

## ВЗАИМОДЕЙСТВИЕ С СОВРЕМЕННЫМ ПОКУПАТЕЛЕМ

 ЕЛЕНА РОЗАНОВА

директор по развитию бизнеса и клиентскому опыту,  
департамент управления недвижимостью  
Colliers International Россия





**СОВРЕМЕННЫЙ  
ПОКУПАТЕЛЬ**



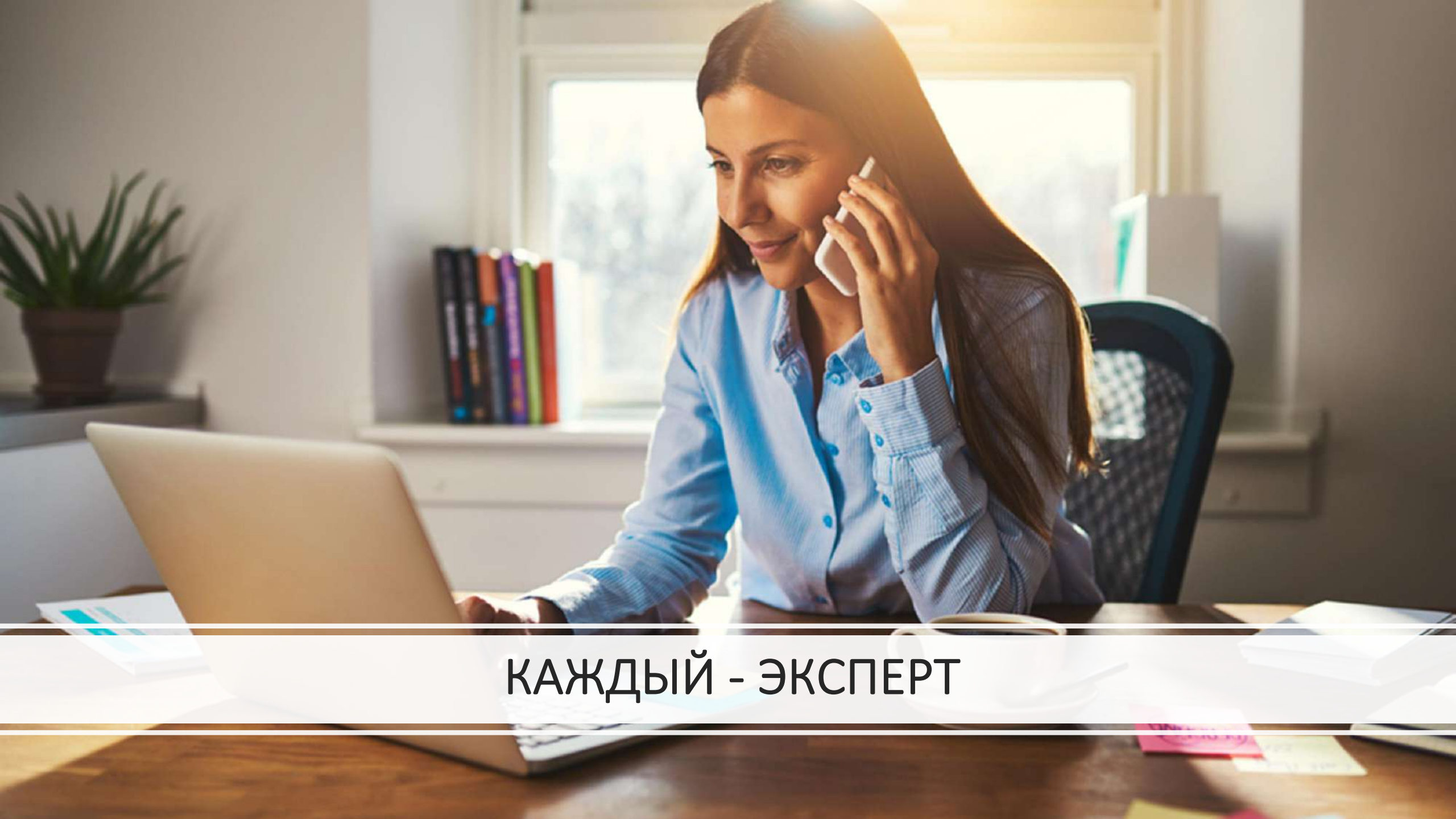


ВНЕ ВОЗРАСТА





ЖИЗНЬ В ИНТЕРНЕТЕ



КАЖДЫЙ - ЭКСПЕРТ





СО СКОРОСТЬЮ СВЕТА





ЦИФРОВОЙ ДЕТОКС





МИР БЕЗ ПЛАСТИКА







ОСОЗНАННОЕ ПОТРЕБЛЕНИЕ



# КЛИЕНТСКИЙ ОПЫТ







**КЛИЕНТСКИЙ ОПЫТ –  
мысли, чувства и  
эмоции  
от взаимодействия  
Клиента с  
организацией.**

