



**Get in control of your
Customer's Experience**



Dennis van Heezik

Chief Digital Officer

Global Building Material Manufacturer

Customers are entering
the best phase in history!



Customer Benefits



Faster than real time



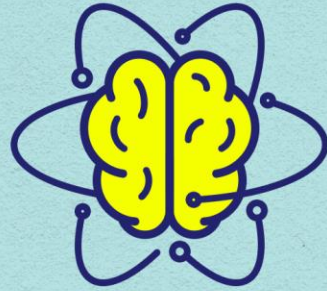
Hyper personalized



Convenience

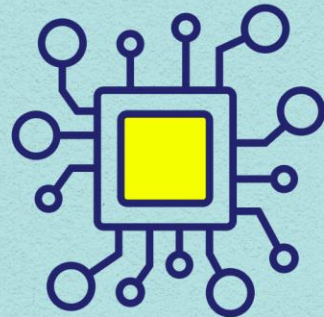
General purpose technologies

Artificial
Intelligence
& Machine
Learning



5G

Quantum
Computing



Robotics

OLD WORLD minimum demand?

NEW WORLD minimum demand?



partner in life

convenience

good product



service & price

good product



service & price





1 - ULTIMATE CONVENIENCE

“Aspire for no-effort to do business with you”



KEEP CALM
AND
AUTOMATE

AUTOMATE EVERYTHING

“Make simple & easy, no effort needed.”



PHILIPS

hue personal
wireless
lighting

- Lighting is the only product that's in every room of your house that you use every single day
- The first app-controlled lighting system
- Potential for integration in everything you do in your home, connect to TV, Alexa,
- It isn't just a product, but really a mindset shift
- Hue app used by customers to customize experiences & connect to anything in the home
- Opportunity for Philips & customers for using data from the Hue platform to create personalized and behavioural experiences in your house and across channels.
Navigating security & privacy, many immersive experiences can be created



ORDER ANYTHING

"Make everything easy for customers"



อินรี
คอนกรีต
1732

อินรี
คอนกรีต
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100-941

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336HP

1614



INSEE Concrete คอนกรีตงานพื้นถนนและลานจอดรถ 280 CUBE (0.5 คิว)

★★★★☆ 4 | 98 Sold

฿1,387 1460 /piece



NocNoc Discount

25% off

1 Size: 0.5 คิว

- Disbelieve in company to sell concrete online
- Trial in 2019 to sell concrete online to consumers – first in Thailand
- Customers ordering small amounts for convenience, easy buy, easy delivery
- Initially own platform, now also on NocNoc and other platforms
- Big growth success in last 3 years, creating additional top-line sales



2 - PARTNER IN LIFE

“Answer to your customer’s life frictions”

