

# Contact Centre and Customer Service Innovation

**Colin Shaw**  
**Founder & CEO,**  
**Beyond Philosophy**



# Three innovations for 2020

1. Identifying hidden unmet needs  
*things Customers don't know themselves.*
2. Humanizing technology
3. More emotionally intelligent agents



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Customer-driven  
growth through  
understanding  
behavior



Psychology

Subconscious

Emotions

Rational  
Action

Unmet needs

*Unmet needs*

Customer  
Experience

Traditional  
products

## What Patients say they desire



Doctor spends enough time with me

## What actually drives business value



- Staff listen to me
- Care for me as a person
- Get to know me as a person
- Anticipate my needs
- I trust Hospital XYZ



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### *What Customers say*

- Products are dependable
- Availability of parts
- Fairness of price
- Equipment retains its value



### *What drive value*

- Cares for me as a person
- Empathic to my situation
- Is responsive
- Respects me
- Flexible in dealings with me



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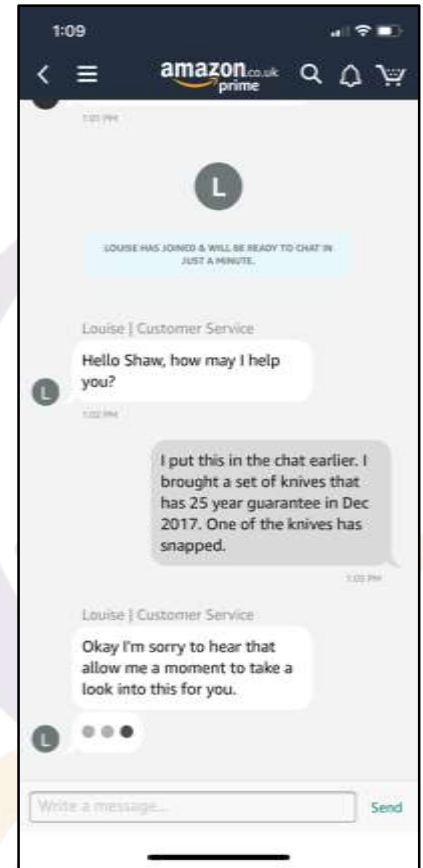
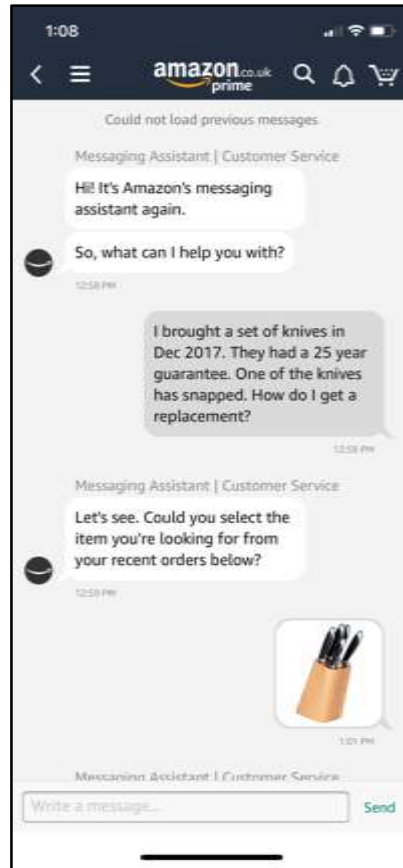
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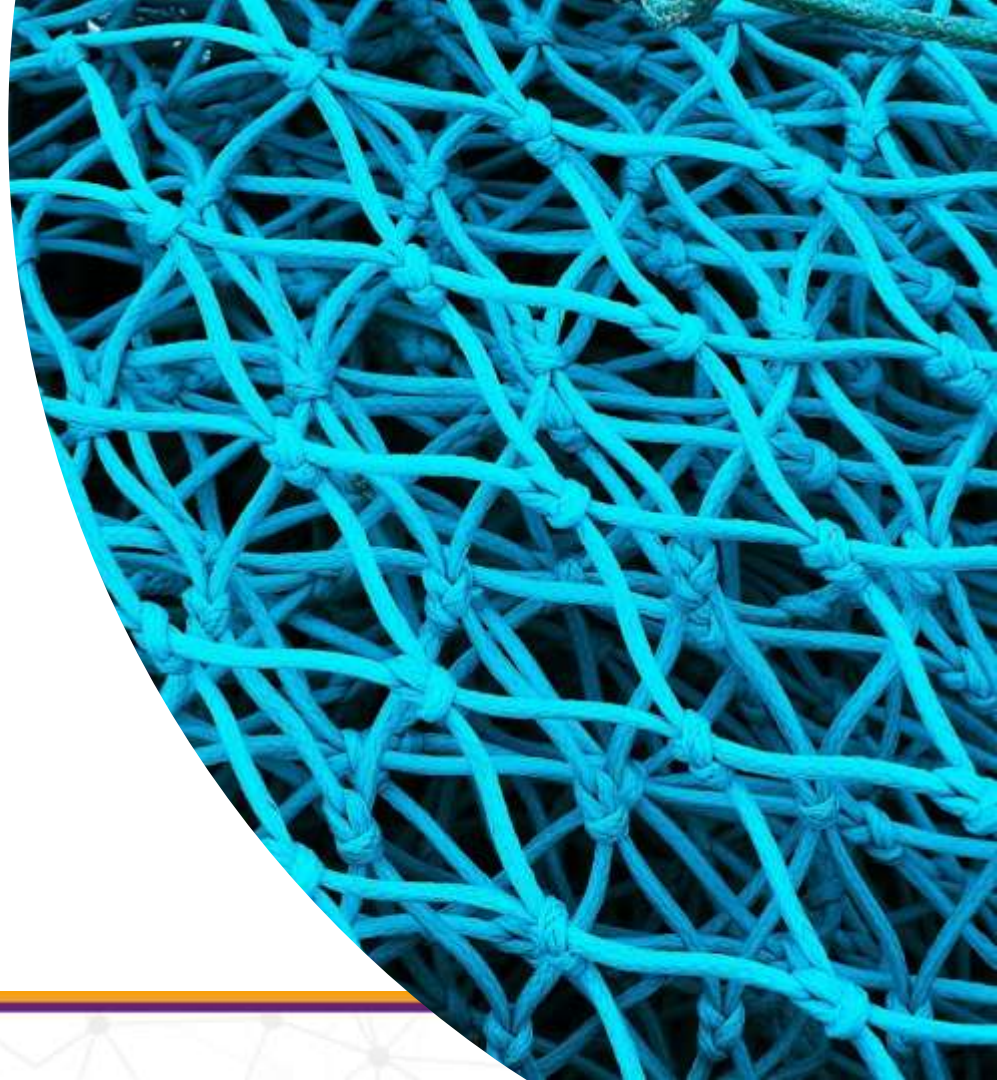
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# Amazon



