

# THE INFINITE LOOP OF DIGITAL TRANSFORMATION

BUILDING EXPERIENCE BRANDS  
FOR THE JOURNEY ECONOMY

ICREON





PAUL MISER



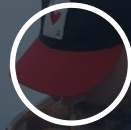




DEVICE



SERVICES



WHAT'S NEXT



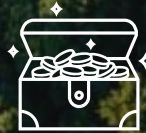
EXPERIENCE BRAND



BRANDS THAT ADD INCREMENTAL AND  
NEW SYMBIOTIC VALUE WITH THEIR  
CUSTOMERS BY REDUCING PAIN POINTS  
AND EXPANDING MOMENTS OF JOY  
ACROSS THE ENTIRE CUSTOMER JOURNEY  
AND RELATIONSHIP







WHAT'S NEXT





\$1,000

DEVICE

\$1,000

SERVICES

**ANNUAL VALUE**





An aerial photograph of a winding river flowing through a dense, lush green forest. The river curves from the top left towards the bottom right, creating a large loop. The text is overlaid on the center of the river.

\$70,000+

**LIFETIME VALUE**





JOURNEY ECONOMY



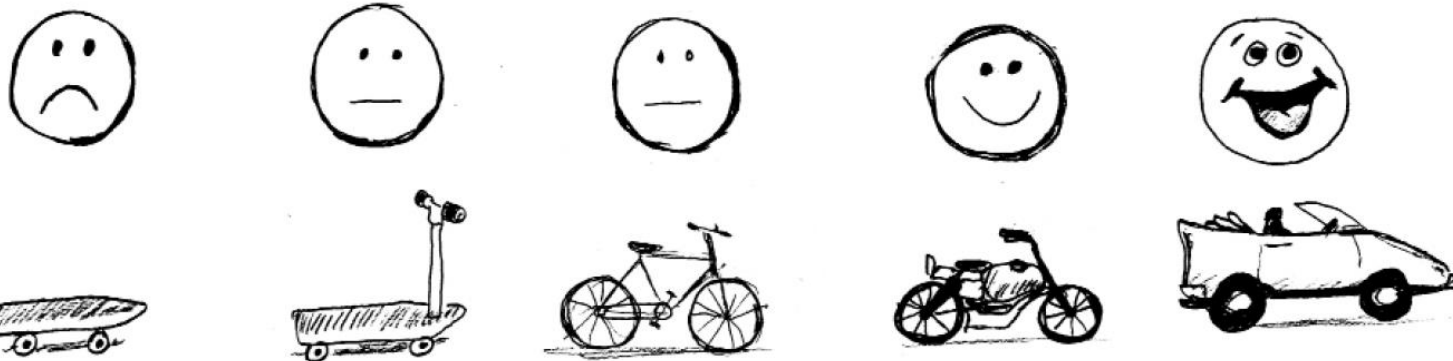
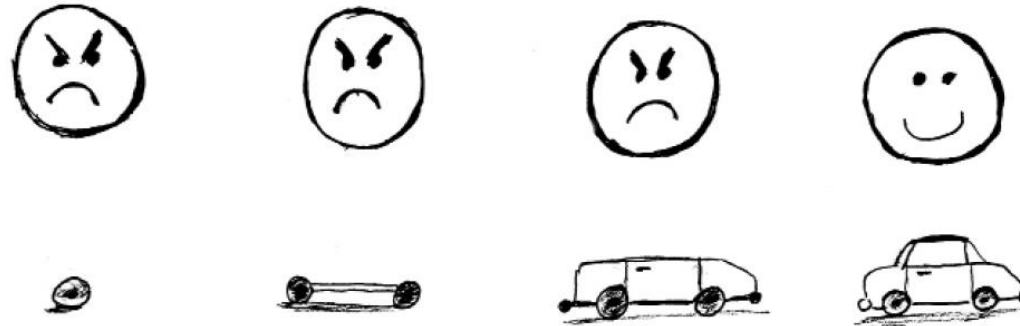
THE ECONOMY BUILT ON BUSINESS  
MODELS OF TRANSACTION, RETENTION,  
AND EFFICIENCY THROUGHOUT THE  
CUSTOMER'S JOURNEY AND THE LIFETIME  
OF THE RELATIONSHIP