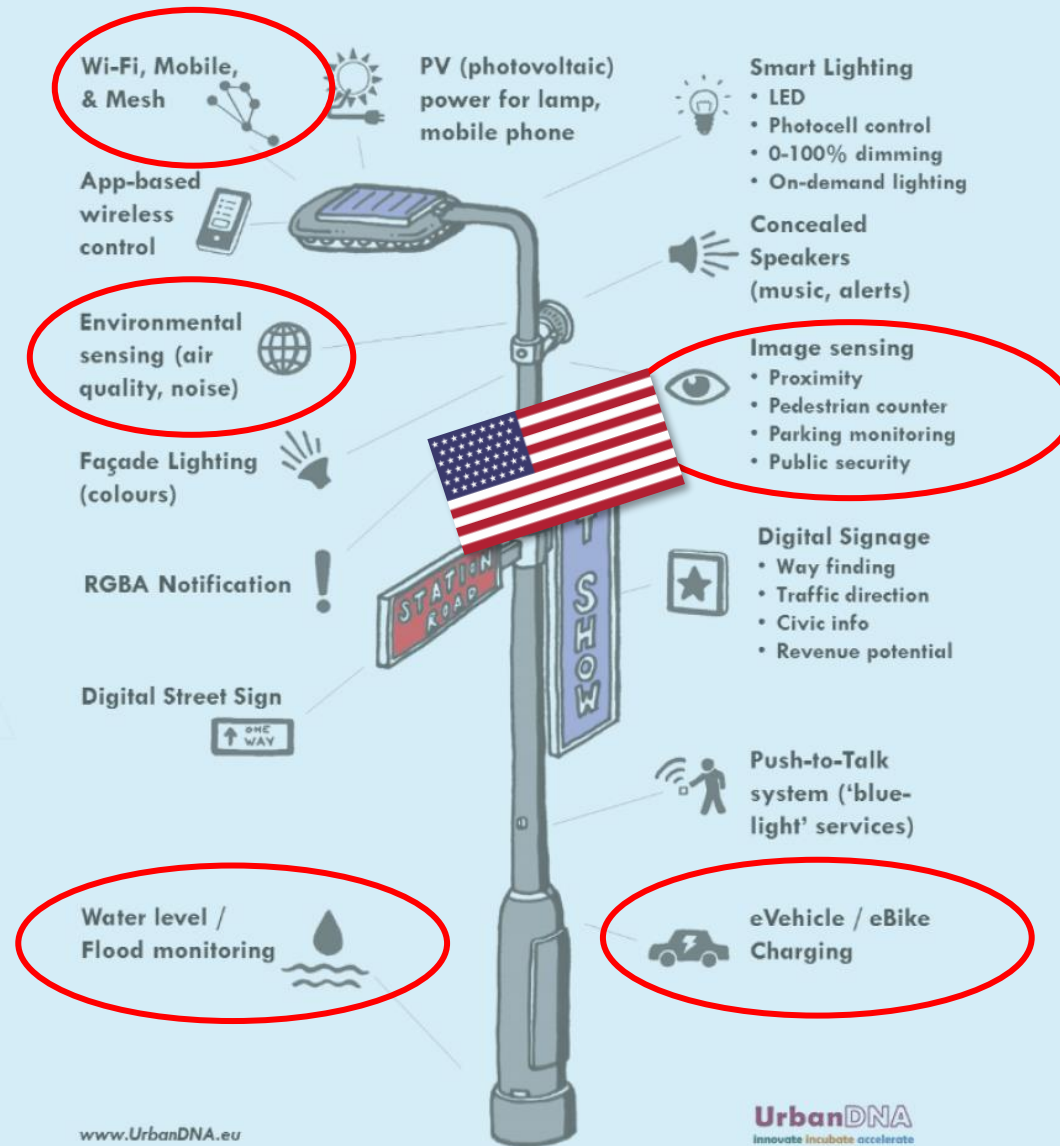


FROM LIGHT TO EVERYTHING

“Serving your life’s journey everywhere”

- Smart LED Lighting to reduce electricity cost & manage remotely
60-70 mil lampposts in Europe, 75% 25y > old, 20-50% energy bill, 50% saving potential
- From selling light poles by the number, moving to selling
(1) energy reduction, (2) safety increase, (3) light performance
- Transition to focus on frictions in the life of customers (procurement > mayors)
- Philips went to sell as a service to optimize relationship and outcome, going beyond the core product

A DOZEN SMART WAYS TO USE A LAMPPOST THAT HAS NOTHING TO DO WITH LIGHT!



A DOZEN SMART WAYS TO USE A LAMPPOST THAT HAS NOTHING TO DO WITH LIGHT!



