

Ralph Rijks - Zalando
The Future of CX: Left brain or Right brain?

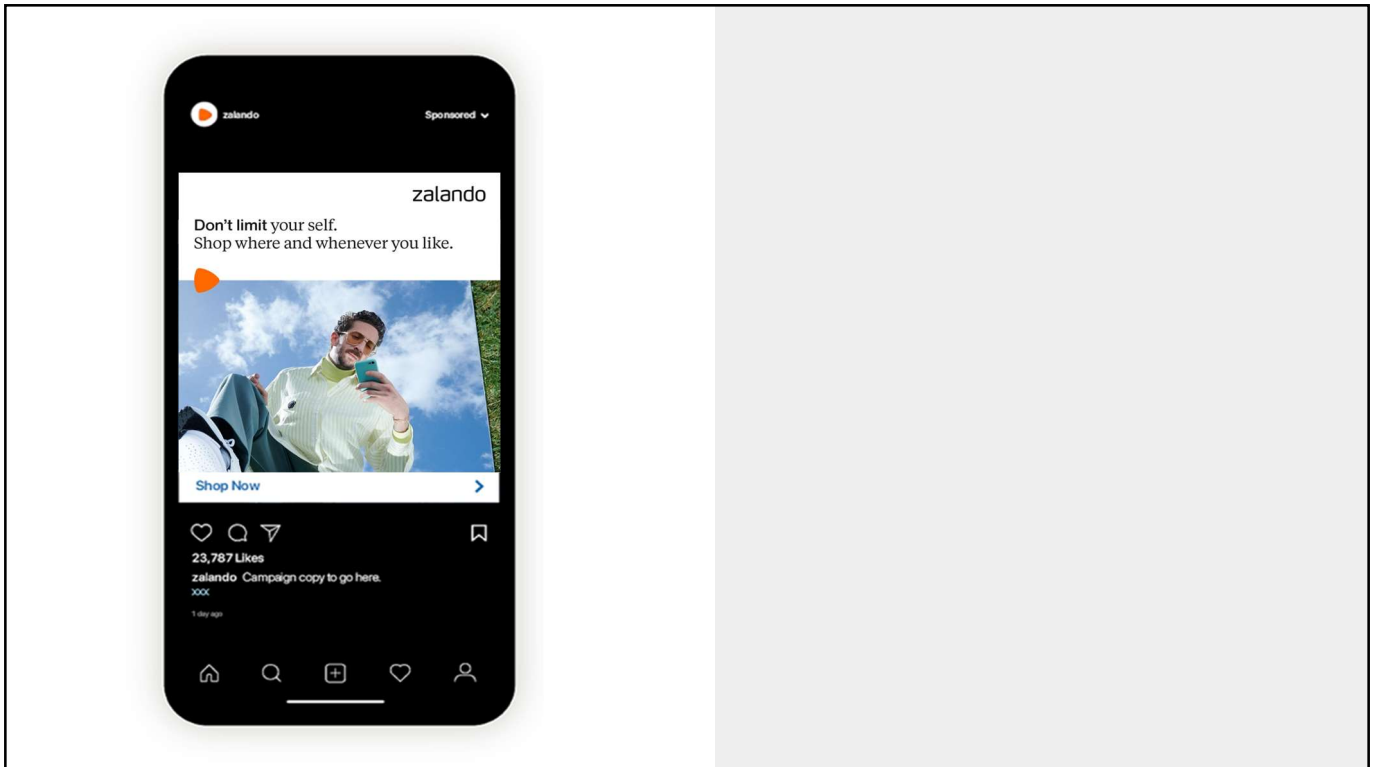
The Future of CX: Left brain or Right brain?

Nationaal CX Event 2022

May 17th 2022



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We are given a defined context, on a spectrum from tech to human



Tech based, Tech delivered

Product, service and interaction are all in the digital context

Spotify, Netflix, Facebook, Instagram, Google



Tech biased

Tech is primary, but not the end-all. Nor is it the sole or proven customer satisfier

Apple, Microsoft, American Express, Cisco



Tech enabled

The technology is an enabler, making it easier to resolve the customer issue at hand

Thuisbezorgd, Amazon, Zalando, Coolblue, banking



Human first

Complexity, relatively large information gaps, risk and heritage drive added-value

physical world, B2B tenders, large industry contracts, mortgages

Left Brain

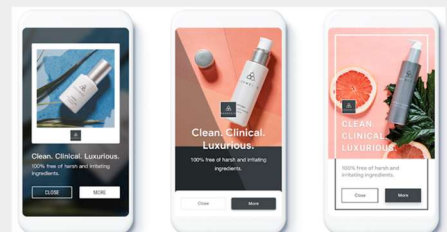
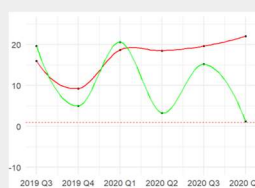
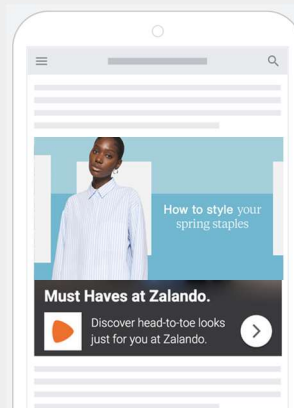
01_CTR / Traffic