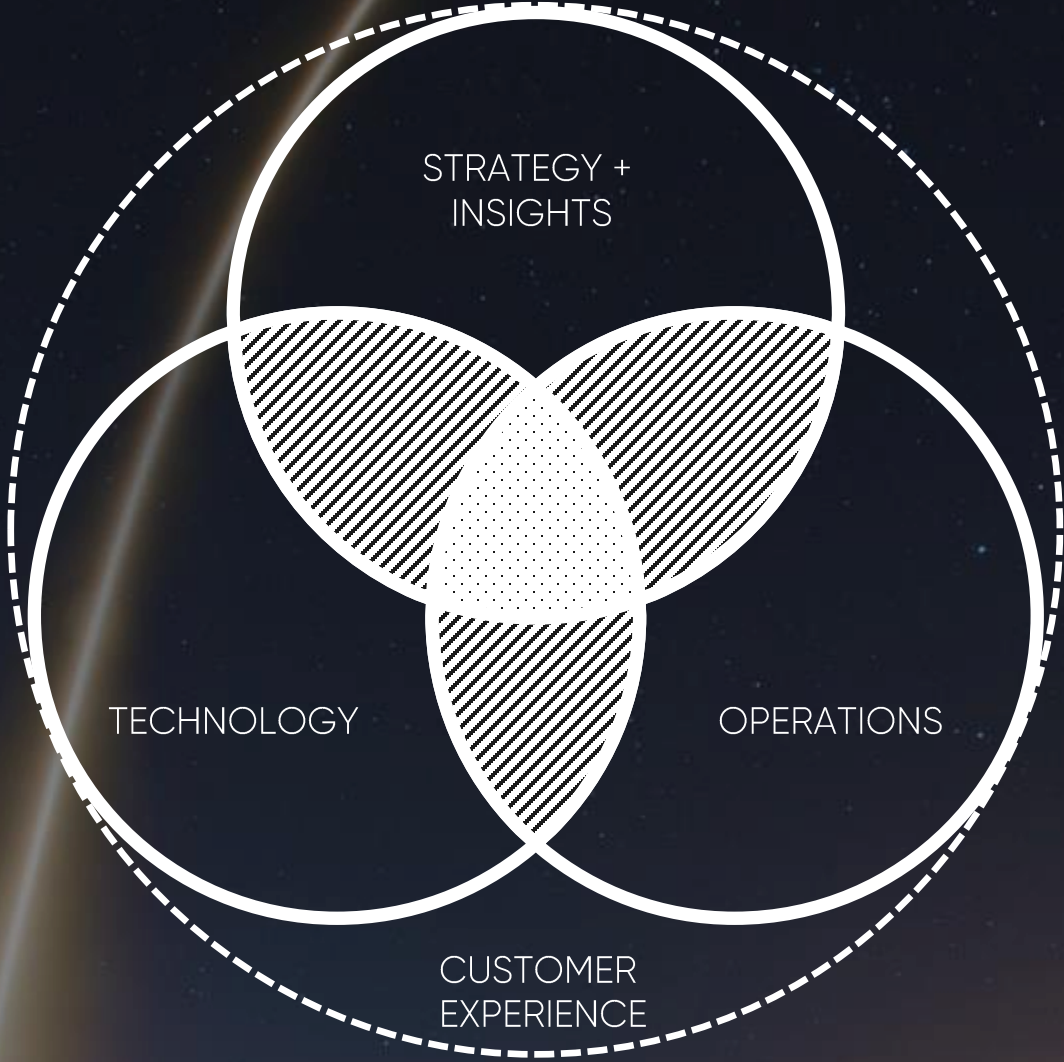
INFINITE LOOP MINDSET

# INNOVATION + ITERATION





CONTINUOUS VALUE CREATION



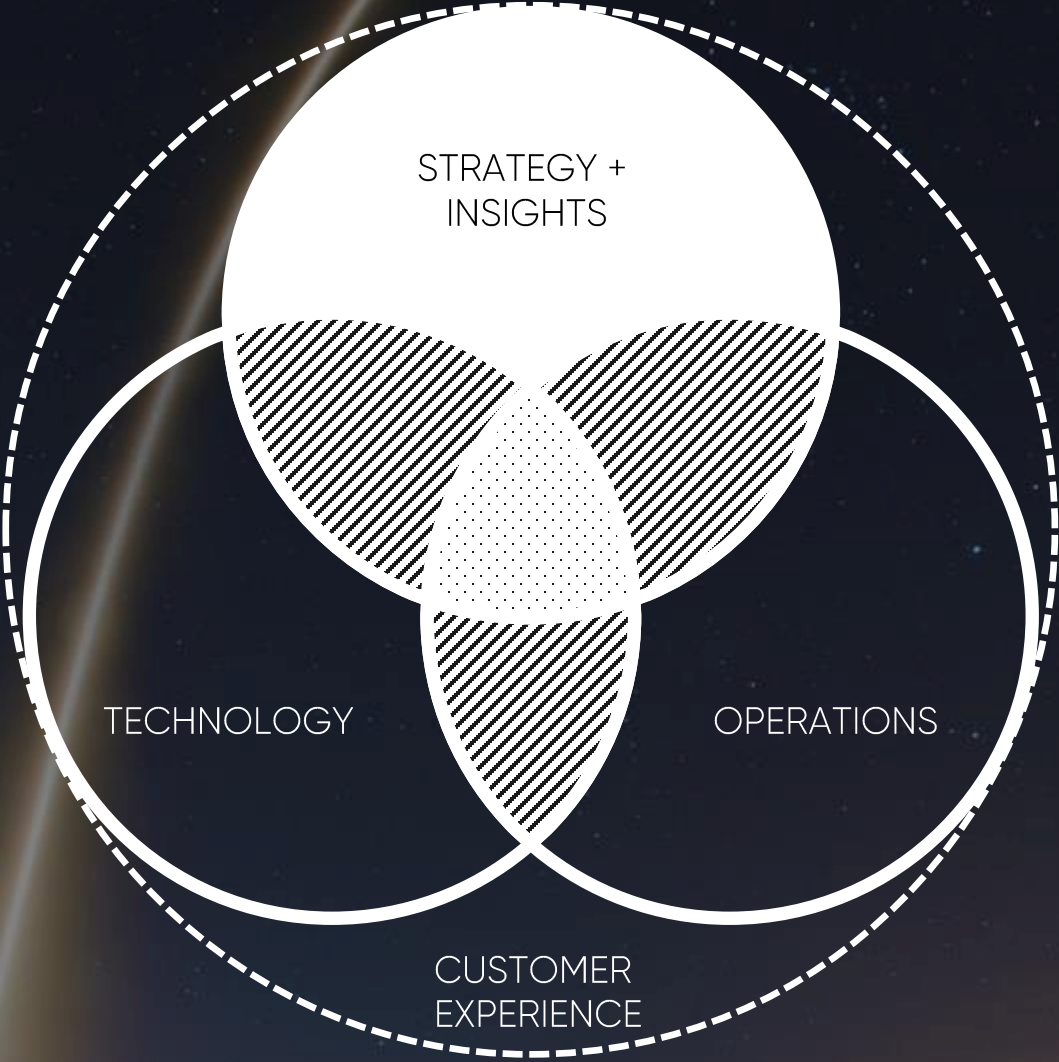
CUSTOMER  
EXPERIENCE

WHAT'S NEXT





CONTINUOUS VALUE CREATION



WHAT'S NEXT





INSIGHTS STACK

# BECOMING AN **EXPERIENCE BRAND**

STRATEGY

DIRECT  
INSIGHT

ADJACENT  
INTELLIGENCE

TERTIARY  
EXPLORATION

