

# Welcome to the Experiential Marketing Summit

## Experiential 360° thru Omni Engagement

Experiential 360 thru Omni Engagement R3



Topic: Experiential 360 through Omni Engagement.

**A hearty welcome. Thank you for granting us some of your valuable time.**



Overview: Seamless **experiences**. That is what **customers demand** today. Travelers and customers want quick and intuitive interactions with companies and easy access to products and services at their fingertips. All channels must be able to provide **consistent high quality to address customer needs**.

Experiential 360 thru Omni Engagement K.S

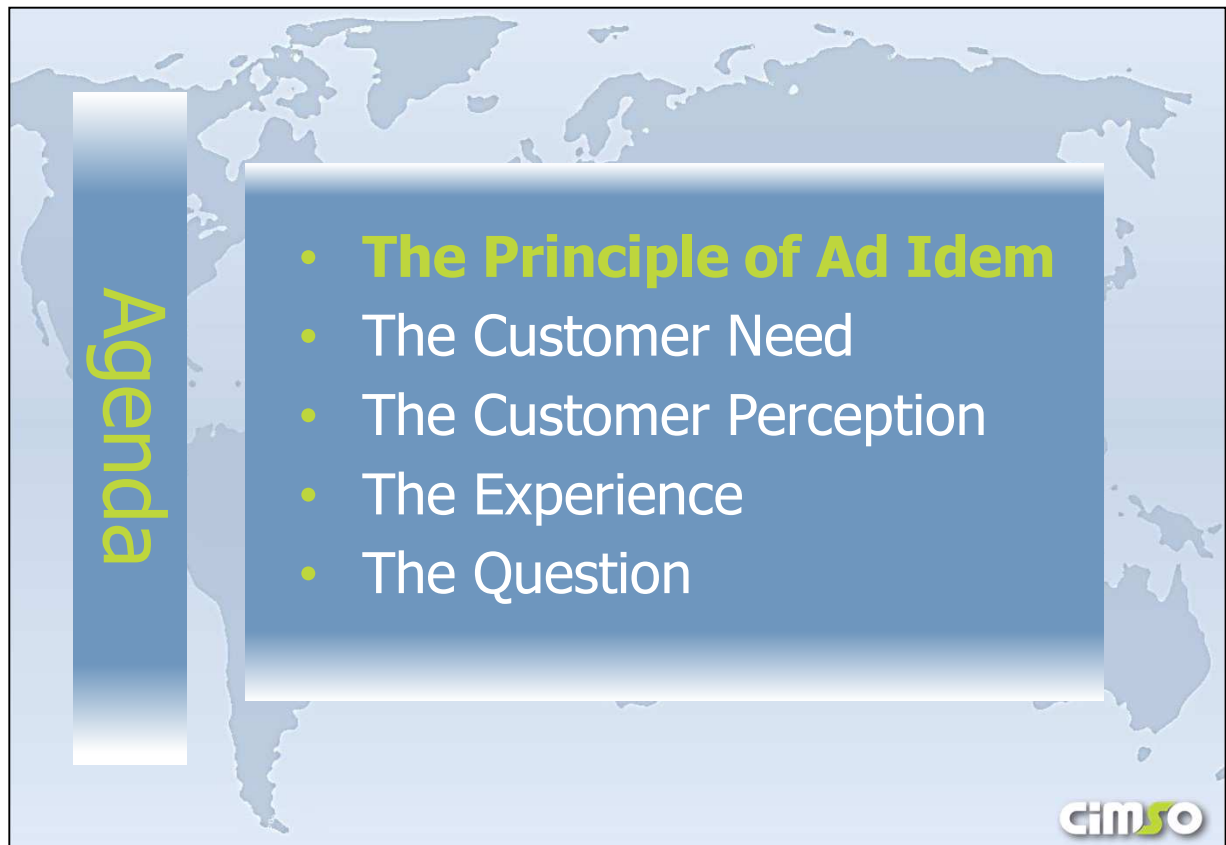


### **Introduction**

Our current business, social and political landscape is earmarked by an unprecedented explosion of information, customer demands and disruption, and the noise in the market place is at times unbearable.

To charter a meaningful course through all this noise, the demands and the disruption is becoming increasingly more difficult. The need to be, and to remain relevant is more challenging than ever before.

At such times it behoves us well to slow down and reconsider the landscape... to return to the fundamentals of NEED, PERCEPTION and EXPERIENCE.



**In this presentation our agenda will cover:**

- 1 The Principle of Ad Idem**
- 2 The Customer Need
- 3 The Customer Perception
- 4 The Experience
- 5 The Question



### **The Principle of Ad Idem**

Ad idem is a Latin term for “meeting of the minds.”

In law such a meeting of minds is essential to a valid contract...

It is also essential to our session today.

Let us pause, and revisit some of the fundamentals of business... let our ‘minds meet’ on a few critical principles, terms and acronyms.