02_Revenue

03_Orders

04_Margin

05_etc



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Right Brain

01_Brand Heat

02_Brand Love

03_Engagement

04_Relevance

05_etc

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View

Increased photography, zoom-ins, model shots, styling



Sizing

Profile, comparative inputs, brand fits, previous purchases, returns



#Hit

2 x

Checkout, email, delivery speed and unboxing



Go-to

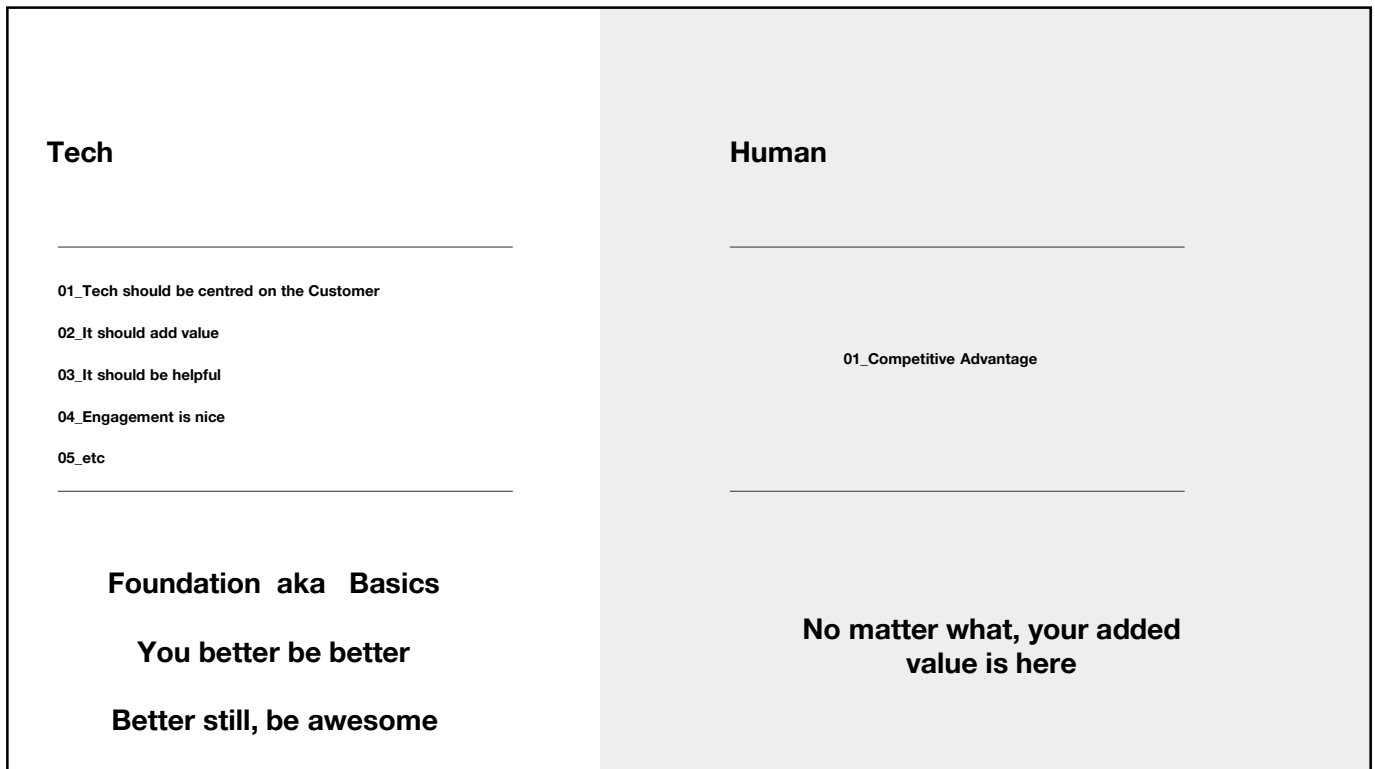
Innovation and inspiration, suggestions



Personalisation

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moomu

"Shit happens, that's why we have Moomu"



Hoge randen voor extra veiligheid



Schuine rugligging voorkomt spugen & reflux



Schuine rugligging verbetert de interactie



Hoge randen geeft baby geborgen gevoel



100% gifvrij en hoezen van biologische stoffen

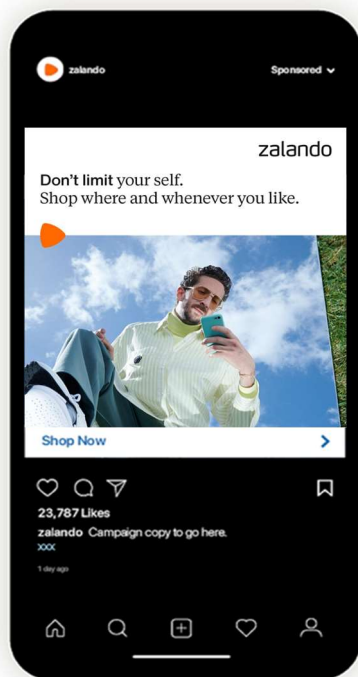


Hoezen gemaakt door vluchtelingen & Afrikaanse moeders



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The Future was and is Human



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