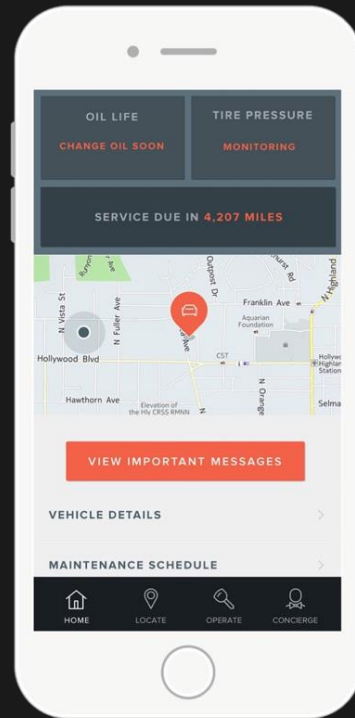
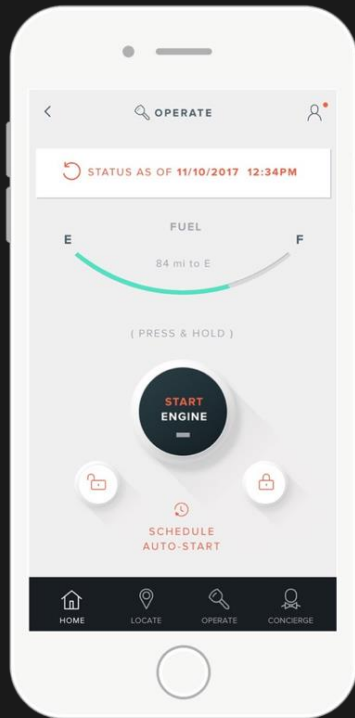
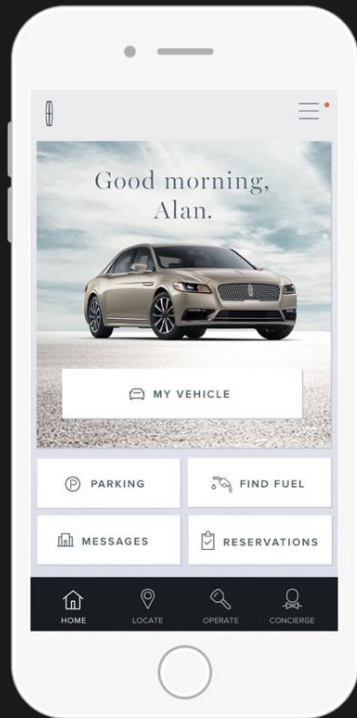
ONGOING TRACKING  
(Progressive Feedback Loop)

WHAT'S NEXT





# FROM MANUFACTURING TO **MOBILITY** FROM OWNERSHIP TO **MEMBERSHIP**



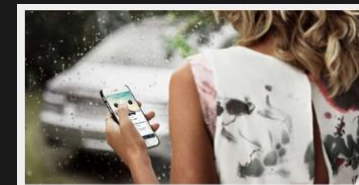
## PICKUP & DELIVERY

Easily schedule service and we'll bring you a loaner vehicle when we pick up yours. Set a date, time, and location and we'll work around your schedule.



## FIND FUEL AND PARKING

Find nearby gas stations quickly, filtering by price and fuel. Plus, spend less time circling the block by reserving and paying for parking near your destination.



## REMOTE START

Start your engines. With a tap. Remote operation lets you start, stop, lock and unlock your car from the comfort of your phone.