Eindhoven – Emergency guiding & Weather conditions

Digital Street Sign



Water level /
Flood monitoring

PV (photovoltaic)
power for lamp,
mobile phone



Smart Lighting

- LED
- Photocell control
- 0-100% dimming
- On-demand lighting



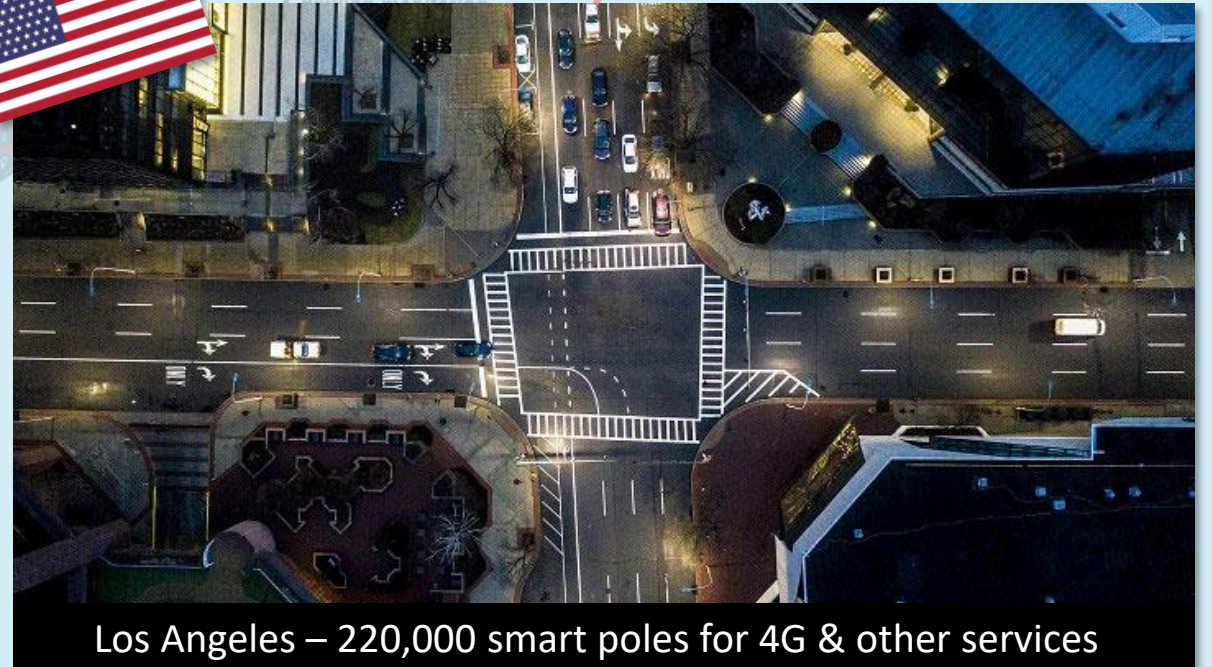
Concealed
Speakers

(music, alerts)



Image sensing

- Proximity
- Pedestrian counter



Los Angeles – 220,000 smart poles for 4G & other services



THE HEARTBEAT

“Know when & where to act”