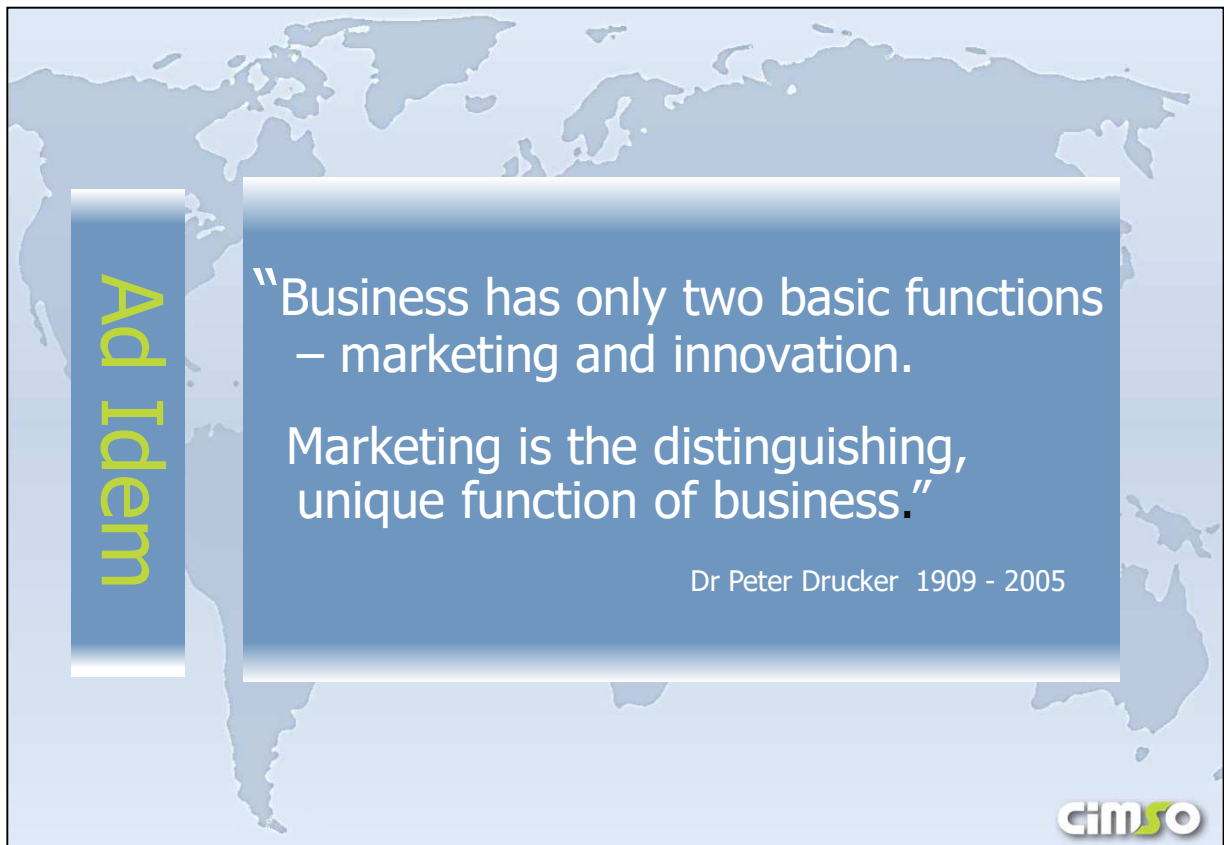


### **What is the purpose of our business?**

Economist Milton Friedman’s economic theory teaches that the purpose of business is maximizing profit for the shareholders.

This theory is entirely irrelevant since profit is the result of effective business management.

“The purpose of business is to create a customer.” Dr Peter Drucker 1909 - 2005 (commonly acknowledged as the father of modern day management theory and practice)



### What are the basic functions of your business?

"Because the purpose of business is to create a customer, the business enterprise has two--and only two--basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.

Marketing is the distinguishing, unique function of the business."

Dr Peter Drucker On Marketing. ... Jun 30, 2006

Notes:

According to Dr Peter F. Drucker the only purpose of the existence of the business is:

To create a customer

Two basic functions of the business are:

Marketing

Innovation

Eight key areas for setting the objectives for the business are:

Marketing

Innovation

Human organization

Financial resources, Finance

Physical resources

Productivity

Social responsibility

Profit requirements



**What is the primary responsibility of our business**

This is the single most critical mind-set of any business. A serving spirit, ingrained into company culture, is key to establish and maintain engagement with customers.

In these disruptive times a return to these fundamentals is not just desirable... it is essential!



### What is omnichannel engagement?

**Omnichannel** is a cross-channel business model and content strategy that companies use to improve their user experience. Rather than working in parallel, communication channels and their supporting resources are designed and orchestrated to cooperate.

### Notes

To be omnichannel, a strategy does not need to support all possible channels, which is a practical impossibility. Instead, **omnichannel implies integration and orchestration of channels** such that the experience of engaging across all the channels someone chooses to use is as, or even more, efficient or pleasant than using single channels in isolation. The approach has applications in any industry, but early examples have been in financial services, healthcare, government, retail, and telecommunications industries.

**Omnichannel supersedes multichannel** and includes channels such as **physical locations, ecommerce, mobile applications, and social media.**

Companies that use the omnichannel model contend that a customer values the ability to engage with a company through multiple avenues at the same time.

<https://en.wikipedia.org/wiki/Omnichannel>





The customer, and her or his needs, are central to business. This requires of us to consider customer needs.

For the business to know and understand the need of the customer is critical.

**Let us proceed to the second item on the agenda:**

1 The Principle of Ad Idem

**2 The Customer Need**

3 The Customer Perception

4 The Experience

5 The Question

For the business to know and understand the need of the customer is critical.

**Customer Need**

“The hotel industry is fundamentally dissatisfied with the effectiveness of its current technology options and their ability to satisfy future business needs.”

“A new approach is needed to facilitate the development of **next-generation, customer-centric systems** that will better meet the needs of the global hotel community.”