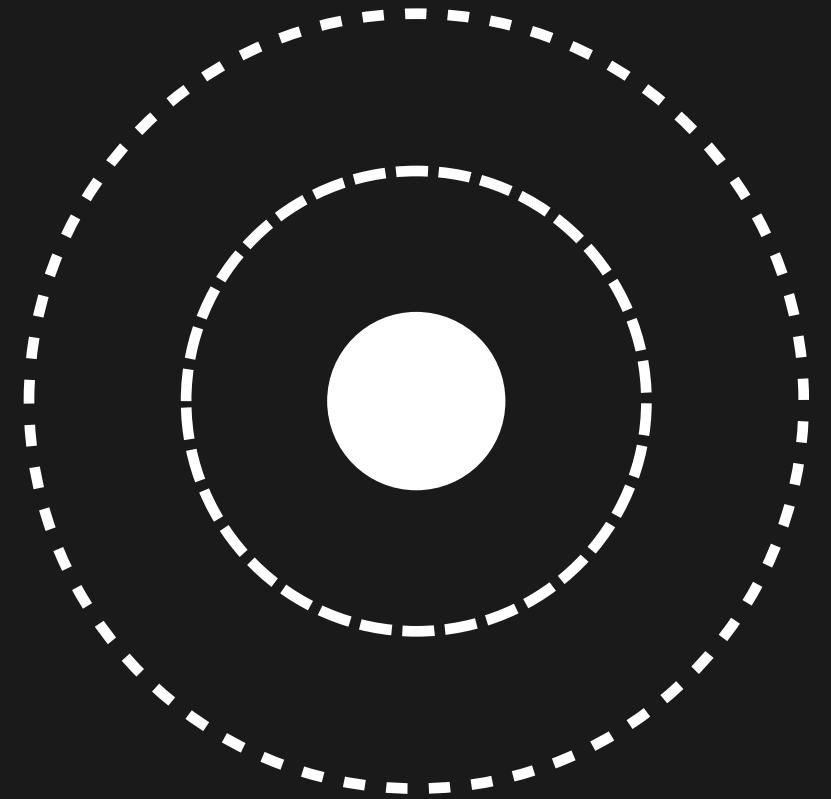
# Understanding The World Around Us.