Diagnose
today



Understand the current customer experience for end user and direct customers

Improve the experience for
tomorrow

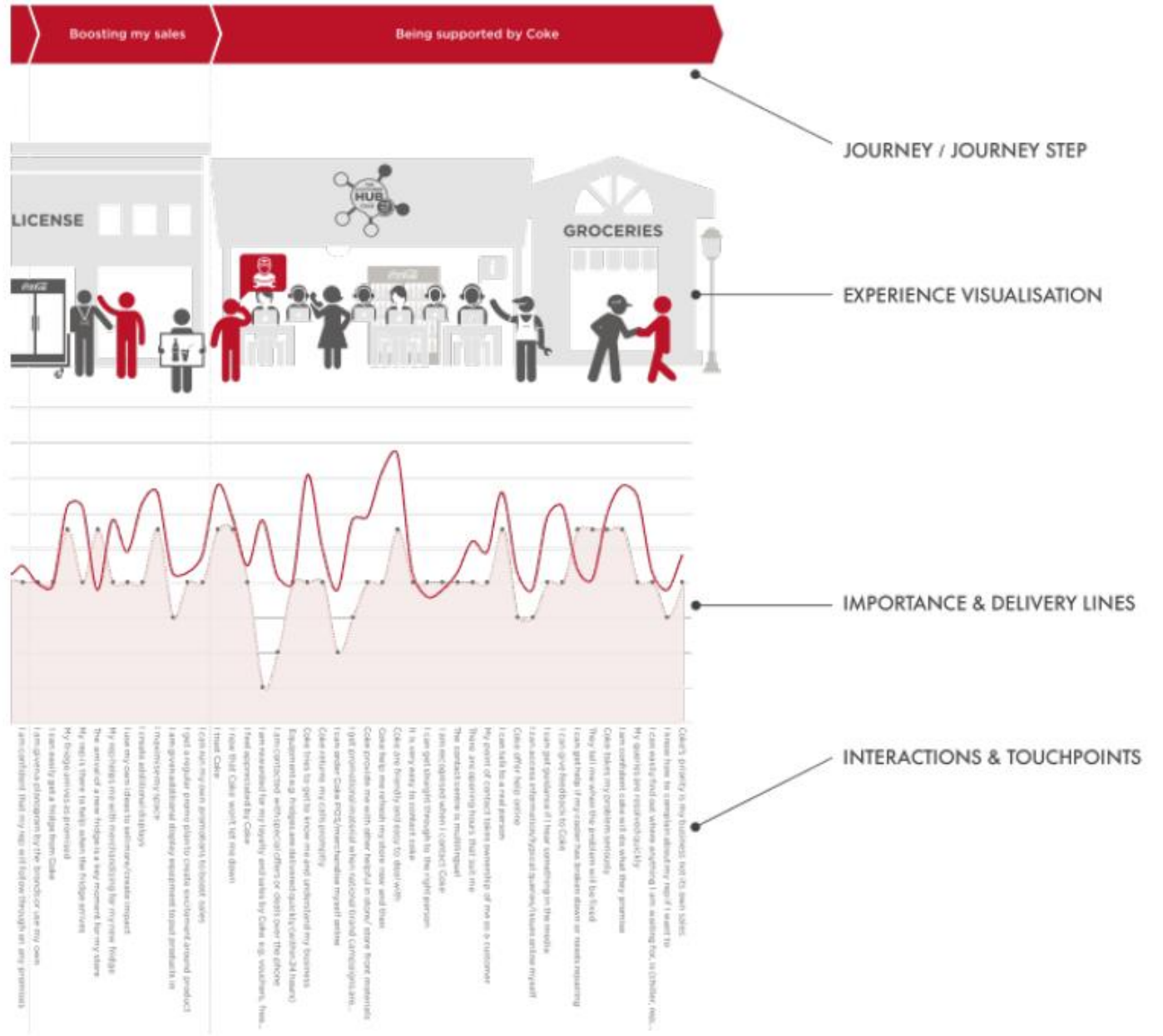


Identify the pain point, the opportunities, the drivers and the roadmap for improvement

Transform your business for the enduring
future



Upskill the key sales and marketing staff on the use of journey mapping for driving customer improvements, stickiness & growth





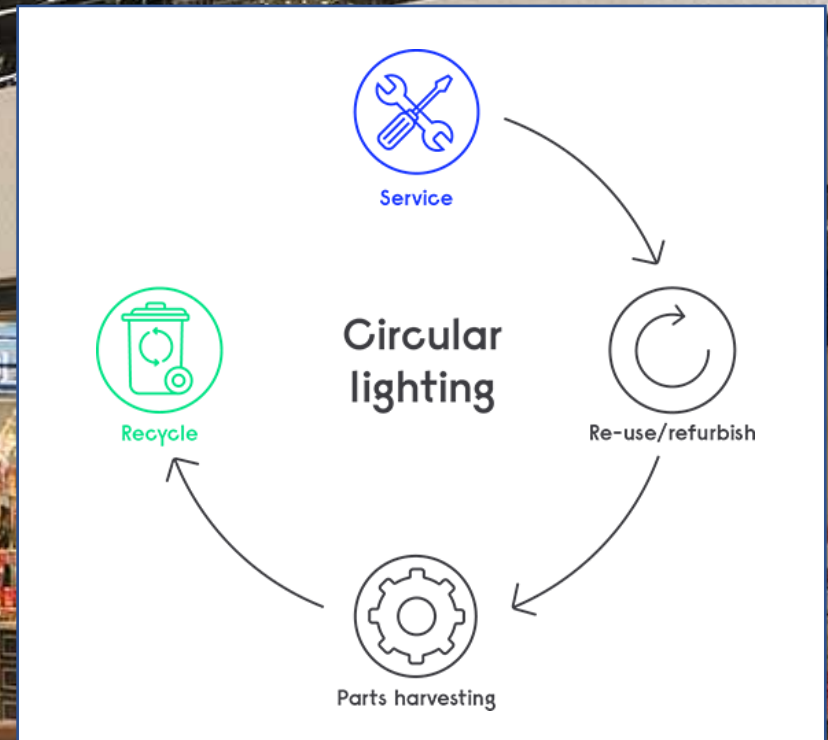
3 - SAVE THE WORLD

“Take responsibility & add value”

- Signify (Philips Lighting) is on a mission to make people's lives brighter and to create a better world with environmentally friendly light.
- They want to create lighting for circularity as one of the company's important pillars on the way to a sustainable future. "Reduce Reuse Recycle"
- They sell Circular Lighting, where they design, build, operate and maintain a customer's solution. Customer simply buys the light they use instead of owning the lighting system:
 - **Design** – Smart & Sustainable products that have been designed with their post-service life in mind
 - **New business models** – An innovative service model, based on the circular economy philosophy
 - **Reverse logistics** – Applying the principles of the circular economy to systems and products, that have reach the end of their service life
 - **Collaboration** – Forming close collaborations between all parties to create sustainable solutions for a circular economy
- **Schiphol** (Amsterdam Airport) – ambition to become the most sustainable airport in the world. Reducing energy consumption. Installing energy efficient LED lighting and buy the light instead of owning the system.

