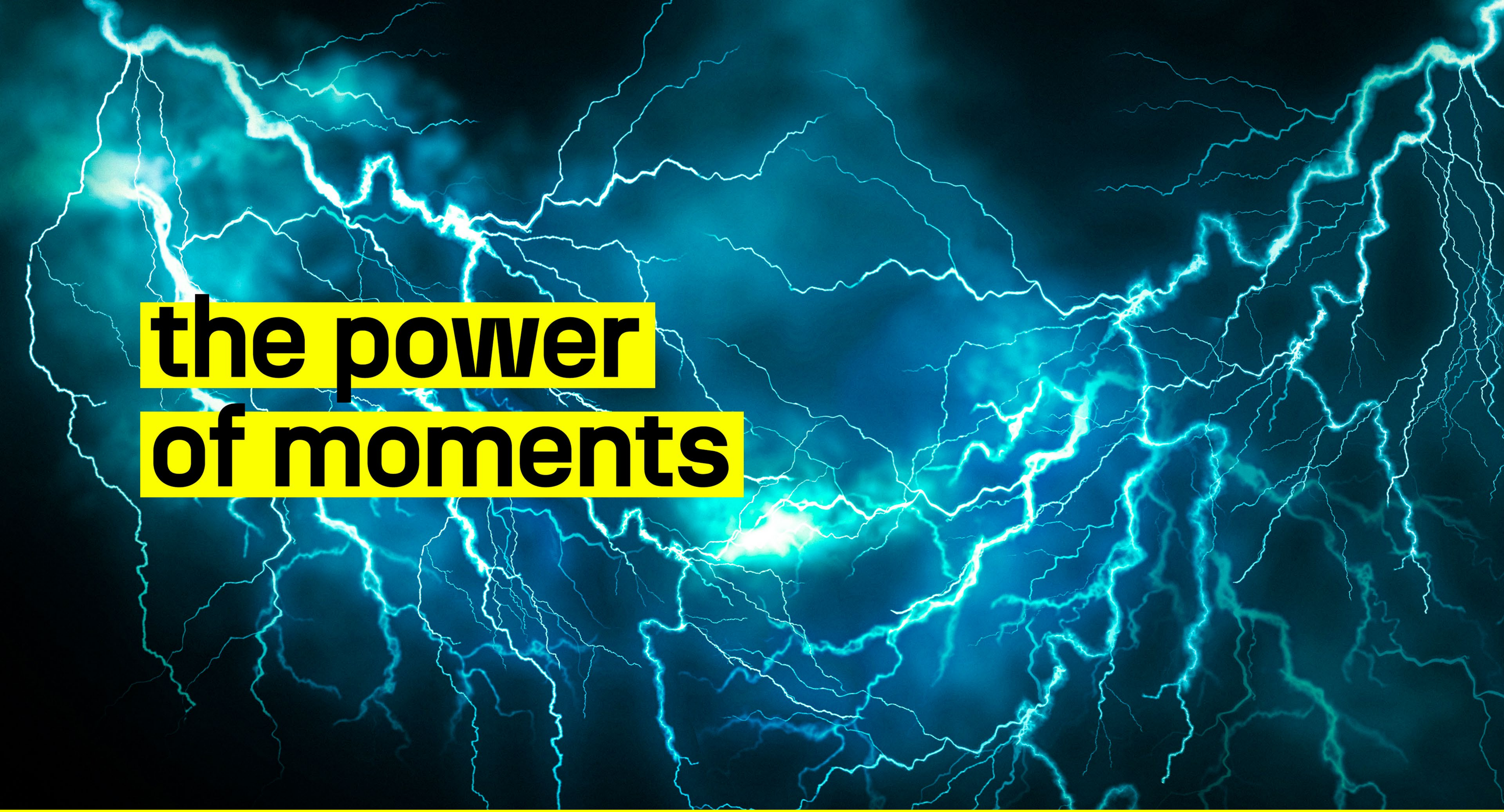