**Это впечатления,  
которые являются  
основой отношений и  
лояльности.**



# 5 УРОВНЕЙ

зрелости индустрии торговых центров с точки  
зрения клиентского опыта



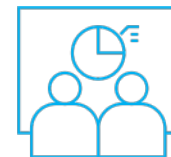
Интерес



Инвестиции



Обязательства



Вовлеченность



Интеграция



# НАШИ КЛИЕНТЫ



Сотрудники



Арендаторы



Посетители

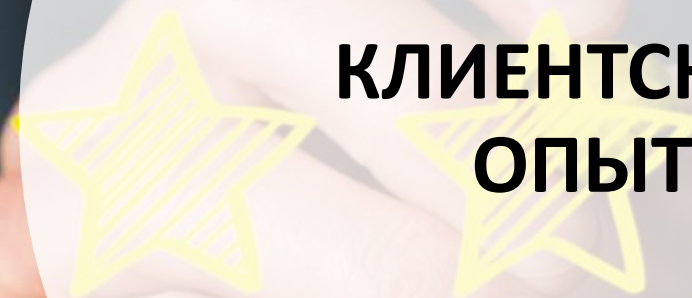




Betty is a mid-level manager at an IT company in NY. Her income allows her to buy little treats like a few cups of delicious coffee a few times a week.

