

Gouden Oor Clinic

Robeco's radicale servicetransformatie

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jaargang 12

#38



**GOUDEN
OOR
PLATFORM**

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WHEN DIGITAL BECOMES HUMAN

KLANTENRELATIES IN TRANSFORMATIE

LEWIS VAN DER WERF
VAN DER WERF





Krachtige technologieën -> klantrelatie futureproof
Belgische apotheek
Magic Band van Disney

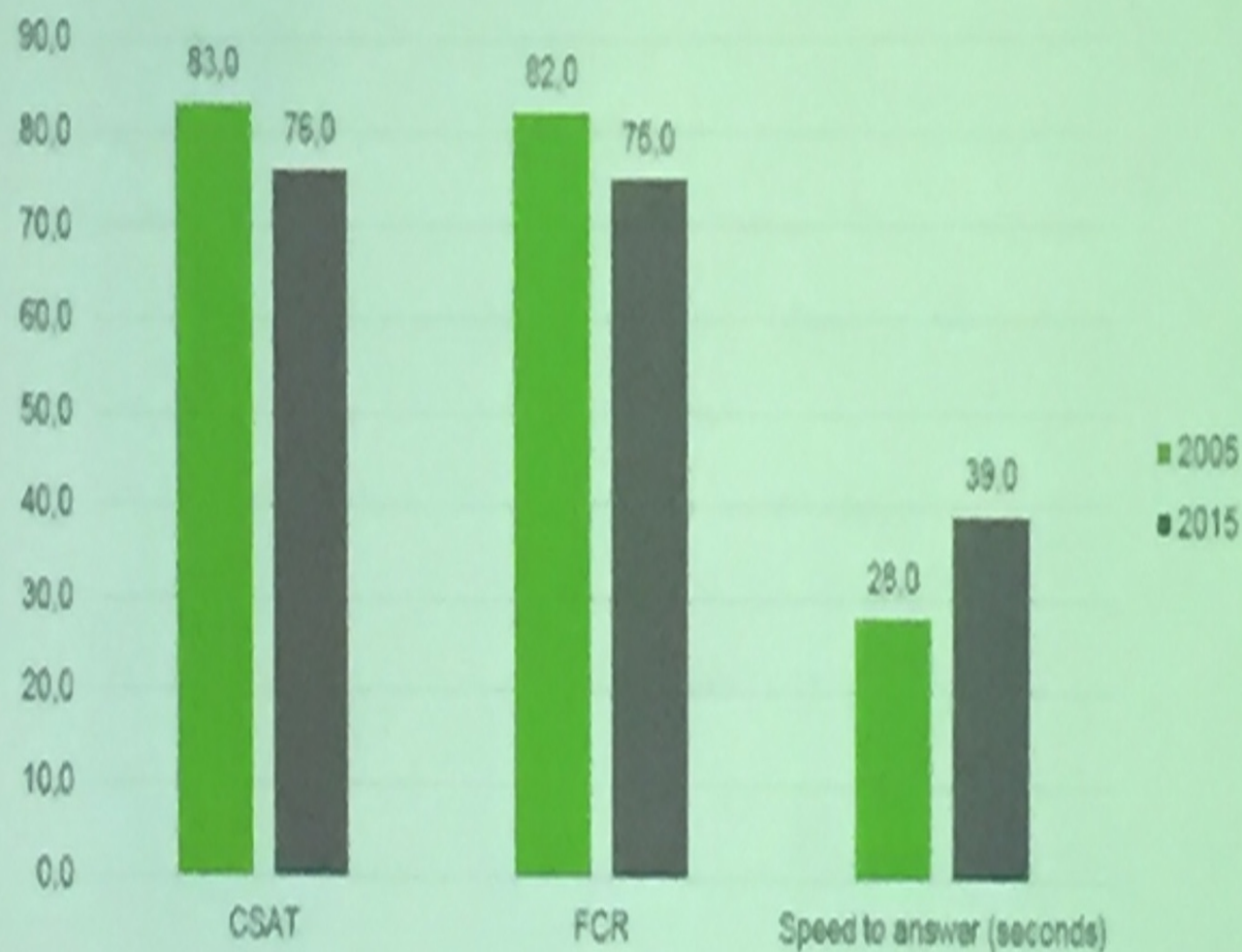
Dubbele transformatie:

1. Digital : gemak, snelheid, personalization
2. Human: emotionele relatie verdiepen/versterken

Computers personalize, humans make it personal.

Computers deliver; humans over-deliver.

Digital Customer Experience – not so good



The perceived impact of digital channels on customer experience is not positive and sends a warning sign to enterprises who 'Go Digital' and self-serve too quickly

