

## HIGH TECH ÉN HIGH TOUCH

*De rol van empathie in het bedrijfsproces  
– en hoe vind je de balans tussen digitale  
en menselijke interactie?*

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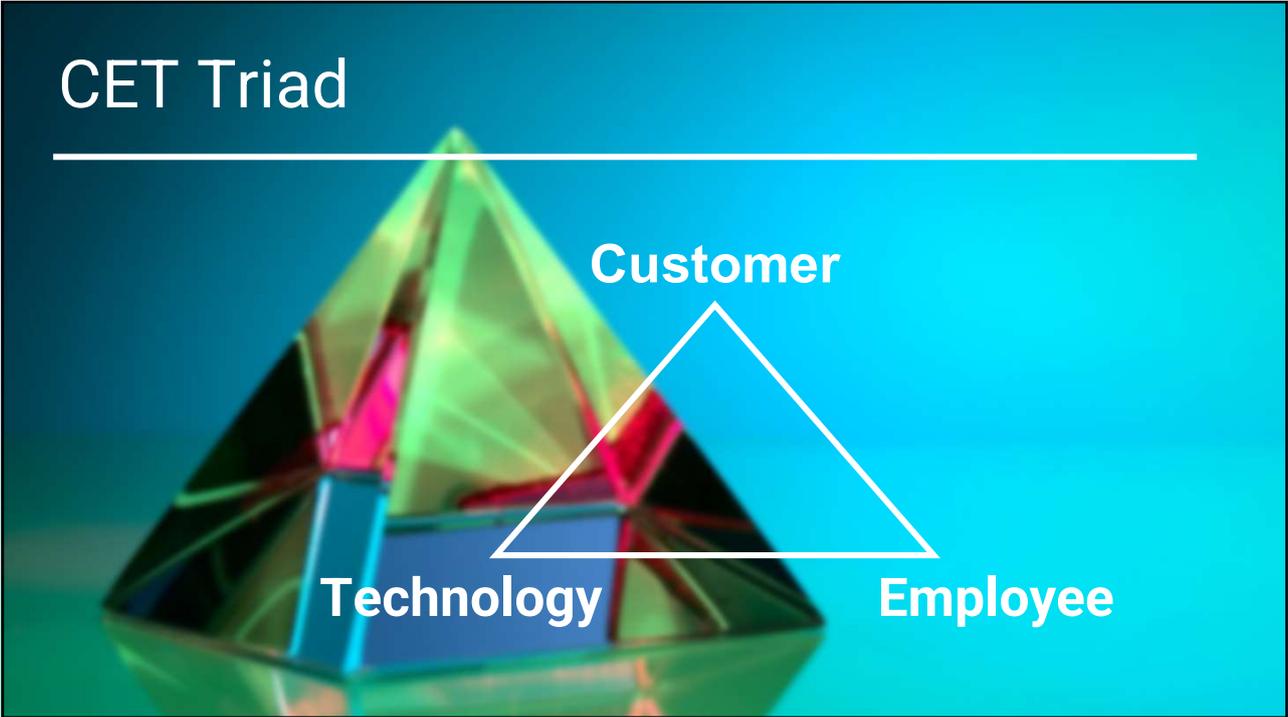
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## CX vs EX: living apart together?

### Customer Experience:

- Marketingperspectief
- Effect op klantgerelateerde KPIs (e.g., klanttevredenheid, loyaliteit, emotionele binding met merk)

### Employee Experience:

- HRM perspectief dominant
- Effect op medewerkergerelateerde KPIs (e.g., op turnover personeel, welzijn, tevredenheid)

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## Dynamiek tussen CX en EX

### Customer journey mapping

- Customer-centric niet employee-centric
- user-centric perspectief moet uitgebreid worden



