Engaging Customers as Co-Creators of Value

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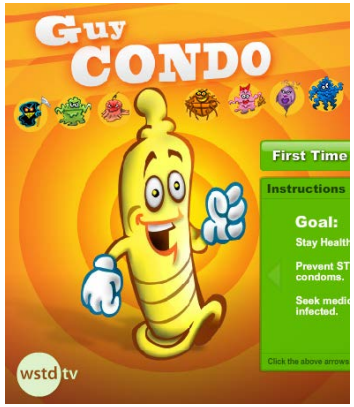
About CPG

Consulting, Research, and Design Services

- **Guide Management and Marketing Strategy**
- **Launch Innovations**
- **Improve Performance of Customers and Employees**

Scientific Instruments

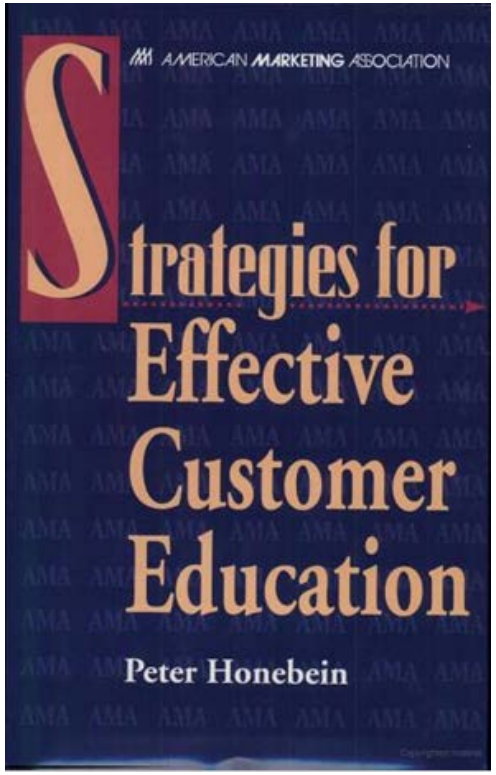
Publishing

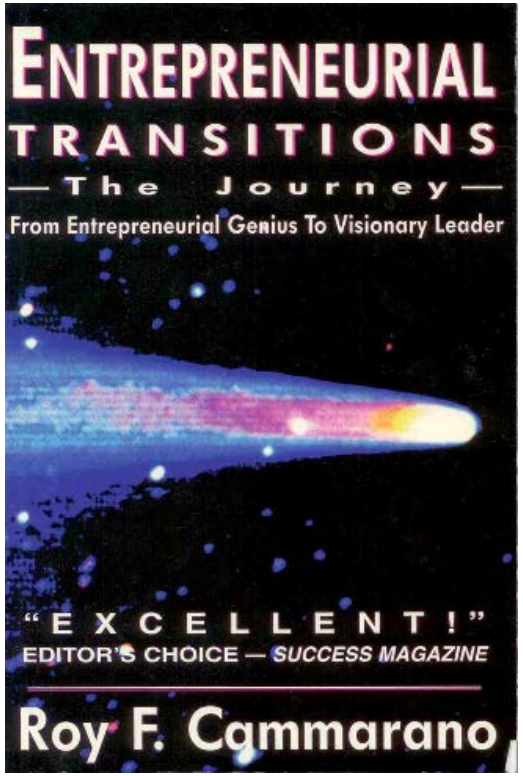


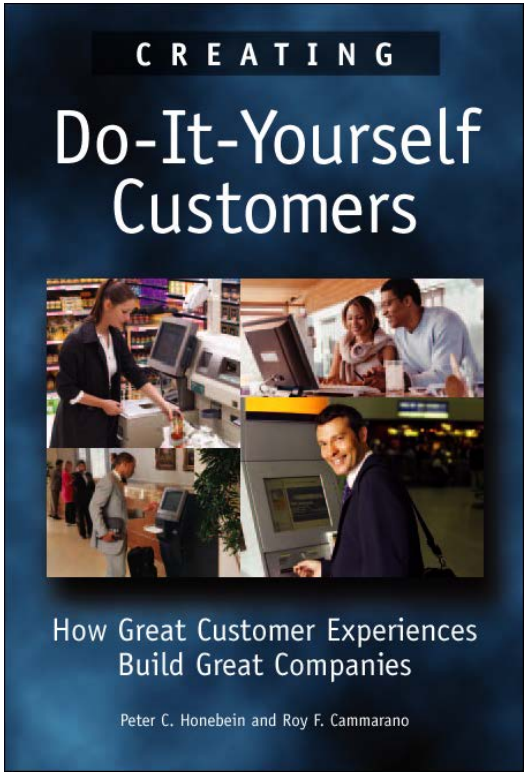
Behavioral Health

Smart Meter Systems

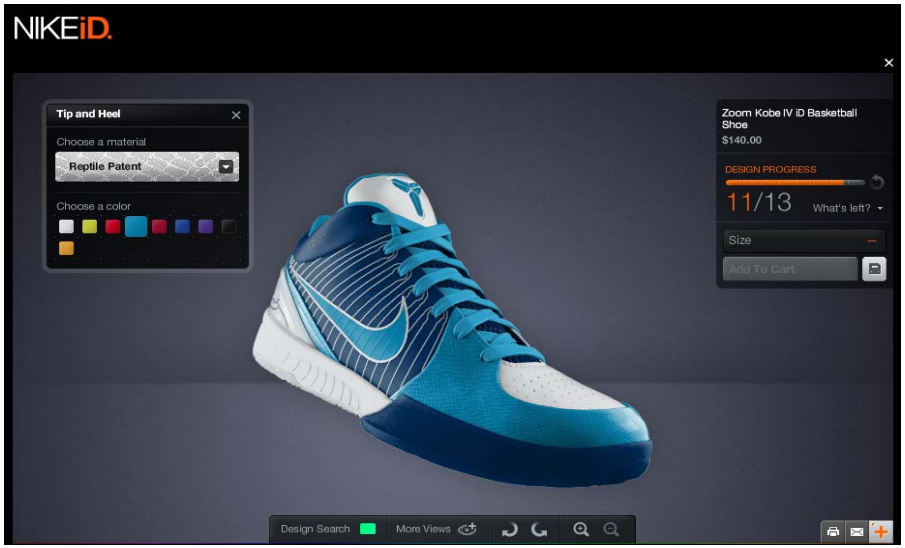
CPG's Thinking and Approaches

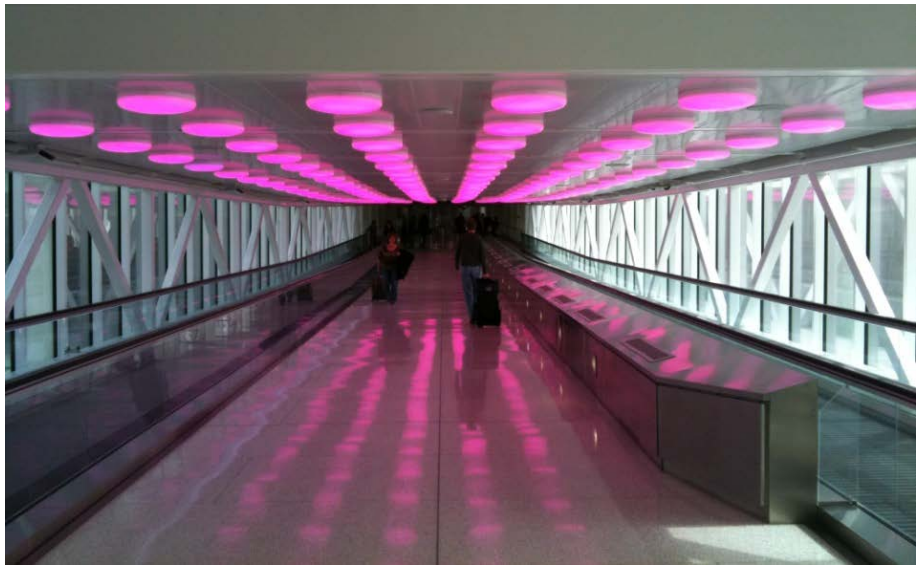






Customer Co-Creation of Value

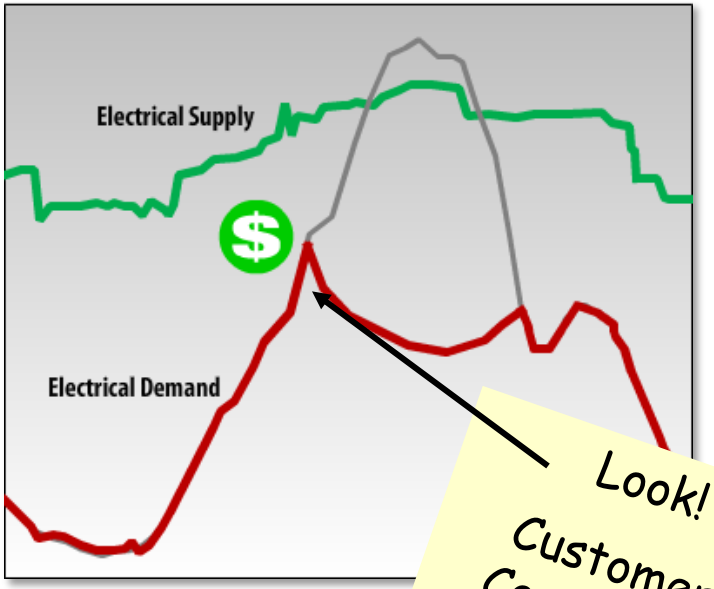




CODESIGNERS
COCREATORS
COPRODUCERS

Customers Have A
Value-Creating Role
In The Experience

Co-Creation of Value in Utilities



Look!
Customers
Co-creating
Value!