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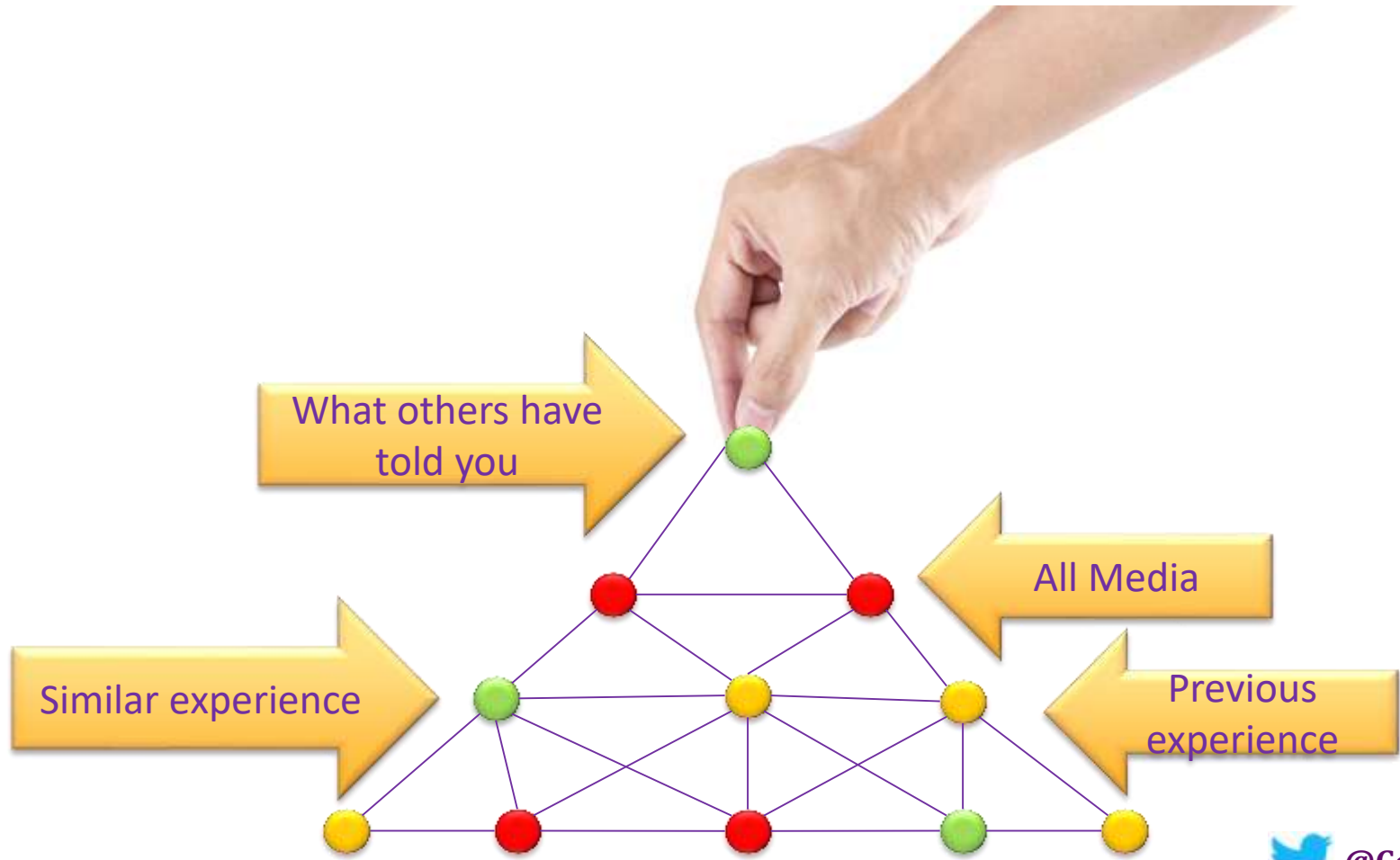
Memories are  
structured like  
fishing nets.





