



# Consumatori e Collaboratori

## le persone nell'economia dell'esperienza

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12 Febbraio 2020

Customer

# Customers/Employees are the Business Stakeholder

Innovation

Volatility

Hyper-  
Competition



Offering

Value

Purpose



# EXPERIENCE ECONOMY

# Caffè

Extract  
Commodities



Make  
Goods



Deliver  
Services



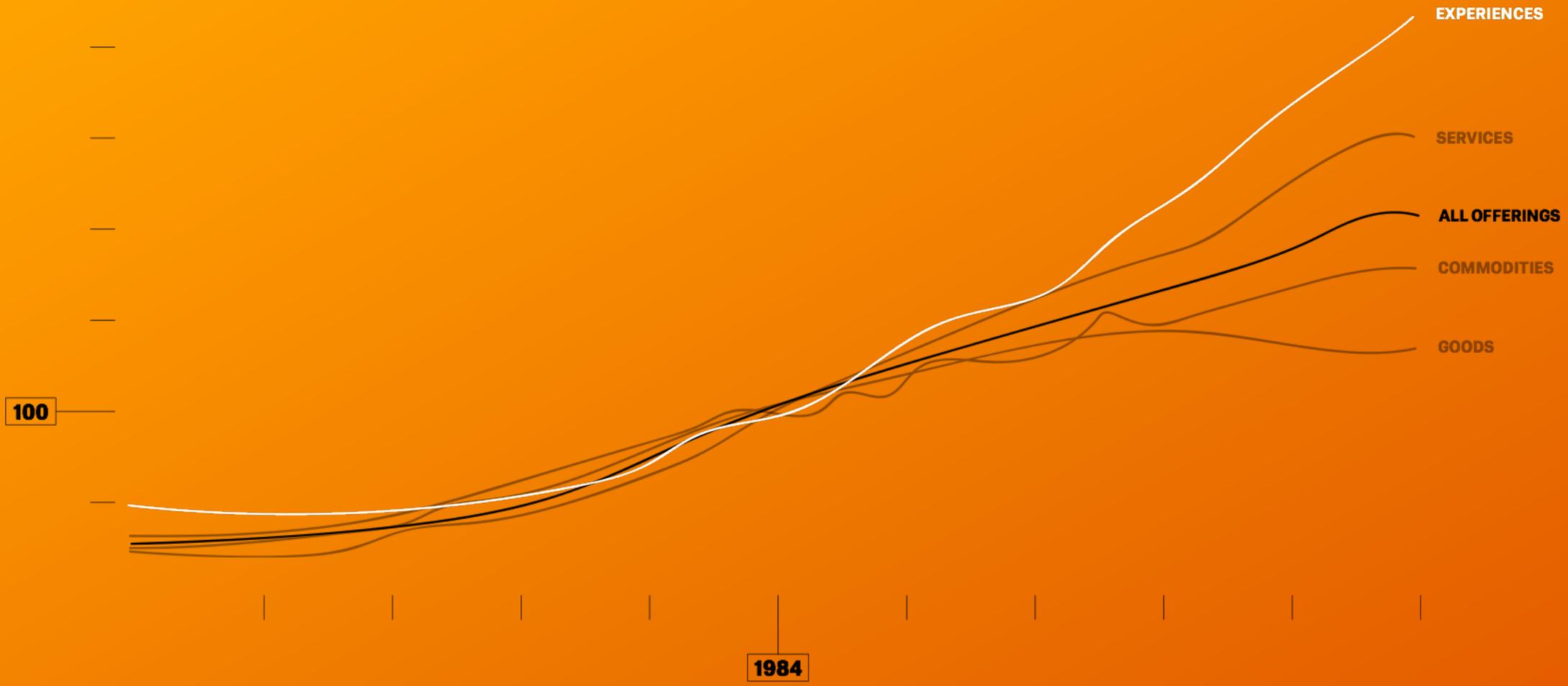
Stage  
Experiences



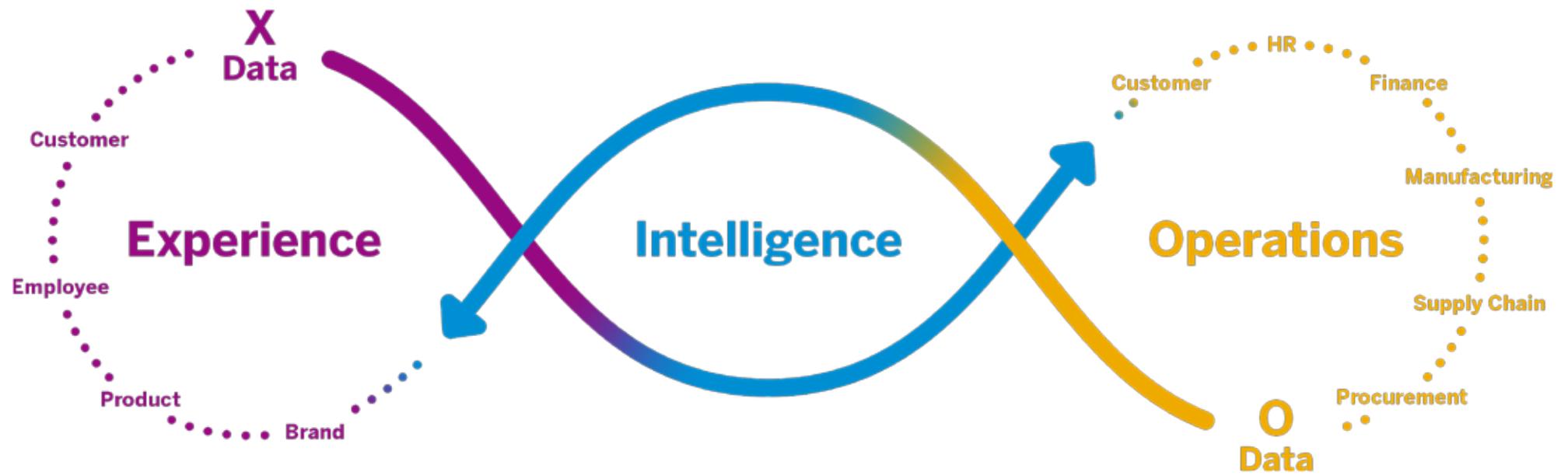


**EXPE  
RIEN  
CE**

experience drives ECONOMIC OFFERING







# PANTENE

PRO-V

COLOR REVIVAL  
WITH CHROMA SPECTRUM TECHNOLOGY



Search Projects...

+ Create Project

- All Projects
- Shared with Me
- Uncategorized
- My Projects**
- + New Folder

My Projects Responses



Work Anniversary Survey

Modified Mar 20, 2018

ACTIVE

Status

223

Invited



Quarterly Engagement Pulse