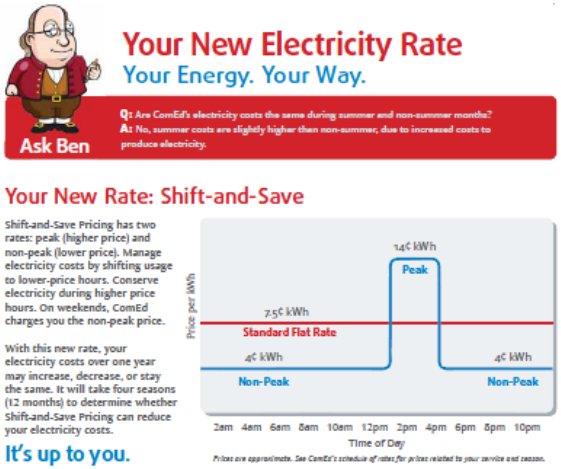
Charge between 12am-5am

Sources: SDG&E, NV Energy, Nissan USA

The Coproduction Experience Model

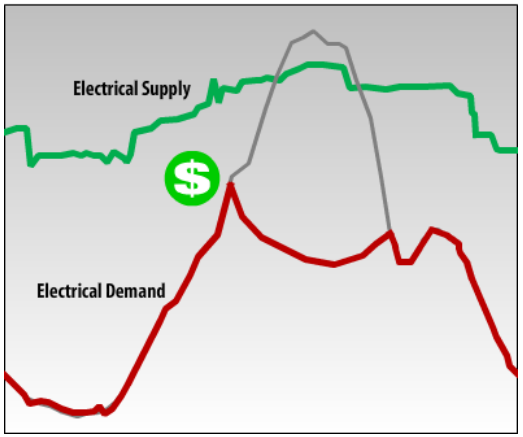
Goals and Feedback

Processes, People, Tools, and Interfaces



Customer Education

Rewards & Punishments



Got to Balance the Rational and Emotional

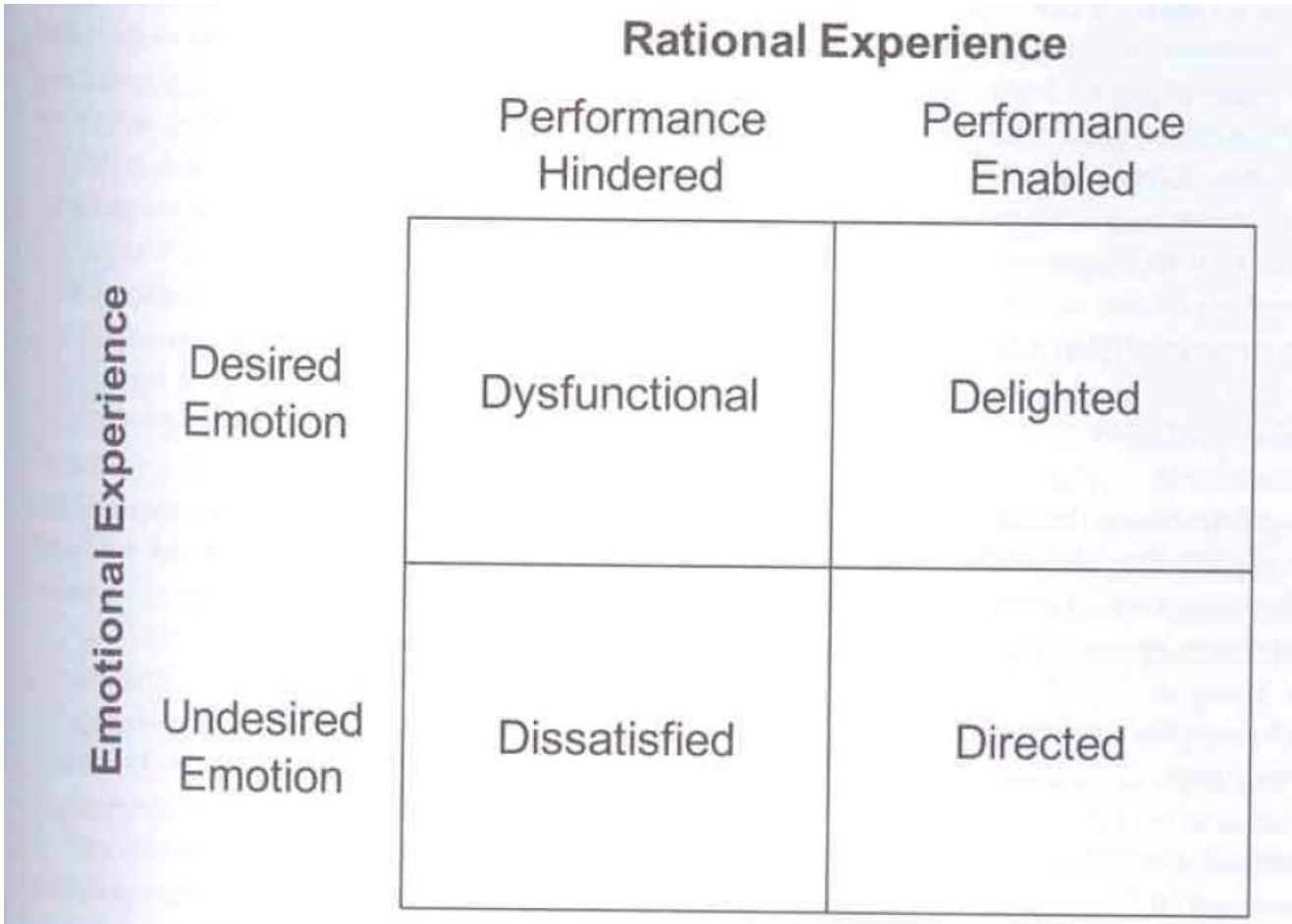


Figure 7.3 The memorable experience model

Two Great Things that Go Great Together

Example: The Hollywood Tower Hotel

The Rational Side

The Emotional Side

The Customer Experience Canvas

Customer Experience Canvas™			
The Rational		The Emotional	
Vision	Access	Nuances	Role
Incentive	Expertise		Entertainment
Relationship			