# We examine our memories...





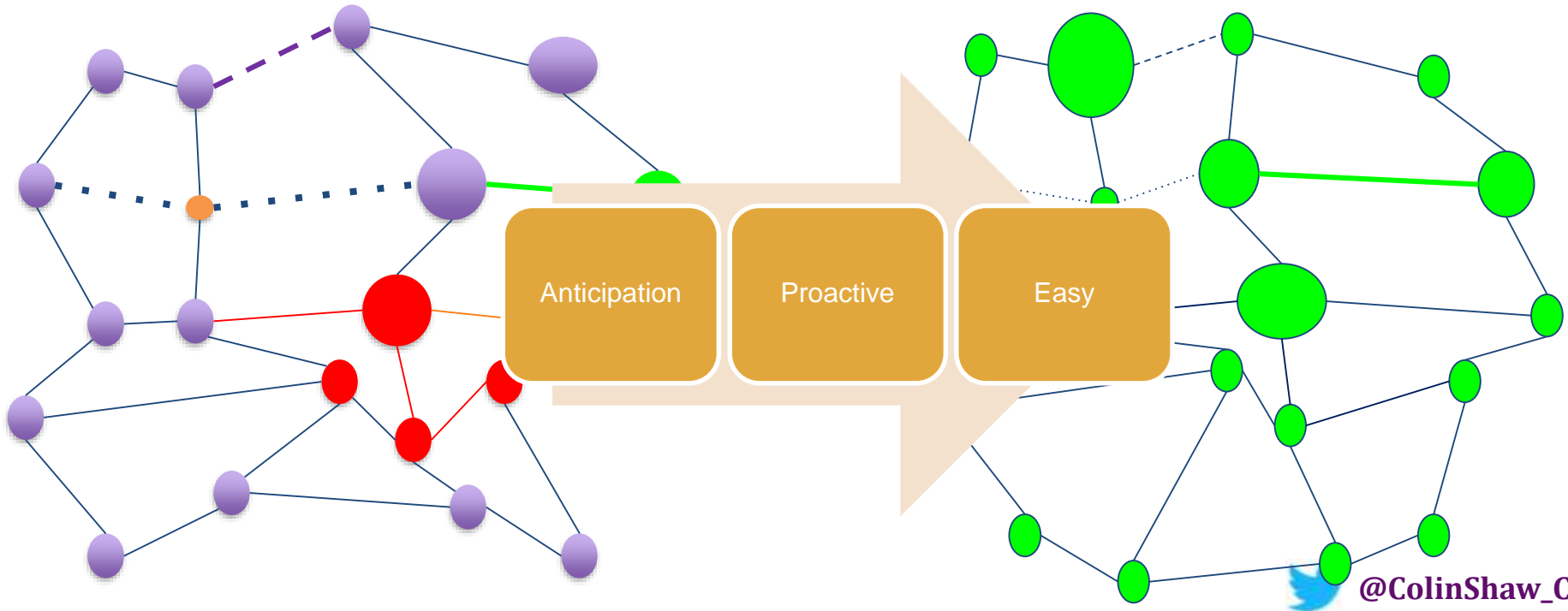
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# Memory Map

# Predictive & proactive, experiences



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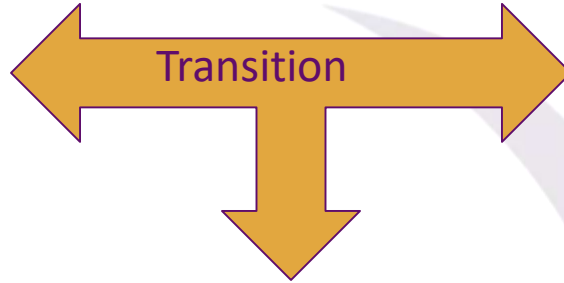


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# Emotional Intelligence



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What are the verbal & nonverbal clues the Customer is giving me? I can now understand how they are feeling



What are the verbal & nonverbal clues I should give to the Customer to evoke the desired emotions

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