Audience + Segmentation

Direct Competition

Industry Trends

Customer Engagement



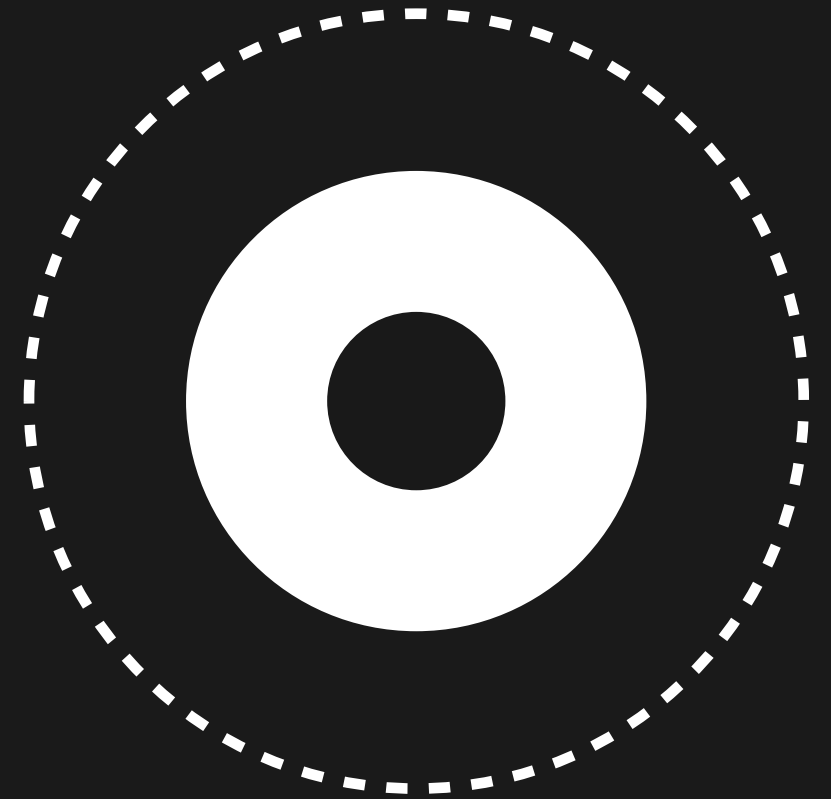


# What Alternatives Do We Compete With?

Competitive Alternatives

Audience Behavior with Alternatives

Micro Societal Trends





# What Behaviors Are Affecting Other Industries?

Audience Passion Points

Cross Industry UX / CX Trends

Macro Societal Trends





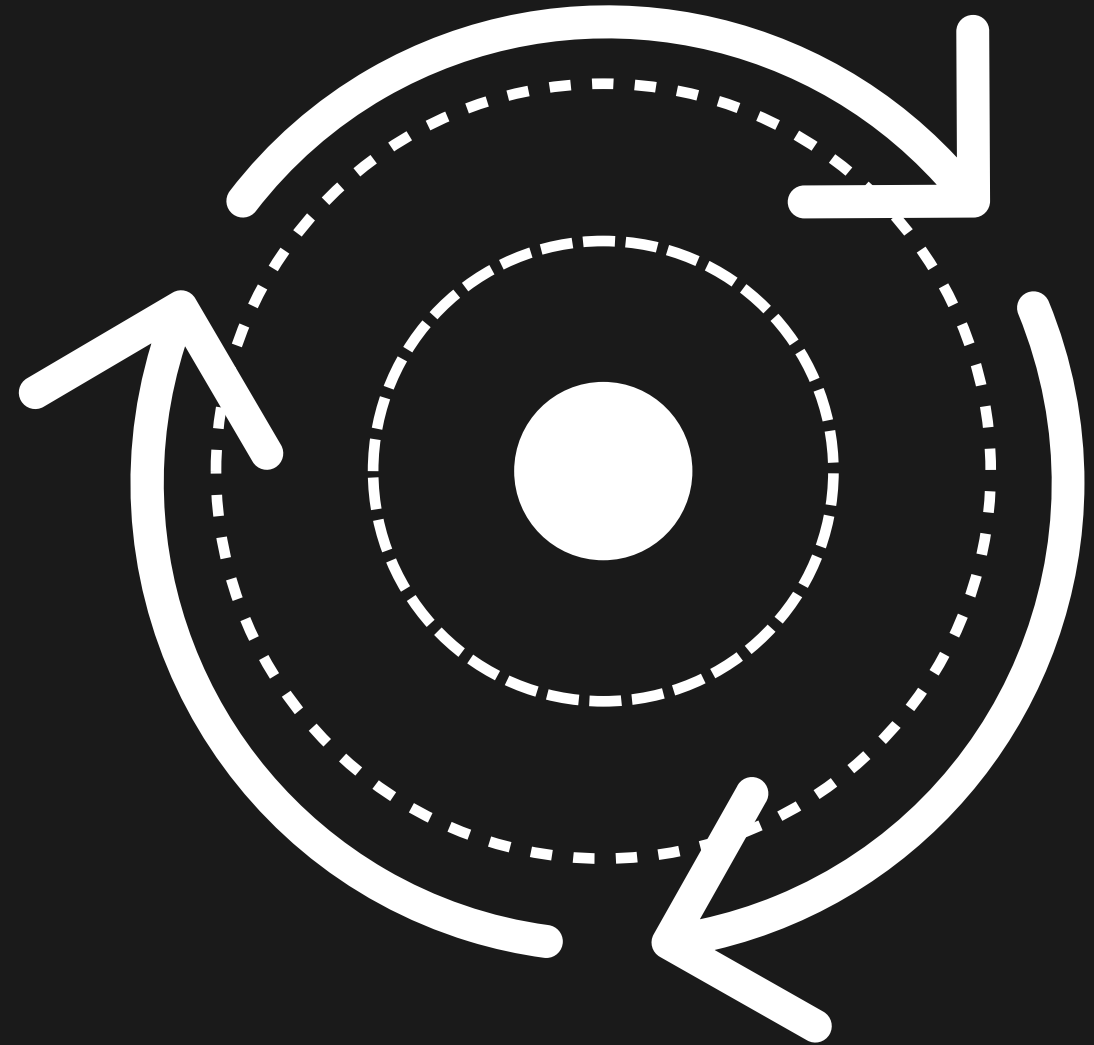