**Ontwerp** een  
coherente  
front **EN** back office

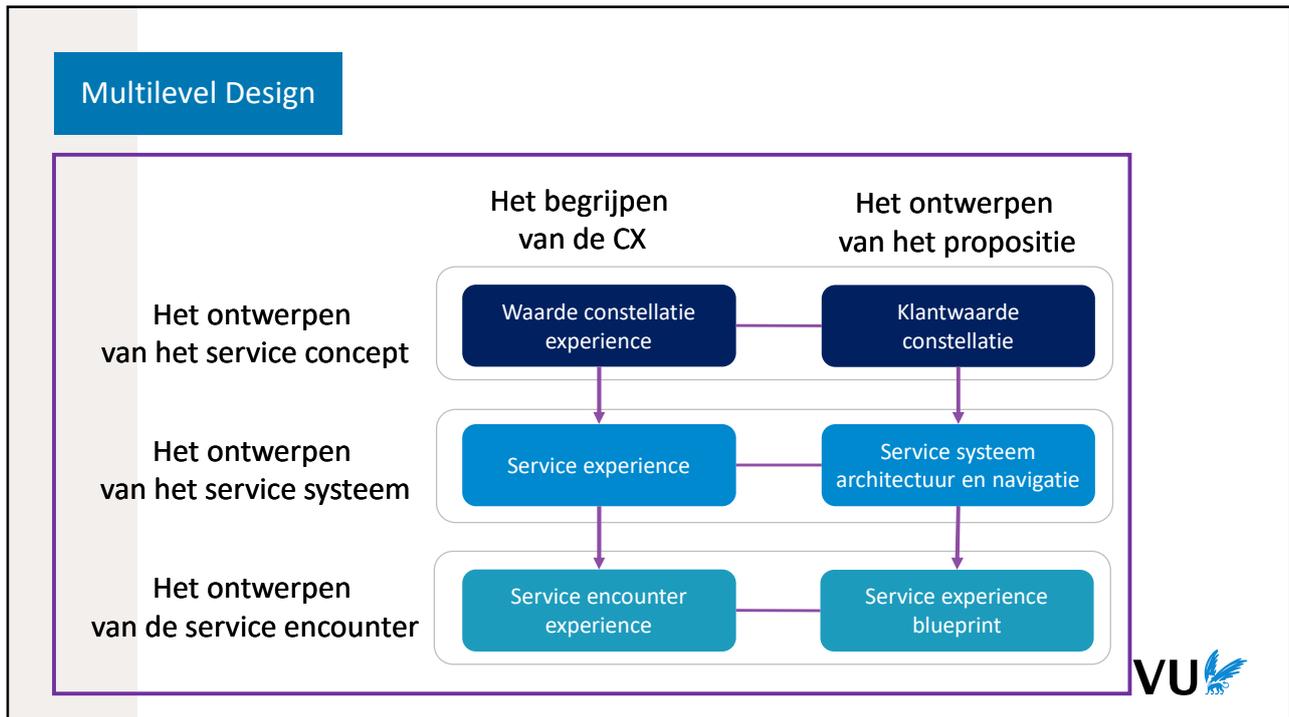


**Identificeer**  
touchpoints die er toe  
doen voor CX **EN** EX



**Meet** impact  
individueel en  
op elkaar

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**“Blueprinting”**

Een service blauwdruk...

... is visualisatie die het **servicesysteem nauwkeurig weergeeft** ...

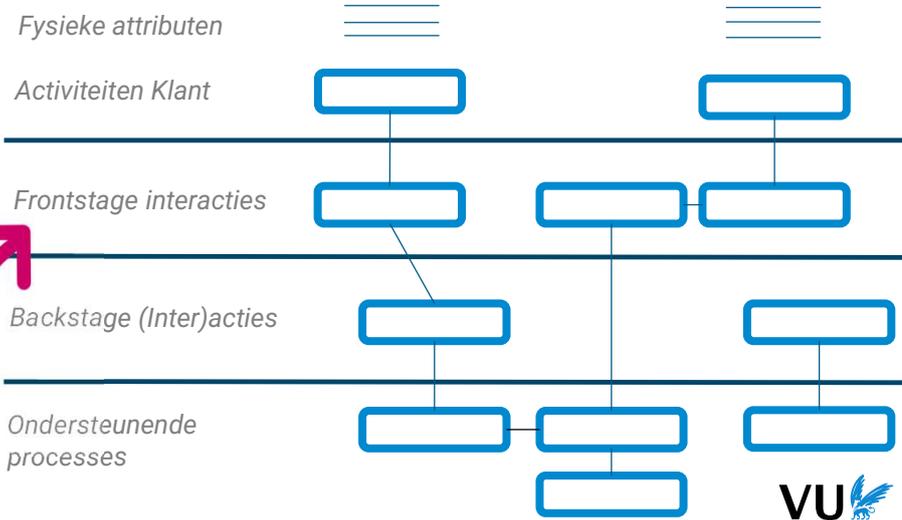
.... zodat de verschillende actoren die betrokken zijn bij het leveren ervan het kunnen begrijpen en er **objectief** mee kunnen omgaan, ongeacht hun rol of hun individuele standpunten.

