

**Marketing One**  
BEST MARKETING EVENTS

КОНФЕРЕНЦИИ ДЛЯ **ТОП**-МАРКЕТОЛОГОВ

**Marketing One**  
BEST MARKETING EVENTS

КОНФЕРЕНЦИИ ДЛЯ **ТОП**-МАРКЕТОЛОГОВ

# Как в эпоху диджитал-бизнеса не забыть о человеке и не потерять клиентов

**Garrett Johnston, Moscow, Russia, 16 October 2019**



**macroscope  
consulting**

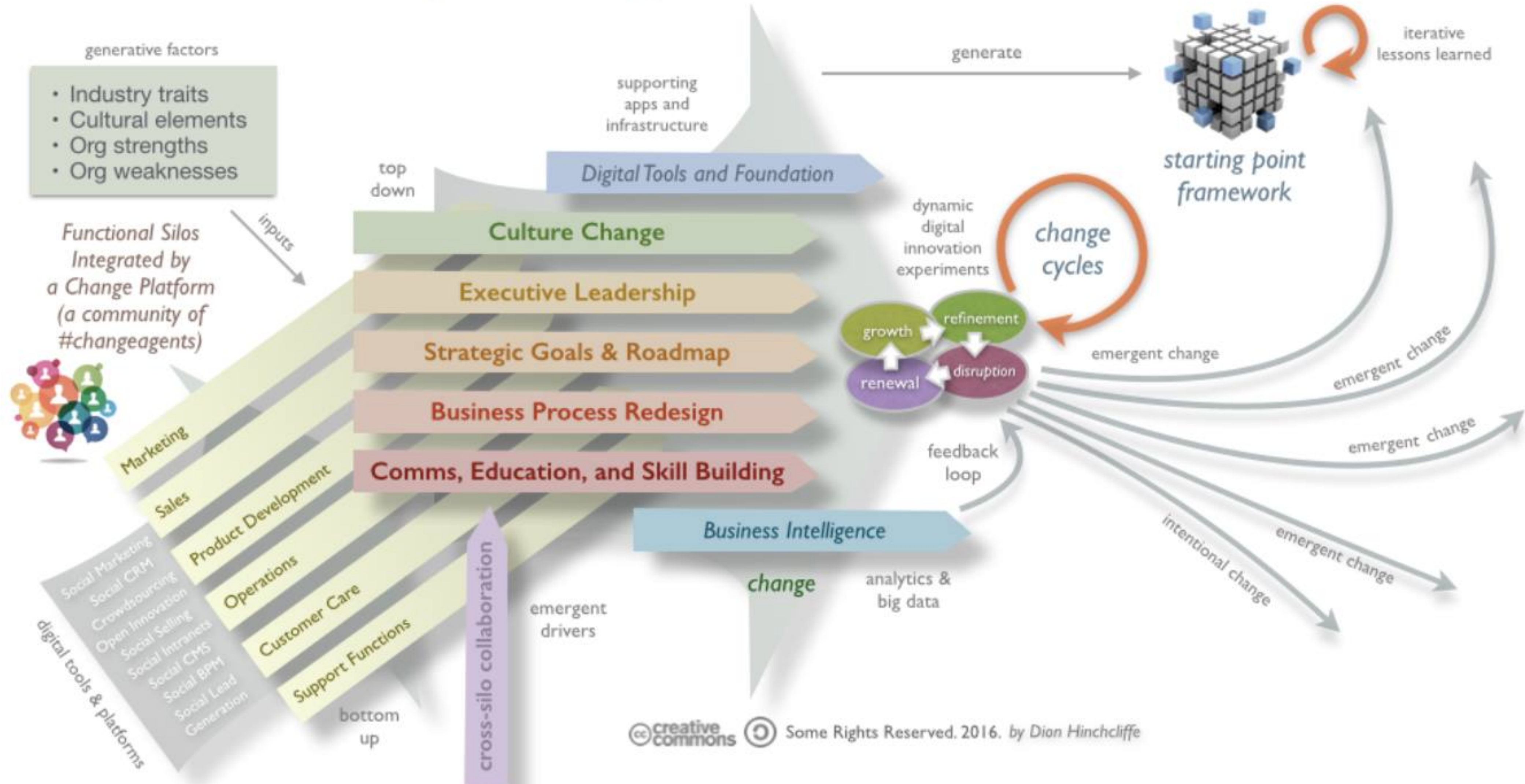
Dublin | Zürich | Moscow

# Весь мир с ума ходит от цифровой трансформации

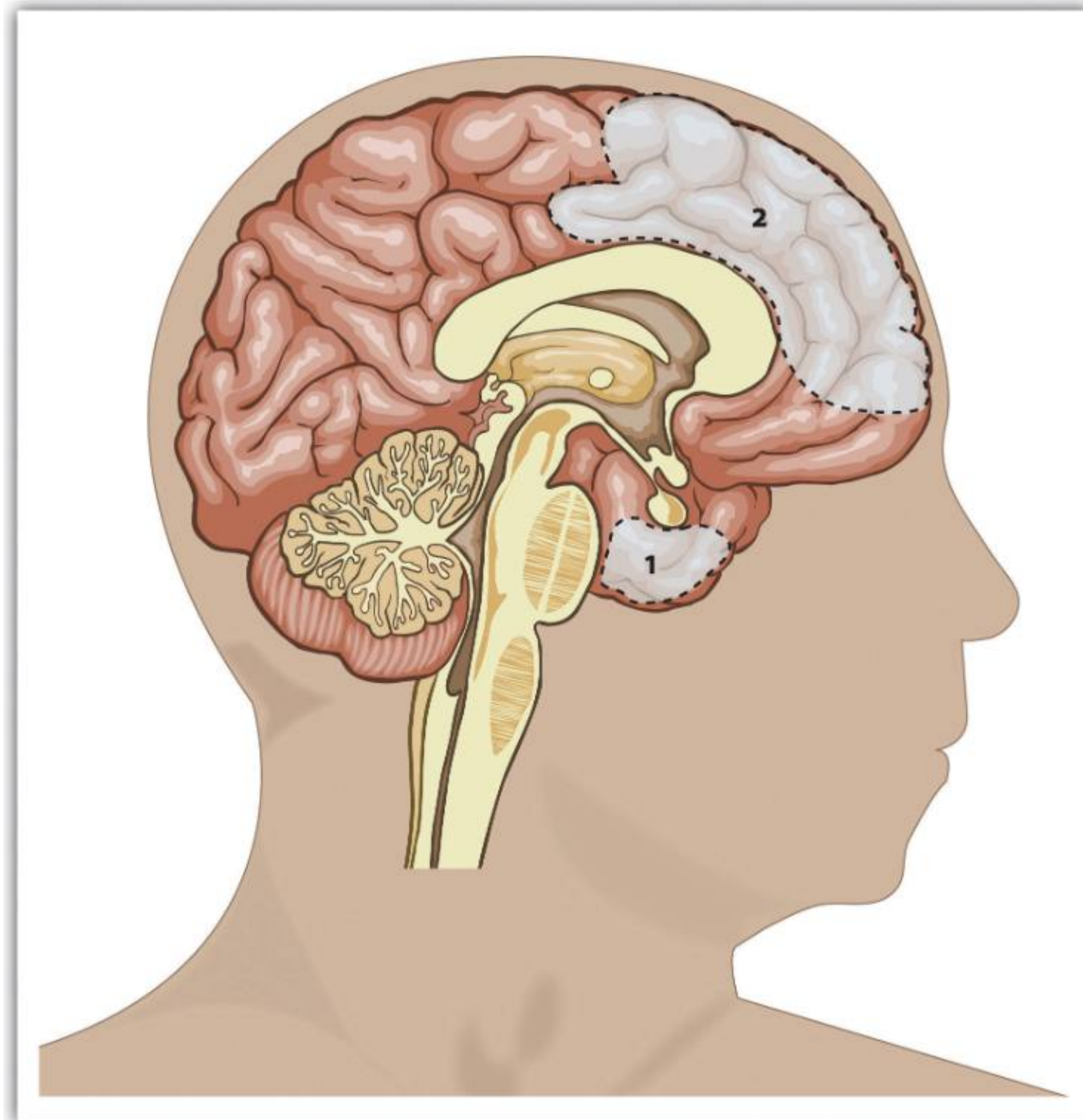


# В частности, мир бизнеса

## An Adaptable Digital Transformation Framework



# Клиенты же аналоговые



# Digital: фундаментально тупой образ мышления

1

0

# Диджитал мир пока тут больше



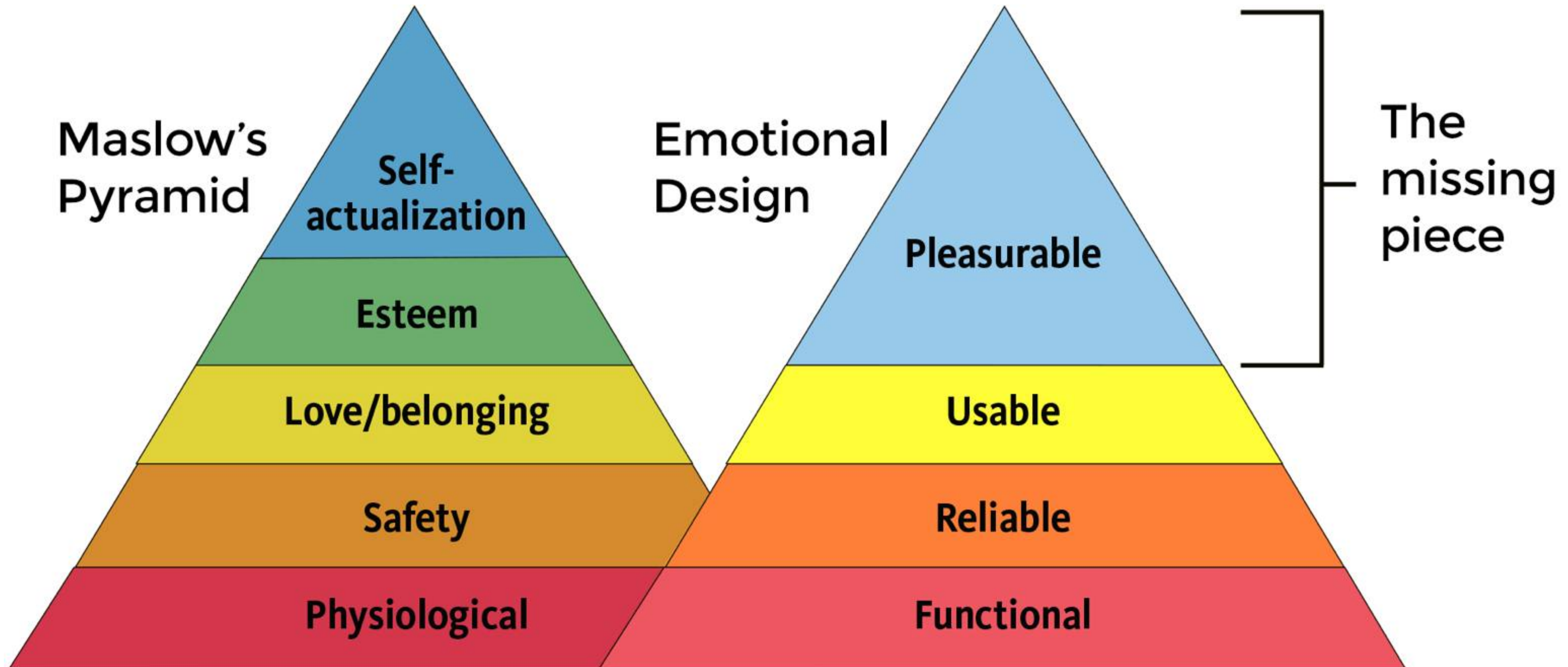
# А все деньги и весь рост тут



2010 - ????

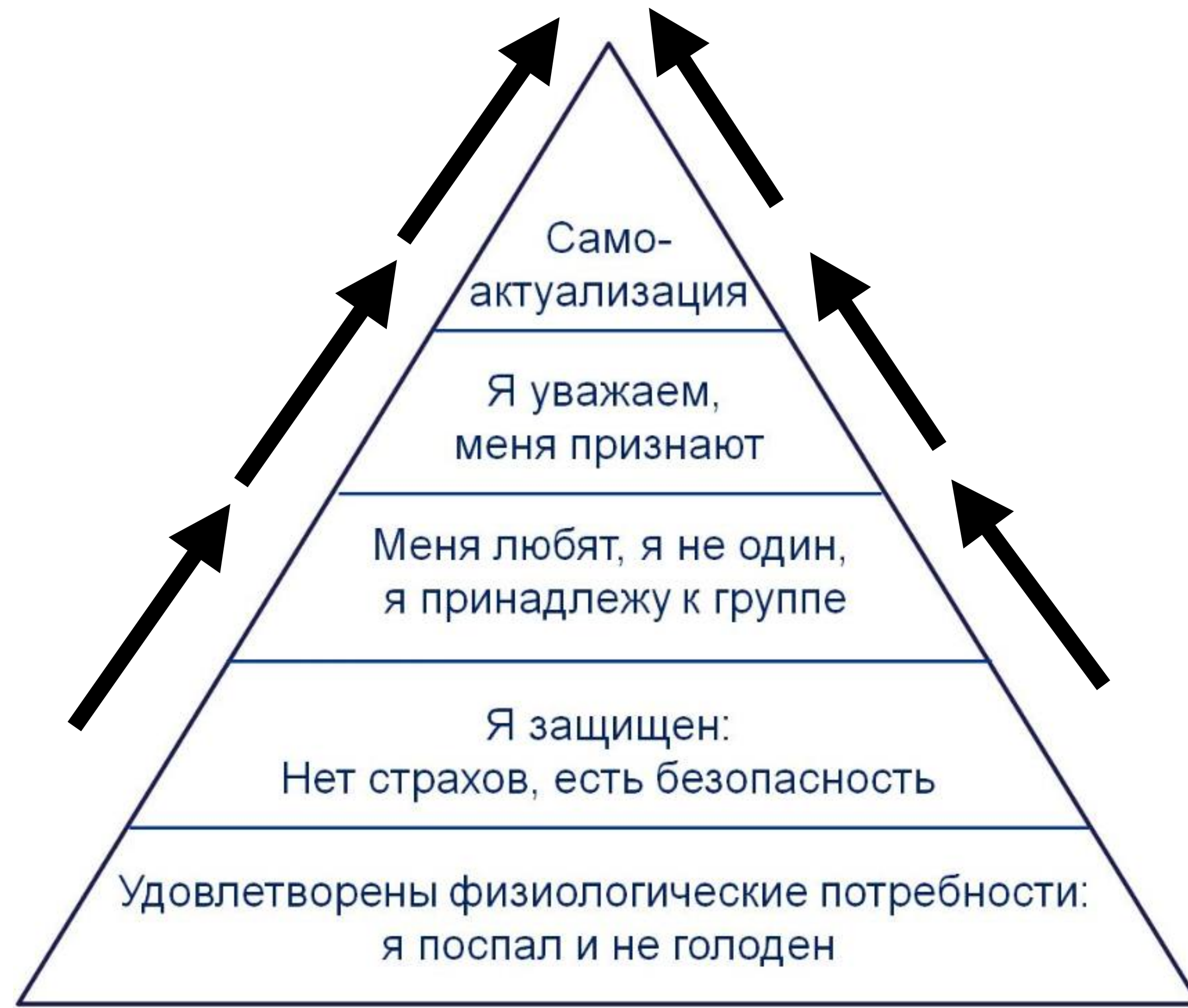
Age of the Client

# Именно эмоциональный дефицит - слабость РФ и “диджитал” бизнеса





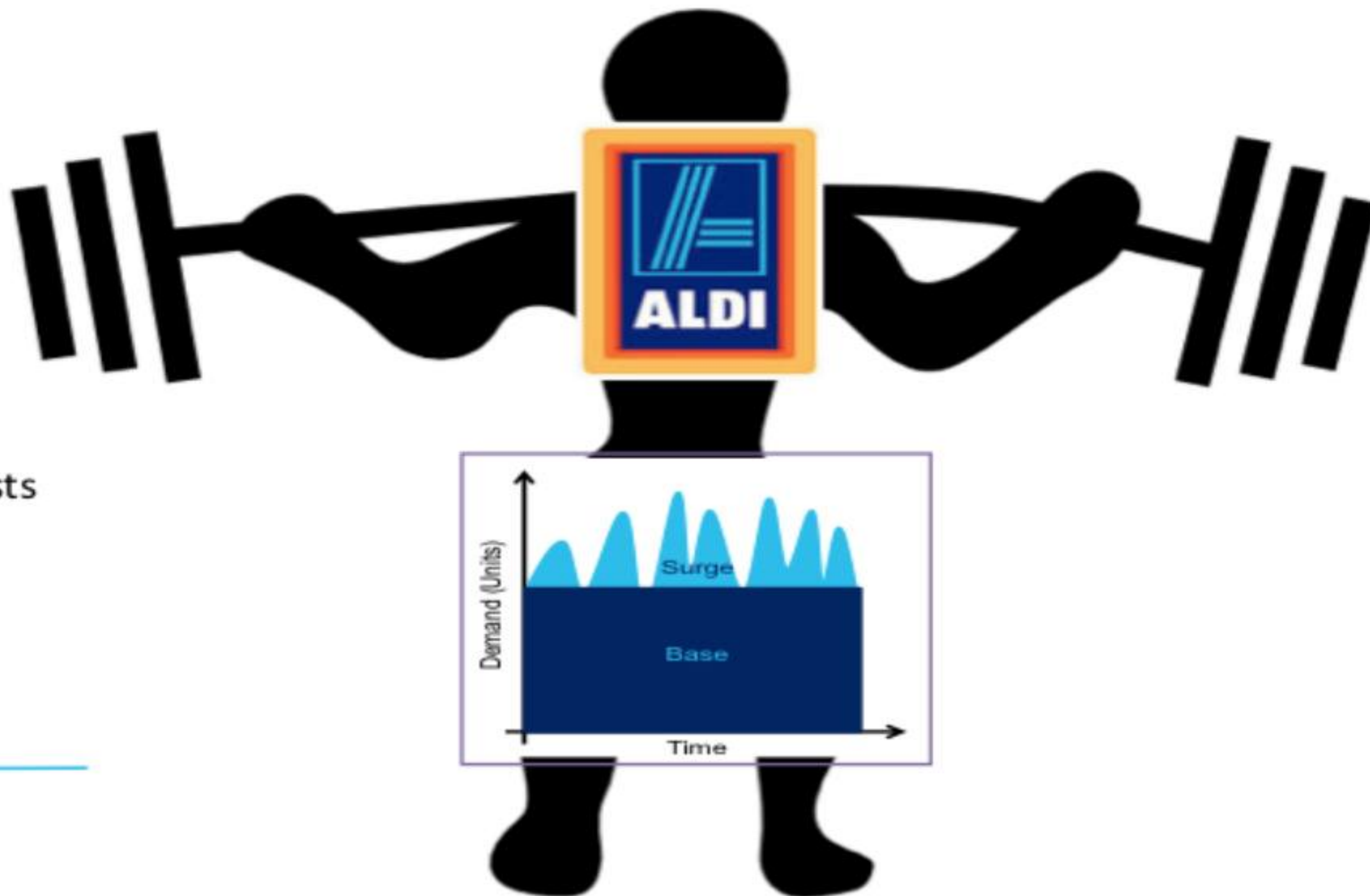
# деньги в восхищении, успехе и самореализации клиентов



# Aldi UK/Ireland, жесткий дискаунтер Но фокус на ЭМОЦИИ

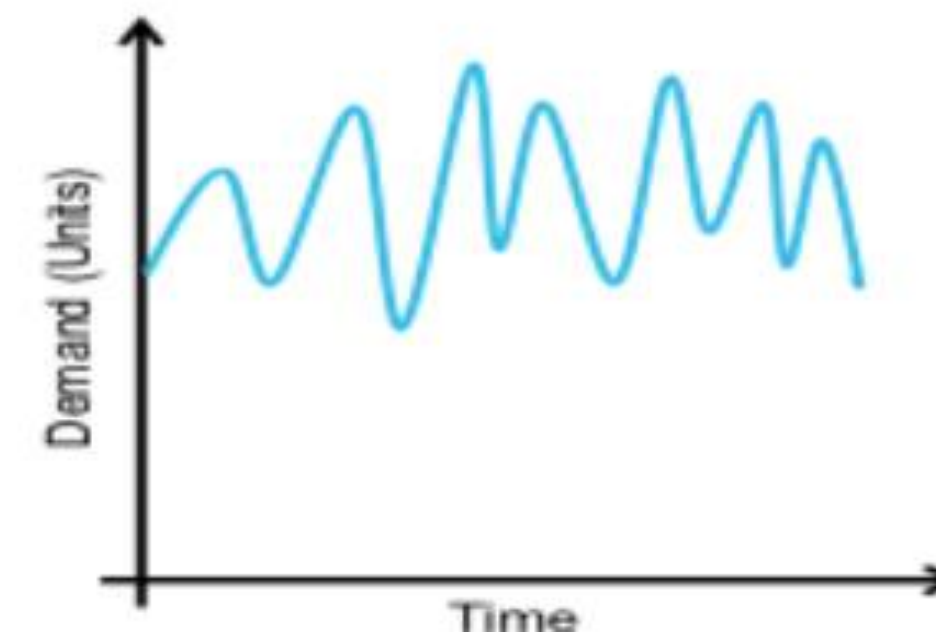
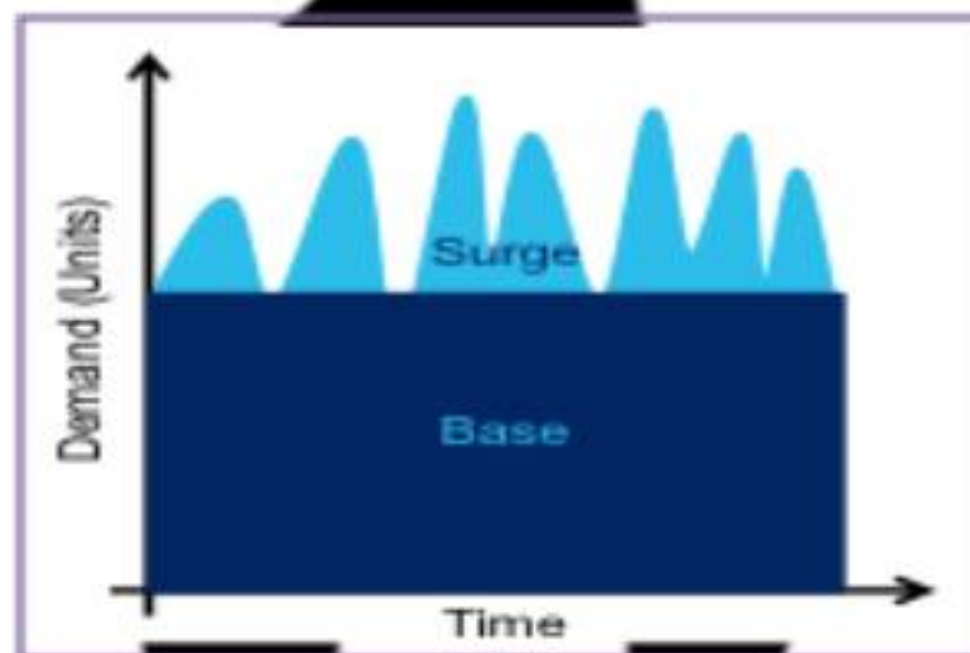
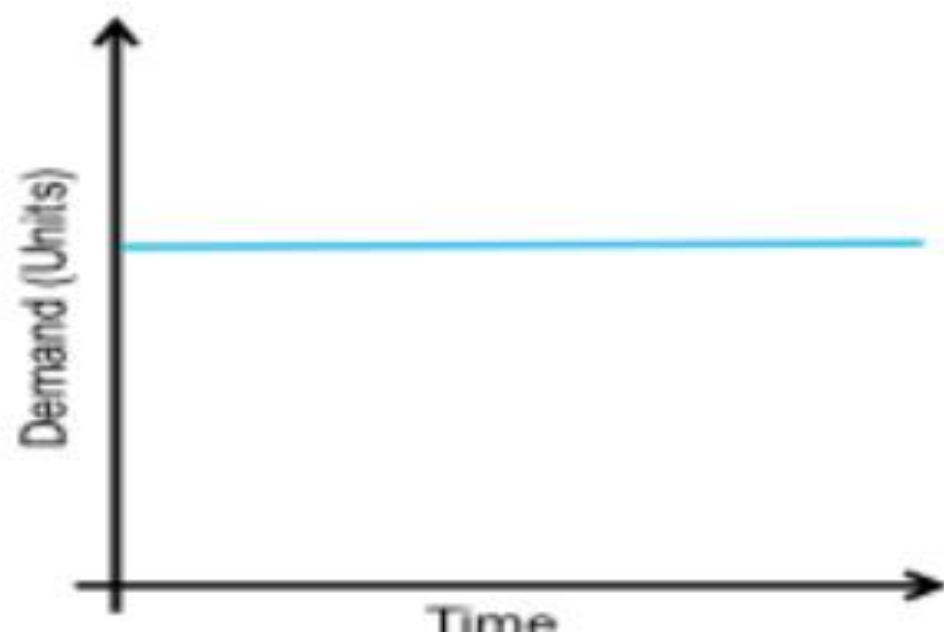
COST  
REDUCTION