Modified Apr 25, 2018

ACTIVE

Status

1.4k

Invited



Response Rate



Employee Engagement

Modified Apr 3, 2018

ACTIVE

Status

5.1k

Invited



Response Rate



Employee Benefits Survey

Modified Apr 30, 2018

ACTIVE

Status

7

Questions

4.2k

Responses



12 Day Trend



Onboarding

Modified Apr 26, 2018

ACTIVE

Status

644

Invited



Exit Program

Modified Apr 25, 2018

ACTIVE

Status

597

Invited

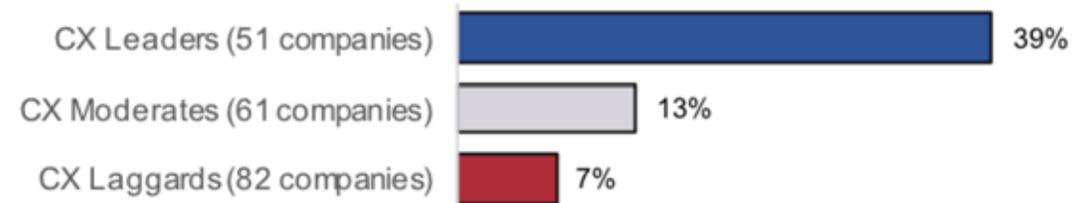


*"Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients".*

Sir. Richard Brandson

## CX LEADERS DEMONSTRATE STRONGER EX CAPABILITIES

### Companies with employee engagement ratings of good or very good



### Companies where these activities always or almost always occur



Base: 194 companies with 1,000 or more employees  
 Source: Temkin Group Q2 CX Management Study  
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