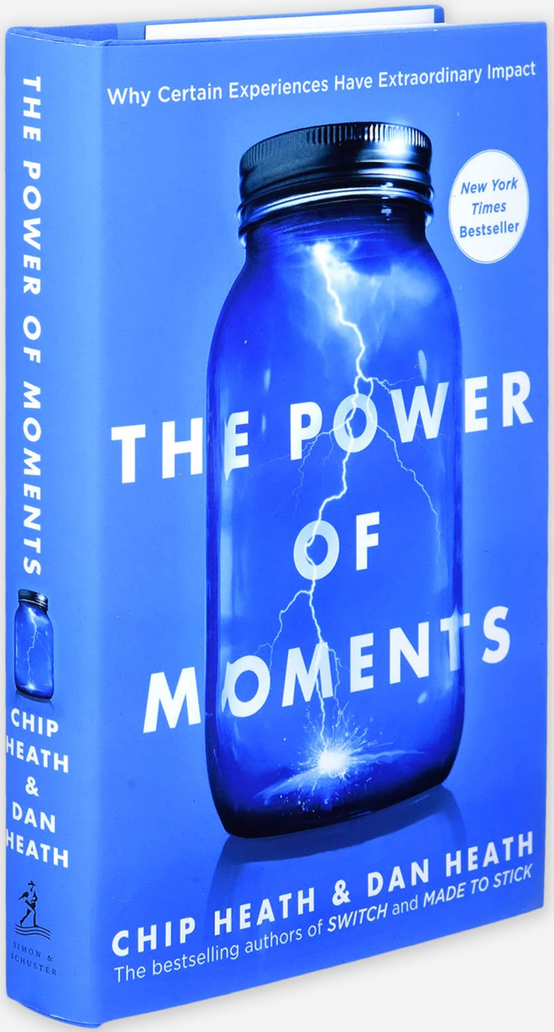
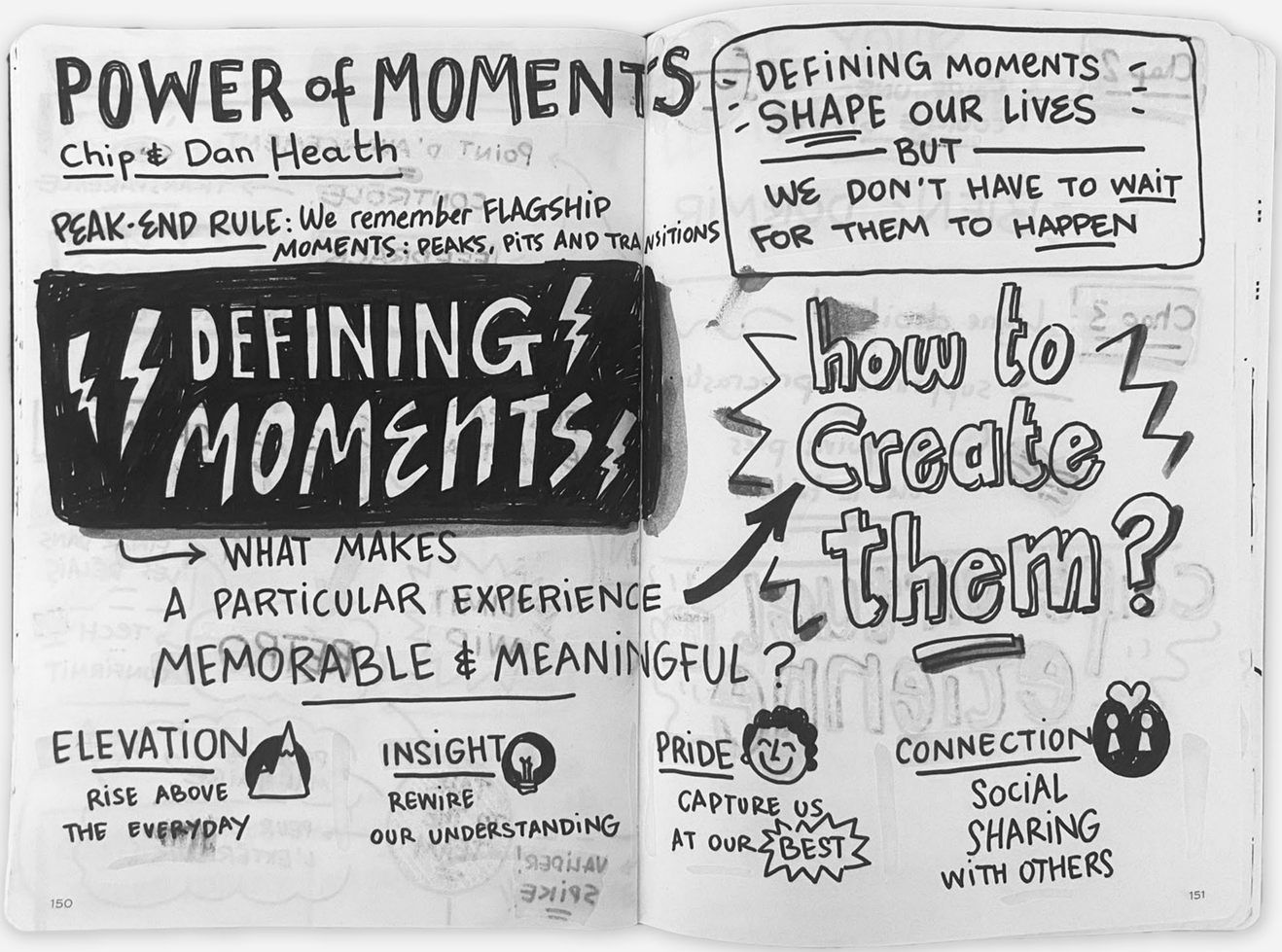