GROWTH



Minimise  
Operational Costs

Create Consumer  
Interest



# Радикальная демократизация роскоши



**£7.99**

**Aldi's Lacura Caviar  
Illumination Serum**



**£330**

**La Prairie Skin  
Caviar Liquid Lift**

# Цитаты самого успешного бизнес-инвестора в истории человечества

**"Don't just satisfy  
your customers —  
delight  
them...Anybody who  
has happy customers  
is likely to have a  
pretty good future"  
– Warren Buffett**



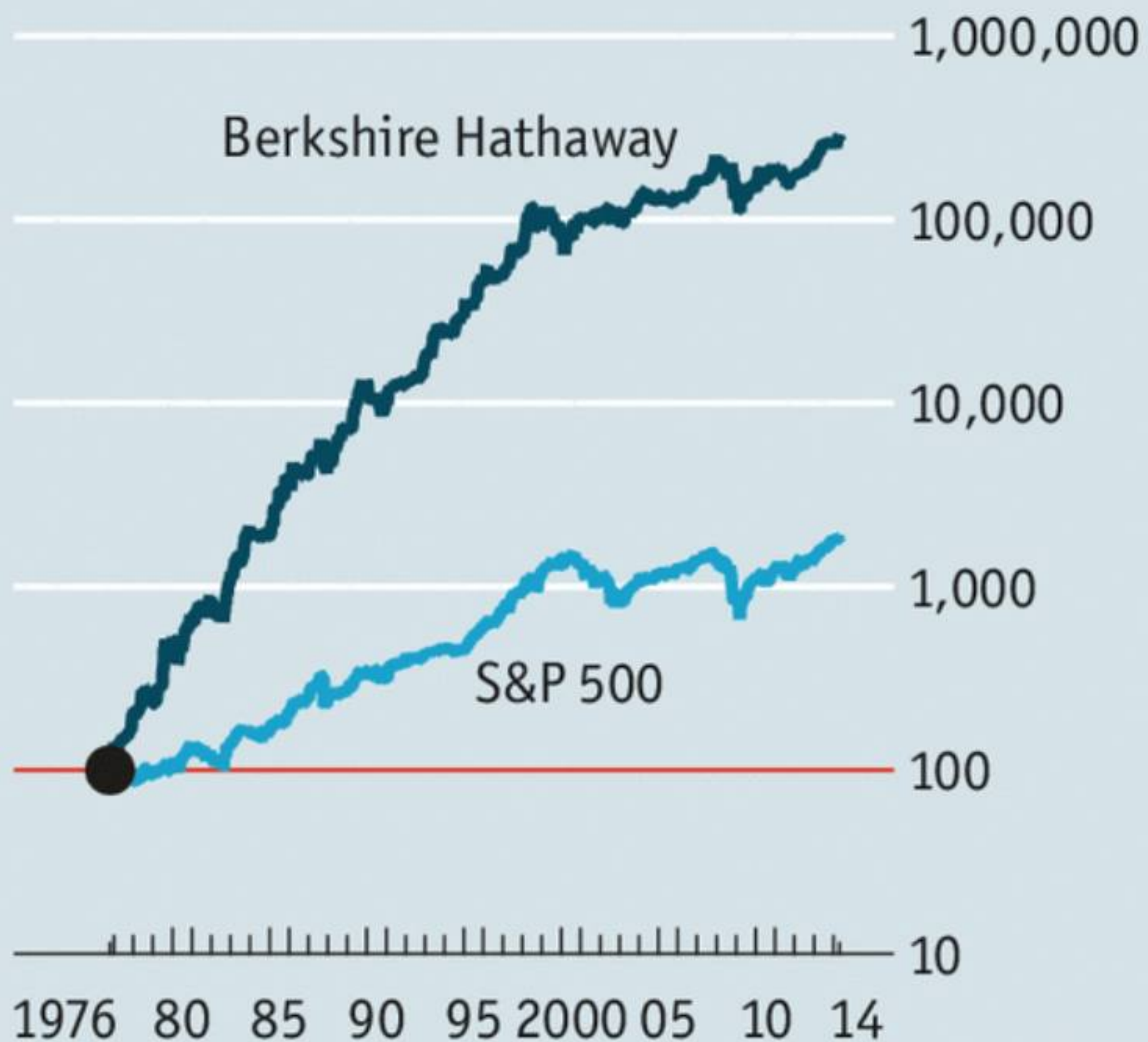
“Never stop thinking about how to delight your customer. Not to satisfy your customer, but delight your customer.”

- Warren Buffett, 2017

#PSLcustomerservice

## The way to go

October 1976=100, log scale



Source: Thomson Reuters

# Его стратегия - вложить деньги в компании, которые..

## 53 years under Buffett

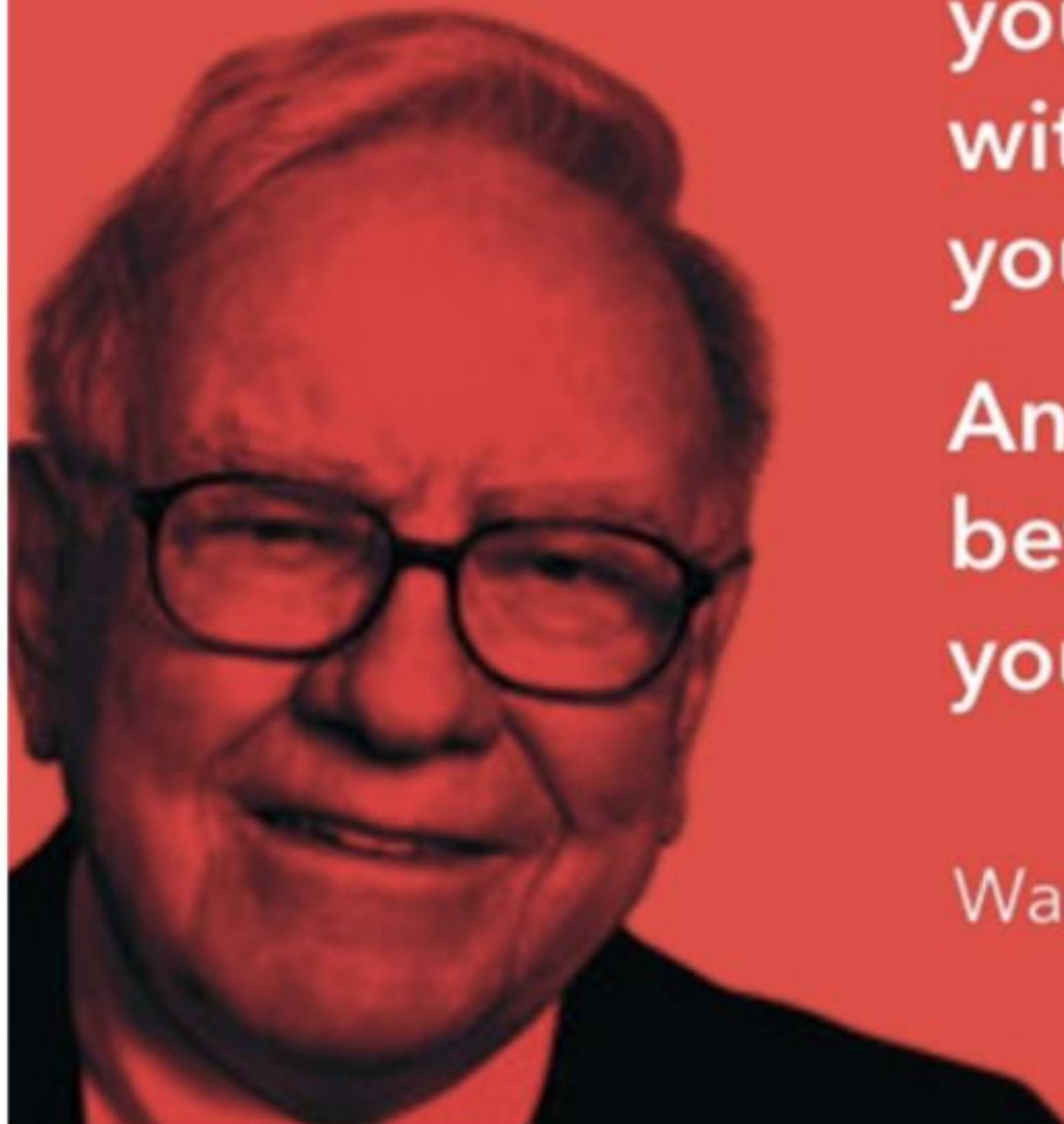


# ...МОГУТ ПОДНЯТЬ ЦЕНЫ, И НЕ ТЕРЯТЬ КЛИЕНТОВ ИЛИ ЗАКАЗОВ

“The single most important decision in evaluating a business is pricing power. If you’ve got the power to raise prices without losing business to a competitor, you’ve got a very good business.

And if you have to have a prayer session before raising the price by 10 percent, then you’ve got a terrible business.”

Warren Buffet



SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety

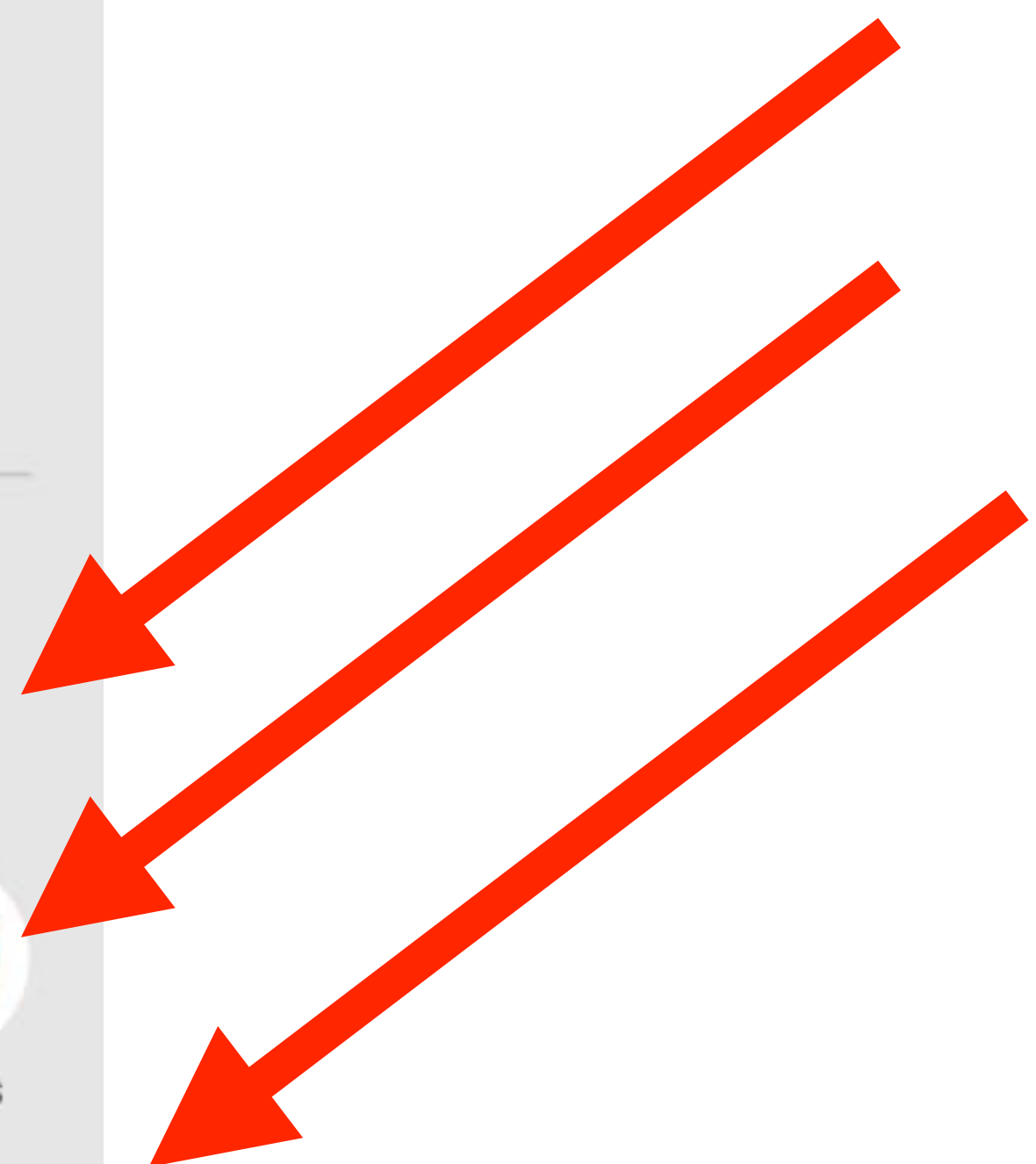


Sensory appeal



Informs

**сухой, рациональный,  
функциональный,  
“конкретный” подход к  
клиентам- свойственно  
РБ/РФ и диджитал  
бизнесу в целом**



# Лучшие компании работают по-другому



**ИХ ГЛАВНАЯ  
ЦЕЛЬ -  
ОРГАЗМИЧЕСКИ  
ВОСХИЩЕННЫЕ  
КЛИЕНТЫ**



# Огромная разница между “довольными” и “восхищенными”



**недовольные  
клиенты**



**довольные  
клиенты**



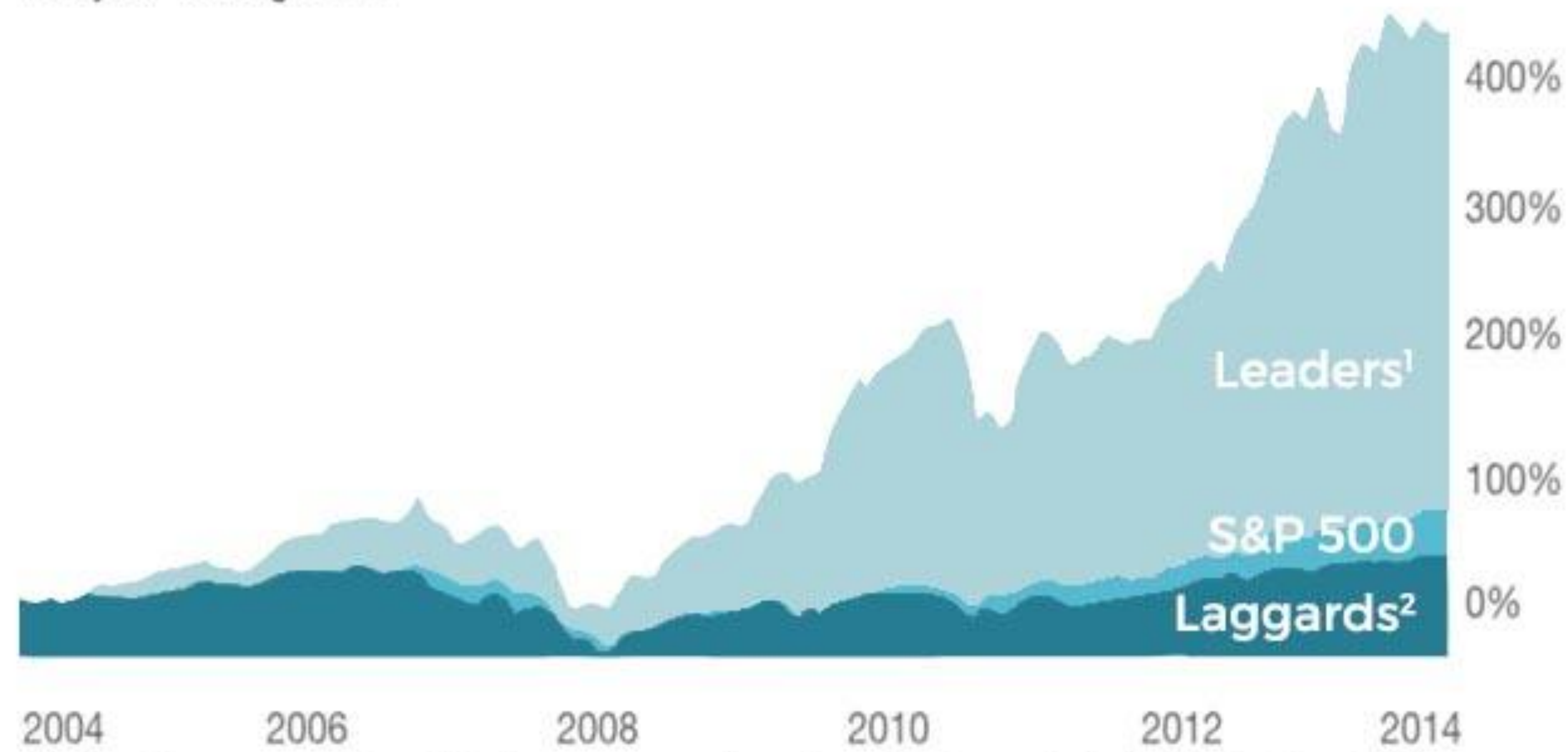
**восхищенные  
клиенты**

# Зачем их восхитить?

## Потому что там все деньги

McKinsey & Company: Total return to shareholders for companies with above- and below-average customer satisfaction

Ten-year value growth



1) Leaders: companies with above-average American Customer Satisfaction Index within their industry

2) Laggards: Companies with below-average ACSI

# это переход от фокуса на удобство продукта к фокусу на удовольствие клиента



это переход от фокуса на удобство продукта  
к фокусу на **успех и процветание** клиента

Customer Success Business Model



# Огромная разница между “довольными” и “восхищенными”

Продать не  
«лучшие  
фотоаппараты»



Продать «лучших  
фотографов»



# Огромная разница между “довольными” и “восхищенными”

Продать не  
«лучшие  
ВИНТОВКИ»



Продать «лучших  
снайперов»



**например ford не просто продаёт автомобили,  
а помогают людям быть успешнее в бизнесе – такой  
подход даёт огромную маржинальность!**

Transit 24: **Our business is to keep your business moving.**

Transit24 delivers a range of comprehensive products and services, each designed to maximise your vehicle's uptime and keep running costs low.  
All this, at a time and place that perfectly suits you.

[Find out more](#)

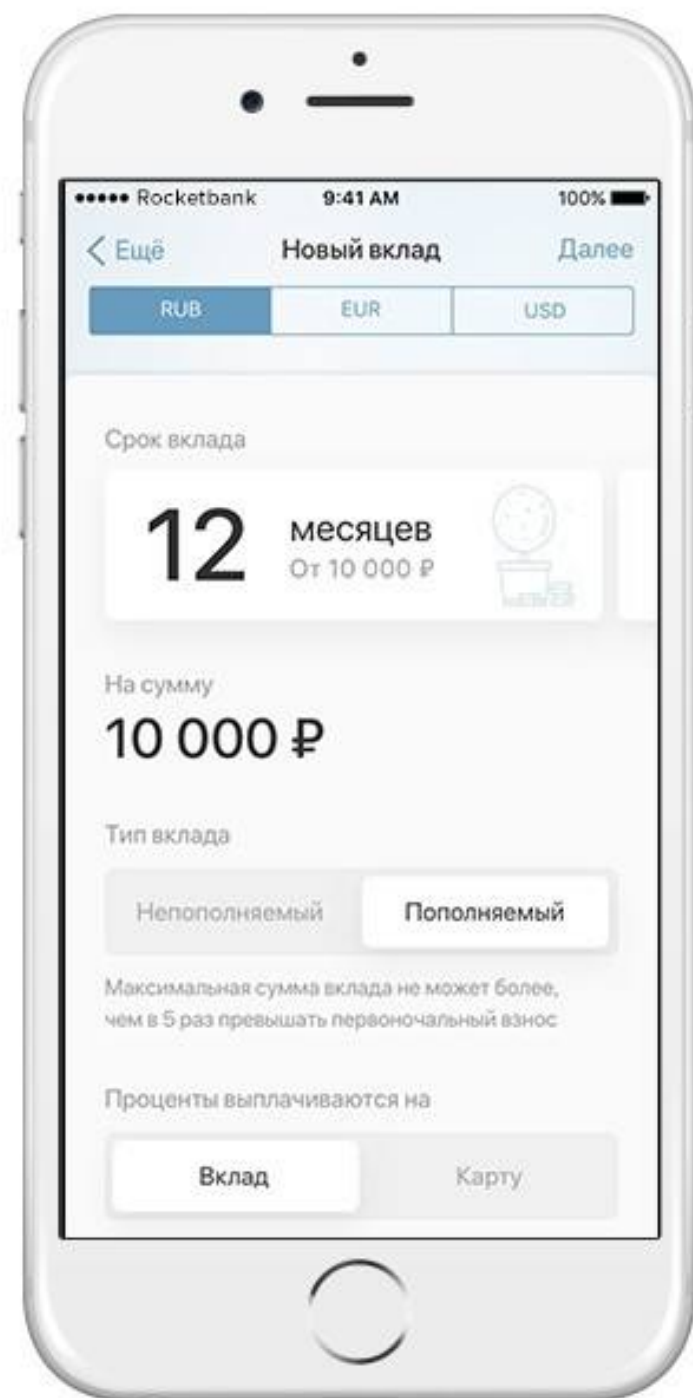


**самый главный  
фактор клиентского  
опыта станет не  
“хороший грузовик” а  
“зачем нужен клиенту  
грузовик”**

**там и все деньги и все  
доп услуги и вся  
клиентская  
лояльность**



# Банк с довольными клиентами предлагает “надежные, простые и быстрые банковские услуги”



## Вклады прямо в приложении

Пополняемые, с капитализацией или выплатой процентов на карту— открывайте любые вклады в три клика.