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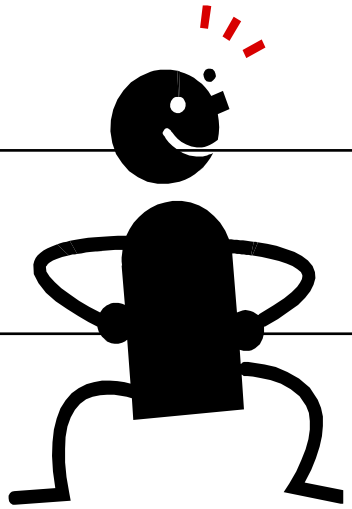
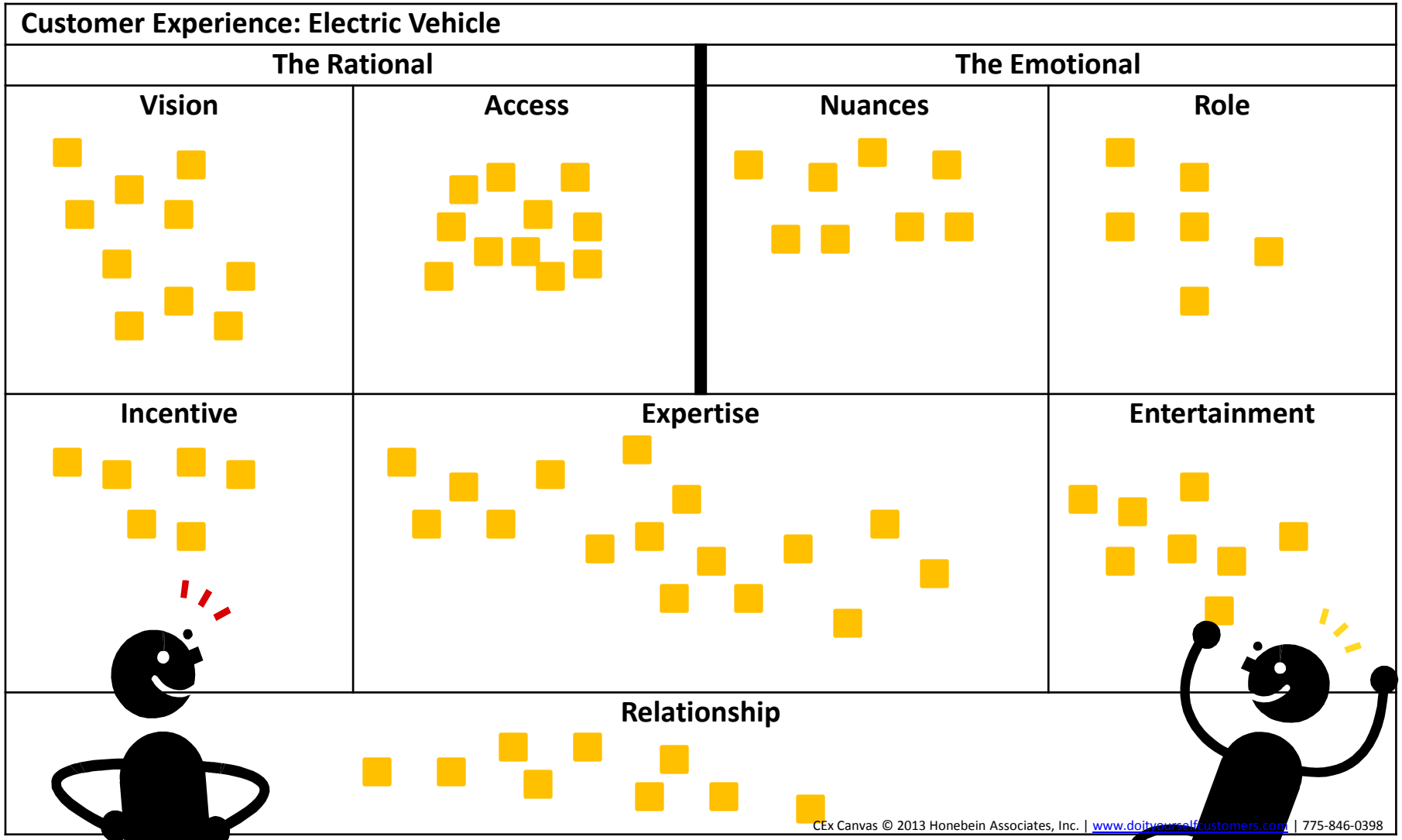


It Helps You Design Customer Experiences



Each Box Elicits Design Ideas Through Questions

Customer Experience:

The Rational

Vision

- What is the key goal for your customers? What is their mission?
- What expectations do you have for your customers?
- What is the plan for accomplishing the customer experience's goal?
- What key feedback will customers receive during the customer experience?

Access

- What are the key policies?
- What processes and procedures are needed?
- What people will participate? What qualifies them to participate?
- What tools will you acquire or build?
- How might you make the interfaces intuitive, usable, and comfortable?
- What key information do you need to communicate?

The Emotional

Nuances

- How are you enhancing sight?
- How are you integrating smell?
- How are you integrating sound?
- What tastes will customers experience?
- What will customers touch?

Role

- What kind of *functional, authentic, possessive, or fantasy* roles might enhance your customer experience?

Incentive

- What rewards might you use to motivate good performance?
- How might you structure negative reinforcements?
- What punishments might be appropriate?

Expertise

- What do you want your customers to be able to do?
- What are the primary instructional methods?
- What will be the primary media for presentation, practice, and feedback?

Entertainment

- What live entertainment might you include?
- What recorded entertainment might you include?

Relationship

- What kind of relationship will your customer experience foster (or avoid) between its various constituents?
- How will your customer experience help facilitate participants in establishing relationships that perform?
- What kind of relationships does will your customer experience foster before, during, and after?