ONGOING TRACKING

# Keeping A Pulse On Change.

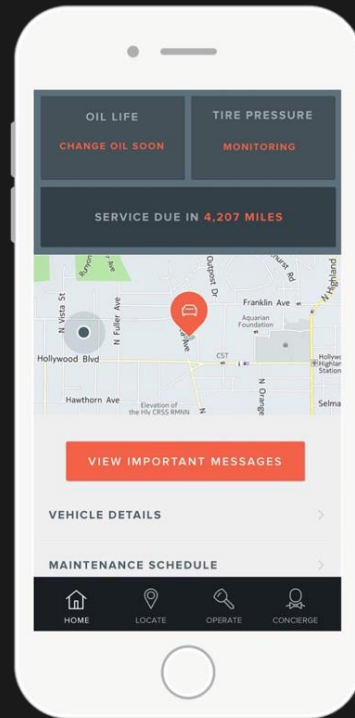
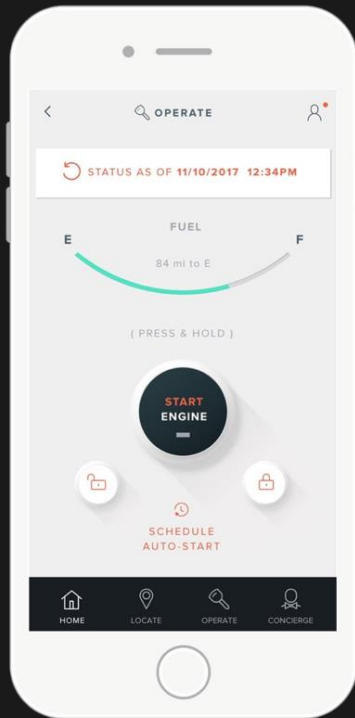
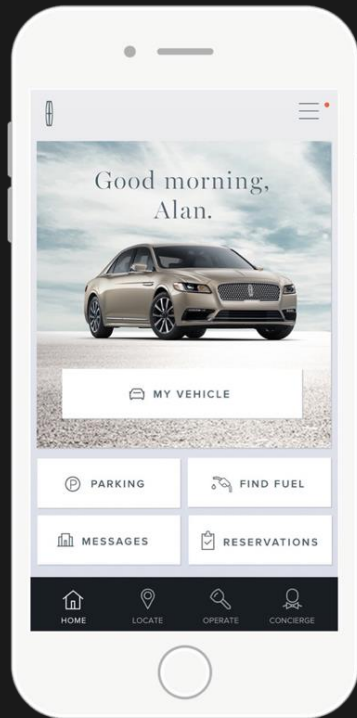
Cross-Functional Sharing

Data Visualization Dashboards

Insight Engines



# FROM MANUFACTURING TO **MOBILITY** FROM OWNERSHIP TO **MEMBERSHIP**



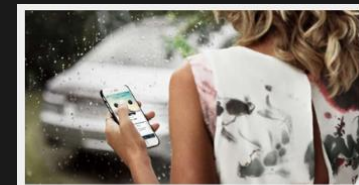
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## KEY TAKEAWAYS