Рубли

Доллары

Евро

7,23% на 3 месяца    7,49% на 6 месяцев    7,76% на 1 год

Доходность с учетом капитализации



[Подробнее о вкладах](#)

An advertisement for Tinkoff Card. It features a man in a red coat with a white fur collar, smiling and holding a credit card. The background is bright yellow. A red banner at the bottom contains the text 'Карта Тинькофф' and '120 дней без процентов'. The logo 'Финблог.РФ' is in the bottom right corner.

**Карта Тинькофф**  
**120 дней без процентов**

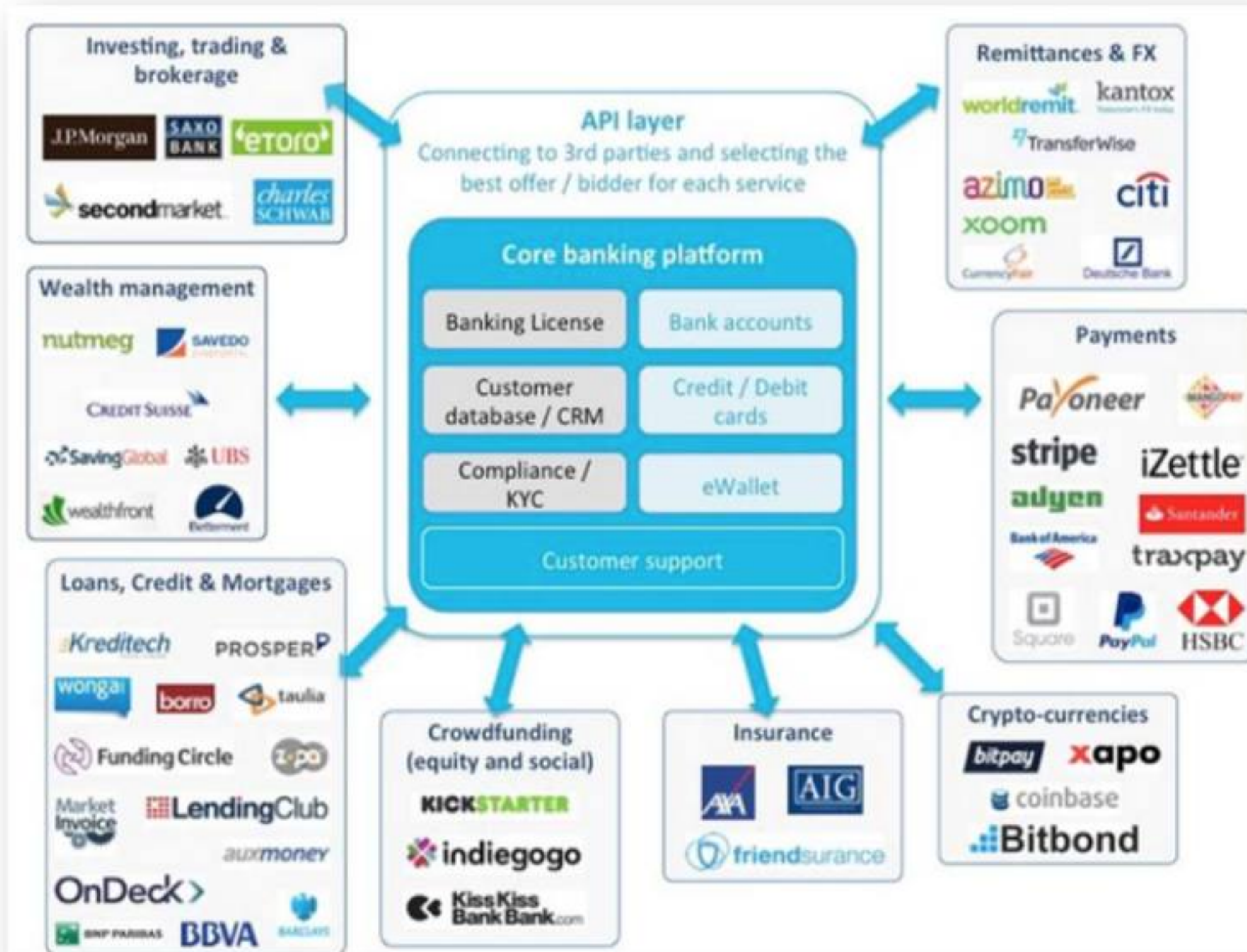
Финблог.РФ

# а банк, цель которого - всесторонний финансовый успех и процветание клиентов?



Figure 1: Customer lifecycle value

# ЭТО ВСЕ СОЗДАЕТ НОВЫЕ БИЗНЕС МОДЕЛИ - СОВСЕМ НОВЫЕ



## Key principles:

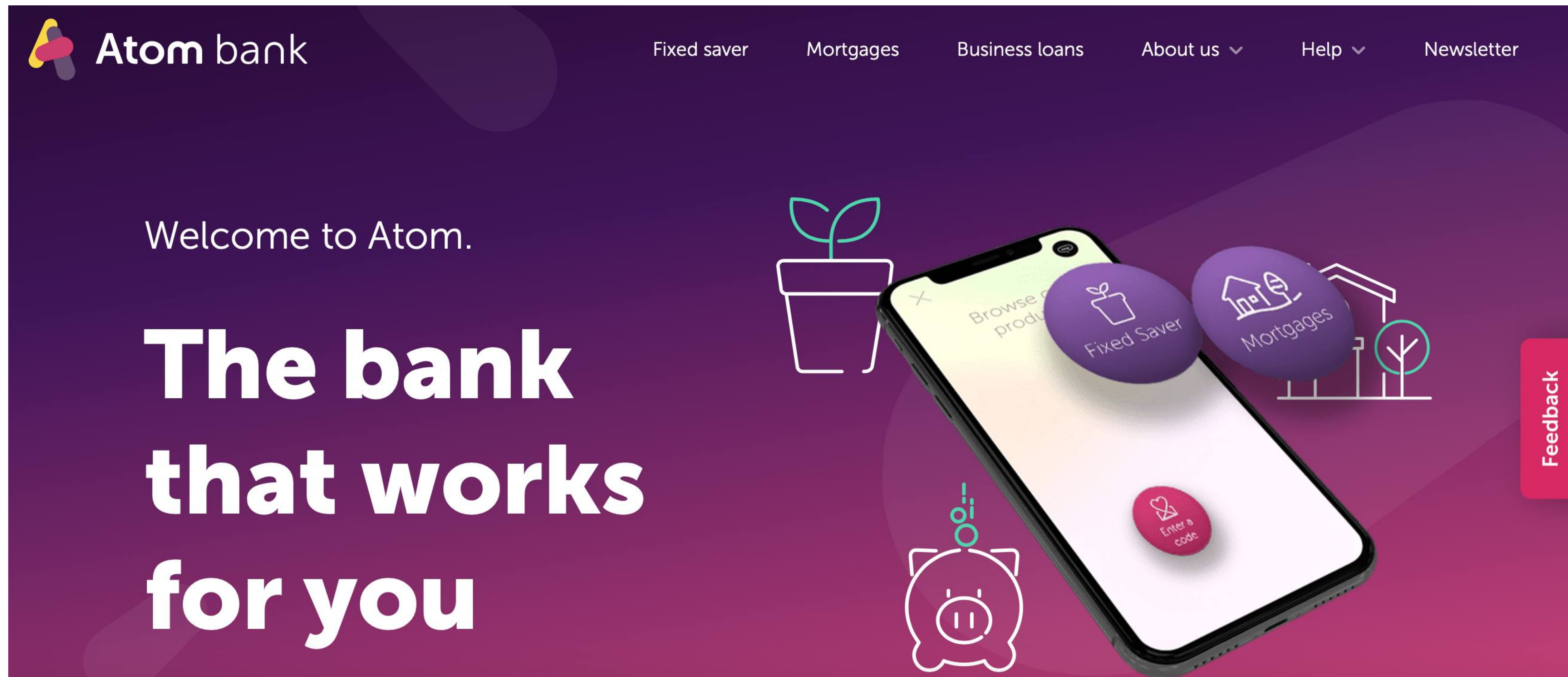
- Open Standards based APIs for third party developers.
- Open Data options for transparency.
- Open Source technology

- source: open bank

## Challenges:

- Legacy platforms
- Culture
- 'loss of control'?

# Банк с восхищенными клиентами предлагает “сделать тебя значительно и стабильно богаче”



The image shows a screenshot of the Atom bank website. The background is a dark purple gradient. In the top left corner is the Atom bank logo, consisting of a stylized 'A' with yellow, red, and blue dots, followed by the text 'Atom bank'. To the right of the logo is a navigation menu with the following items: 'Fixed saver', 'Mortgages', 'Business loans', 'About us' (with a dropdown arrow), 'Help' (with a dropdown arrow), and 'Newsletter'. Below the navigation menu, the text 'Welcome to Atom.' is displayed in white. The main headline, 'The bank that works for you', is written in large, bold, white letters. To the right of the text is a graphic of a smartphone displaying the bank's mobile app interface. The app screen shows a 'Browse products' header, a 'Fixed Saver' button with a plant icon, a 'Mortgages' button with a house icon, and an 'Enter a code' button with a QR code icon. Surrounding the smartphone are several white line-art icons: a potted plant, a piggy bank with a coin slot, and a house with a tree. On the right edge of the page, there is a vertical red button labeled 'Feedback' in white text.

Atom bank

Fixed saver   Mortgages   Business loans   About us ▾   Help ▾   Newsletter

Welcome to Atom.

## The bank that works for you

Feedback

# Банк с восхищенными клиентами предлагает “сделать тебя значительно и стабильно богаче”

**Set your goals, and blow them away.**

From building an emergency fund to saving for a down payment for a new home,  
we've got services to help you meet your goals.

Ally Bank



Savings



CDs

Ally Invest



Self-Directed Trading




Managed Portfolio



# ПОМОЧЬ ВОПЛОТИТЬ В ЖИЗНЬ ВАШИ ИДЕИ! ПОМОЧЬ НАЧАТЬ успешный бизнес!



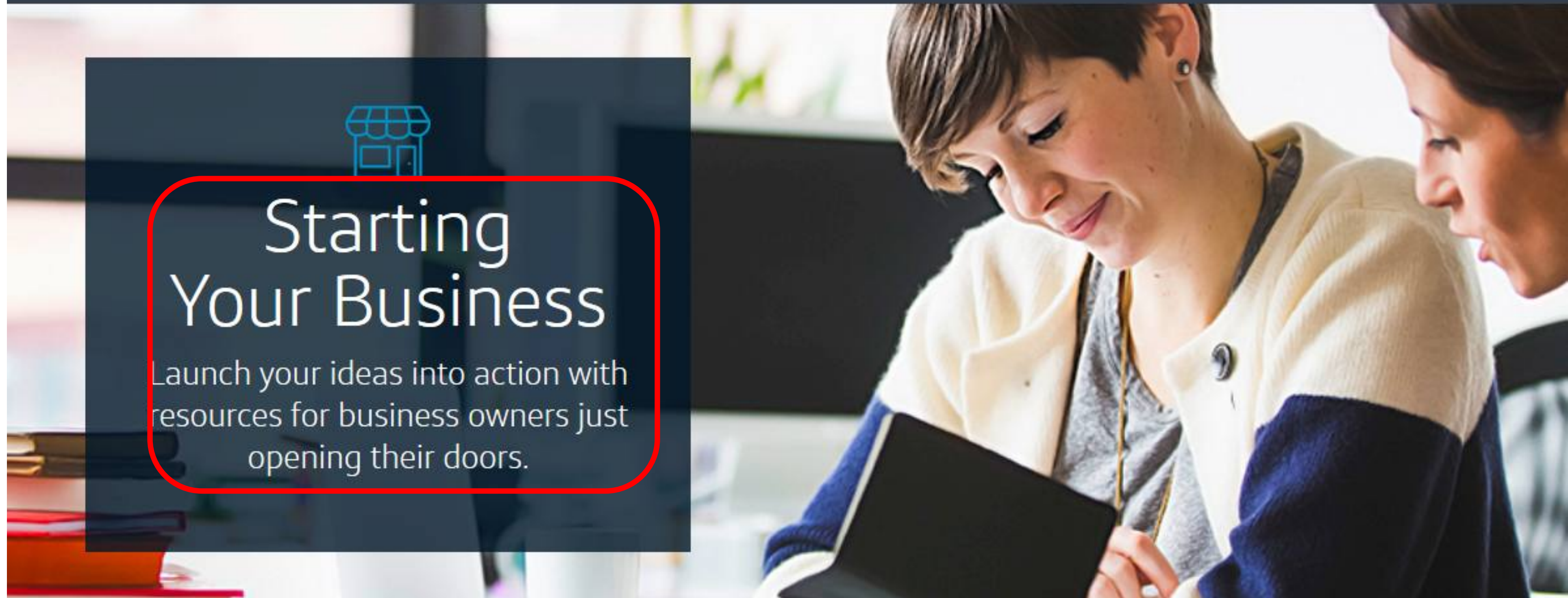
Search 

Starting Your Business ▾ Growing Your Business ▾ Improving Your Business ▾ Resources & Insights ▾ About ▾



## Starting Your Business

Launch your ideas into action with resources for business owners just opening their doors.



# ПОМОЧЬ - ЗНАЧИТ НАУЧИТЬ вас, ПОДЕЛИТЬСЯ ОПЫТОМ И НЕ ДАТЬ ВАМ СОВЕРШИТЬ ОШИБОК!

## Business Planning

[View All >](#)



### *Business Planning*

Quick Tip: Should I Buy or Lease Office Space?



### *Business Planning*

Don't Repeat Past Mistakes—Use a 401(k) to Help Save on Next Year's Tax Bill



### *Business Planning*

New Overtime Rules: How Small Businesses Can Prepare

# ПОМОЧЬ разобратся с финансированием!

Starting Financing

[View All >](#)



*Starting Financing*  
WATCH: Jay Rogers on Getting Investors



*Starting Financing*  
How to Get Funding for the Next Big Thing



*Starting Financing*  
Getting a Small Business Loan



# ПОМОЧЬ РАЗОБРАТЬСЯ С ФИНАНСОВЫМИ ДОКУМЕНТАМИ ОТЧЁТНОСТЬЮ

Understanding Financial Statements

[View All >](#)



*Understanding Financial Statements*  
Understanding Financial Statements: What They Are & Why You Need Them



*Understanding Financial Statements*  
How to Check Your Business Credit Score




*Understanding Financial Statements*  
What Your Small Business Financial Statements Aren't Telling You

# НО НЕ ТОЛЬКО НАЧАТЬ, НО И МАКСИМАЛЬНО ВЫГОДНО РАЗВИВАТЬ ВАШ БИЗНЕС!



SPARK<sup>®</sup>  
BUSINESS

Search 

Starting Your Business ▾

Growing Your Business ▾

Improving Your Business ▾

Resources & Insights ▾

About ▾



## Growing Your Business

You've successfully started up, now let's get growing. Find resources to reach your next-level goals.



# как успешно выстраивать отношения с ВАШИМИ клиентами

Engaging with Customers

[View All >](#)



*Engaging with Customers*

Spotlight on Women in Business:  
Sandy Abrams



*Engaging with Customers*

Spotlight on Women in Business:  
Dr. Jennifer Lee



*Engaging with Customers*

WATCH: The Importance of  
Branding with Johnny Cupcakes

# как успешно спланировать электронную торговлю

E-Commerce Planning

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*E-Commerce Planning*

5 Ways to Make Your Business  
Mobile (And Why You Should)



*E-Commerce Planning*

From Brick to Click: Doing Business  
Digitally Opens Doors to Online  
Marketing



*E-Commerce Planning*

From Brick to Click: Digitize Your  
Business Analytics

# как успешно организовать финансы для роста

Financing Growth

[View All >](#)



*Financing Growth*

Is Your Business Missing This Key Piece of the Financial Health Puzzle?



*Financing Growth*

6 Questions That Are Critical to Your Business's Financial Health




*Financing Growth*

What Do You Do When Your Business Is Flush?

# как выгодно УЛУЧШИТЬ ваш бизнес и сделать его более выгодным и успешным!



Search 

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## Improving Your Business

Refine how you run your business and think outside the box to boost your bottom line.



# как успешно организовать оборот наличных денег



Katharine Rust

June 9, 2016



Nancy Mann Jackson

March 11, 2016

## Managing Cash Flow

[View All >](#)



### Managing Cash Flow

4 Barriers to Better Financial Health (And How to Overcome Them)



### Managing Cash Flow

10 Ratios for Measuring Your Business's Financial Health



### Managing Cash Flow

How Will Rising Inflation Affect Your Business?

# как выгодно разобраться с налогами – банк не хочет, чтобы у вас были проблемы!

Tax Planning

[View All >](#)



*Tax Planning*

Use This Tax Credit to Boost Your Business and Give Back in Your Community



*Tax Planning*

5 Questions You Should Be Asking Your Accountant Now



*Tax Planning*

Where Does the Section 179 Deduction Increase Fit In Your Growth Plans?



# банк хочет, чтобы вы и ваш бизнес были максимально успешными - они хотят зарабатывать с прибыли, а не с расходов!

Managing Talent & Benefits

[View All >](#)



*Tax Planning*

Why Offering Employee Benefits  
May Be More Cost Effective Than  
You Think



*Managing Talent & Benefits*

Get Your Financial Health in Shape  
This New Year



*Managing Talent & Benefits*

Case Study: How REN  
Dermatology Uses Rewards to  
Retain Talent

# Т.е. счета и карты – это только начало!

Savings is just the beginning.



## Merchant Services

Accept credit card payments anywhere.

[Learn More](#)



## Spark® Credit Cards

Boost your bottom line with business rewards like 2% cash back and double miles.

[Learn More](#)



## Retirement

Find a 401(k) solution for your business.

[Learn More](#)



## Spark® Business Checking

We're making some updates to our product and aren't accepting new business

The future of your business starts here.



**банк будет помогать вам ВСЕГДА и ВО ВСЕМ,  
чтобы становились успешнее и богаче!**

The support you need, whatever your  
business

Your business is one of a kind – so the service you expect from your bank needs to be just as special. See what we're doing for just a few of those who bank with us.



# К ВАШИМ УСЛУГАМ ПРОФЕССИОНАЛЬНАЯ ЭКСПЕРТИЗА КОНКРЕТНО ВАШЕЙ ОТРАСЛИ!

The image shows a screenshot of the Metro Bank website. The top navigation bar includes 'Personal', 'Business' (highlighted with a red underline), and 'About us'. A 'Find a Store' button with a location pin icon is in the top right. The main navigation menu lists 'Business accounts', 'Business deposit accounts', 'Business borrowing options', 'Sector Services' (underlined), and 'Ways to bank'. The Metro Bank logo is on the left. A large red-bordered box in the foreground contains the text 'DEDICATED SUPPORT FOR YOUR INDUSTRY' in white capital letters. The background of the website is a dark image of a person in a suit with their hands clasped.

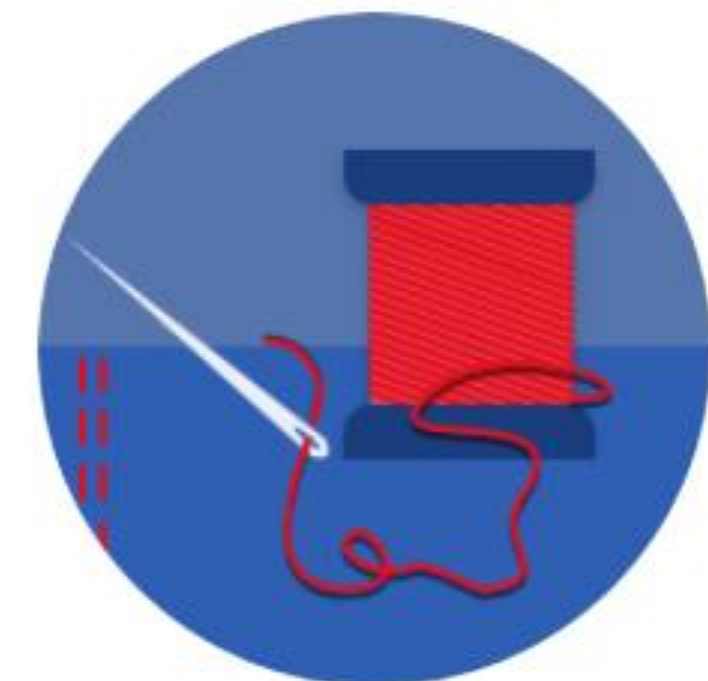
**«отраслевая экспертиза» - когда ваш бизнес оценивают квалифицированные специалисты с многолетним отраслевым опытом и находят наиболее выгодные решения для успешного роста и выгодного развития конкретно для вашего бизнеса!**

## SECTOR SERVICES

Banking support from those who know and understand your industry inside-out

### Tailored solutions

Each industry faces its own unique challenges. Our dedicated sector teams can help you meet them. Made up of colleagues with years of experience in specific business sectors, from healthcare to professional services, they'll work with you personally to understand your business issues and aspirations. And they'll use their extensive knowledge and experience to find the right solutions for you.



# отраслевая экспертиза metro bank, uk

## Healthcare

Our financial experts can support your service or practice as you care for others

Healthcare

## Hospitality & leisure

We'll help you build on your hotel, pub, bar or sports organisation to make it thrive

Hospitality and leisure

## Property

Whether you're a seasoned landlord or just investing in your first property, we'll guide you through the process

Property

## Charities and Not-for-Profits

Our team will help you as you run your club, charity or society, supporting your banking needs

Charities

## Inward Investment

Wanting to do business in the UK from overseas? Our specialists can help you get up and running

Investment

## Financial Services

We understand what brokers need within regulated and complex markets

Financial

# Диджитал мир ЭТОГО НЕ ПОНЯЛ



Add your property

Account My Lists My Trips Support

Flights Hotels Bundle and Save Cars Cruises Things to Do Vacation Rentals Deals Mobile

- Flights
- Hotels
- Bundle and Save**
- Cars
- Cruises
- Things to Do
- Vacation Rentals

- Flight + Hotel**
- Flight + Hotel + Car
- Flight + Car
- Hotel + Car

Origin  
City or airport

Destination  
City or airport

Departing  
mm/dd/yyyy

Returning  
mm/dd/yyyy

Travelers  
2 Adults, 1 Room

Direct flights only  I only need a hotel for part of my stay

Advanced options

Preferred class

Economy/Coach

**Search**

**Save up to \$583**  
Book Flight + Hotel at the same time\*



Sunny Savings! Cruises from \$299\* Per Person. Sale Ends 6/30

**BOOK NOW**

# Неправильный вопрос



A red rectangular sign with a white border and rounded corners. The sign is mounted on a wooden post. It features the words "WRONG" and "WAY" in large, white, sans-serif capital letters, arranged in two lines. Two silver bolts are visible, one near the top and one near the bottom center of the sign.

WRONG  
WAY

# Когда тебе удобно отдохнуть?

September 2017 - Crowd Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# Сколько денег хочешь тратить?