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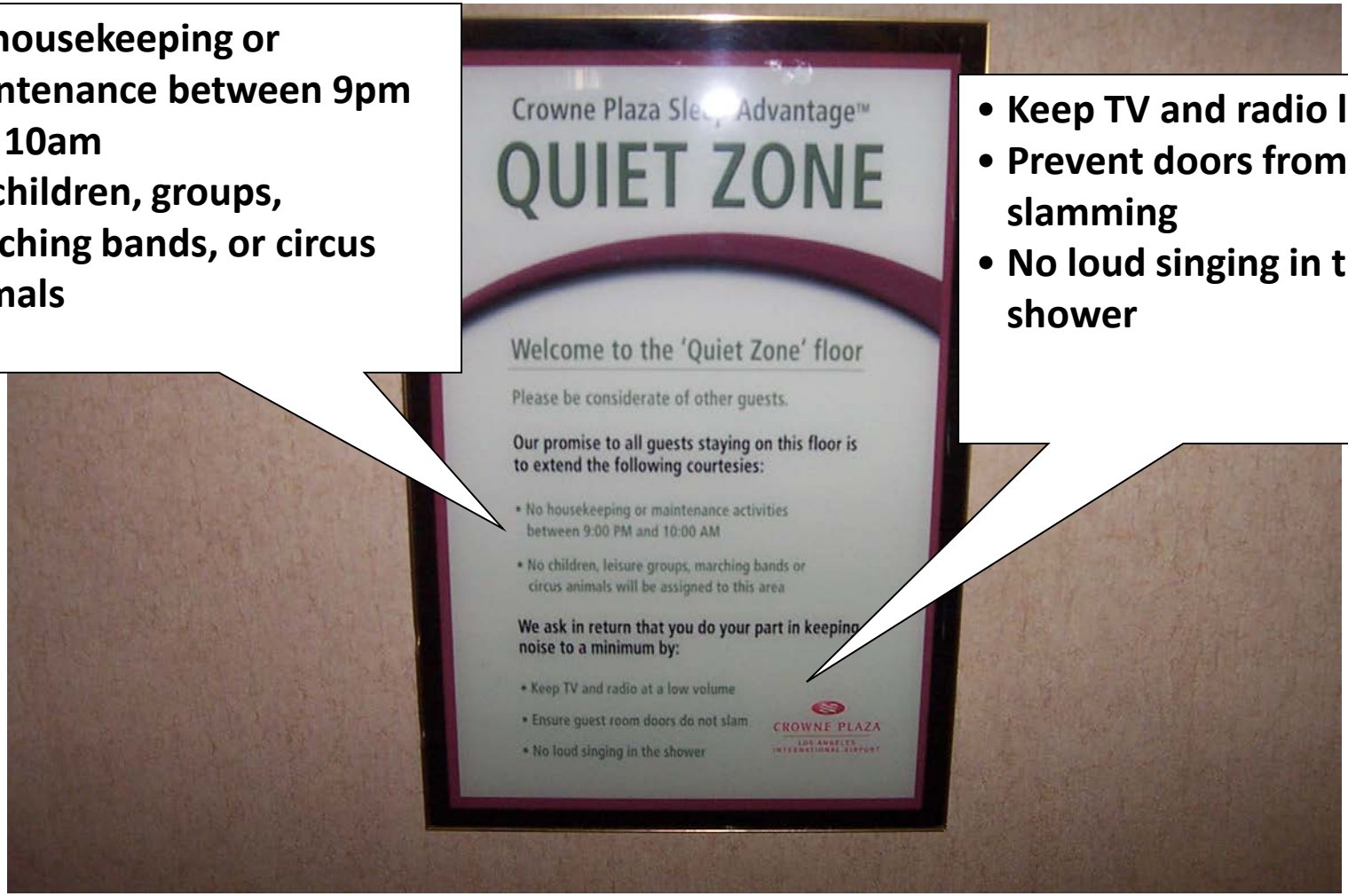
The Build-A-Bear Experience

The Worldfest Experience

The Crowne Plaza Sleep Advantage Experience

The Crowne Plaza Sleep Advantage Experience

- No housekeeping or maintenance between 9pm and 10am
- No children, groups, marching bands, or circus animals



- Keep TV and radio low
- Prevent doors from slamming
- No loud singing in the shower

The Crowne Plaza Sleep Advantage Experience

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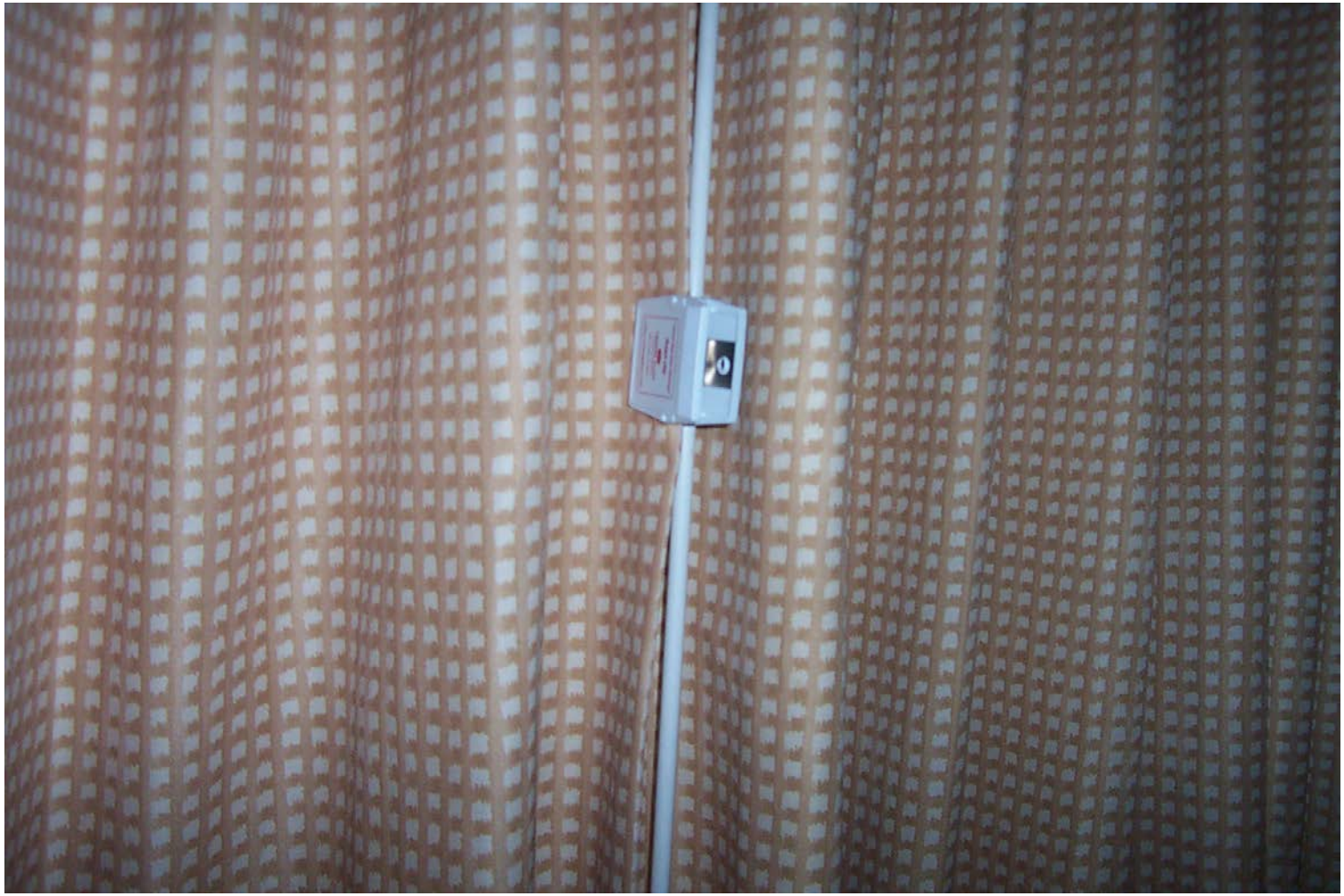
The Crowne Plaza Sleep Advantage Experience