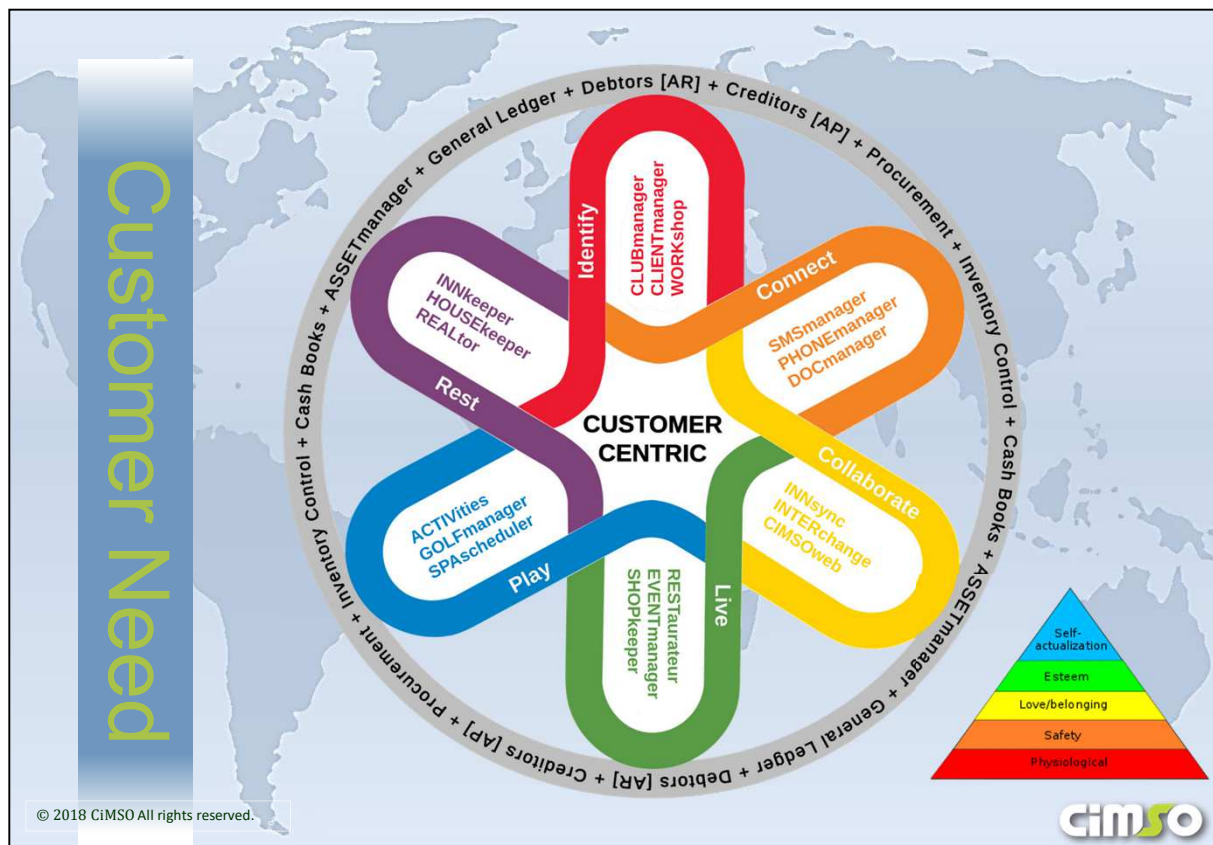
HTNG White Paper - Chicago 29 June 2002

**CIMSO**

### **The hotel industry needs**

In the various HTNG white papers the hospitality industry clearly states that they are “fundamentally dissatisfied with their technology options ([www.htng.org](http://www.htng.org)). It then identifies its needs by asking for Next Generation, Customer Centric management systems...

Customer Centric systems require of us to place the customer first in daily work processes. This in turn requires of us to clearly understand, the fundamental needs embedded in the human psyche.



### The human psyche and it's needs

Abraham Maslow in his 1943 paper "A Theory of Human Motivation" identified the now common hierarchy of needs as illustrated in the pyramid. Physiological > Safety > Love/Belonging > Esteem > Self-actualization. I propose an illustration of those needs in relation to the hospitality industry:

### The human psyche needs

The CiMSO suite Product Wheel illustrates the integrated design of the CIMS0 software and how it meets the various needs of hospitality service delivery. Identification (customer data platform) > Connect (communicate) > collaborate (work) > Live (food & clothing) > Play (leisure & recreation) > Rest (lodging & accommodation)

Since we have limited time we are only able to consider two elements of the human psyche needs cycle: Identify and Connect...

### Notes:

#### The organizational needs:

CDP with biometric and card identification > written electronic and telecommunications > product & service delivery > entertainment delivery > lodging delivery > seamlessly integrated accounting.

#### The financial control needs:

Accounts Receivable > Accounts Payable > Procurement > Inventory Control > Cash Books > Asset Management > General Ledger

**Customer Need**

**IDENTIFY...**

“As a fetus grows inside a mother's belly, it can hear sounds from the outside world — and can understand them well enough to retain memories of them after birth”

<http://www.sciencemag.org/news/2013/08/>

**CIMSO**

### **The need to be IDENTIFIED**

I have often marvelled at our ability to distinguish our names when called over the PA system at the airport – amongst all the noise...

### **So what is in a name?**

Everything. Addressing a customer by their name is a critical part of the process of engagement.