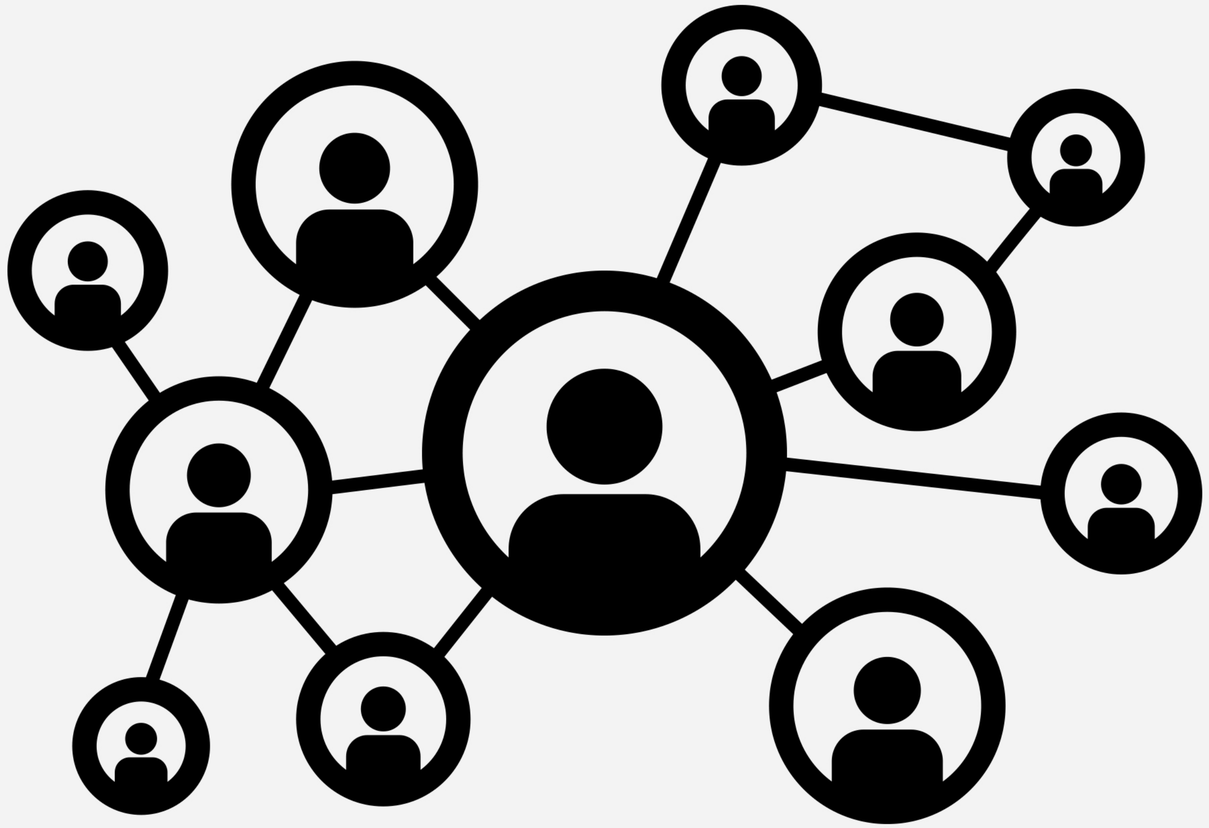
DEATH BY EXCEL