Het definieert alle aspecten van de dienstverlening in een **proces**; een reeks taken die in een bepaalde volgorde moeten worden uitgevoerd, en laat zien hoe een klant deze keten van taken percipieert.

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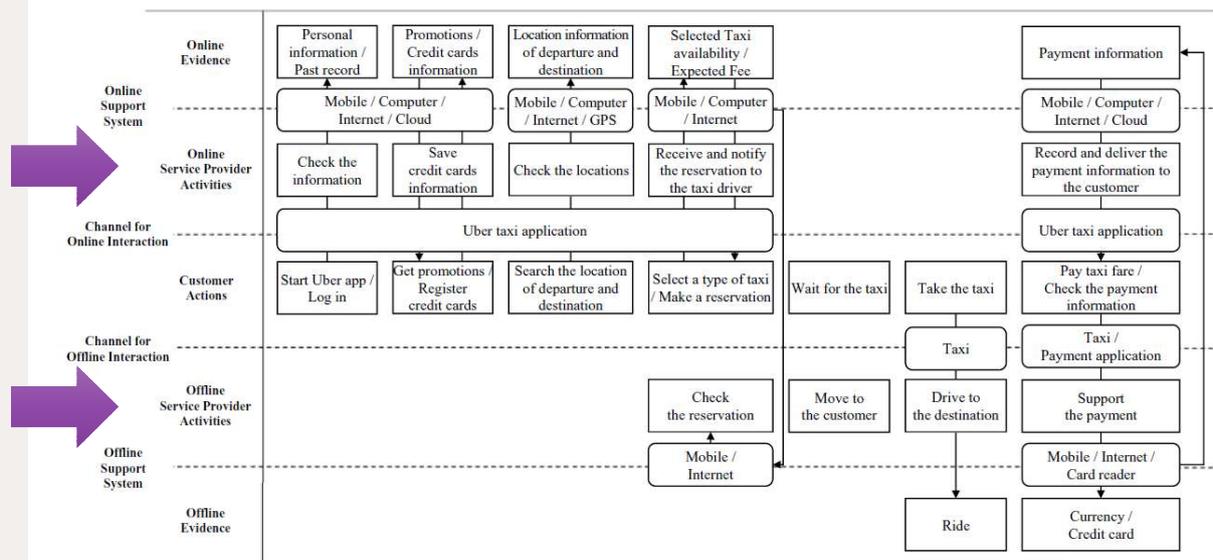
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### De blauwdruk van de CX



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### Een voorbeeld: UBER



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Archetypen

Analoog

(Menselijke) augmentatie

(Menselijke) substitutie



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Augmentatie

Medic DiaCare

Plant/werknemer  
Digitale-facilitated encounter



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## Substitutie

Technologie vervangt klant/werkgever encounter



Klant/technologie vervangt werkgever encounter



Volledige technologie encounter



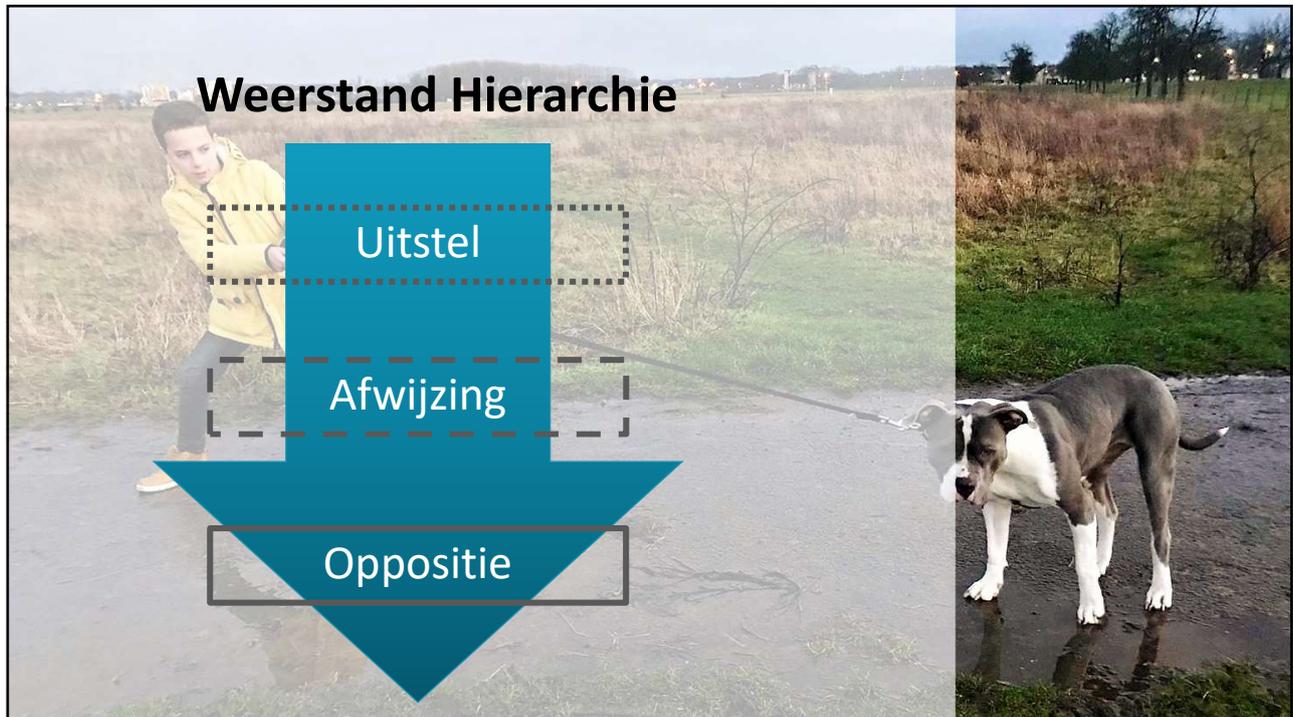
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## Weerstand Hierarchy