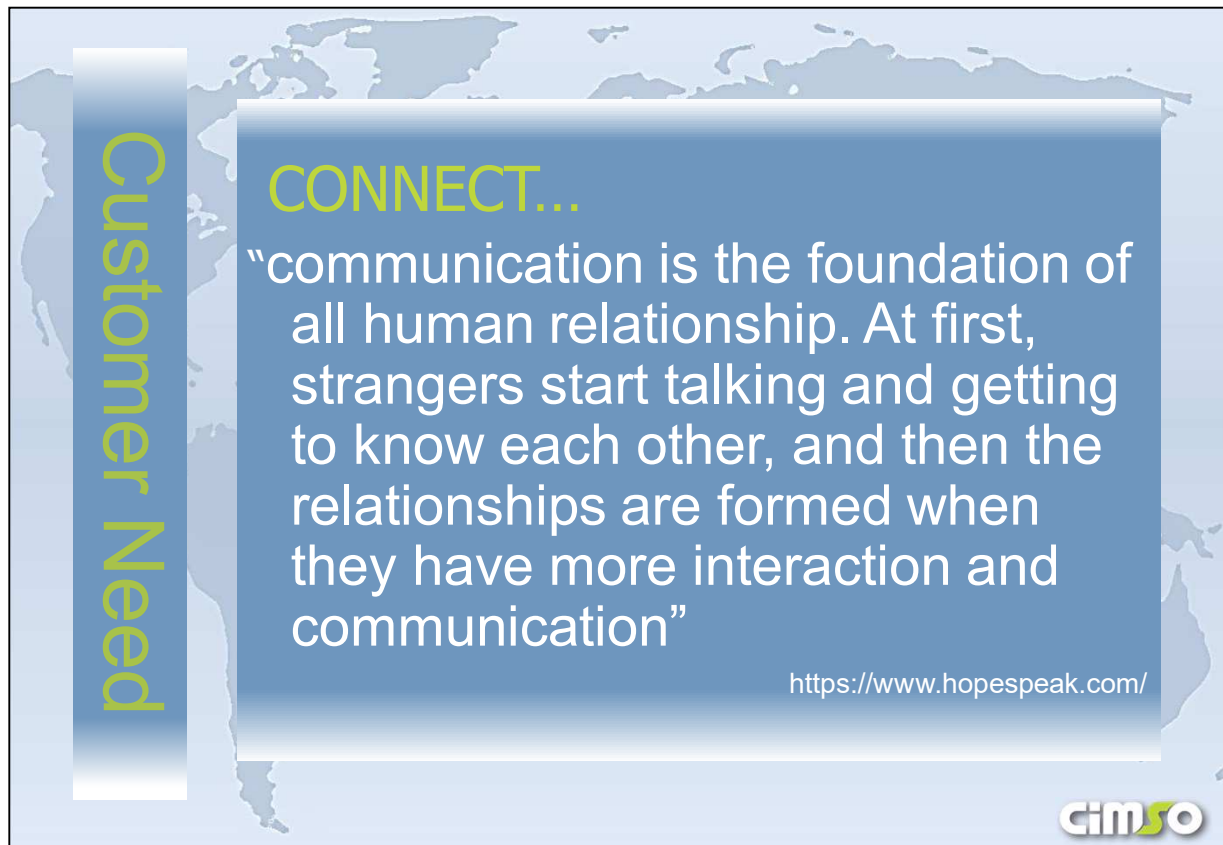
### **Notes:**

Be careful what you say around a pregnant woman. As a fetus grows inside a mother's belly, it can hear sounds from the outside world—and can understand them well enough to retain memories of them after birth, according to new research.

A 1988 study suggested that newborns recognize the theme song from their mother's favorite soap opera. More recent studies have expanded on the idea of fetal learning, indicating that newborns already familiarized themselves with sounds of their parent's native language...

The team gave expectant women a recording to play several times a week during their last few months of pregnancy, which included a made-up word, "tatata," repeated many times and interspersed with music. Sometimes the middle syllable was varied, with a different pitch or vowel sound. By the time the babies were born, they had heard the made-up word, on average, more than 25,000 times. And when they were tested after birth, these infants' brains recognized the word and its variations, while infants in a control group did not, Partanen and colleagues report online today in the *Proceedings of the National Academy of Sciences*.

<http://www.sciencemag.org/news/2013/08/babies-learn-recognize-words-womb>



### **The need to CONNECT**

“But you never talk to me, darling... “ millions of partners to each other- across the world.

#### **Why is communication important to human life?**

Communicating helps people to express their ideas and feelings, and it, at the same time, helps us to understand emotion and thoughts of the others. As a result, we will develop affection or hatred toward other people, and positive or negative relationships will be created.

#### **Notes:**

It is no doubt that communication plays a vital role in human life. It not only helps to facilitate the process of sharing information and knowledge, but also helps people to develop relationships with others. Therefore, the importance of communication cannot be underestimated. Every day, we communicate with a lot of people including our families, our friends, our colleagues, or even strangers. We should learn how to communicate effectively to make our lives better.

<https://www.hopespeak.com/blog/why-is-communication-important-to-human-life-2/>



We have established that the customer psyche responds to a very specific cycle of needs. In response to these needs the customer psyche is seeking resolutions or solutions: enter experiential 360 marketing.

Experiential 360 marketing reaches deep into the human psyche and establishes perceptions - and consequently expectations.

Managing these perceptions is key to the brand reputation.

Let us proceed to investigate perception.

- 1 The Principle of Ad Idem
- 2 The Customer Need
- 3 The Customer Perception**
- 4 The Experience
- 5 The Question



#### What we perceive..

*Omolegie Okedigun* correctly observes that:

**“After all, a brand is a collection of perceptions.”**

Allow me to quote his observations:

Traditional marketers may contend that mass media is still relevant to the consumer, especially when launching a new brand. But a brand doesn't necessarily need mass marketing in order to be born and grow.

Staging a live brand experience as a lead strategy for launching a brand, may be more effective and relevant than anything that television, radio or press advertisement can offer. **Instead of using mass marketing to blanket the millions in order to reach the few, a staged live brand experience allows the brand to target the few to eventually reach the masses.**

*Omolegie Okedigun CEO Rhedsoul 1610, based in Lagos.*

<https://www.linkedin.com/pulse/360-experiential-marketing-campaign-omolegie-okedigun/>



### **What we perceive**

Allow me to illustrate the dichotomy of perception.

Please perceive this SGD50.00... and this red Angpow envelope... Does it create a perception? What is it?

Think about it – A red Angpow envelope containing USD50.00....

Yes... you've got it! Somebody is leaving today with an Angpow!

Please take your business card and use the CIMSO pen to write the answer to the following question. Then please place your card in the collection bag... think of the SGD50 expectation...

Are you ready?