|                         |  |   |   |  |   |  |   |
|-------------------------|--|---|---|--|---|--|---|
| Customer Goals          | <ul style="list-style-type: none"><li>• Get there fast on foot</li><li>• Quickly locate the place</li></ul>  | <ul style="list-style-type: none"><li>• Find a nice coffee place nearby</li></ul>   | <ul style="list-style-type: none"><li>• Get coffee ASAP!</li></ul>  | <ul style="list-style-type: none"><li>• Delicious coffee made from fresh and well ground beans</li></ul>   | <ul style="list-style-type: none"><li>• Leave before her break ends</li></ul>   | <ul style="list-style-type: none"><li>• Share her experience with coworkers and friends</li></ul>  | <ul style="list-style-type: none"><li>• Get a discount</li><li>• Any other way to spend less money</li></ul>  |
| Quote section           | “This signboard was really cute!” 🥰  | “I’ll ask Sarah if she knows some place with good coffee nearby” 😊  | “It is nice inside and that smell of coffee.. I just hope they accept visa” 😊   | “It’s hot and delish! Just how I like my coffee.” 🥰  | “I’m loving this place. Good coffee, nice staff and the vibe is just awesome” 😊   | “Oh, I have to tell the other guys at the office what a nice place it is! And I’ll even tweet!” 😊  | “I wonder if there’s some reward program like ‘every 7th cup is on the house’?” 😊   |
| Image section           |  |   |   |  |   |  |   |
| User expectations       | <ul style="list-style-type: none"><li>• A signboard that is hard to overlook</li><li>• No breaking a leg when getting to the place on high heels</li></ul>   | <ul style="list-style-type: none"><li>• Convenient location</li><li>• Good selection</li><li>• Good quality of drinks</li></ul>   | <ul style="list-style-type: none"><li>• Pretty interior</li><li>• Paying with smart card via contactless payment</li><li>• Fast service</li></ul>   | <ul style="list-style-type: none"><li>• Fresh coffee with no extra sugar</li><li>• Beans should not be too ground</li></ul>  | <ul style="list-style-type: none"><li>• Leaving the place without having to take care of leftovers</li></ul>  | <ul style="list-style-type: none"><li>• Get some bonus point for sharing a photo from the coffee house</li></ul>   | <ul style="list-style-type: none"><li>• Get some bonus points</li><li>• Exchange bonuses for drinks and other treats</li></ul>  |
| Customer emotion        |  |   |   |  |   |  |   |
| Process and touchpoints |  |   |   |  |   |  |   |
| Process                 | <ol style="list-style-type: none"><li>1. The cafe's website said the cafe was at the ground floor but there were so many offices and so hard to find the place.</li><li>2. On the way to the coffee house Betty noticed a fun signboard with some cartoon characters that pointing to the place.</li></ol> | <ol style="list-style-type: none"><li>1. Betty asked her coworker Sarah whether she knows some interesting coffee place nearby</li><li>2. Sarah recalled a takeaway coffee house that has been open not long ago</li><li>3. Betty googled it up on her smartphone</li><li>4. Betty headed to the cafe</li></ol> | <ol style="list-style-type: none"><li>1. A friendly barista greeted Betty and welcomed her to have a seat at any free table</li><li>2. It took a while for a waiter to bring the menu to Betty</li><li>3. She made an order and the waiter promised Betty that her coffee will be ready in a moment</li></ol> | <ol style="list-style-type: none"><li>1. The waiter finally served Betty's coffee in a beautiful cup</li><li>2. She was irritated by long awaiting but once she tasted the coffee she softened</li></ol> | <ol style="list-style-type: none"><li>1. Betty finished her coffee and headed to the exit</li><li>2. All staff wished her to have a great day and come back again</li></ol> | <ol style="list-style-type: none"><li>1. Betty shared her impressions with her teammates and recommended to check out the place</li><li>2. She took a photo of her coffee and posted to twitter saying that the coffee was amazing</li></ol> | <ol style="list-style-type: none"><li>1. The barista told Betty about their loyalty program, but for that she had to sign up on the cafe's website</li><li>2. Betty was glad so that she decided to make an extra effort by going to the website. Though it would be way cooler if she didn't have to</li></ol> |
| Problems                | <ol style="list-style-type: none"><li>1. It isn't easy for customers to locate the place</li><li>2. Not a center of the city</li></ol>   | <ul style="list-style-type: none"><li>• People working nearby may not know that there is a new coffee place is open</li><li>• Not enough information and reviews</li></ul>  | <ul style="list-style-type: none"><li>• No way for customers to pay by Apple and Android pay</li><li>• Long order time because baristas are busy with coffee making</li></ul>   | <ul style="list-style-type: none"><li>• Low quality of coffee</li><li>• Poor choice of snacks</li></ul>  |   | <ul style="list-style-type: none"><li>• No reaction to customers posting photos from the coffee house</li></ul>  | <ul style="list-style-type: none"><li>• Customers have to make an extra effort to get into loyalty program. Not everyone wants to go to the website and sign up.</li></ul>  |





**КЛИЕНТСКИЙ  
ОПЫТ**





Westfield работает в развлекательной индустрии, которая сильно отличается от простого арендного бизнеса. Для того, чтобы преуспеть, мы должны создавать запоминающиеся моменты, которые будут мотивировать покупателей возвращаться к нас снова и снова.



Дениз Тайлор, CIO,  
Westfield Corporation



Люди могут забыть,  
что вы сказали. Могут  
забыть, что вы  
сделали. Но они  
никогда не забудут,  
что вы заставили их  
почувствовать.

*Майя Анжелу*





### 3 основных вывода

- Тренды – не панацея. Вкладывайте в глубокое изучение своей аудитории. Применяйте качественные и количественные инструменты.
- Клиентский опыт становится основным конкурентным преимуществом. Правильная разработка и реализация стратегии изменений позволит не потерять лояльную аудиторию.
- Лояльность – это не карты лояльности. Найдите то, что важно для ваших покупателей и работайте в этом направлении.





**СПАСИБО!**