the power
of moments


THE POWER OF MOMENTS
CHIP HEATH & DAN HEATH
Why Certain Experiences Have Extraordinary Impact
New York Times Bestseller
THE POWER OF MOMENTS
CHIP HEATH & DAN HEATH
The bestselling authors of SWITCH and MADE TO STICK
SIMON & SCHUSTER


POWER of MOMENTS
Chip & Dan Heath
PEAK-END RULE: We remember FLAGSHIP MOMENTS: PEAKS, PITS AND TRANSITIONS
DEFINING MOMENTS SHAPE OUR LIVES
BUT
WE DON'T HAVE TO WAIT FOR THEM TO HAPPEN
DEFINING MOMENTS
how to Create them?
WHAT MAKES A PARTICULAR EXPERIENCE MEMORABLE & MEANINGFUL?
ELEVATION
RISE ABOVE THE EVERYDAY
INSIGHT
REWIRE OUR UNDERSTANDING
PRIDE
CAPTURE US AT OUR BEST
CONNECTION
SOCIAL SHARING WITH OTHERS
150
151

THE WORLD'S MOST MAGICAL CELEBRATION
50
Walt Disney World.
HOUSE OF MAG
©DISNEY



12
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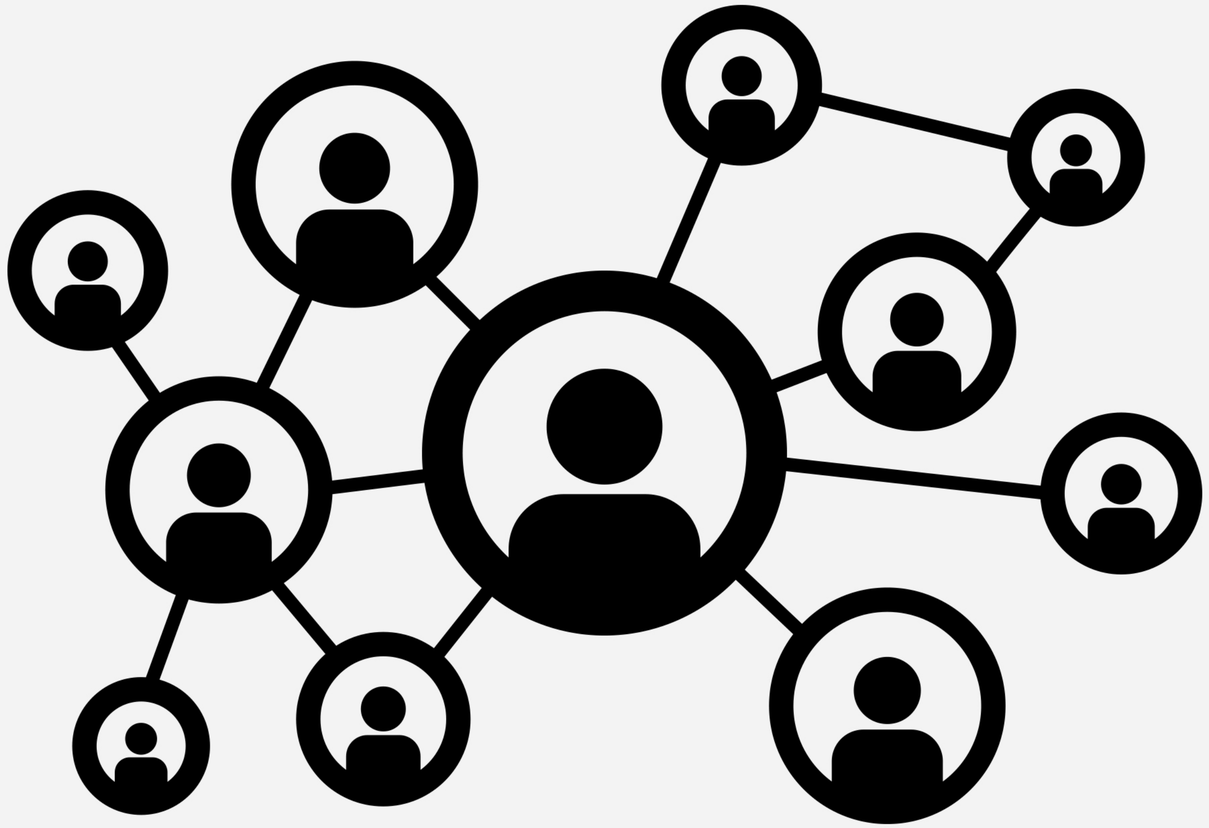
WATCHES & JEWELERY
DERBIES AND SOFT HATS
DANCING
TOYVILLE TROLLEY PARK