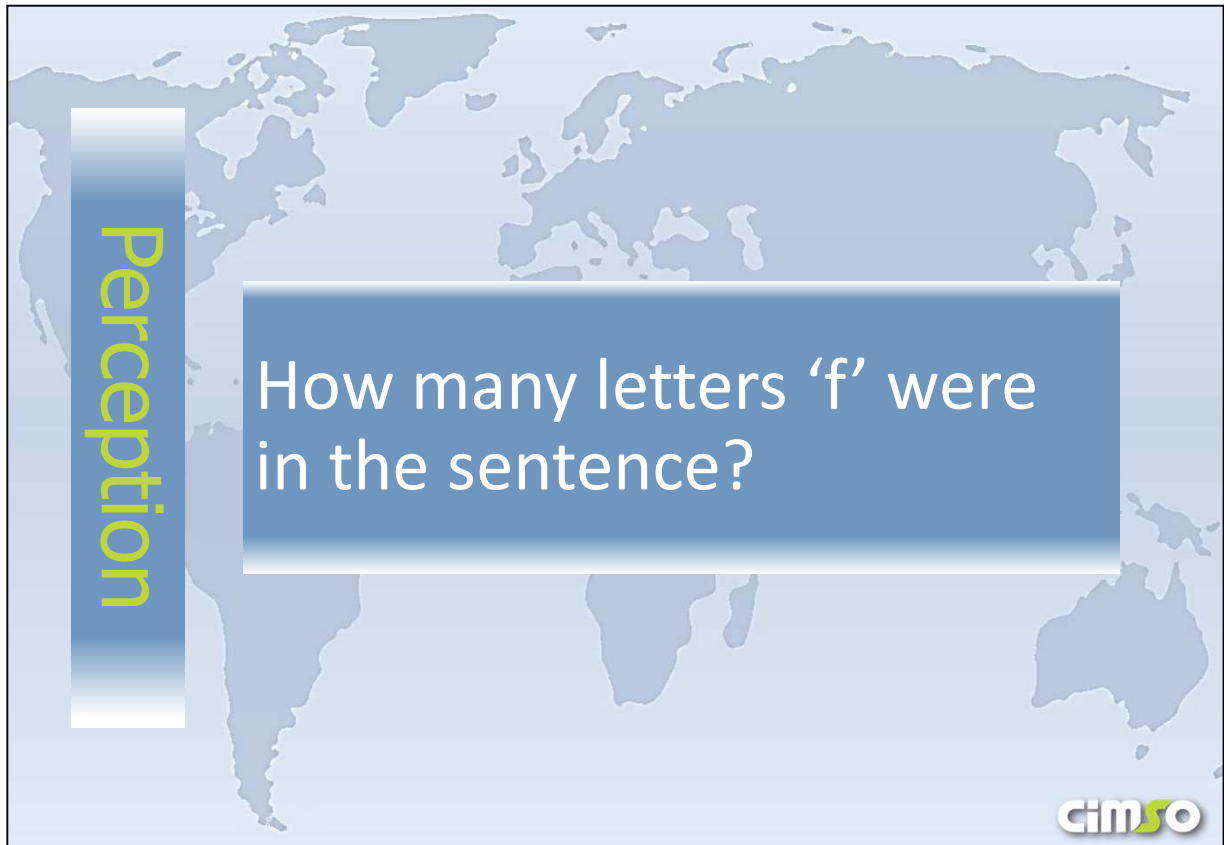




### **What we perceive**

Please read this sentence carefully: "Unfinished files are the result of years of unfinished filing..."

Now let us consider perception.



#### **What we perceive: the acid test**

Please answer the following question:

Question: How many letters 'f' were in the sentence?

After gathering all the responses we received the following answers:

1 person counted 8 = 3%

2 people counted 7 = 7%

6 people counted 6 = 20%

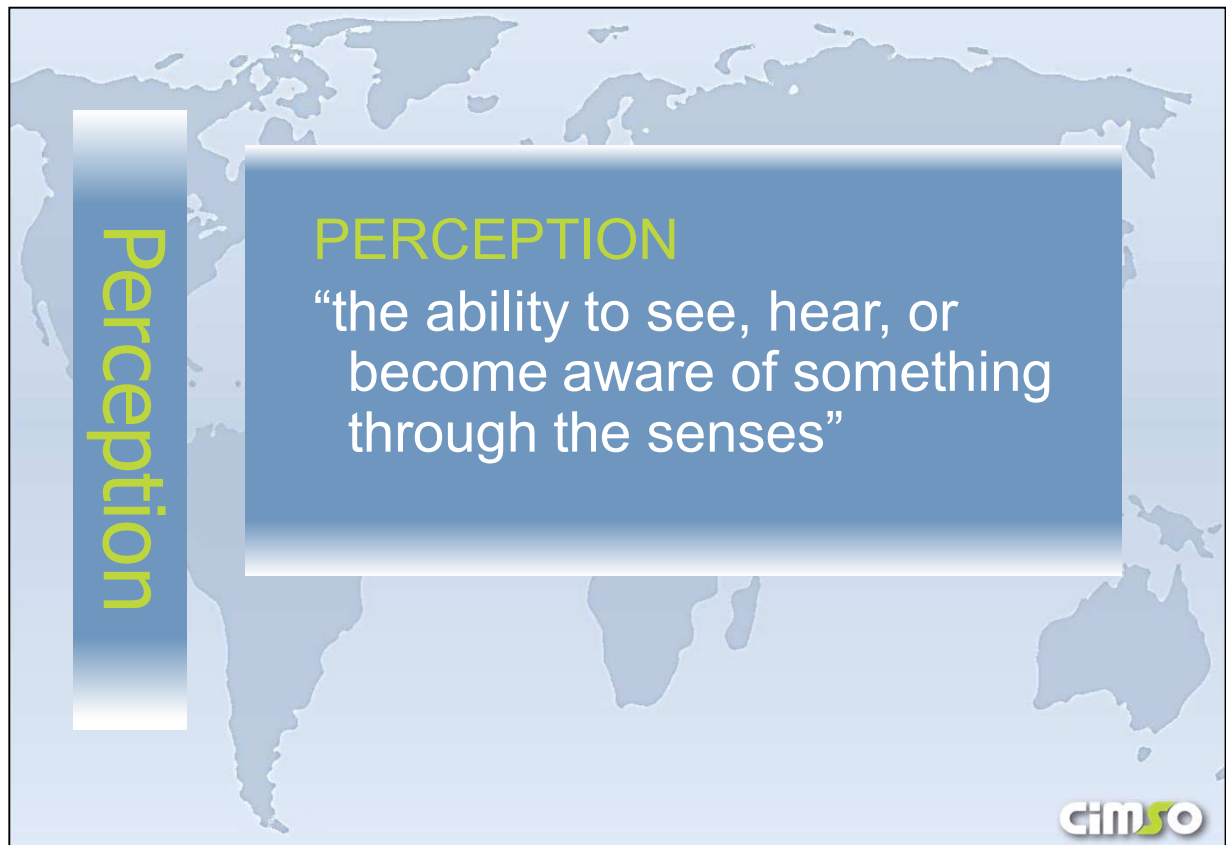
12 people counted 5 = 40%

4 people counted 4 = 13%

5 people left their cards blank 17%

Congratulations to the winner of the Angpow envelope.

Human perception is influenced by a myriad of factors beyond the control of the marketer, but directly determines marketing success.



### What we perceive

Perception is the “the ability to see, hear, or become aware of something through the senses” - the process of recognizing and interpreting sensory stimuli.