## Holiday Budget Planner

HOLIDAY BUDGET	\$750.00
ACTUAL SPENT	\$820.00
<b>DIFFERENCE (over/under budget)</b>	<b>(\$70.00)</b>

### Gifts

Item	Budget	Actual	Difference
Family	\$500.00	\$495.00 ✓	\$5.00
Friends	\$250.00	\$325.00 ✗	-\$75.00
Co-workers		✓	\$0.00
Teachers, nannies, babysitters, etc.		✓	\$0.00
Charitable donations		✓	\$0.00
Other (tab in last column of this row to add row)		✓	\$0.00
<b>Total</b>	<b>\$750.00</b>	<b>\$820.00</b> ✓	<b>-\$70.00</b>

### Holiday Meals

Item	Budget	Actual	Difference
Groceries		✓	\$0.00
Libations		✓	\$0.00
Decorations		✓	\$0.00
Other (tab in last column of this row to add row)		✓	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b> ✓	<b>\$0.00</b>

### Packaging

Item	Budget	Actual	Difference
Gift wrap		✓	\$0.00
Tags		✓	\$0.00
Supplies (ribbon, tape, etc.)		✓	\$0.00
Boxes		✓	\$0.00
Postage		✓	\$0.00
Other (tab in last column of this row to add row)		✓	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b> ✓	<b>\$0.00</b>

### Entertainment

Item	Budget	Actual	Difference
Party help (bartender, caterer, cleaners, etc.)		✓	\$0.00
Decorations		✓	\$0.00
Food and beverages		✓	\$0.00
Clothing		✓	\$0.00
Tickets		✓	\$0.00
Dinner out		✓	\$0.00
Other (tab in last column of this row to add row)		✓	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b> ✓	<b>\$0.00</b>

### Travel

Item	Budget	Actual	Difference
Airfare		✓	\$0.00
Lodging		✓	\$0.00

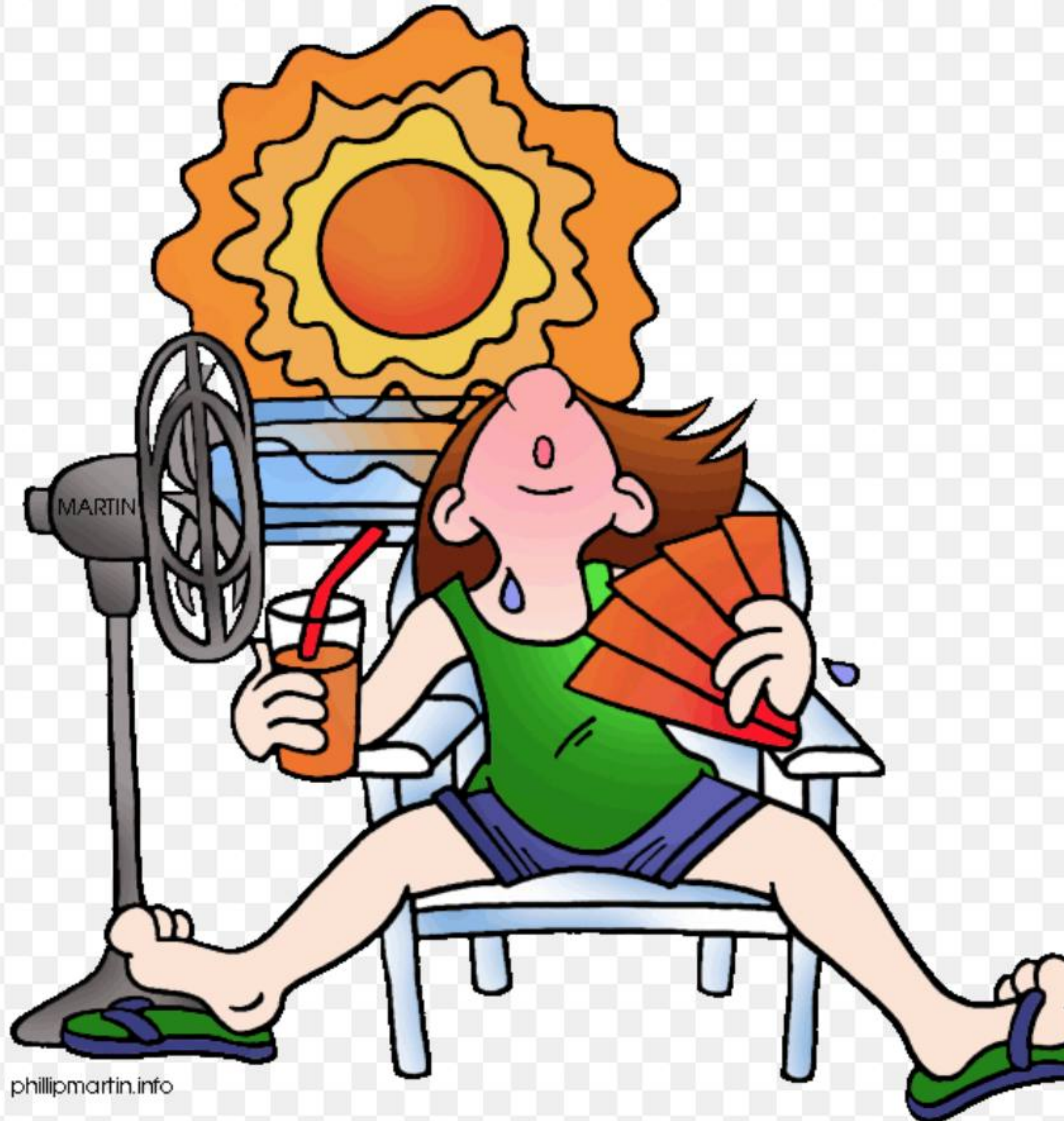
### Miscellaneous

Item	Budget	Actual	Difference
Holiday photos		✓	\$0.00
Gas		✓	\$0.00

# Любишь жаркую погоду?



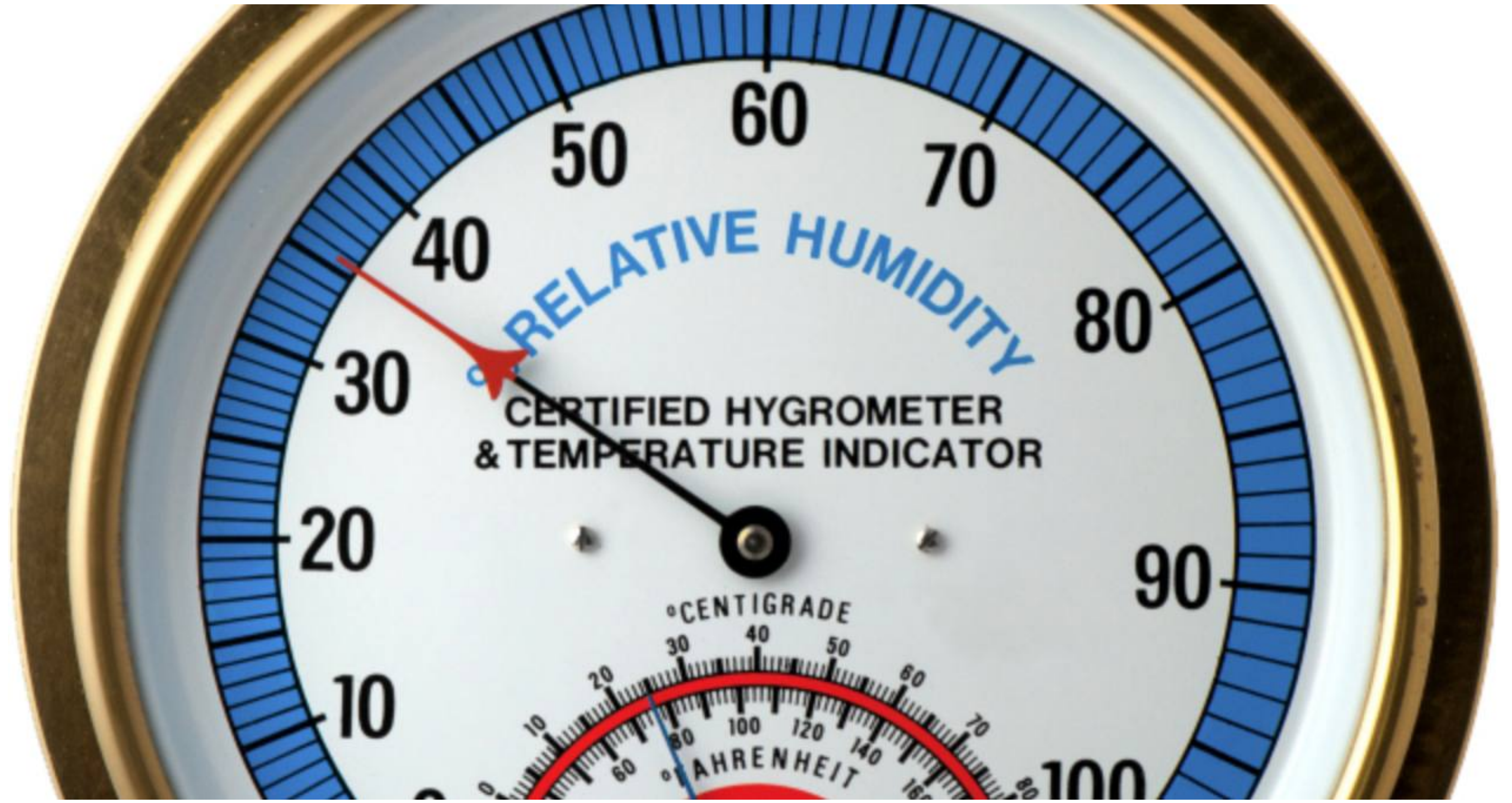
# Не уверен? Давай советуем!



phillipmartin.info



# Может быть и влажно, и жарко?



# Вместе поймем твою идеальную температуру, влажность и так далее



ARTICLE **IN BRIEF**

**Modern forecasters don't just study the weather but also how you check it — and even react to it.** This

marriage of user and weather data is making forecasts increasingly personalized and dynamic, sometimes down to the individual device.

# Будешь работать во время отдыха?





# Найдем гостиницу с классным и бесплатным гигабит интернетом

xfinity | Gig is here. It changes everything.

**1 Gig**

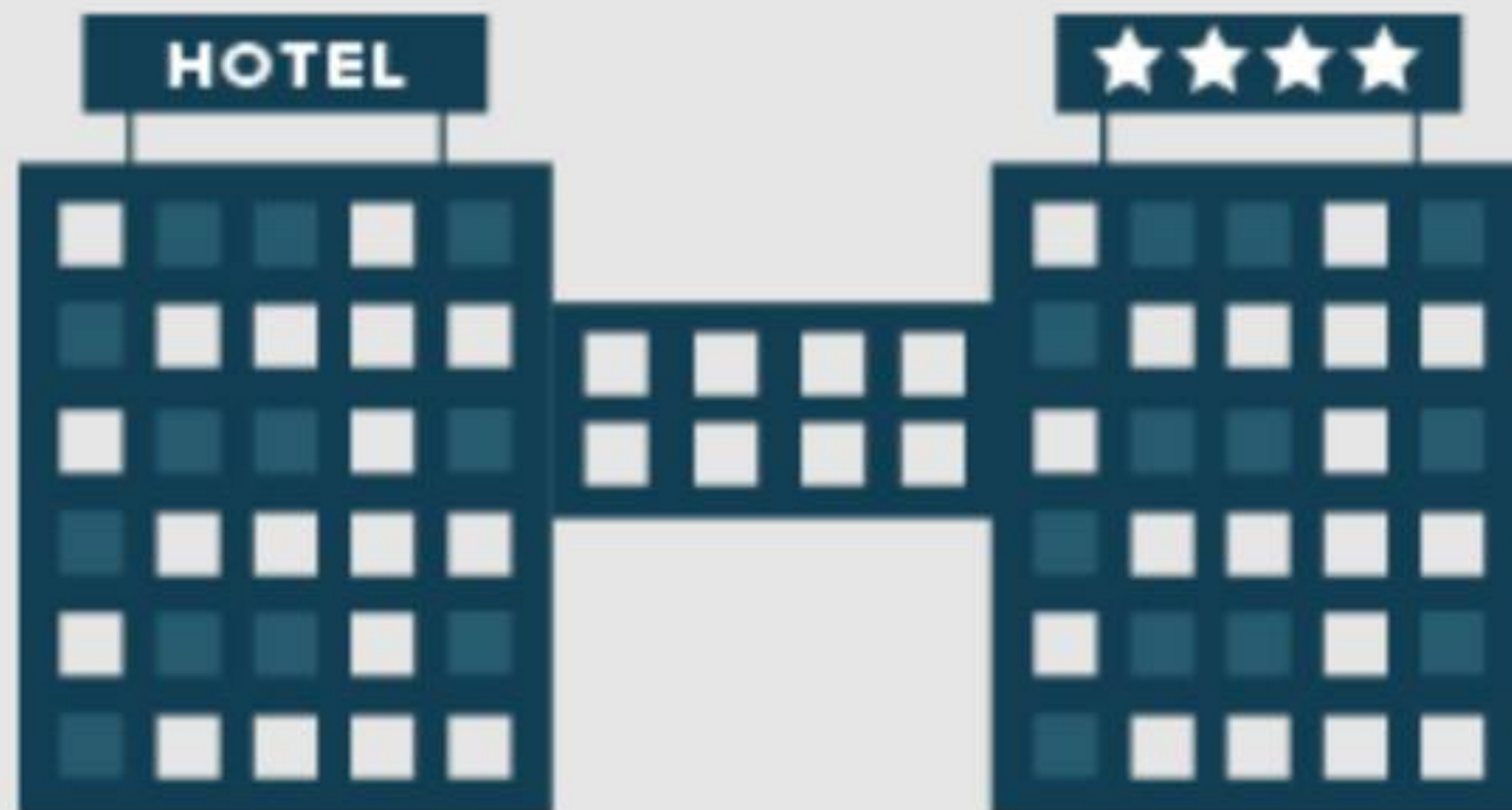
NOW AVAILABLE IN SILVER CITY

 <b>2 Seconds</b> To download a 150 MB album	 <b>4 Seconds</b> To download a 600 MB show
 <b>40 Seconds</b> To download a 5 GB movie	 <b>2 Minutes</b> To download a 15 GB game

The advertisement features a dark blue background with a scenic view of Silver City, New Mexico, showing a large university-style building with a central tower and red-tiled roof, surrounded by residential houses and green hills under a clear sky. The text and icons are white and light blue.

# пока редкость такая гостиница

Only 1 out of 5 hotels are able to reliably offer speeds above 6 Mbps



One 4-star hotel estimated its Wi-Fi performance issues cost it

**\$120,000**

in annual revenue

# Do you smoke?

No



Non smoker

Yes



Cigarette smoker

Smoke what?



Stoner





# Alcohol

Do you drink alcohol?

Yes

No



Melón  
Liqueur

**MALIBU**  
CARIBBEAN WHITE RUM  
COCONUT  
TIKI LIQUEUR

**BACARDI BREEZER**

**BACARDI BREEZER**

**ABSOLUT VODKA**

**RUSKI LEMON**

**SMIRNOFF BALTIC**

*Versel*

**AMARETTO**

# Едешь с детьми?



# МОЖНО ПОСМОТРЕТЬ ИХ ФБ профили?

Harsh Agrawal

Edit Profile

FAVORITES

- News Feed
- Ads Manager
- Messages
- Events
- Photos
- ShoutMeLoud 3
- Bluehost users 20+
- Shoutmememaker
- Shoutmeloud 20+
- 4
- ShoutMeHindi 20+

### Interests

+ Create List

- My Reading list
- Facebook - Facebook Tips & Updates
- WordPress Themes
- Social Media
- WordPress
- SEO - Search Engine Optimization
- iPhone News/Updates
- Technology





# Sasha Johnston

Add Friend

Message



Timeline

About

Friends 3 Mutual

Photos

More ▾

## DO YOU KNOW SASHA?

To see what he shares with friends, [send him a friend request.](#)

Add Friend



3 Mutual Friends

Intro

Joined May 2016

Photos

Friends · 7 (3 Mutual)



Colm Johnston



Amy Johnston



Anastasia Muchinskaya





Amy Johnston



Garrett

Home

Create



Amy Johnston  
(sun schnake)

Friends

Following

Message



Timeline

About

Friends 20 Mutual

Photos

More

### Intro

Lives in Berlin, Germany

From Dublin, Ireland



Create Post

Photo/Video



Write something to Amy...

Photo/Video

Tag Friends

Feeling/Activ...



Post



Modou Diack is with Amy Johnston.

April 17 · 2



I love you and I love you

See original · Rate this translation


**Эйми любит Id&b**



**LIQUID**  
**DRUM & BASS**

# Саша любит гокарты





Are you a good  
swimmer?

Only at **GoToQuiz**



RNLI OF BOATS. LIFEGUARDS LIFE FIRST.

**Always swim  
between the red  
and yellow flags**

[rnl.org.uk](http://rnl.org.uk)



**Lifeguards**



AUSTRALIAN  
LIFEGUARD  
SERVICE







lh

**TEACHING  
ADULTS TO SWIM**

# архитектуры есть, но нет у ИТ ПОНИМАНИЯ ЭМОЦИОНАЛЬНЫХ НУЖД

See all ›  
[101 Citations](#)

See all ›  
[33 References](#)

See all ›  
[8 Figures](#)

[Download](#)

## A Context-aware Personalized Travel Recommendation System Based on Geotagged Social Media Data Mining

Article (PDF Available) in [International Journal of Geographical Information Science](#) 27(4):1-23 · January 2012 with 1,041 Reads

DOI: 10.1080/13658816.2012.696649

[Cite this publication](#)



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**Gencai Chen**

ORCID iD 27.96 · Zhejiang University

+ 2



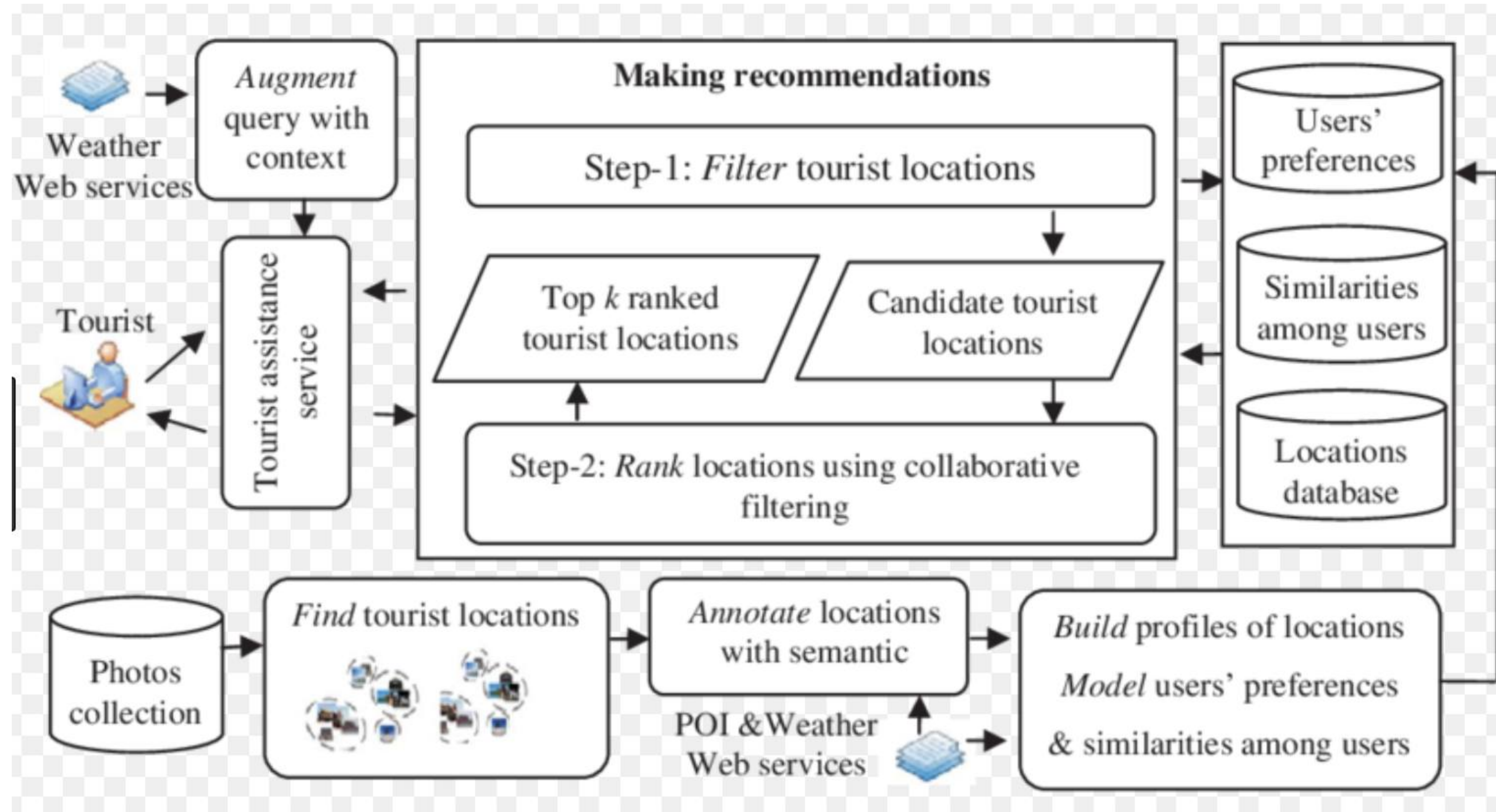
**Hamid Turab Mirza**

ORCID iD 11.24 · Zhejiang University

[Show more authors](#)

