

LOVE IS A VERB:

A Customer Experience Masterclass

SHORT FORM AGENDA



Recently voted **the best
speaker** to ever present
at Google EMEA HQ

**KEN
HUGHES**

Leading consumer
behaviouralist &
customer experience
strategist



The King of Customer Experience



Agenda



1/Purpose, Meaning & Disruption

Objective/ To challenge the nature of purpose in business and understand connection is never through product.

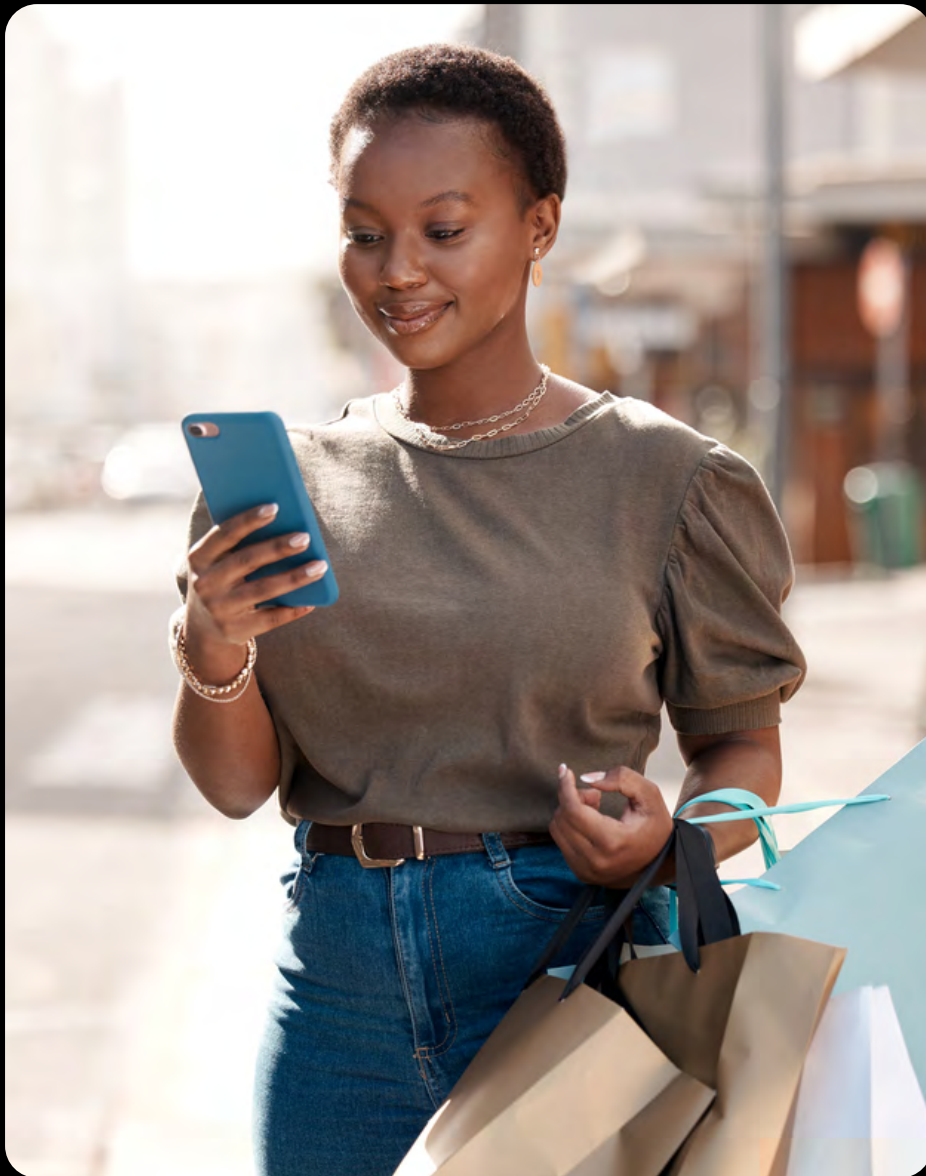
- ✓ Levitt's Marketing Myopia
- ✓ Kotler's 5 levels of product/service
- ✓ How we confine ourselves to what we already know
- ✓ The need to get creative in terms of how we approach EX and CX
- ✓ The pace and pressure of disruption, change, agility, and transformation
- ✓ The need for executives to lean in to change and have the courage/vulnerability to think differently



2/Values of the Modern Consumer

Objective/ To explore the values of the modern consumer and how this impacts brand relevance

- ✓ How consumer and societal values shift and why brands need to shift with them
- ✓ Walking in your customers/employees' shoes
- ✓ The race for relevance in relation to how we market and design product
- ✓ The 6 generations of consumers and their expectations
- ✓ The ego and danger of taking your eye off change and consumer value shifts



3/ The Blue Dot Consumer

Objective/ Illustrating how we can use the metaphor of 'customer at the centre' to embed a philosophy of CX throughout everything we do.

- ✓ The Blue Dot consumer, direct to consumer, life from the customer perspective
- ✓ The changing nature of business, product, and distribution channels due to the customer centric needs of the modern customer
- ✓ The need for personalisation, making customers feel special, tailored product
- ✓ Relevant and contextual customer communication and product delivery
- ✓ The customer expectation and demand for instant



4/ Climbing the Ladder of Customer Engagement

Objective/ Understanding the need to push past satisfaction to build brand tribal following

- ✓ The changing nature of customer expectations
- ✓ Managing customer dissatisfaction and conflict
- ✓ Customer Excite & Delight
- ✓ Emotive Engagement
- ✓ Brand Tribal Belonging



5 / Authenticity

Objective/ Exploring the nature of authenticity, the relationship to brand relevance and the peer-to-peer economy

- ✓ The shift in brand, away from product, toward meaning
- ✓ Why small is beautiful (and why large can be small)
- ✓ Customer intimacy and authenticity
- ✓ The 3 worlds of the customer and how to be in their inner sanctum
- ✓ The power of peer-to-peer and brand storytelling
- ✓ Why Shareable Experiential Equity is important
- ✓ Customer Collaboration and the shift to inviting the customer in



6 / The Phygital Reality

Objective/ Understanding the impact our deeper digital immersion will have on CX

- ✓ The evolution of the digital consumer
- ✓ The expectations of the new digital consumer
- ✓ The 4 dimensions of digital connection
- ✓ Gen Z & Gen Alpha
- ✓ AI and its likely effect on consumerism and CX
- ✓ Digital v Human Interaction



7 / Love is a Verb

Objective/ To explore the 10 aspects of human relationship to better understand best class EX/CX

- ✓ The nature of relationship
- ✓ The 5 love languages and how they apply to CX/EX
- ✓ The 10 aspects of healthy human relationships and how each can be applied to CX
- ✓ The CX/EX relationship scorecard



8/ Taylormaking: A New Era of Modern Marketing

Objective/ Summarising the masterclass through a modern brand icon.

- ✓ Shake it Off – how to lean in to better customer connections
- ✓ How Taylor Swift has built one of the worlds biggest tribal brand followings through a 20-year CX investment
- ✓ How she has brought many of the values outlined over the day to life and the results

**KEN
HUGHES**

A black and white photograph of Ken Hughes, a man with short hair, wearing a white shirt and a dark vest. He is standing and gesturing with his hands while speaking to an audience. In the background, several people are seated at tables, listening. The setting appears to be a formal event or masterclass.

**Book This
Masterclass**

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