### Notes

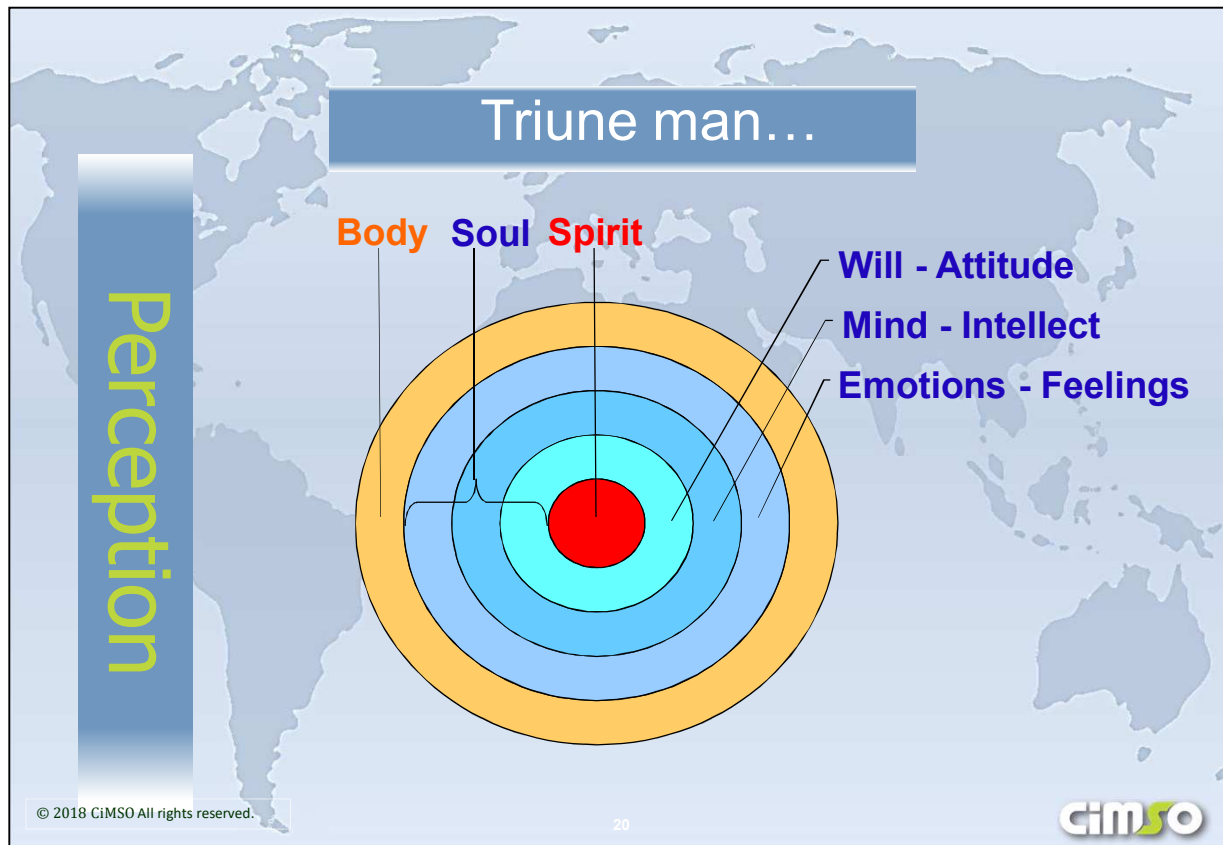
#### Interpreting Sensory Information

Think of all the ways in which you experience the world around you. For example, you recognize your favorite food by its aroma and the way it looks. You recognize an orange by its round shape, citrus flavor, and its color. You recognize a song by listening to its melody and the singer's voice. **It is through these sensory experiences that we interact with and interpret things in our world.** Recognizing and interpreting sensory information, such as sound and smells, are all a part of perception.

#### Perception Defined

Perception can be defined as our recognition and interpretation of sensory information. **Perception also includes how we respond to the information.** We can think of perception as a process where we take in sensory information from our environment and use that information in order to interact with our environment. **Perception allows us to take the sensory information in and make it into something meaningful.**

<https://study.com/academy/lesson/what-is-perception-in-psychology-definition-theory-quiz.html>



### The essence of perception, reality and truth

Human beings – wonderfully created holistic beings who continually process external sensory information, interpret it and then archive it for future recall and reference.

Unfortunately our recall is often based on perception – not reality – or truth for that matter.

Experiential 360 marketing must align the perception/expectation of the customer with reality (ideally truth) to facilitate the desired trust in the brand.

**Perception:** our recognition and interpretation of sensory information.

**Reality:** the state of things as they actually exist, as opposed to perception (an idealistic or notional idea of them).

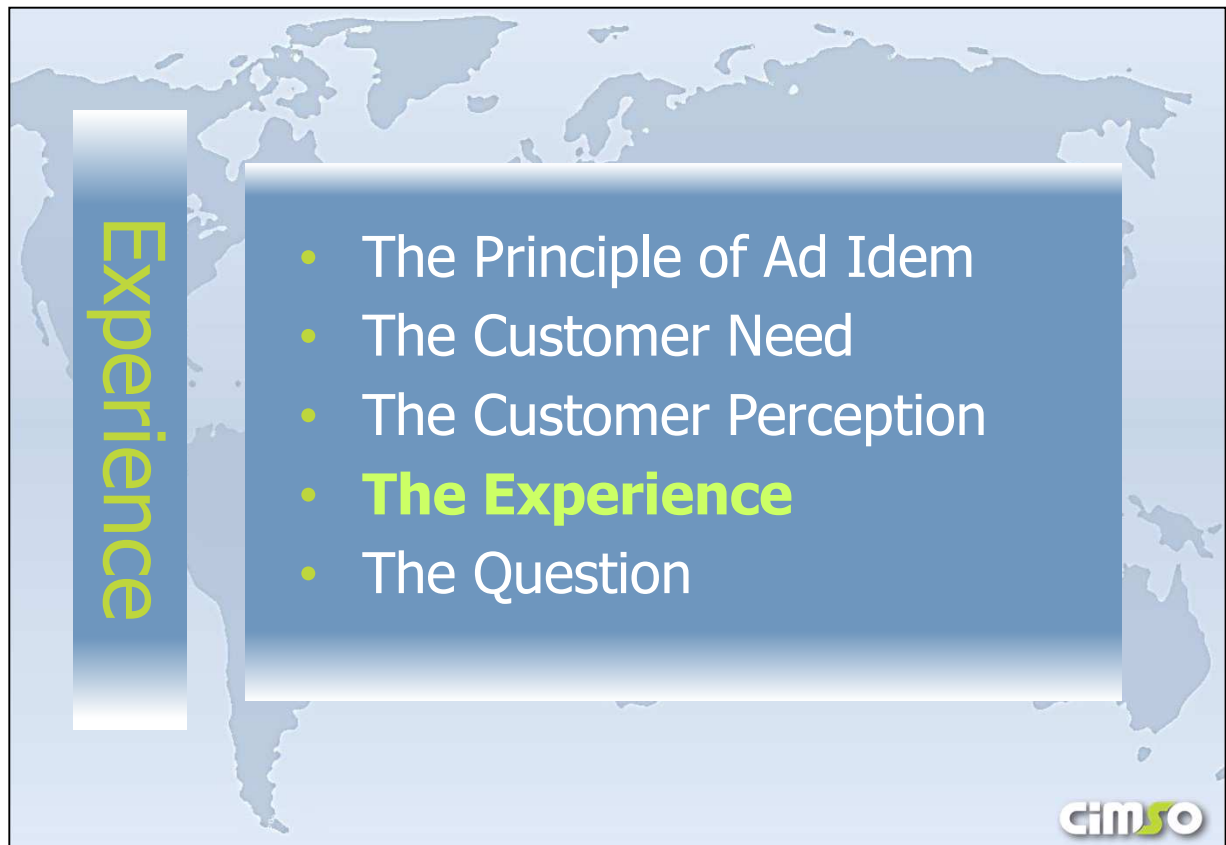
**Truth:** that which is in accordance with fact or a transcendent fundamental or spiritual reality. In philosophy this is referred to as intellectual and ontological truth.