Abstract

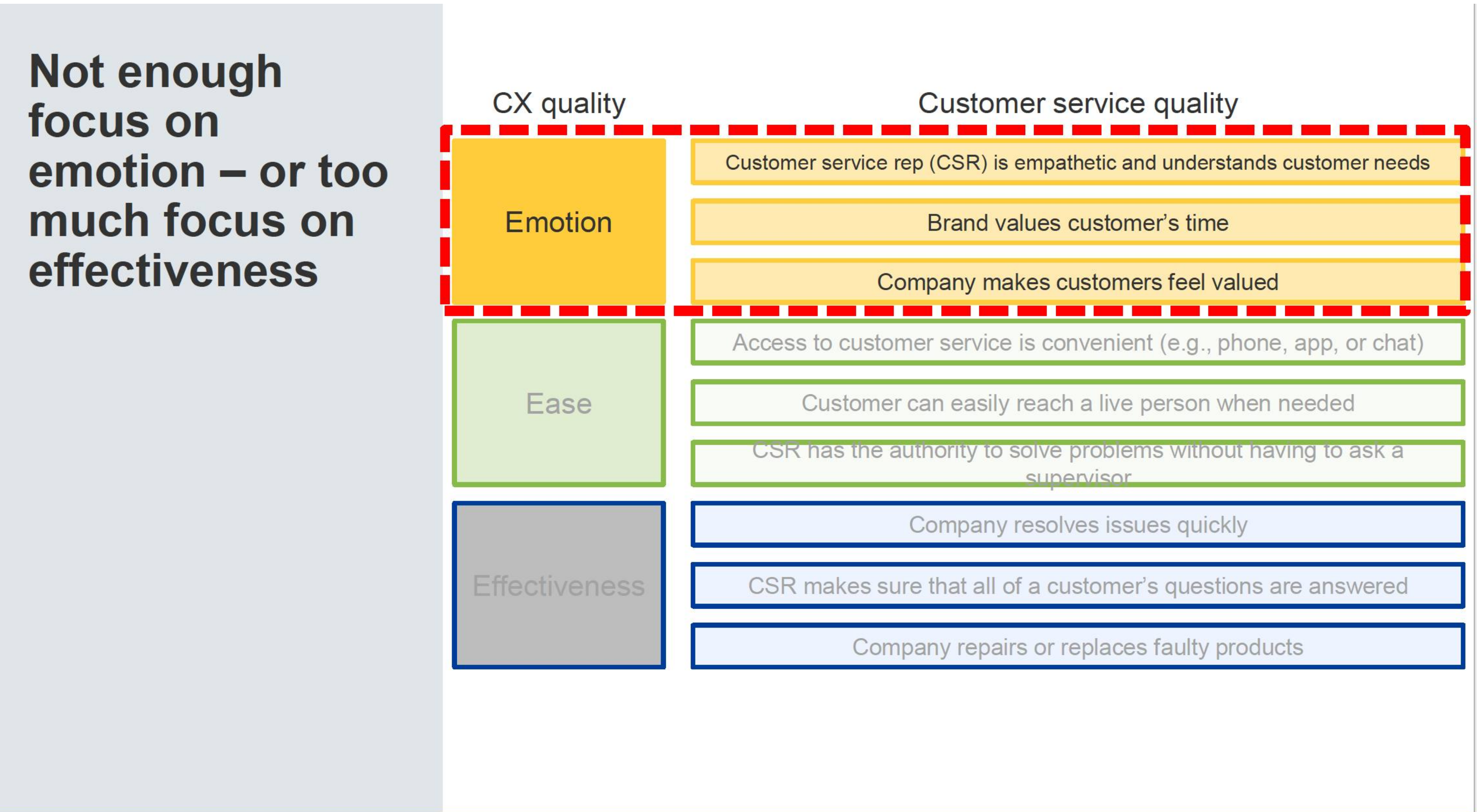
# архитектуры есть, но нет у ИТ ПОНИМАНИЯ ЭМОЦИОНАЛЬНЫХ НУЖД



# Customer service influences the three E's of CX

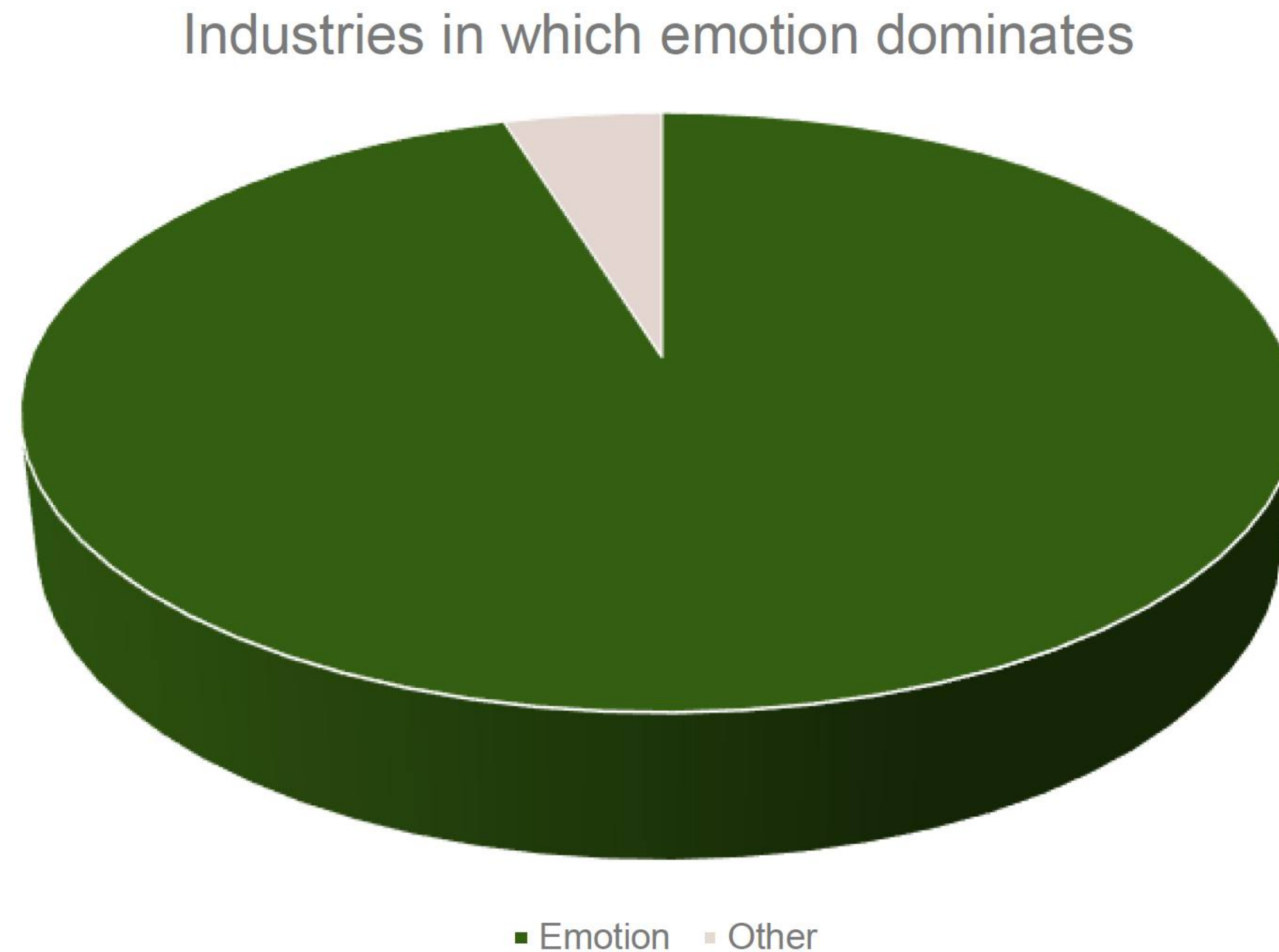


# беда цифровых бизнесов в целом и РБ/РФ бизнеса в частности

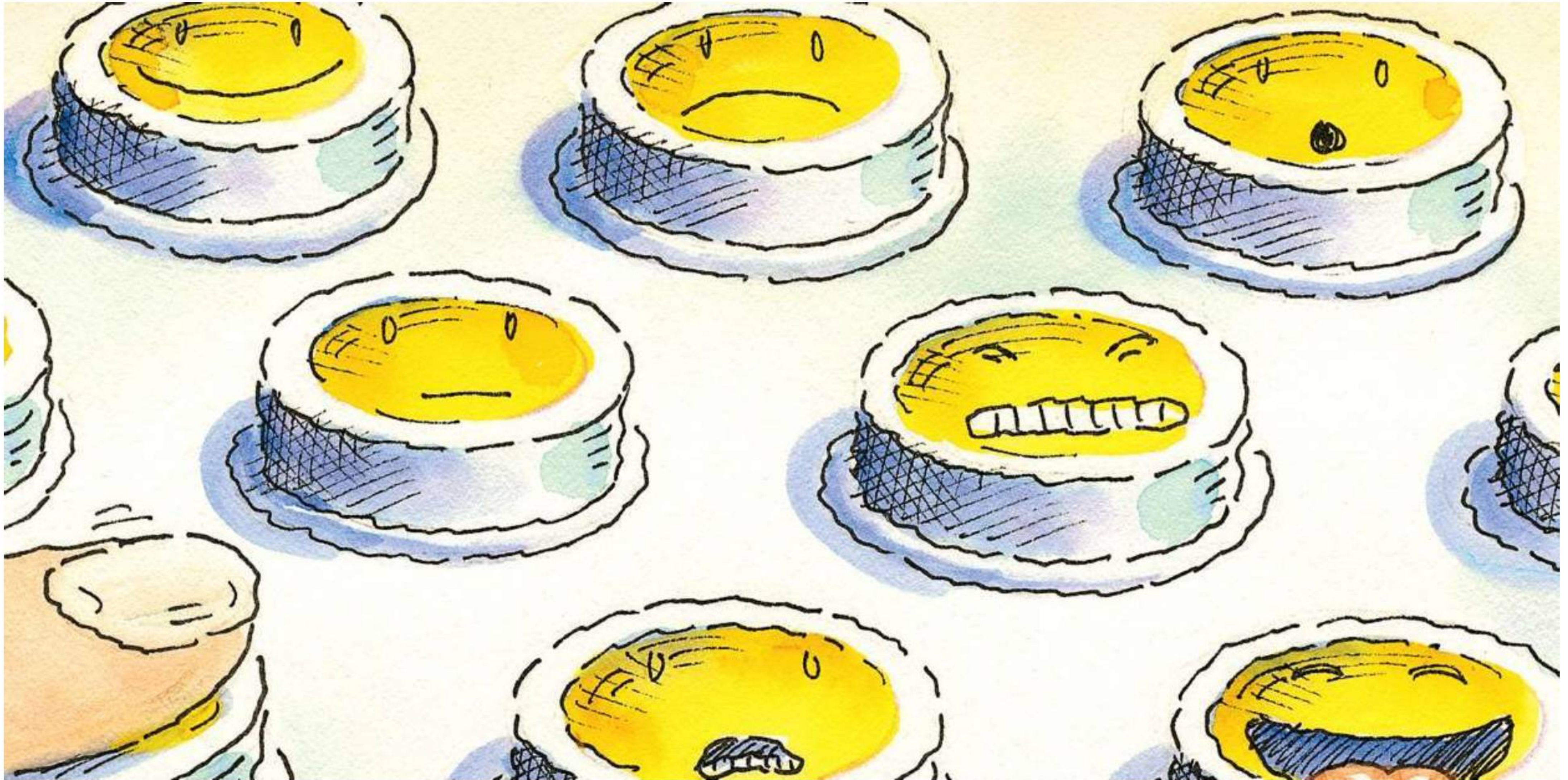


# ИМЕННО АНАЛОГОВЫЕ ЭМОЦИИ рулят, а не цифровые ТЕХНОЛОГИИ

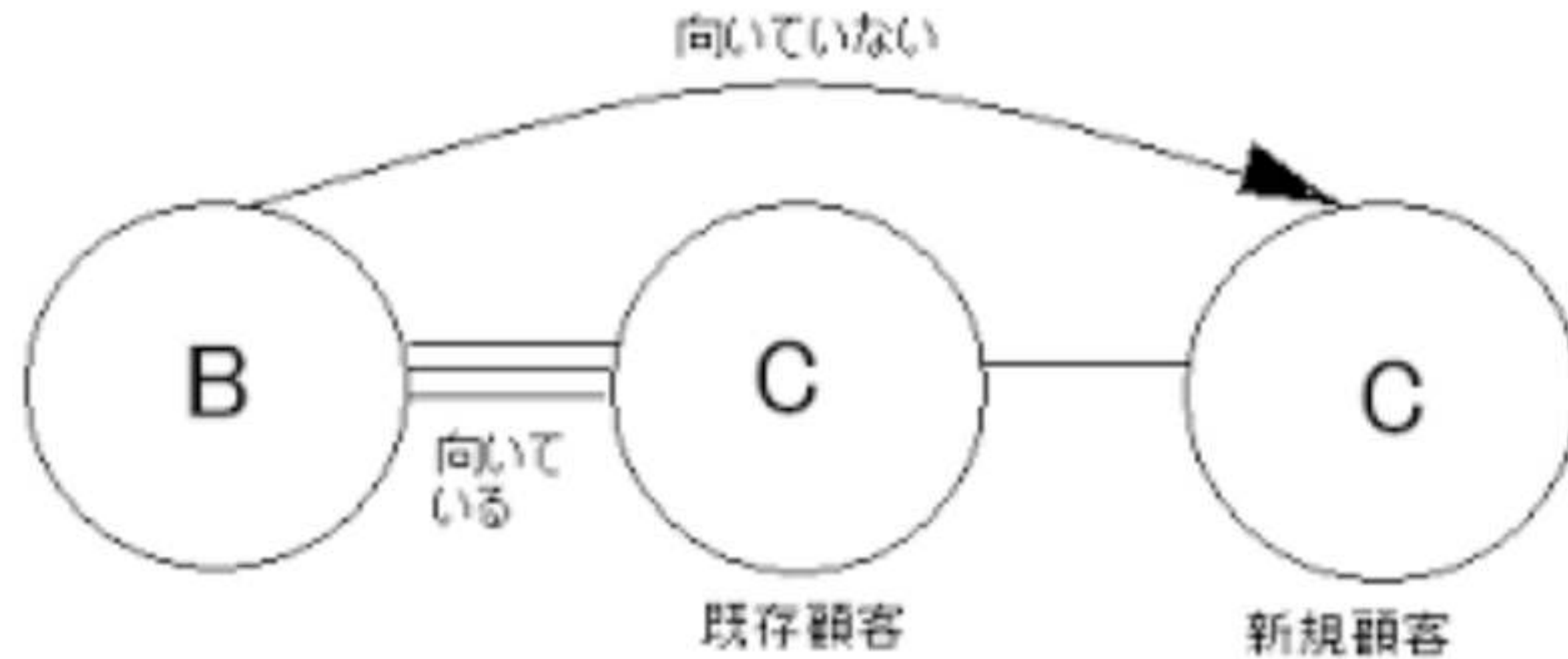
In 20 out of 21 industries, emotion was the largest contributor to CX



How do *you* influence emotion in customer service?

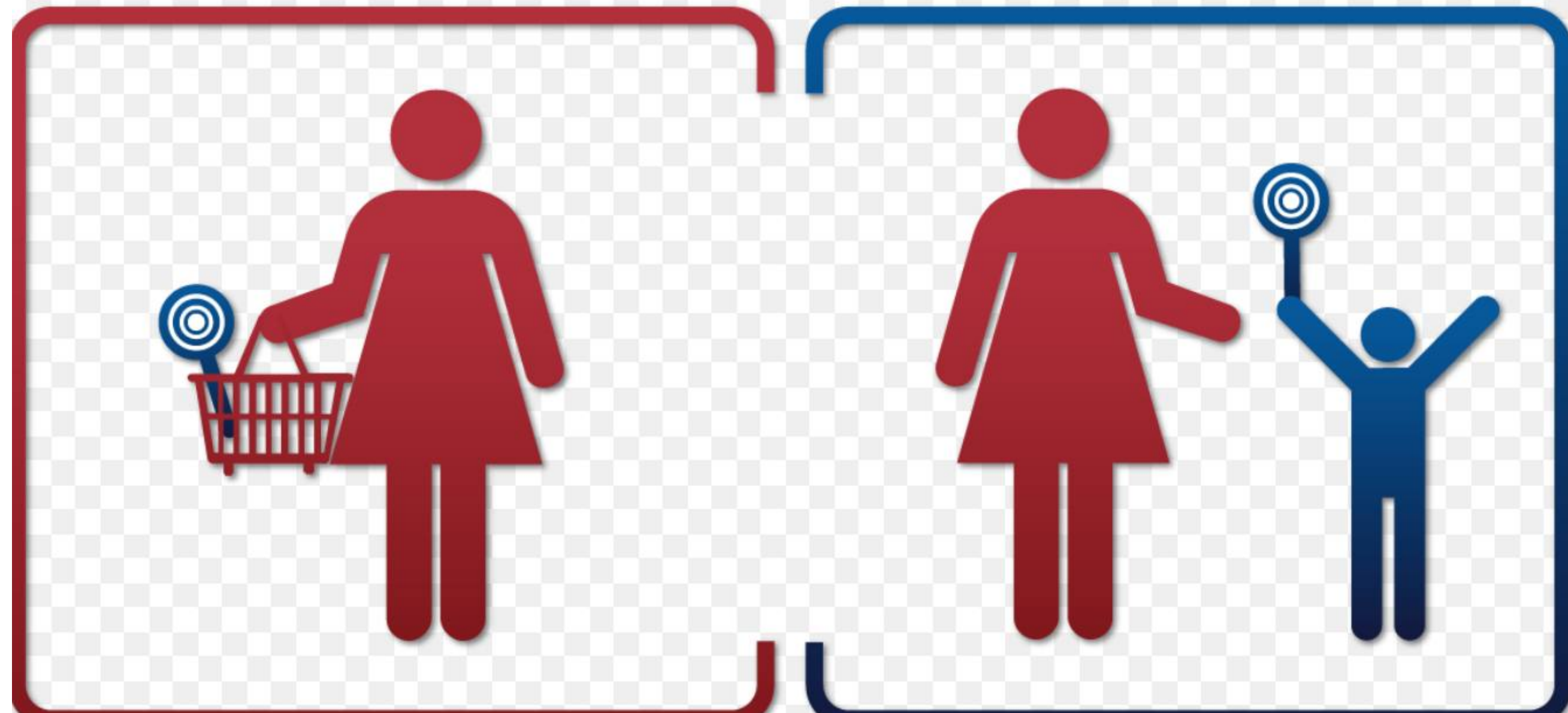


# Даже при B2C2C / B2AI2C



**SHOPPER**

**CONSUMER**





# Переход к AI только усилит необходимость восхищенного клиента

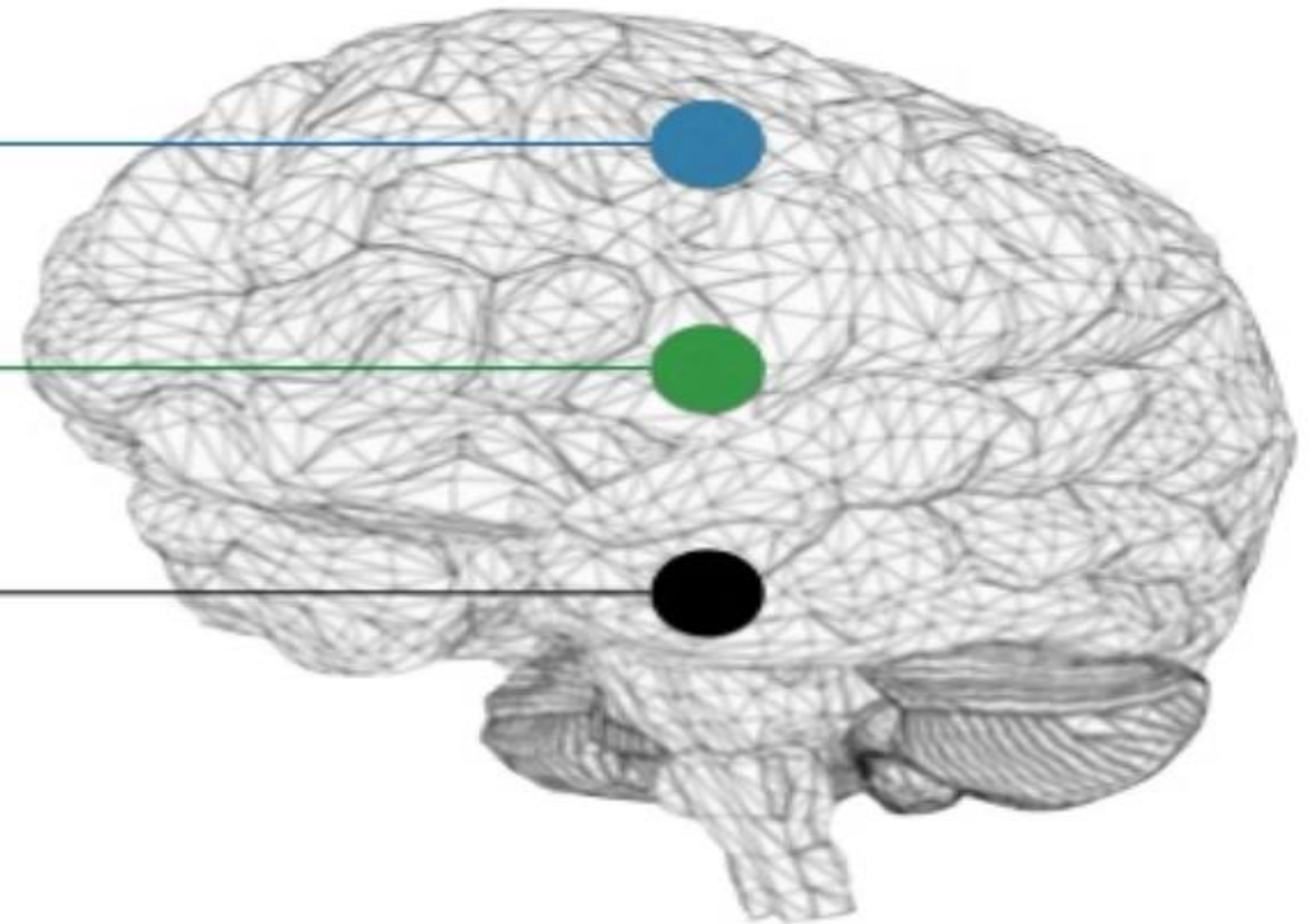
Watson Customer Engage

Clearing the air, what do we mean by Ai

Cognitive  
Reason

Artificial Intelligence  
Combination of ML algorithms

Machine learning  
Data > Trend > React (algorithm)



# SENTIMENT ANALYSIS

---



## NEGATIVE

Totally dissatisfied with the service. Worst customer care ever.



## NEUTRAL

Good Job but I will expect a lot more in future.



## POSITIVE

Brilliant effort guys! Loved Your Work.