STAR WARS

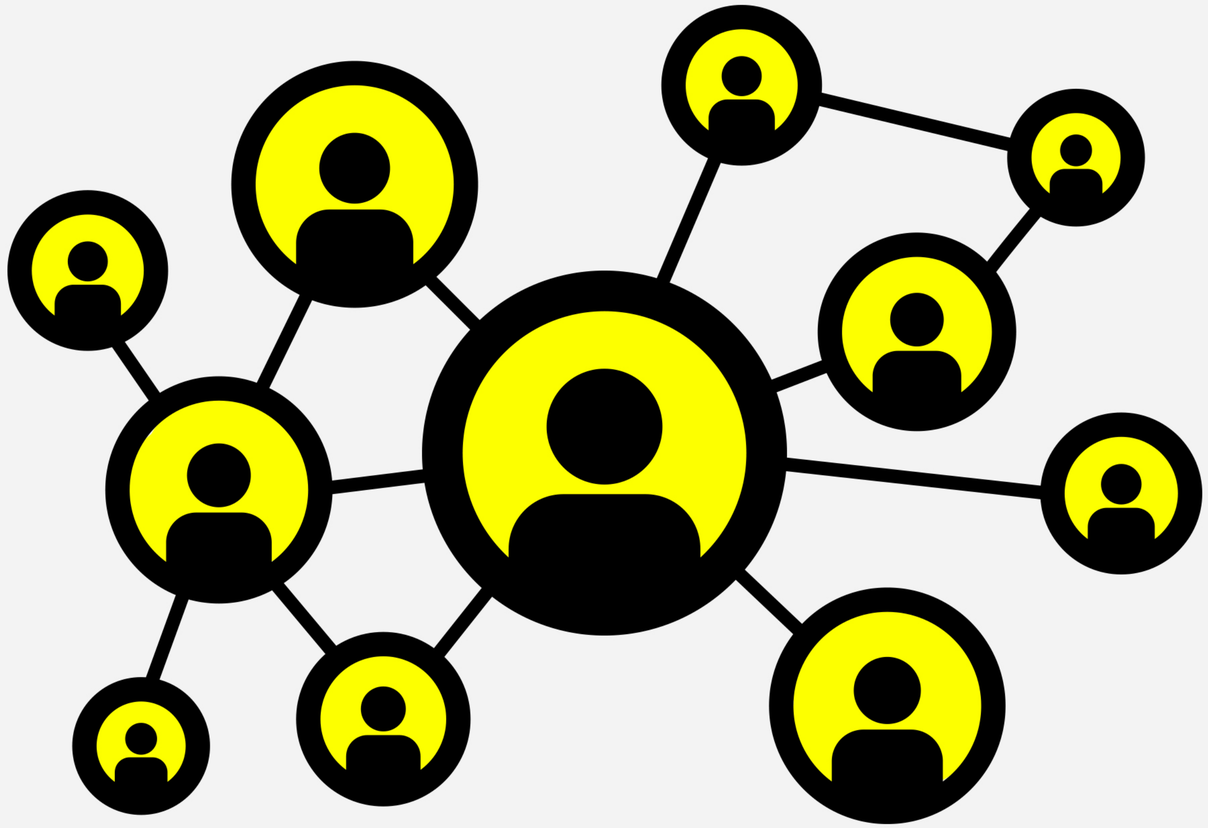
16 Most
EXPENSIVE
Disney World
Snacks

DLP WELCOME



Disneyland

6,5 / 10