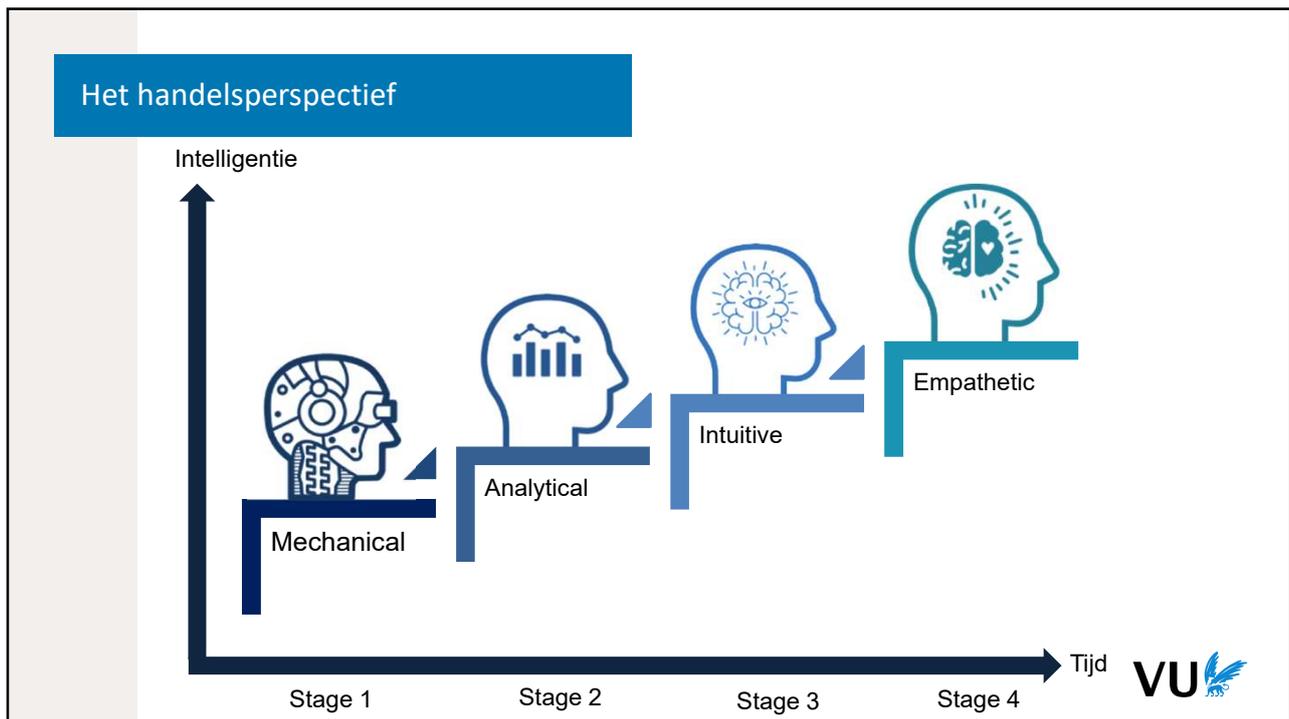
Uitstel

Afwijzing

Oppositie



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