#### Notes:

**Mind:** the element of a person that enables them to be aware of the world and their experiences, to think, and to feel; the faculty of consciousness and thought.

**Soul:** the spiritual or immaterial part of a human being, regarded as immortal - a person's moral or emotional nature or sense of identity.

**Will:** the faculty by which a person decides on and initiates action. "she has an iron will"



The customer's expectation, based on their perception of the brand experience, is put to the test in the experience – does the brand live up to its promise?

Let us proceed to the fourth item on the agenda:

- 1 The Principle of Ad Idem
- 2 The Customer Need
- 3 The Customer Perception
- 4 The Experience**
- 5 The Question

**Experience**

360 degrees is about **bringing alive** the **brand promise** at every point the customer comes in contact with the brand.

It aims to **surround customers with the brand message** while making sure that that the message doesn't crowd him, but is available when it is most relevant.

Omolegie Okedigun CEO – Rhedsoul 1610

**CIMSO**

#### **What we experience**

The 360 degree marketing communication concept looks holistically at all of the touch points surrounding the consumer, **wherever they are**.

You can think of it as the next evolution of "cross-channel" marketing, as it's less about media integration and more about **a consumer-centric media strategy**. It includes television, radio, prints, online presence, events and other offline media.

#### **Notes:**

A total campaign would therefore involve all aspects of the 360 degree marketing communication concepts – advertising (creative & media), PR, direct marketing and experiential marketing - working towards a single goal, which is to translate the brand values of a certain product through different media. It takes the same brand idea through different platforms. The promotion needn't necessarily be done through an advertising campaign. It could be done with the help of a PR campaign, a direct marketing or an experiential campaign (live brand experience).

<https://www.linkedin.com/pulse/360-experiential-marketing-campaign-omolegie-okedigun/>



### **What we experience**

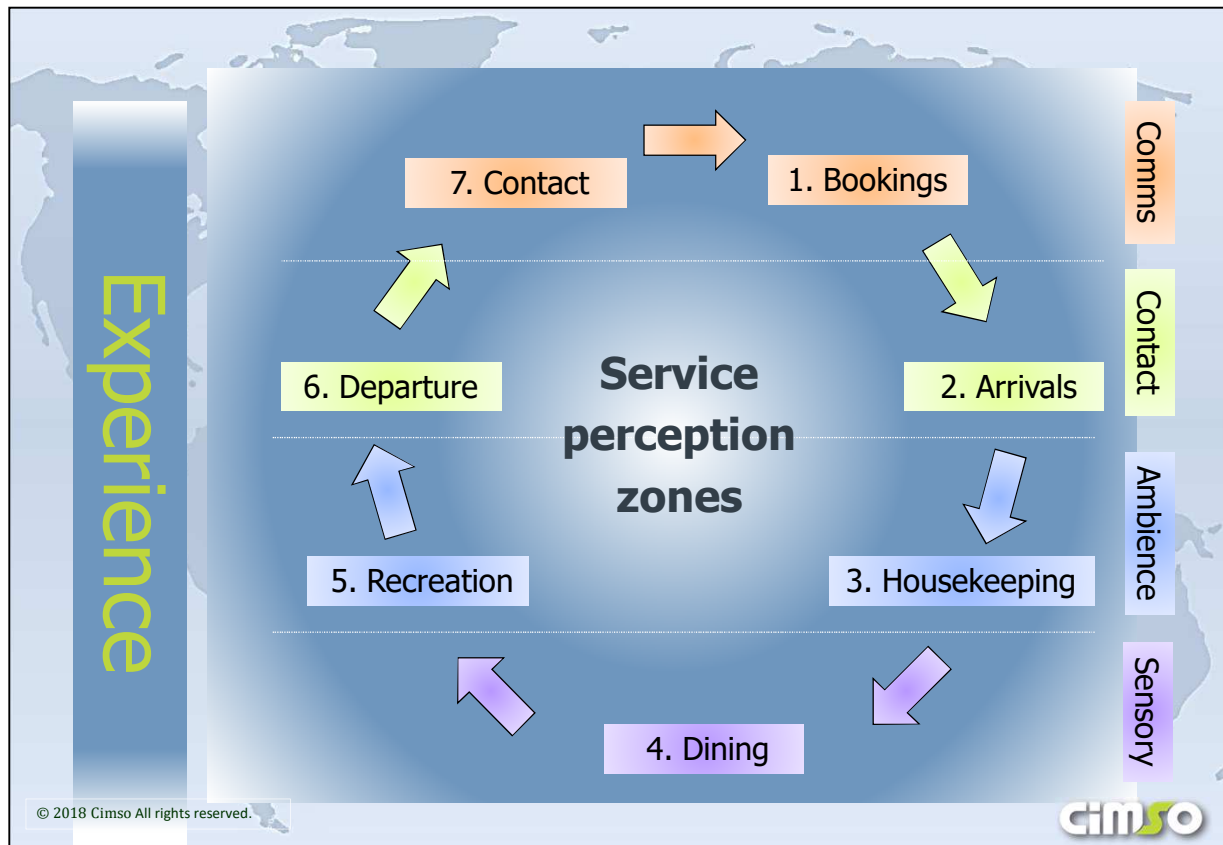
Our experiences are collections of sensory perceptions which are validated by both our intellect and spirit, and which evokes emotional responses from deep within us.