The Crowne Plaza Sleep Advantage Experience

Fostering Co-Creation - Five First Principles

1. Embrace Customer-Centered Design

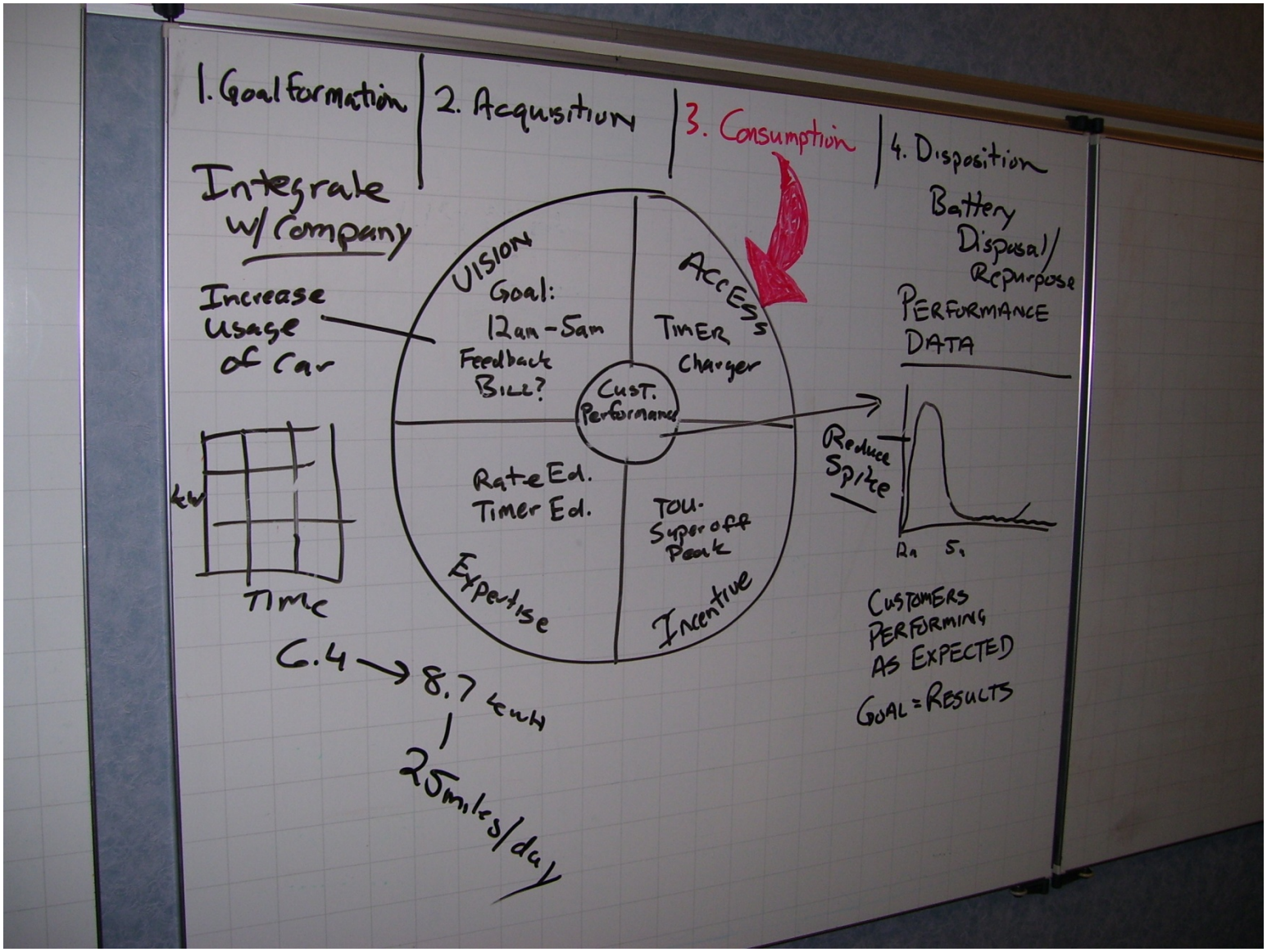
2. Blend Rational and Emotional Experiences