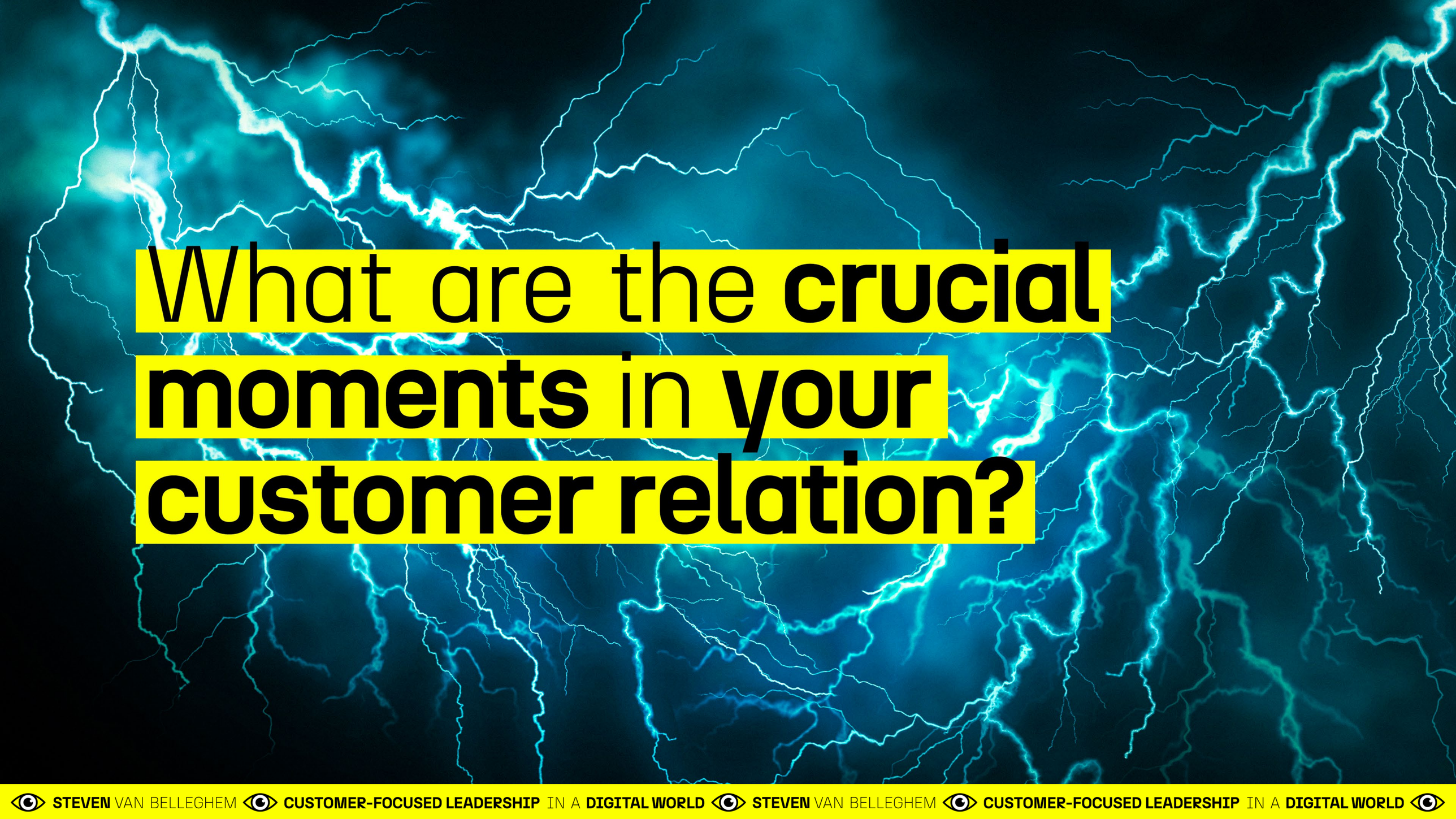


overall feeling

9,5 / 10

peak

transition


What are the crucial moments in your customer relation?