# Уже появляется



POSITIVE



NEUTRAL



NEGATIVE



JOY



SURPRISE



ANGER



DISGUST



FEAR

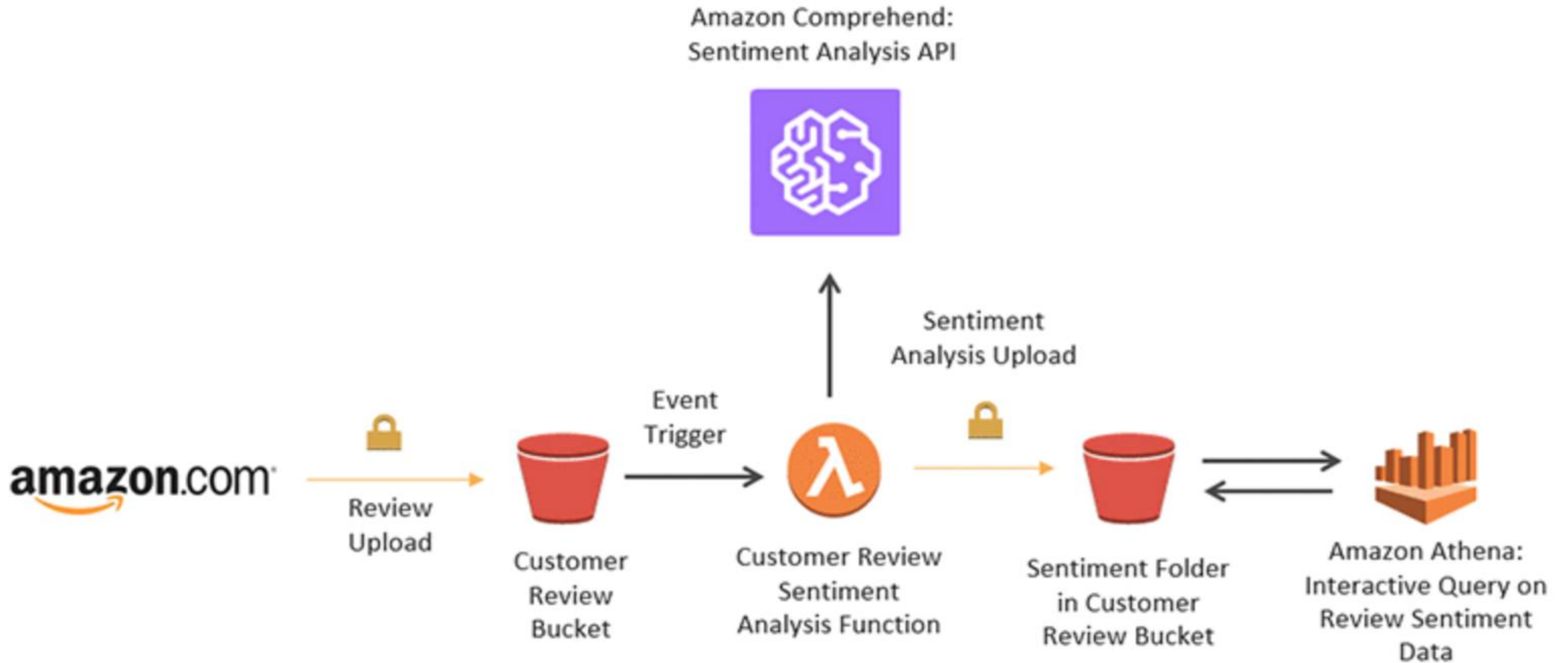


SADNESS

SENTIMENT

EMOTION

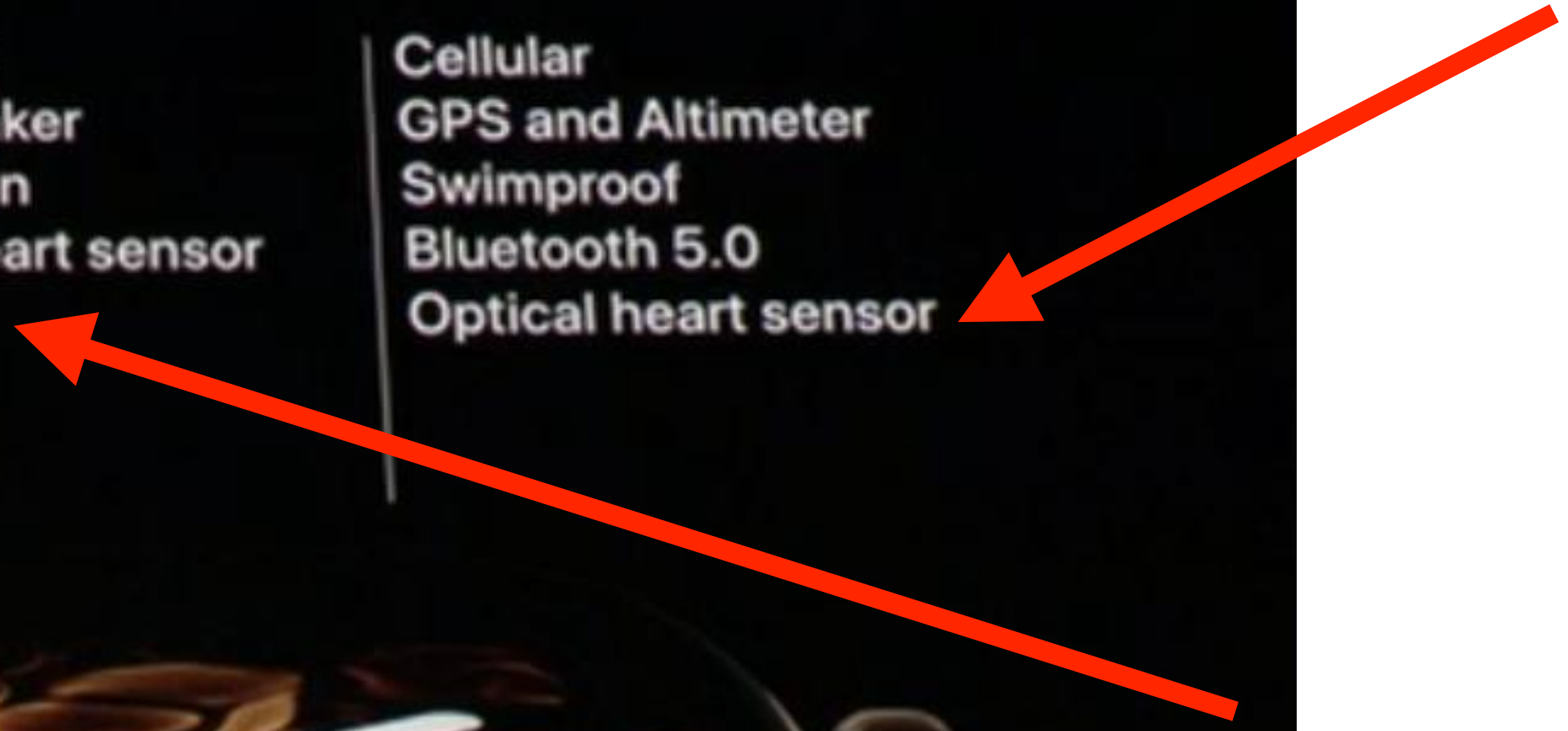
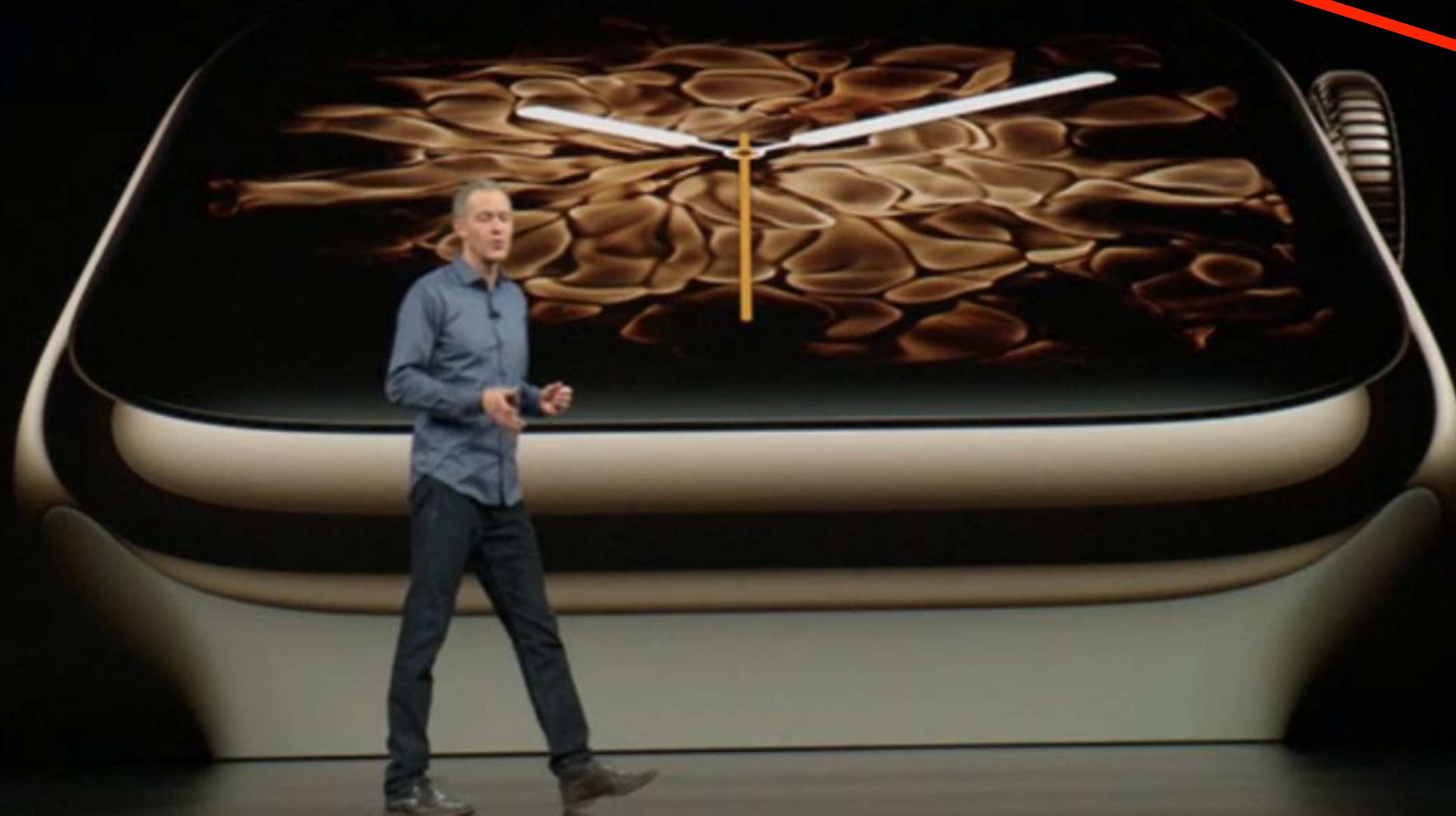
# Реально, не сказки



New design  
Larger display  
New UI  
Digital Crown  
with haptics

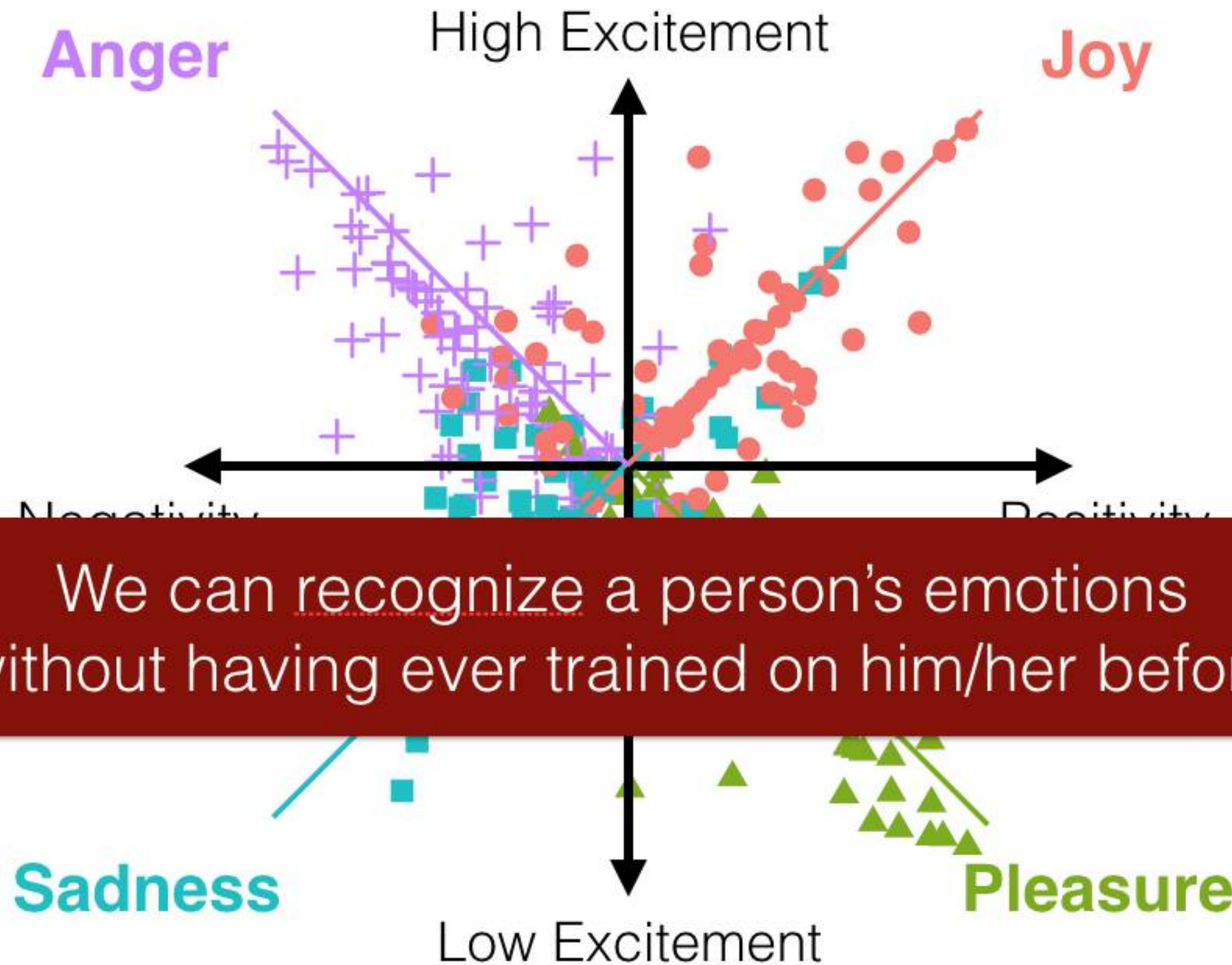
S4 2x faster  
Louder speaker  
Fall detection  
Electrical heart sensor  
ECG app

Cellular  
GPS and Altimeter  
Swimproof  
Bluetooth 5.0  
Optical heart sensor



# Person-independent Classification

- Train and test on the different person





MINIMUM **VIABLE** PRODUCT



MINIMUM **LOVEABLE** PRODUCT



# В США, 90% всех стартапов проваливаются

## The Startup Failure Rate Infographic

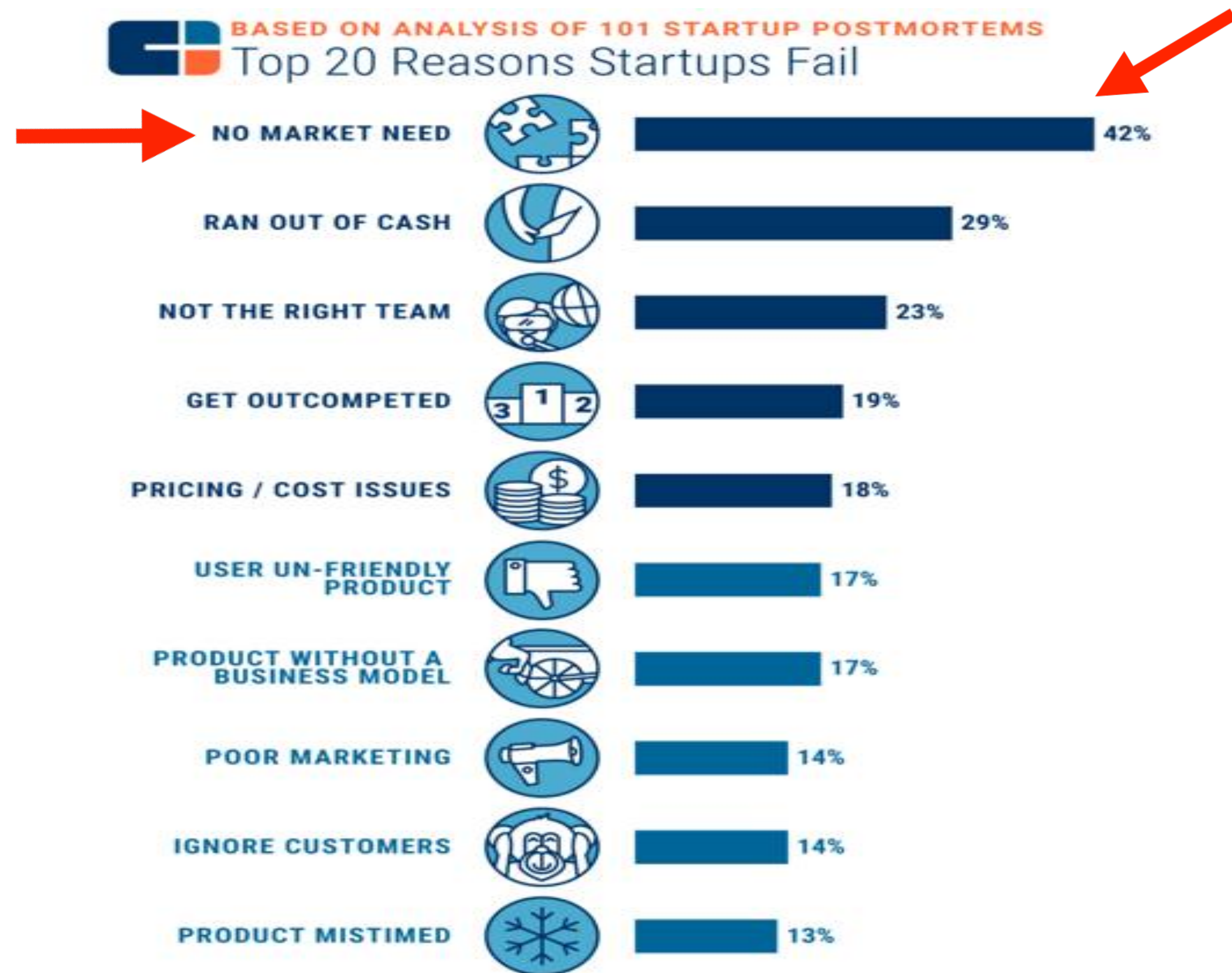
STARTUP  
SURVIVAL  
RATES

A recent research by Small Biz Trends shows that about 90% of the new startups fail.

90%



**Когда мы анализируем причины неудачи стартапов в Кремниевой Долине, получается что стратегический маркетинг – причина неудачи № 1, причем - с огромным отрывом**



# Какую проблему ты решаешь для кого? Вот главный вопрос!

## Шпаргалка для стартапов



# Стройка Организации начинается с Большой Идей Восхищенного клиента, и дальше вниз



# Большая Идея рождает, определяет, вдохновляет, двигает и развивает абсолютно все, что, как, где, когда, кем и чем делает компания

Big Idea should drive every part of your organization



# Например, Большая Идея компании Volvo можно выразить одним словом - БЕЗОПАСНОСТЬ

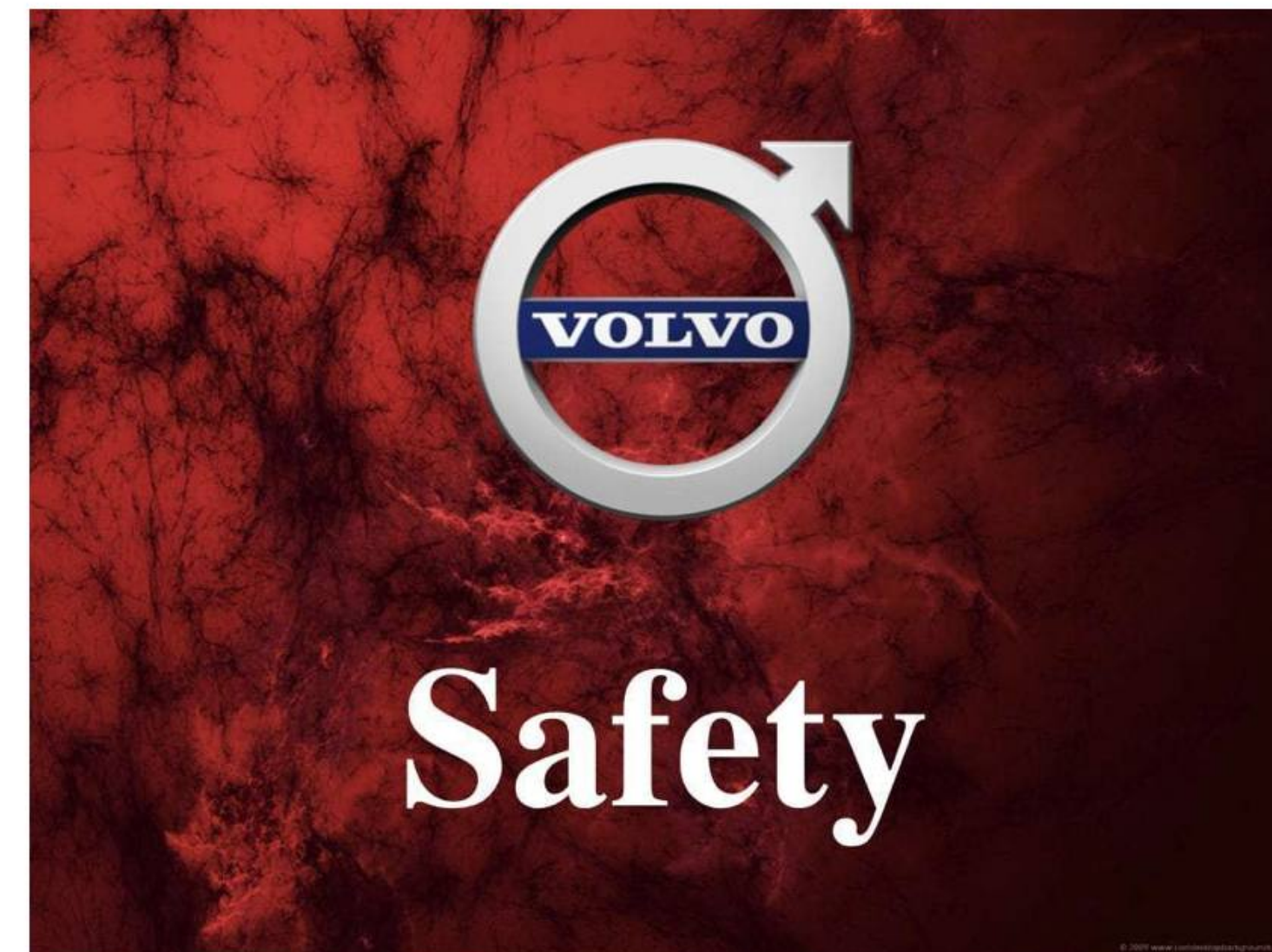
## Describing the Volvo brand in one word is easy: Safety

👤 Graham Robertson 📁 Posted in Beloved Brands in the Market

When I am giving speeches on Marketing, I always use the Volvo brand as a great case study. I tell the audience that I am going to do a magic trick where I predict what word they will shout back at me. Then, I write “Safety” down on a piece of paper. And, I say “what is the one word that describes the Volvo brand” and the audience yells back “**SAFETY**” without hesitation.

### Can you describe your brand with one word?

I went to see Al Ries speak a few years ago and he challenged all marketers to **get your brand down to one word**. It sounded great until I went back to my desk and started trying it out on my brands. At best I was able to get it down to a few words or a quick catchphrase. As I sat there frustrated, I realized that the effort to try to get it down to one word is a great catalyst that gets you down to a few words. That’s a hell of a lot better than the excessively long-winded 5-page briefs or the long list of RTB’s (Reason to Believe) people want to jam in a TV ad.



# настоящая большая идея является самым серьезным дифференциатором

Differentiation guides decisions



**VOLVO**



# Все что делает Volvo - про БЕЗОПАСНОСТЬ

## Volvo's Quadric

**VOLVO**  
for life





# большая идея уже с 1950-х годов



# трехточечный ремень безопасности спас уже больше миллиона жизней



## 1959 – Three-point Safety Belt

There can be few men on the planet who have saved as many lives as Volvo engineer Nils Bohlin – he introduced three-point seatbelts into the series production PV544. Since then, it's estimated that over one million lives have been saved as a result of Volvo Cars waiving its patent rights so everybody could benefit.

# детское кресло безопасности, обращенное в обратную сторону

## 1972 – Rearward-facing Child Safety Seat

Remember those early images of astronauts lying on their backs during take-off to even out the forces? Well, that was the basic principle behind our rearward-facing child seats, to spread the load and minimise injury. Then we innovated in 1976 with the child booster seat and again in 1990 with an integrated booster built right into the seat.