PHILIPS Lighting

Signify





**social
responsibility**



**society first,
customer second**

**the offer you
can't refuse**



**minimum
demand**

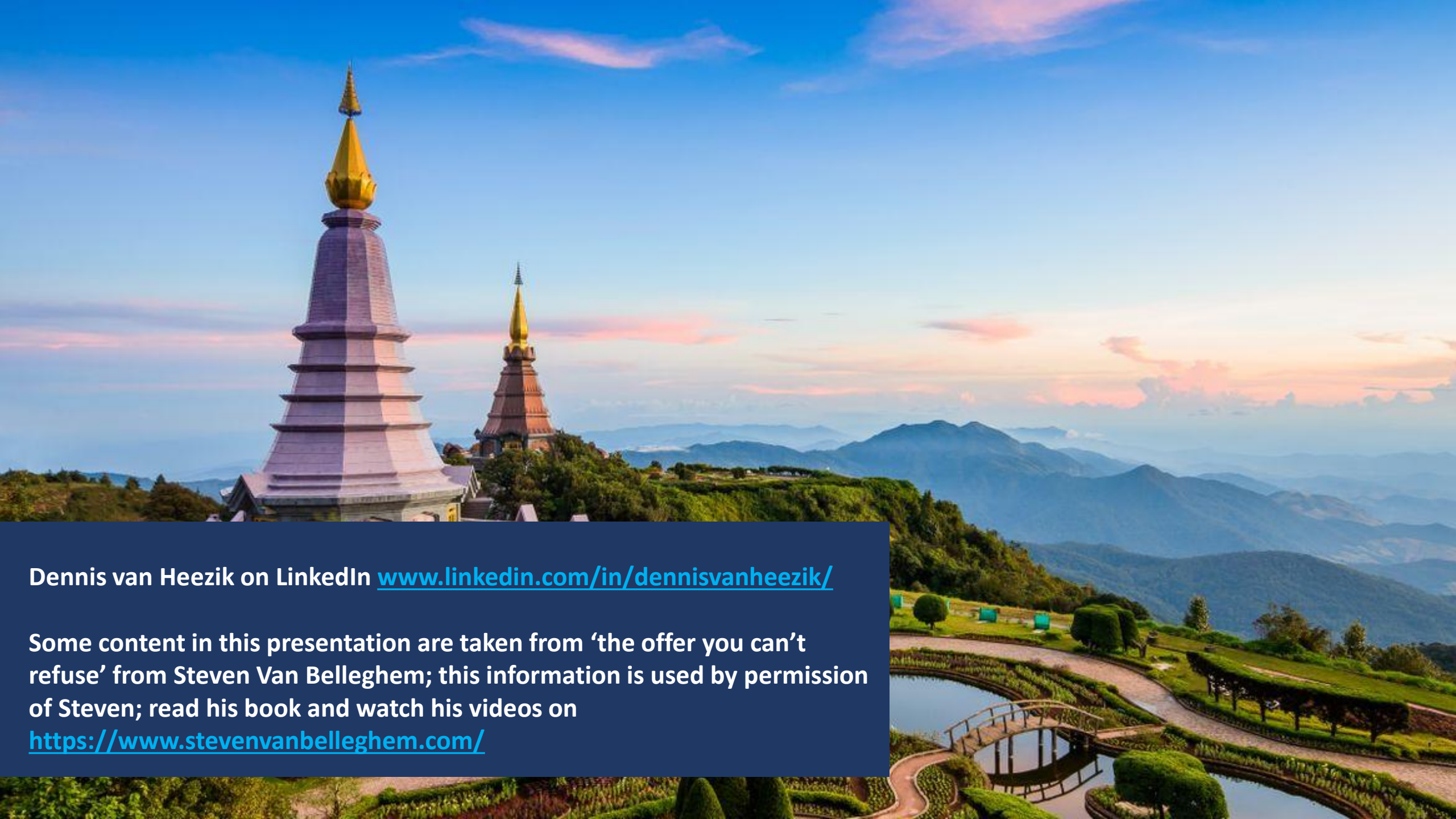
**emotional
convenience**



**partner
in life**

**WHAT IS
YOUR OFFER?**





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Some content in this presentation are taken from ‘the offer you can’t refuse’ from Steven Van Belleghem; this information is used by permission of Steven; read his book and watch his videos on

<https://www.stevenvanbelleghem.com/>