How to
make them
memorable?

Don’t ask:
how can we
make customers
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Ask:
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A **DIAMOND** IN THE **ROUGH**

STEVEN VAN BELLEGHEM

95%

5%

rule in customer experience

FEEDBACK LOOP

FAST

SLOW

typical diamond
in the rough

effective empathy
shiny diamond

100%
internal focus

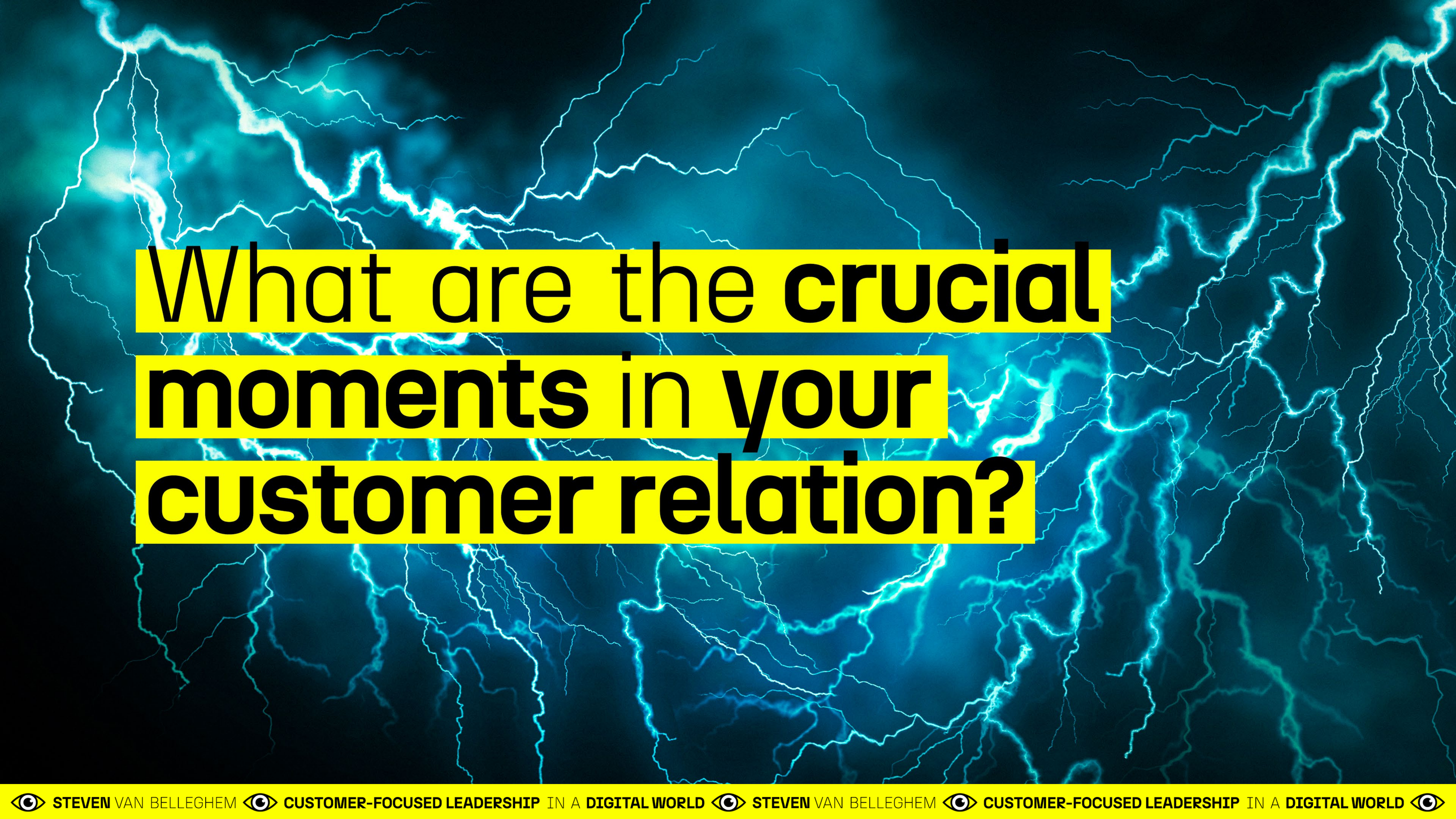
the
wild west

ACTION

SLOW

FAST

become a friction hunter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A **DIAMOND** IN THE **ROUGH**