3. Engage in Small, Observable Adoption Steps

4. Segment by Observable Actions

5. Use Action Research to Drive Evolution

Analyze Current Experiences

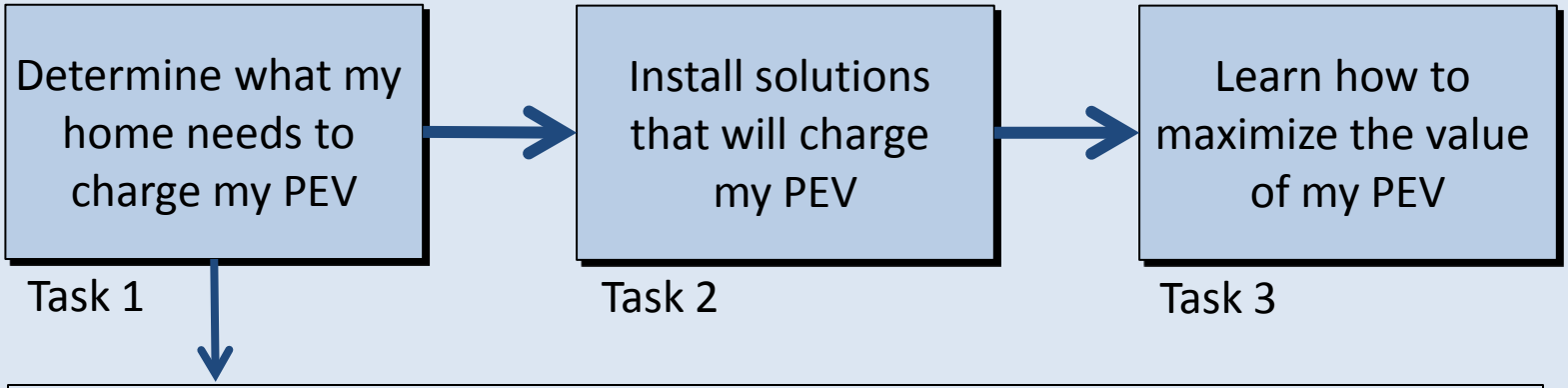


Analyze Current Experiences, Continued

What are obstructions?

Gather Customer-Centered Requirements

Goal: Charge my PEV reliably, safely, cost-effectively, and conveniently at my home.