# лямбда сонда кислородный сенсор за более безопасную окружающую среду



## 1976 – Lambda Sond

The Lambda Sond was yet another contribution to a cleaner environment from Volvo Cars. A little device the size of a finger – actually, it's an oxygen-sensing probe – meant that we reduced harmful exhaust emissions by 90%. And nearly 40 years on virtually every petrol-engine car in the world has a Lambda Sond fitted.

# ПОДУШКИ ДЛЯ БОКОВОЙ ЗАЩИТЫ

## 1991 – Side Impact Protection

Another major step forward for safety came with our Side Impact Protection System, or SIPS. This was an integral part of the car's design and included a very strong structure and energy-absorbing materials on the inside, a cross member in the floor and even reinforced seats. We followed that up in 1994 with another world first, side-impact airbags.



# КОМПЛЕКСНАЯ СИСТЕМА ЗАЩИТЫ ОТ ТРАВМЫ ХЛЫСТА



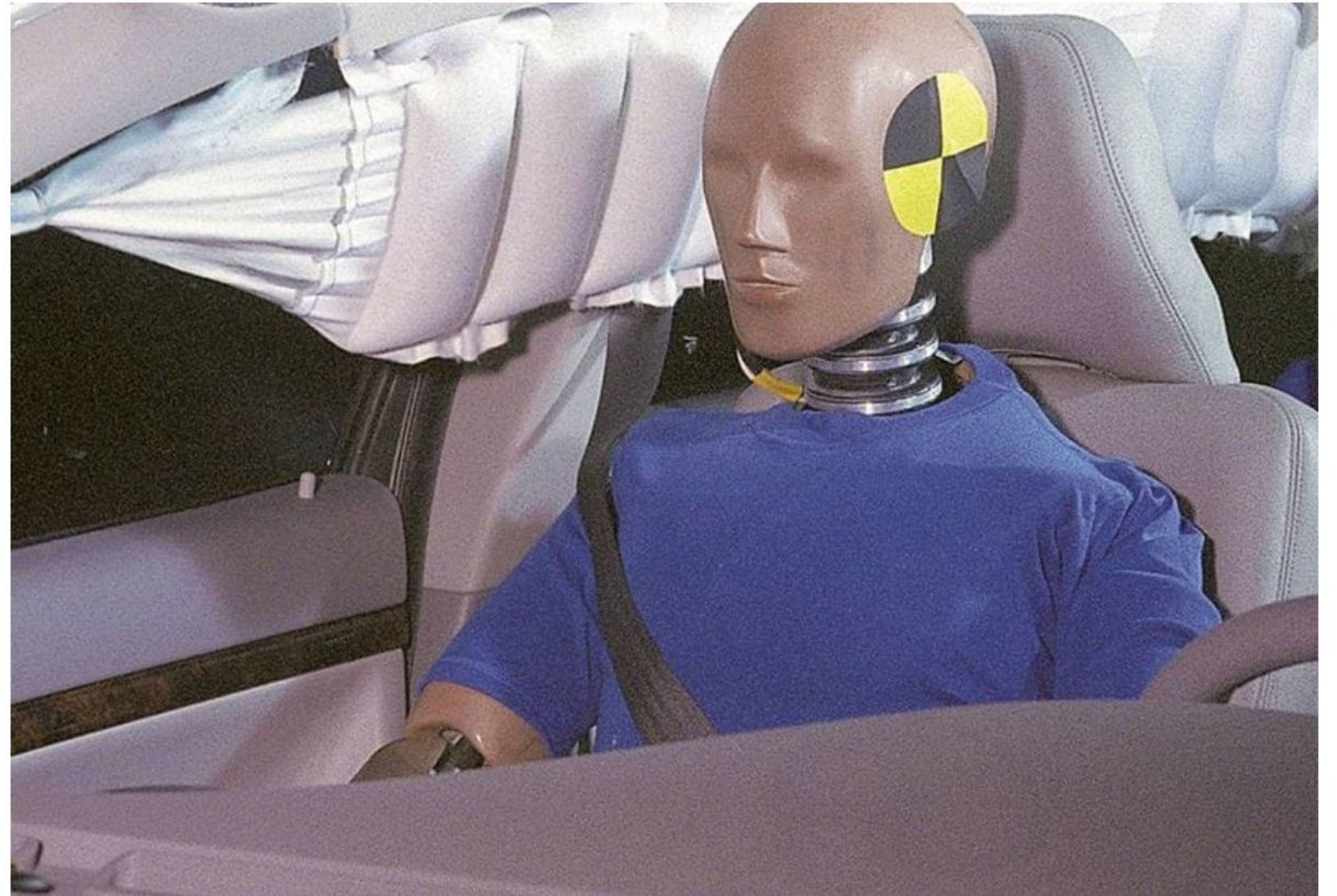
## 1998 – Whiplash Protection System

Whiplash is a painful and potentially expensive injury. It's also quite common, so we focused on reducing low-speed collision injuries. The system consists of a very robust headrest close to the occupant's head and a clever seat design that gives uniform support in a collision. The result is that the risk of long-term medical problems are half what they were.

# надувные занавесы для защиты головы

## 1998 – Inflatable Curtain

The inflatable curtain was yet another leap forward in safety for Volvo Cars. It's concealed in the headliner and runs from the front to the rear of the cabin – in the event of a side impact, the curtain inflates in just 25 thousandths of a second and can absorb 75% of the energy generated when the head is thrown sideways.



# КОМПЛЕКСНАЯ СИСТЕМА ЗАЩИТЫ ОТ ПЕРЕВОРАЧИВАЮЩЕЙСЯ МАШИНЫ



## 2002 – Roll-Over Protection System (ROPS)

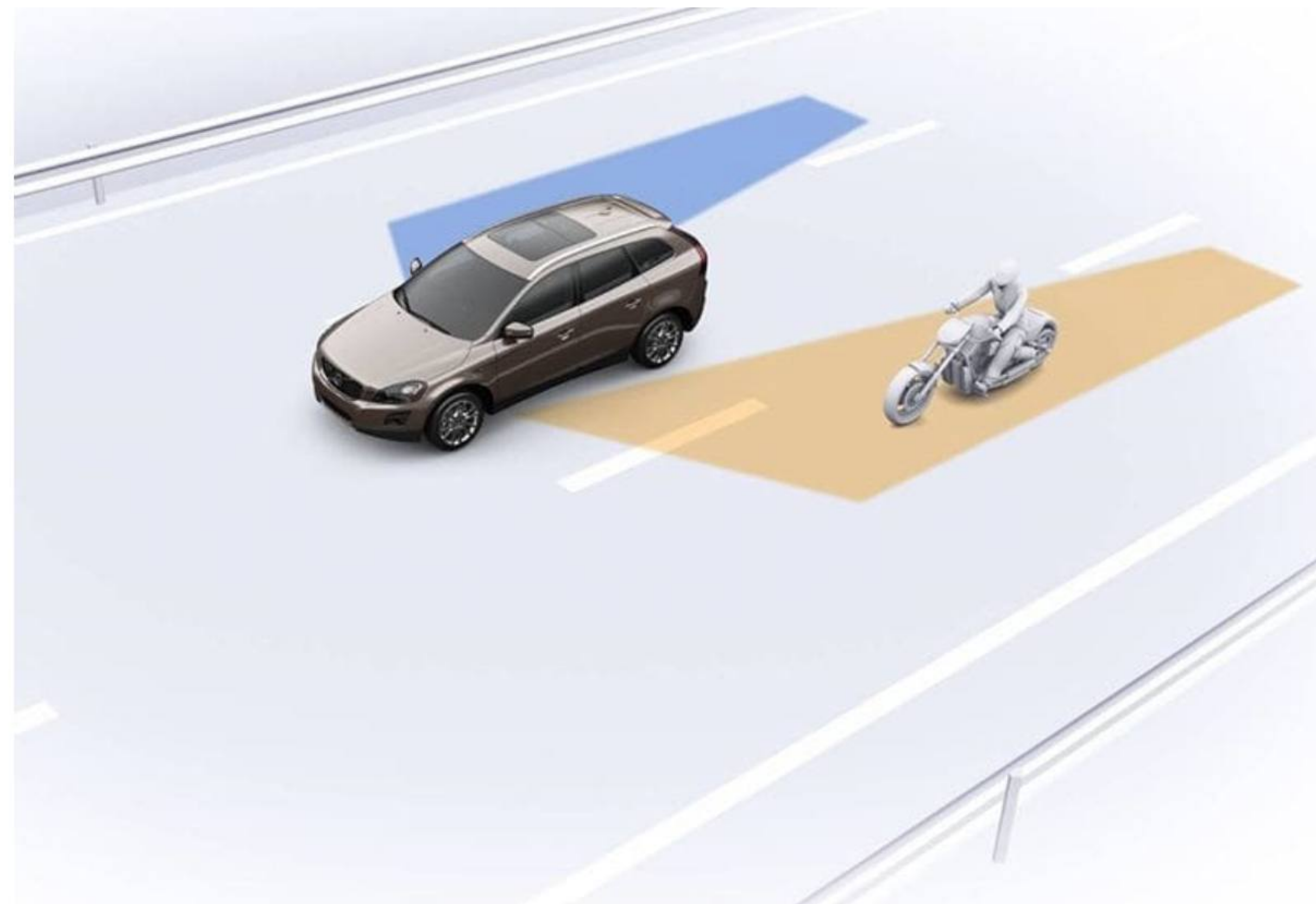
With the growing popularity of SUVs, we reckoned it was time to introduce our next safety innovation – rollover protection. We tackled the problem from two directions. Firstly, we enhanced our SUVs' stability with a sophisticated electronic Roll Stability Control system and secondly, we improved the car's safety structure with extremely tough boron steel in the roof.



# КОМПЛЕКСНАЯ СИСТЕМА ЗАЩИТЫ НЕ ТОЛЬКО КЛИЕНТОВ Volvo, а всех пользователей автомобильных дорог

## 2003 – Blind Spot Information System (BLIS)

When drivers change lanes, a moment's inattention can have catastrophic consequences if the driver hasn't spotted another car in the blind spot. So we decided that our cars would watch out for trouble, too – our BLIS system uses cameras and radar to watch for vehicles alongside and offset to the rear of the Volvo. When a car enters the blind spot area, a warning lamp comes on near the door mirror, giving the driver ample time to react.



# КОМПЛЕКСНАЯ СИСТЕМА ЗАЩИТЫ ОТ ГОРОДСКИХ АВАРИЙ НА НИЗКОЙ СКОРОСТИ



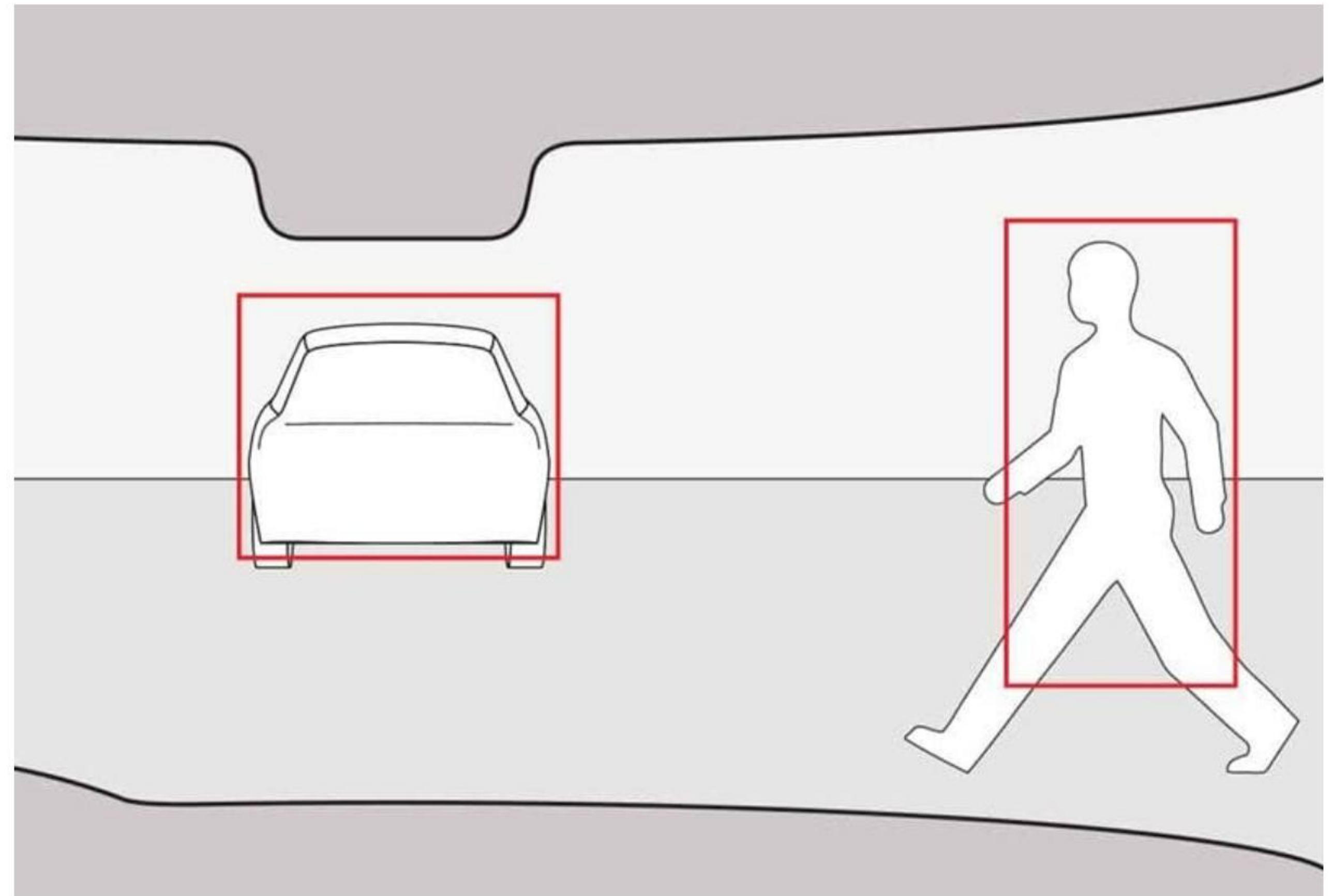
## 2008 – City Safety

Here are some amazing statistics – 75% of all reported collisions take place at speeds of up to 30km/h and in 50% of rear-enders, the driver behind hasn't braked at all. We saw an opportunity to make a great difference – our City Safety system uses laser detection to work out whether a collision with the car in front is likely, and if the driver doesn't brake, the car will do it. And the system works up to 50km/h.

# КОМПЛЕКСНАЯ СИСТЕМА АВТОМАТИЧЕСКОГО ТОРМОЖЕНИЯ

## 2010 – Pedestrian Detection with Full Auto Brake

We want our safety innovations to benefit those outside our cars, too. So we've developed a system – using radar and cameras – that warns a driver if somebody steps out in front of the car, and then brakes automatically if the driver fails to. It's a pretty huge step forwards, too; in the USA 11% of all traffic fatalities are pedestrians, rising to 14% in Europe and a truly astounding 26% in China.



# КОМПЛЕКСНАЯ СИСТЕМА ЗАЩИТЫ ОТ ТРАВМЫ, КОГДА МАШИНА СОСКОЛЬЗНЕТ С ДОРОГИ



## 2014 - Run-off Road Protection

Run-off road is behind half of all traffic fatalities in the United States. Volvo was again the pioneer testing road departure crashes – often the result of fatigue, poor weather conditions or a lack of driver's attention. We focused on keeping occupants firmly in position, introducing unique 'energy-absorbing' functionalities in the seats that can mitigate spine injuries.

# КОМПЛЕКСНАЯ СИСТЕМА ЗАЩИТЫ В СЛУЧАЕ СКОЛЬЗКИХ ДОРОГ

## 2016 - Connected Safety

Volvo Cars is defining a completely new type of road safety system in a world of connected cars. Our latest connected innovations - Slippery Road Alert and Hazard Light Alert - use the cloud to share critical data between vehicles, alerting the driver about slippery road sections or vehicles that have activated their hazard lights - providing the driver with enough time to slow down.



# все будущие инновации сосредоточены на безопасность беспилотных а/м



## Safety by Volvo

The 360c also introduces a proposal for a standardised autonomous vehicle communication system that will enable other road users and autonomous vehicles to understand what the 360c is going to do next. We believe that such a standardised system will play an integral part in making autonomous vehicle travel a safe and pleasant reality.

# данные инновации позволят увеличить эффективность времяпрепровождения в автомобилях Volvo

The 360c envisions a variety of experiences based on your needs



## Enjoy

360c includes several mood settings designed to help you relax or party on your journey, with all the creature comforts you need.



## Work

A mobile, fully connected meeting place and workspace means you can get things done on the move.



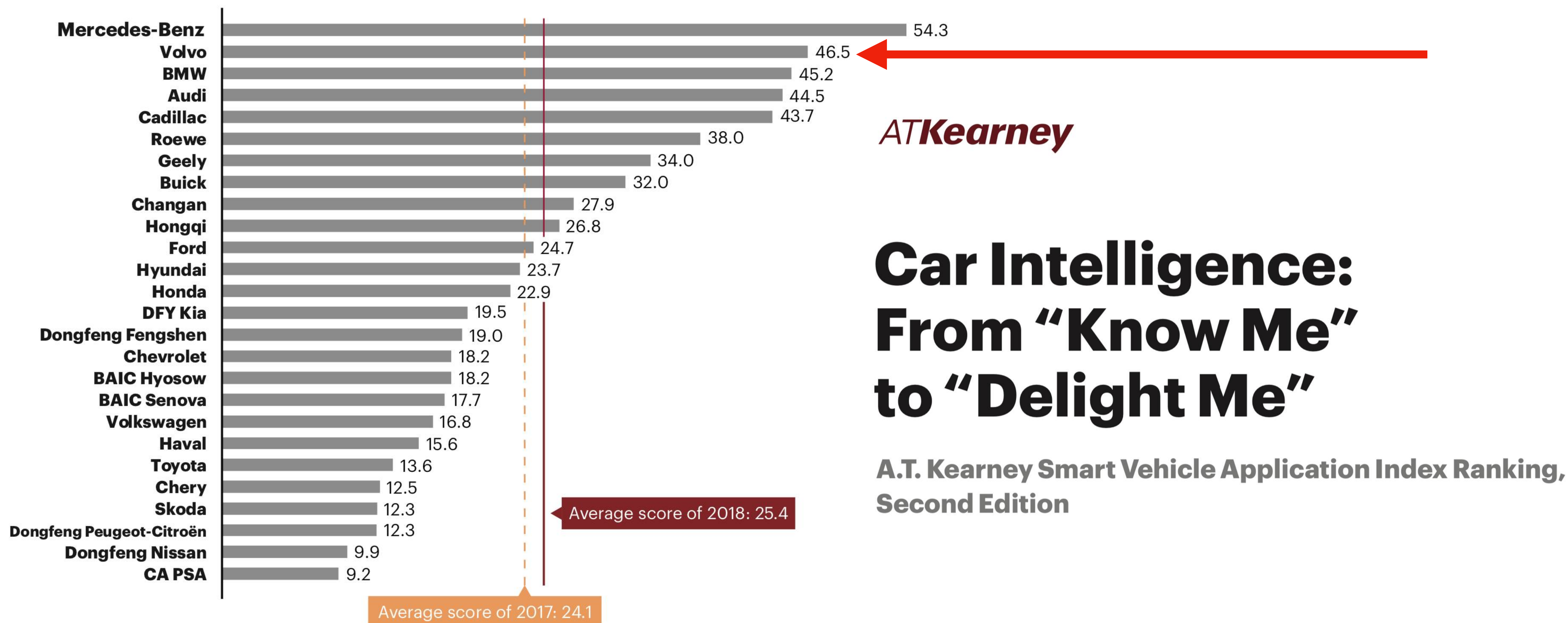
## Sleep

Travelling overnight for a morning meeting? Why not book a sleeper vehicle that will deliver you to your final destination fully refreshed?

# аналитики очень высоко оценивают технологическую инновационность

Figure 2

A.T. Kearney SVAI ranking, second edition (highest score=100)





# все прошлые и будущие инновации Volvo имеют одинаковое место рождения

## VOLVO'S CUSTOMER VALUE PROPOSITION.



Volvo's Customer Value Proposition is being manifested across core product innovation, added-value services, shopping experience and communication & touch points

**WE DESIGN  
EVERY VOLVO  
TO LOOK  
LIKE THIS.**



You're looking at a perfect Volvo. A Volvo that performed exactly as our safety engineers designed it to. Its front and rear ends, for example, collapsed on impact. As a result, much of the crash energy was absorbed instead of being passed on to the passengers.

The car's middle section, however, didn't collapse. That's because the entire passenger compartment is surrounded by Volvo's unique "safety cage." Made of six box section steel pillars, this protective housing is strong enough to support the weight of six Volvos.

But the passengers of this car were also protected in ways you can't see. Because inside are such standard features as a driver's side Supplemental Restraint System, a collapsible steering column and, of course, 3-point seat belts, front and rear.

Every Volvo is designed to help protect its passengers in all these ways. And, as a result, will look remarkably similar to this one after being in the same type of accident.

If you're concerned about safety, you can't find a more beautiful car.