As holistic beings our experiences invariably involve expectations and outcomes.

Our leave or holiday plans are always a series of expectations and consequent experiential outcomes. The elements of expectation and outcome determine our perception of service and consequently our recommendations to others.

Ensuring that the brand promise aligns with the eventual experience is crucial to brand trust.

The customer 360° experience may be best illustrated by considering the 7 (seven) Service Perception Zones that customers move through in the hospitality industry.



### Placing the customer first in the 7 service perception zones

Customers' move through some 7 (seven) perceived service delivery zones:

1. Bookings
2. Arrivals
3. Housekeeping
4. Dining
5. Recreation
6. Departure
7. Follow-up Contact

Technology materially affects our key business processes and provide us with tools to manage service delivery in these zones:

Within each of these zones hospitality establishments need core competencies and adequate technology to deliver product and service.

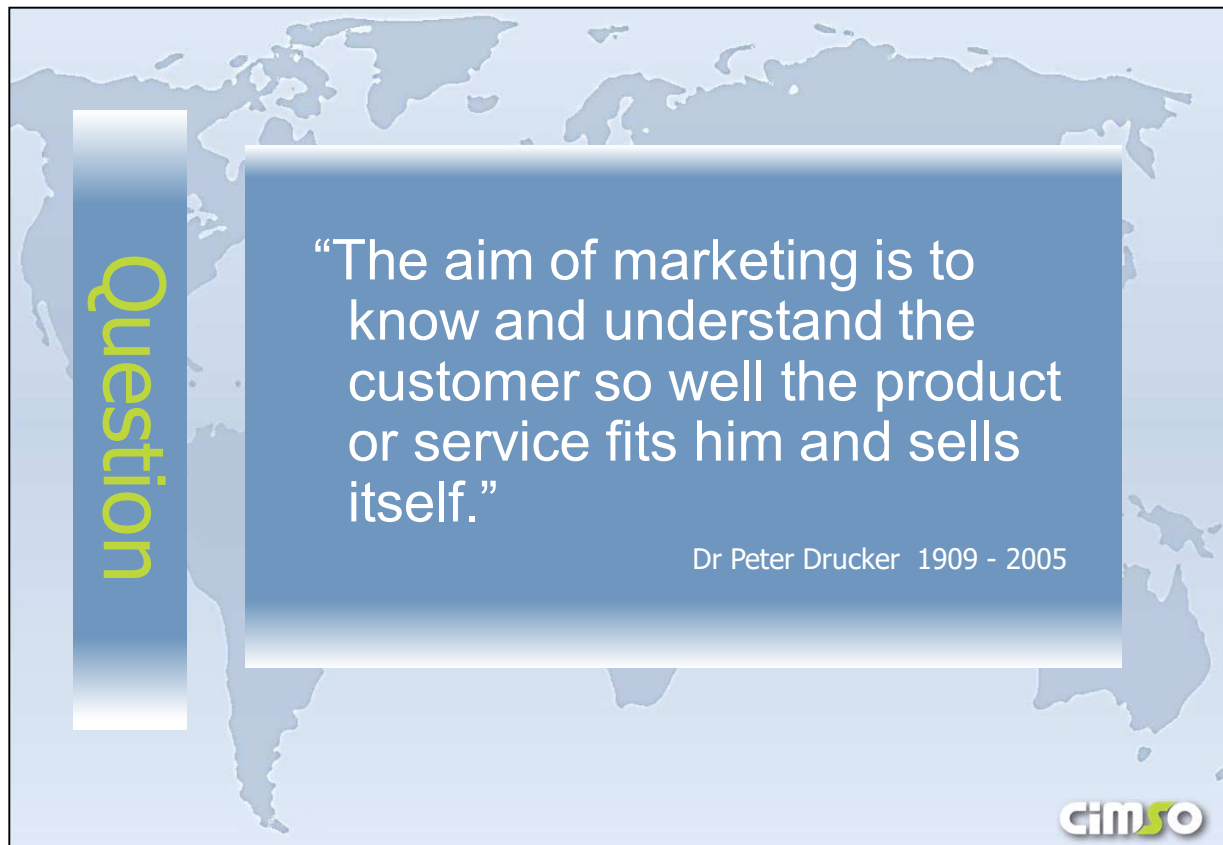




As we embark on the journey of experiential marketing we need to consider our position.

**Let us proceed to the last item on the agenda:**

- 1 The Principle of Ad Idem
- 2 The Customer Need
- 3 The Customer Perception
- 4 The Experience
- 5 The Question**



### **What is the aim of marketing?**

As per Dan King on Peter Drucker:

When Drucker references marketing, he is talking about the fundamental need to deeply and completely understand the customer. Drucker maintained that effective marketing should render selling unnecessary.

Marketing defined as gaining deep customer understanding isn't the sole purview of the marketing organization. In highly successful companies, this will be happening in ALL departments; processes and tools to develop and share this understanding will be ever evolving and expanding.

And yet, it strikes me as a common organizational tendency to focus more and more inward over time as a company continues to grow revenue and hire more people.

<https://www.readytalk.com/blog/dan-king/growth-through-marketing-and-innovation-how-peter-drucker-shaped-readytalk>

**Question**

1. Is our company culture customer-centric?
2. Does our management tools support the culture?
3. What are our service perception zones?
4. Do we engage the customer in these zones?
5. Do we respond adequately to customer engagement?

GIMSO

If we accept the late Dr Peter Druckers 'aim of marketing', then it behoves us well to ask ourselves the following questions regarding our enterprise:

1. Is our company culture customer-centric?
2. Does our management tools support the culture?
3. What are our 'service perception zone' touch points?
4. Do we engage the customer in these zones?
5. Do we respond adequately to customer engagement?

**We need to consider these questions in relation to our customer's perception – not ours!**

Ultimately Experiential 360° marketing requires us to both market and deliver the experience from a 360° perspective.

In planning our experiential 360° marketing strategy we need to ensure 360° delivery of brand promise.



Thank you.