STEVEN VAN BELLEGHEM

How to start?

Admiral McRaven, US NAVY

If you want to change the world, start by making up your bed every day

Admiral McRaven, US NAVY

If you can't succeed in the small things in life, how would you be able to succeed in the big things?

Admiral McRaven, US NAVY

A **DIAMOND** IN THE **ROUGH**

STEVEN VAN BELLEGHEM

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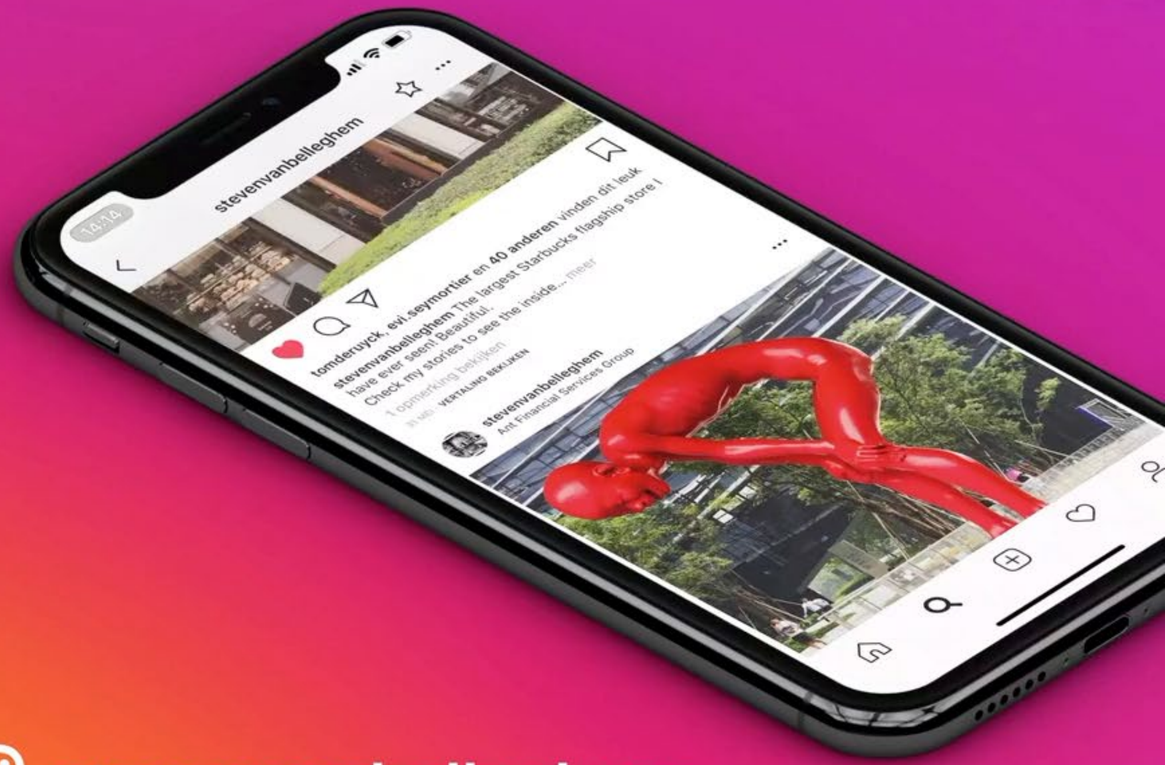

stevenvanbelleghem

thank you!

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