**VOLVO**  
A car you can't live without.

**не только продукты,  
даже реклама  
революционная -  
реклама 1971 года -  
рекламировать  
именно безопасность  
машины для  
пассажиров, а не  
самую машину**

# Большая идея используется и применяется по всей цепочке добавленной стоимости, а не только внутри компании

Volvo uses positioning to manage their value chain, not just their company

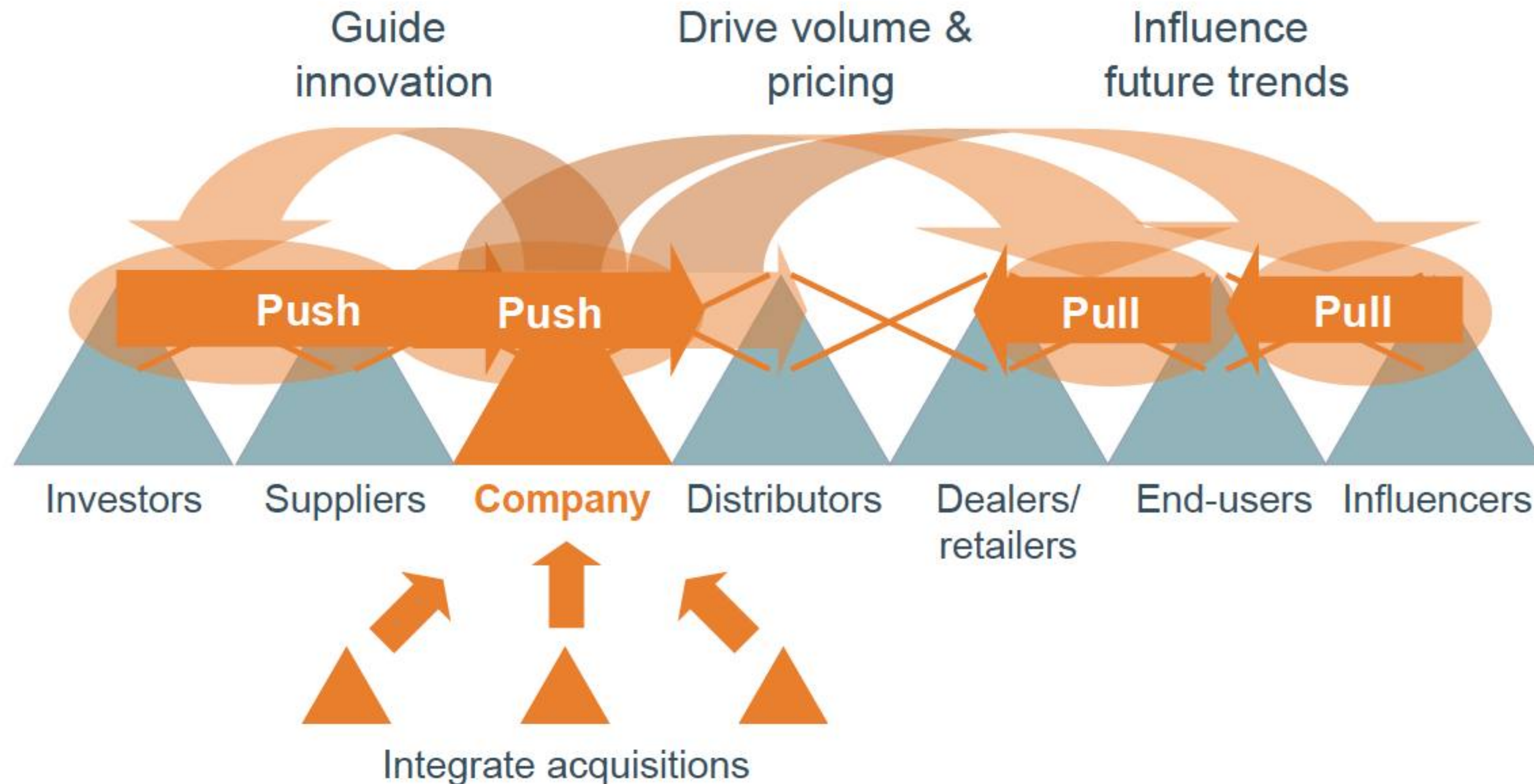


Copyright © Quadric 2009

Volvo is systematically building strategic differentiation

# B2B2C2C = вся цепочка для большой идей

Use positioning to integrate past and future acquisitions



# компания даже лоббировала правительство Швеции чтобы в Швеции осталось левостороннее движение

## Переход Швеции на правостороннее автомобильное движение

Материал из Википедии — свободной энциклопедии

[ править | править код ]

А → В

Эту страницу предлагается переименовать в **Переход Швеции на правостороннее движение**.

Пояснение причин и обсуждение — на странице [Википедия:К переименованию/15 июля 2019](#). Пожалуйста, основывайте свои аргументы на [правилах именованя статей](#). Не удаляйте шаблон до подведения [итога обсуждения](#).

*Переименовать в предложенное название, снять этот шаблон.*

**Переход Швеции на правостороннее автомобильное движение** или **День «Н»** (*швед. Dagen N*, где буква **N** обозначает *швед. Högertrafik* «правостороннее движение») — дата перехода [Швеции](#) с [левостороннего](#) на правостороннее автомобильное движение **3 сентября 1967 года**.

**Содержание** [[скрыть](#)]

- [Предпосылки](#)
- [Подготовка](#)
- [Переход](#)
- [Последствия](#)
- [См. также](#)
- [Примечания](#)
- [Ссылки](#)

**данное лоббирование к сожалению было неуспешно, но очень старались**



Логотип Дня Н



Центр Стокгольма в День «Н»



### Предпосылки [ править | править код ]





Ещё 10 февраля 1718 года правостороннее движение было официально введено в Швеции королём [Карлом XII](#), но уже 12 декабря 1734 года это постановление было отменено, а 24 мая 1868 года согласно закону нельзя было однозначно выделить ни левостороннее, ни правостороннее движение. Что не имело большого значения из-за низкой интенсивности дорожного движения того времени (конные повозки и экипажи легко находили способ разъехаться)<sup>[1]</sup>.

К середине XX века Швеция оставалась последней страной в континентальной [Европе](#), использовавшей левостороннее движение. Соседние [скандинавские страны](#) ([Дания](#) и [Норвегия](#)), а также [Финляндия](#) пользовались правосторонним

# ПОТОМУ, ЧТО ЛЕВОСТОРОННЕЕ ДВИЖЕНИЕ ГОРАЗДО БЕЗОПАСНЕЕ ДЛЯ ВСЕХ

правостороннее движение

левостороннее движение

 		<i>Accidents statistics</i>	 	
2,235,318	10,400,000	Total amount of accidents on 2008	730,000	653 853
0.05	0.04	Accidents per vehicle	0.02	0.03
19	24	..which means that one out of X cars get in an accident	47	25
0.03	0.04	Accidents per capita	0.01	0.02
36	30	Every Xth population member suffers an accident	86	35
9.6	1.6	Per kilometer of road	1.9	0.8

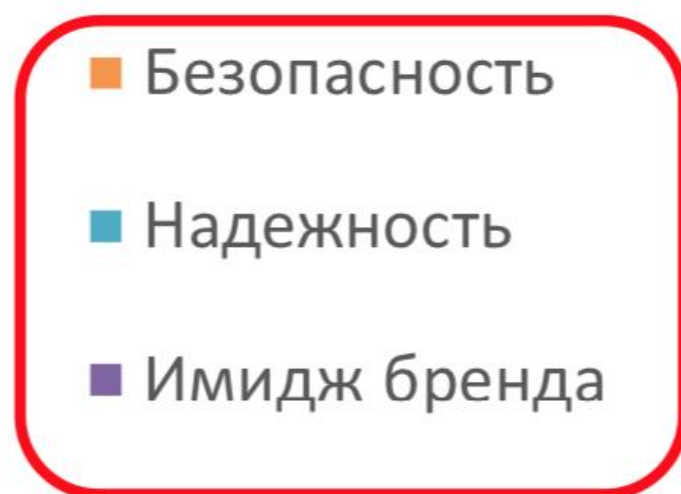
# большая идея очень сильно влияет на продажу как B2C, так и B2B

Что повлияло на решение о покупке Volvo?

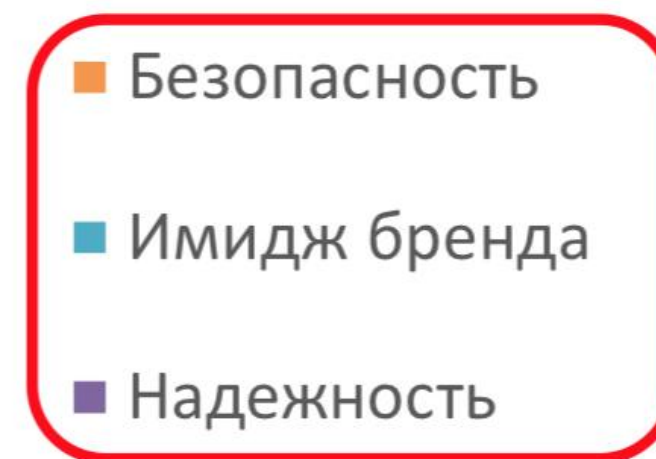
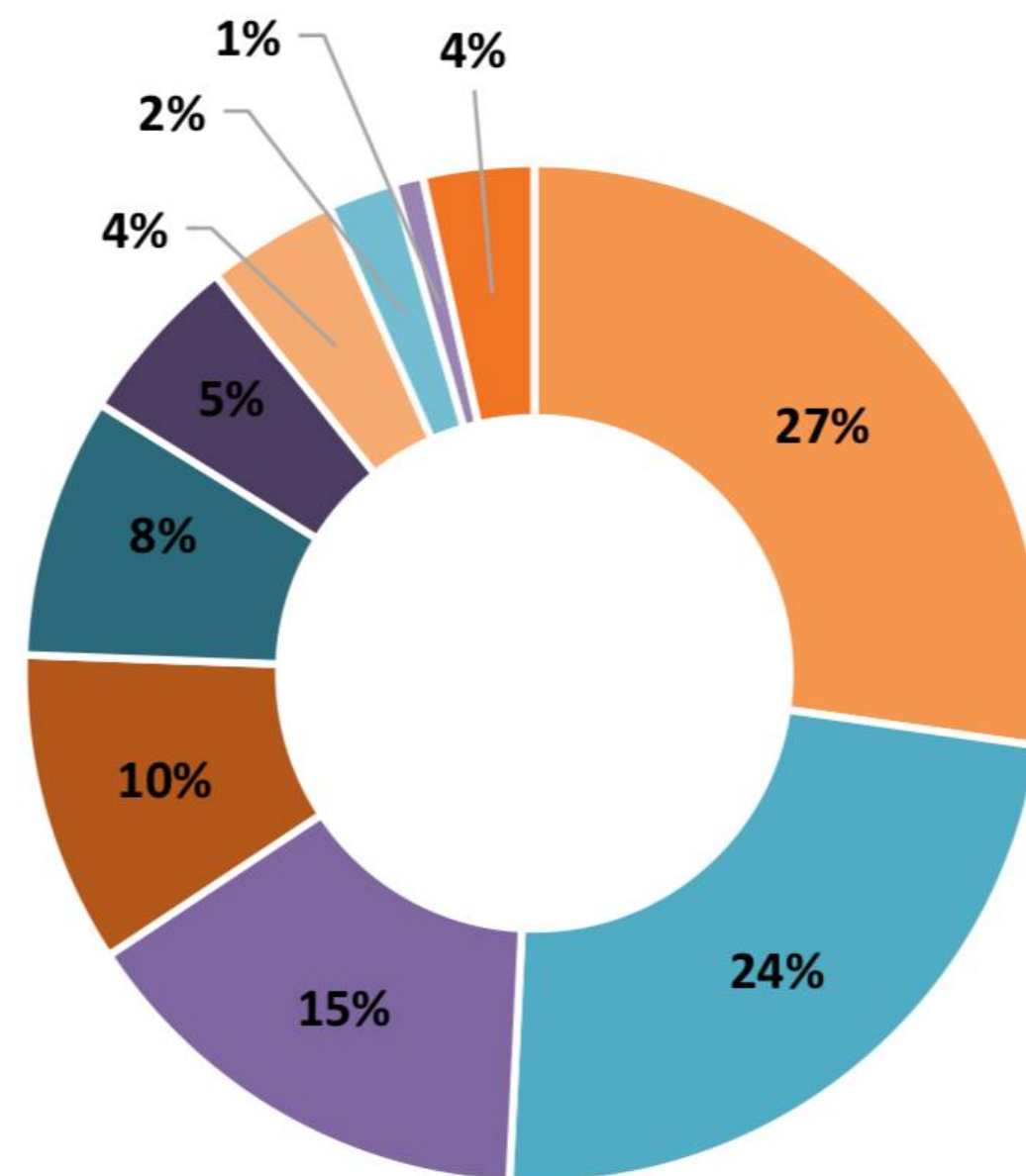


B2C

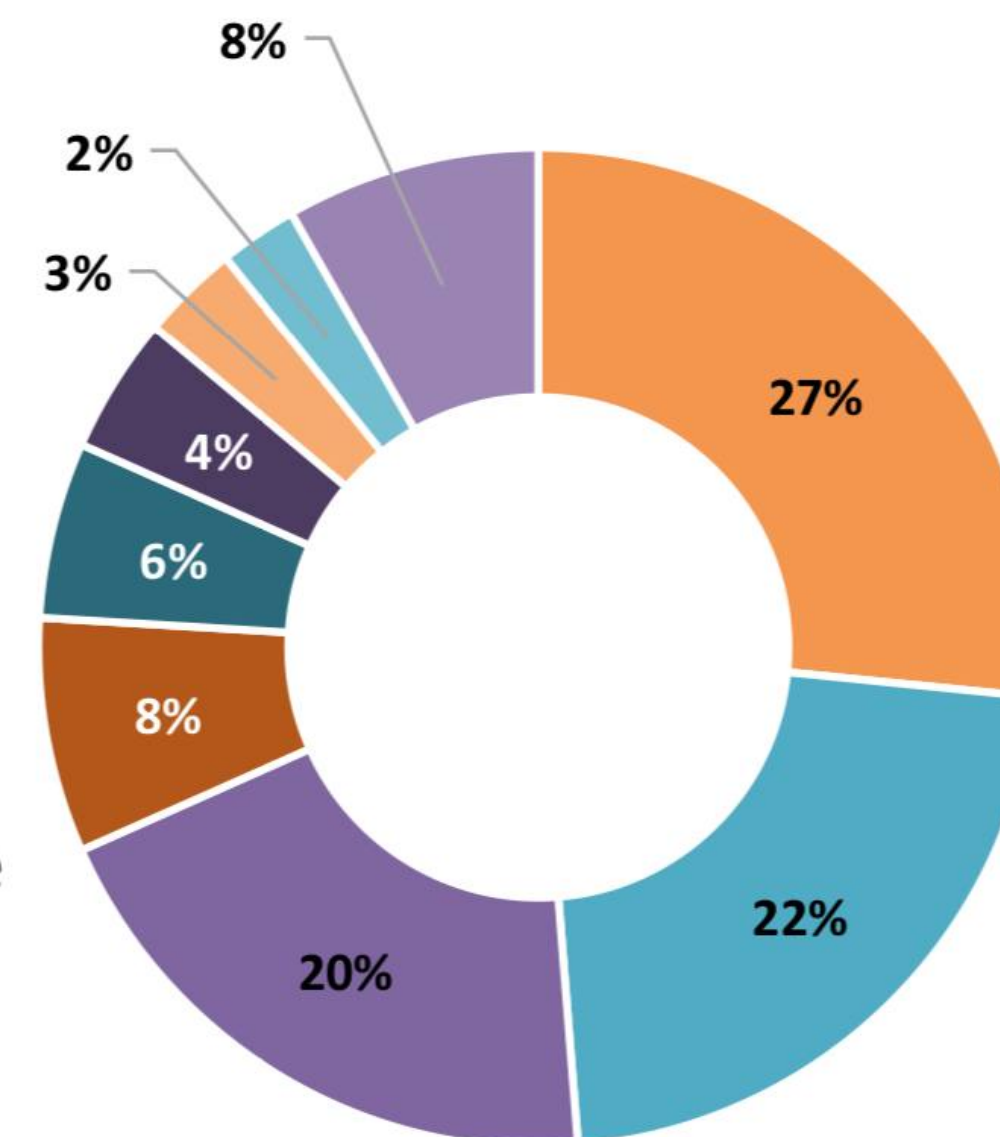
B2B



- Цена
- Расходы на топливо
- Расходы на страхование
- Мнение друзей / известных лиц
- Расходы на обслуживание



- Цена
- Топливная экономичность
- Экономия на сервисе
- Низкие затраты на страхование



# большая идея генерирует лояльность и после покупки автомобиля

Факторы подтверждения правильности покупки



## B2C



## B2B



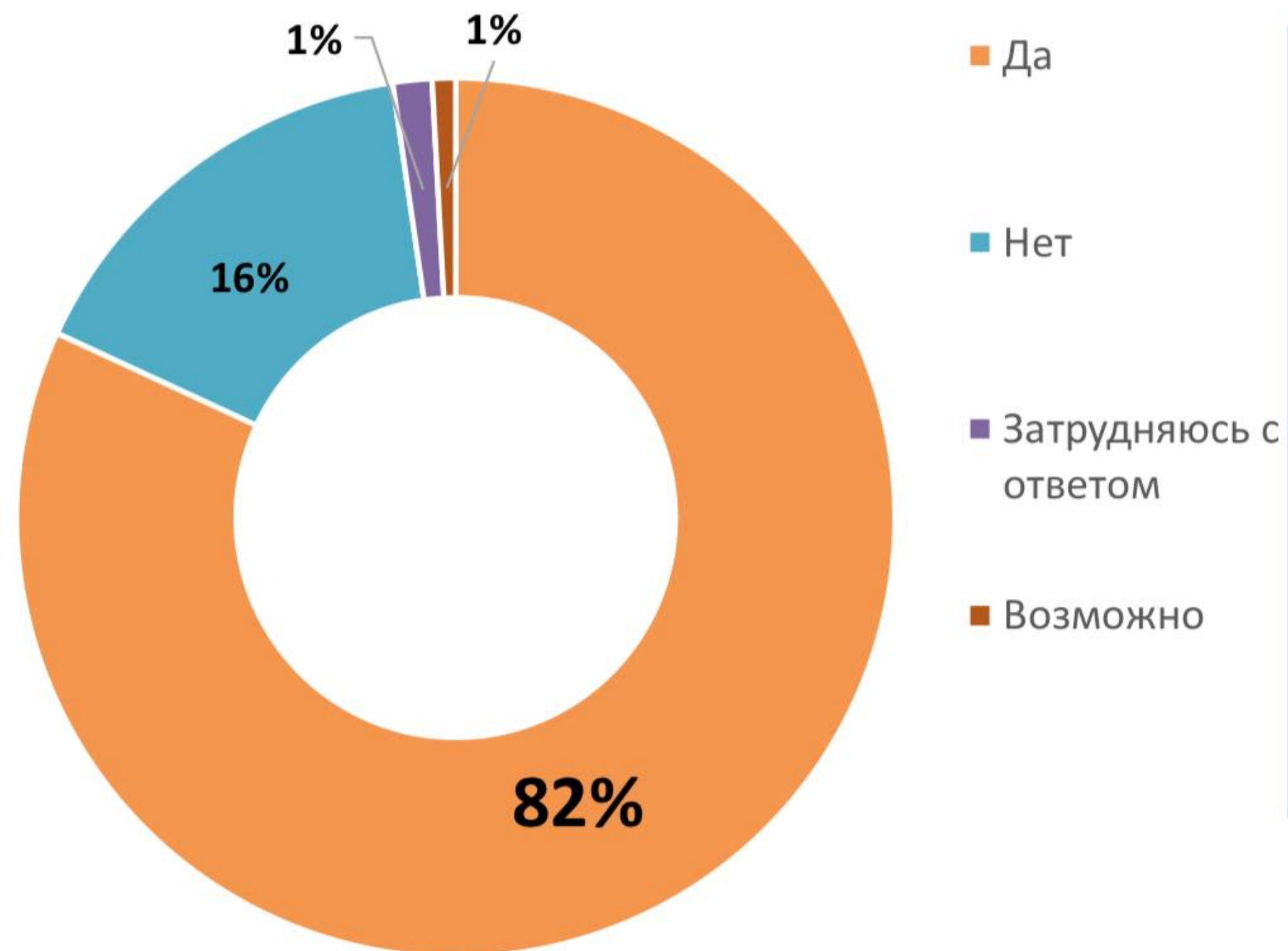


# большая идея имеет бизнес-кейс

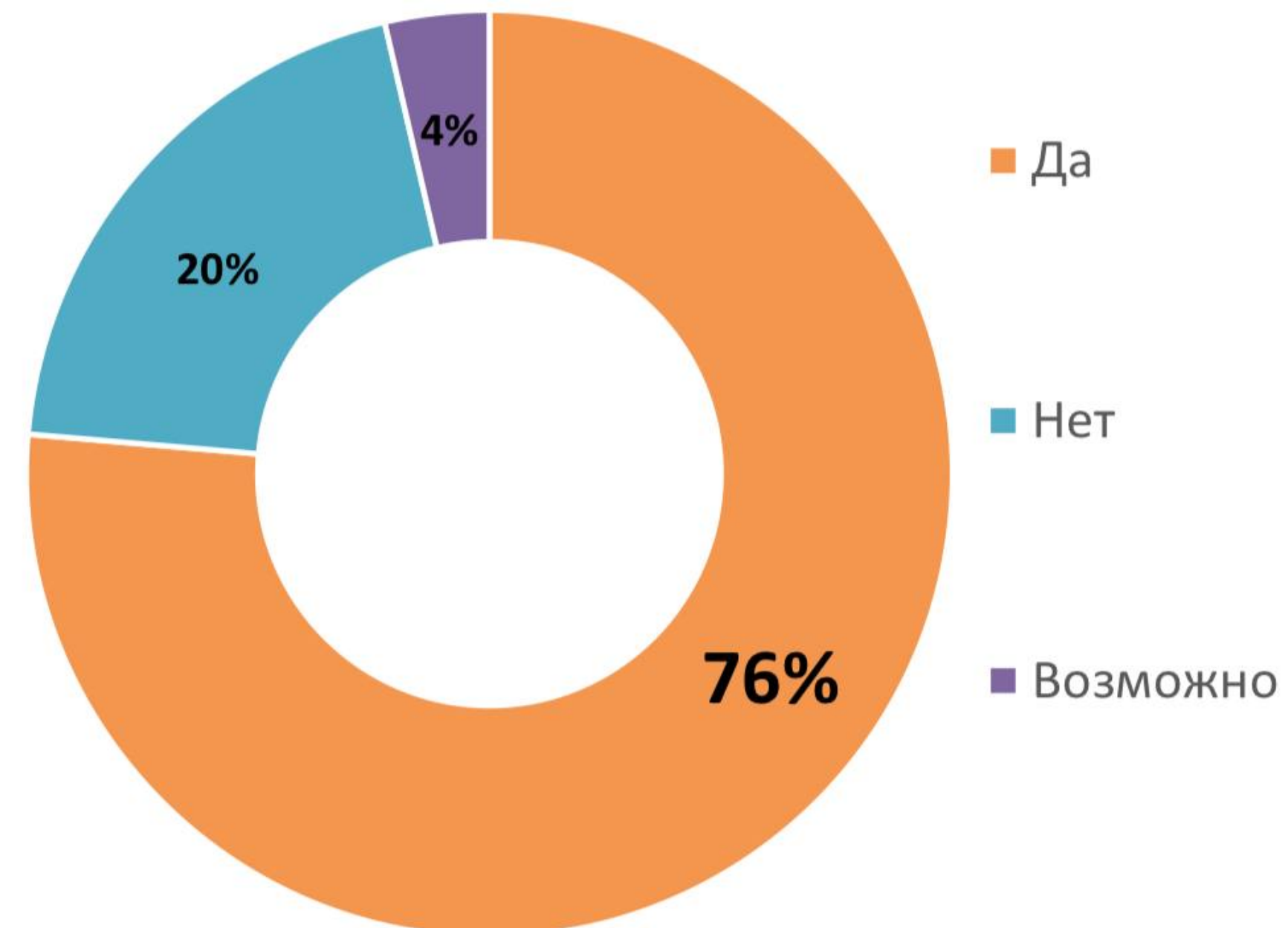


Рассматриваете ли Вы Volvo как следующую покупку?

B2C



B2B



# компании, работающие на базе Большой Идеи экономически гораздо эффективнее остальных

## PURPOSE UNLOCKS ECONOMIC VALUE

63%

Executives say purpose drives innovation

81%

Purpose-driven brands grow more in value

5.3x

Millennials more loyal to their employer

#1

Be Purposeful: #1 action to build valuable brand

Top 10

Trend impacting brand category value change

#1

Motivating factor for employees

21%

Orgs with meaningful work are more profitable

84%

Executives say purpose affects transformation

15-1

Purpose-driven orgs outperform the market

87%

Business leaders believe performance is higher

133%

Meaningful brands outperform the market

9/10

Millennials would switch to brands with a cause

46%

Nearly half of B2B buyers today are millennials.

20%

Price premium on purpose-based assets

50%

Reduction in employee turnover

спасибо

GRACIAS

谢谢

THANK YOU

ありがとうございました

MERCI

DANKE

धन्यवाद

شُكْرًا

OBRIGADO

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