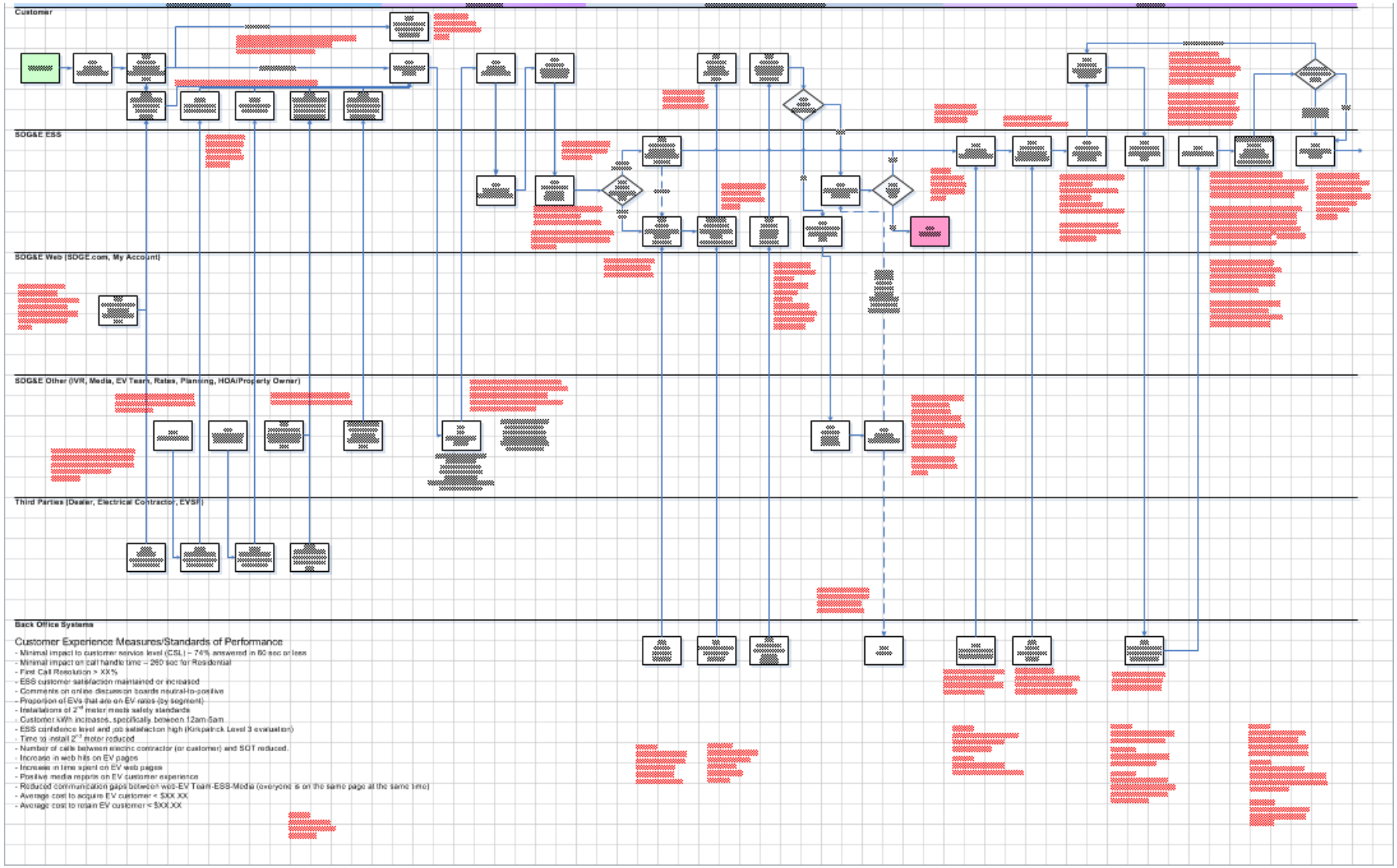


Task 1 – Key Customer Requirements

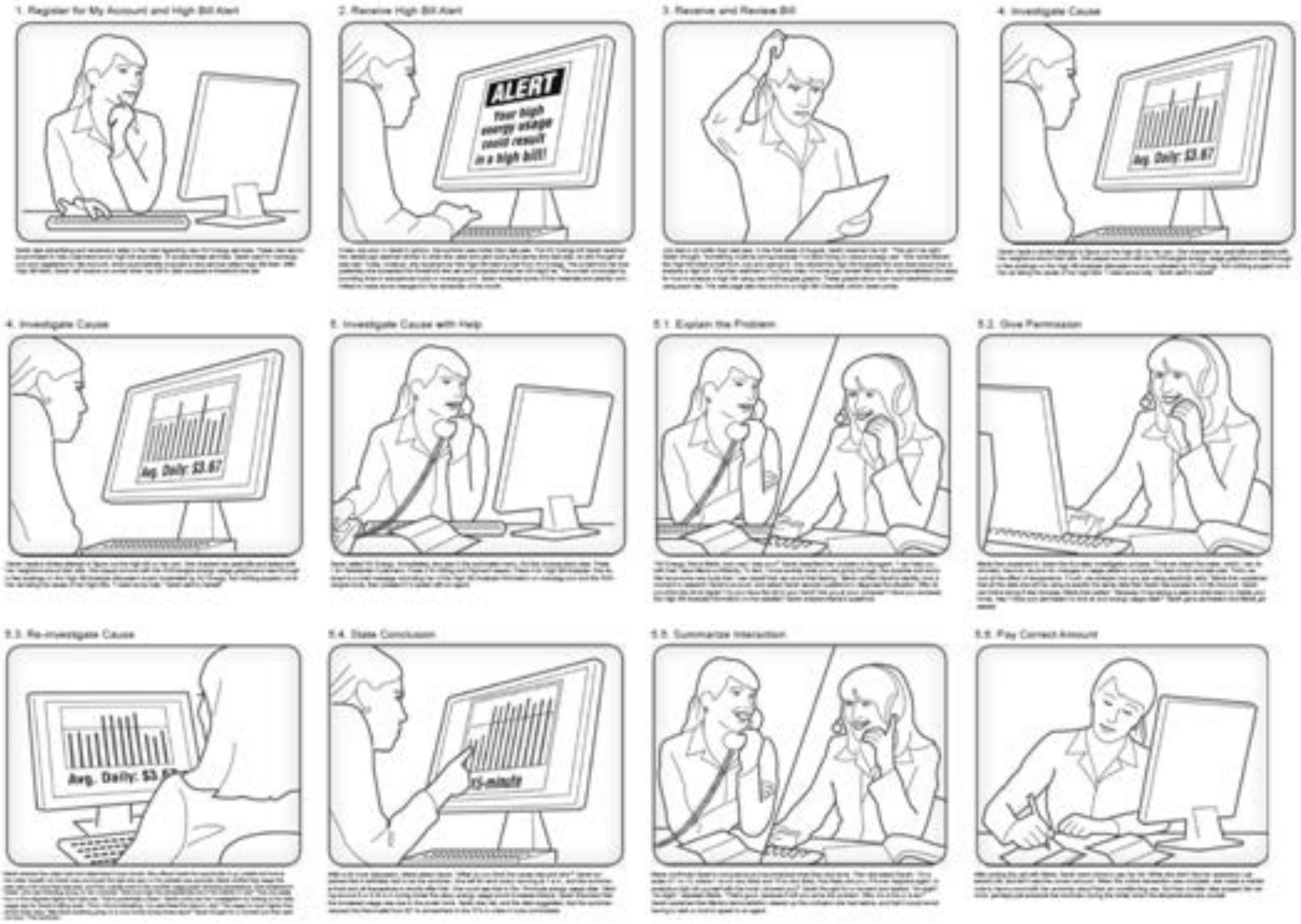
- Minimize the complexity of decisions I need to make regarding PEV infrastructure, pricing plans and related topics.
- Minimize the number of people I must interact with to ensure my home can charge my PEV.
- Increase awareness of what I need to do to be able to charge a PEV in my home and how much various options cost and what exactly they provide.
- Minimize unexpected, unnecessary costs and surprises associated with ensuring my home can charge my PEV according to my needs.

Map the Customer Experience or Journey

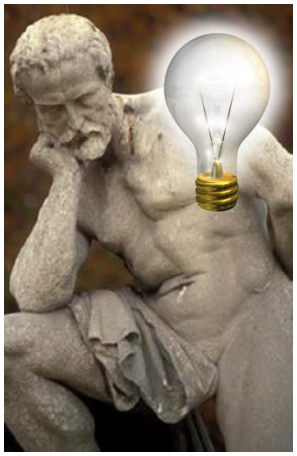
A Customer Experience Blueprint



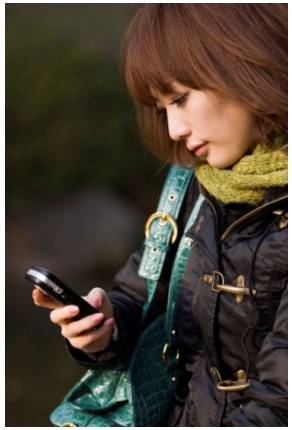
Storyboard and Prototype Experiences



Use Action Research to Drive Evolution



INTERMITTANT?
CONTINUOUS?



SINGLE LOOP	DOUBLE LOOP

Plant A Lot of Grass

Credit: Kake Pugh

Additional Reading

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About Peter C. Honebein

Dr. Peter C. Honebein is an internationally-recognized customer experience expert and is co-founder of the Customer Performance Group, a management and marketing strategy consulting firm. He is also an adjunct professor at the University of Nevada, Reno and Indiana University, where he teaches graduate and undergraduate classes in marketing, customer experience design, human performance technology, and instructional design.

As a designer and consultant, Dr. Honebein applies his vast knowledge of design, marketing, product development, and performance technology to solve novel problems related to human performance. He has created, marketed, and licensed commercial products, designed the system that tracked the cleanup of the Exxon Valdez oil spill, and consulted on the design, strategy, and launch of numerous innovations, products, and services, including the system that sequenced the human genome and smart metering systems for utilities such as SDG&E, ComEd, NV Energy, and Duquesne Light.

Dr. Honebein is the author of the books *Creating Do-It-Yourself Customers* and *Strategies for Effective Customer Education*, as well as numerous articles in such multidisciplinary publications as *The Electricity Journal*, *Metering International*, *Database Marketing & Customer Strategy Management*, *Marketing Management*, *Educational Technology*, and *Interactions*. He has also presented on topics related to the customer side of smart metering systems at numerous industry conferences.

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