1. BE CUSTOMER-CENTRIC
2. MOVE BEYOND THE TRANSACTION
3. ALIGN YOUR MINDSET FOR GROWTH
4. MAP INSIGHTS TO VALUE FOR THE CUSTOMER & COMPANY



# DIGITAL TRANSFORMATION: THE INFINITE LOOP

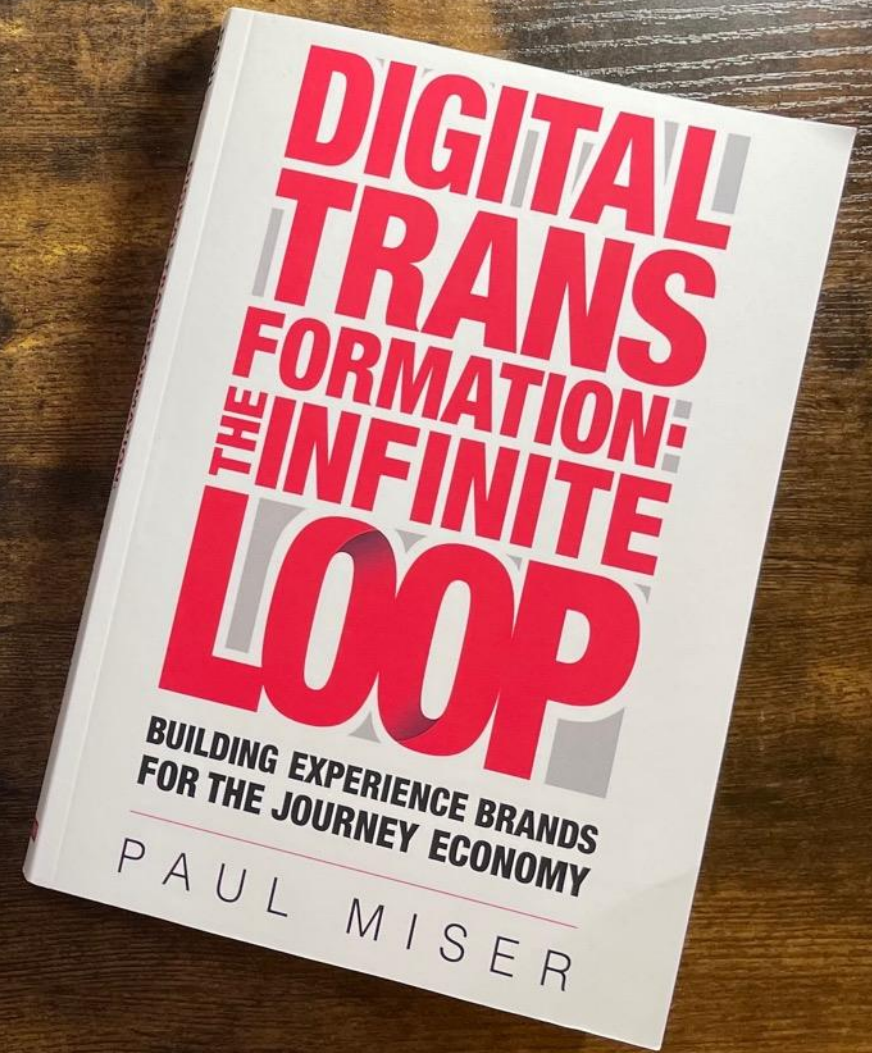
BUILDING EXPERIENCE BRANDS  
FOR THE JOURNEY ECONOMY

By: Paul Miser  
Chief Strategy Officer, Icreon

## What do companies like Uber and Amazon, Apple, and Tesla have in common?

They are all Experience Brands. Businesses that have embraced digital and technology as a competitive differentiator are creating exponentially more value than their counterparts and for their customers.

**Learn more:** [www.JourneyEconomy.com](http://www.JourneyEconomy.com)





# THANK YOU



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