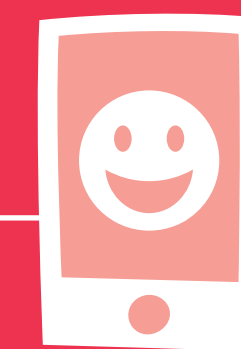
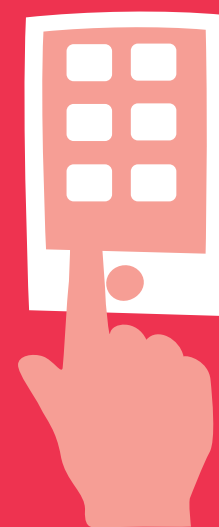


You Experience

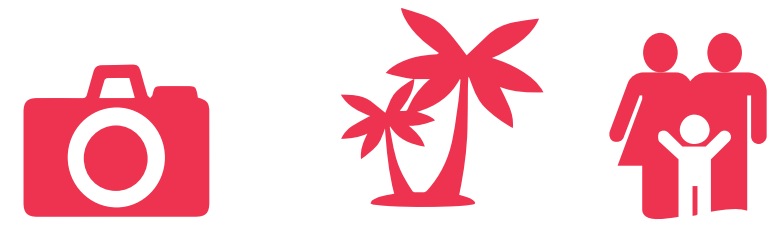


Signature Moments
Reality Bytes
Own Private Avatar
I Feel for You
No Friction

You Experience

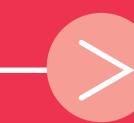


Signature Moments

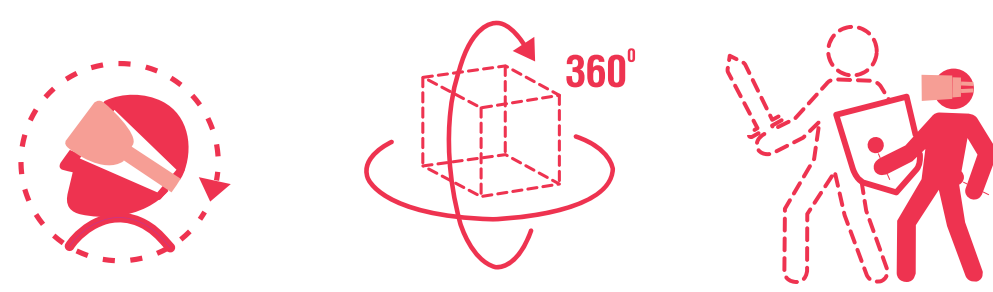


Want to live more in the moment? Don't forget the business perspective then, where it is highly rewarding to focus on the moments that provide seamless, satisfying, simple experiences to customers. These are standout moments in time of emotional connection - actually culminating to important outcomes for the customer and a creative, differentiating brand experience for the company. Empathy and deep understanding are key to interaction with the customer, and technologies as diverse as predictive analytics, bots and customer journey platforms can be instrumental to achieve this. Sing for the moment: signature moments make the difference that customers will remember.

Signature Moments

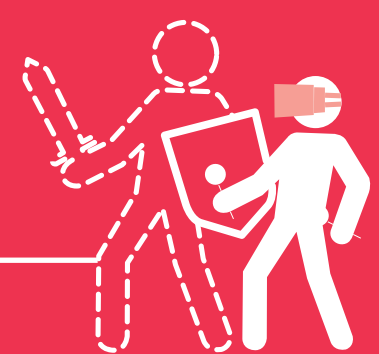
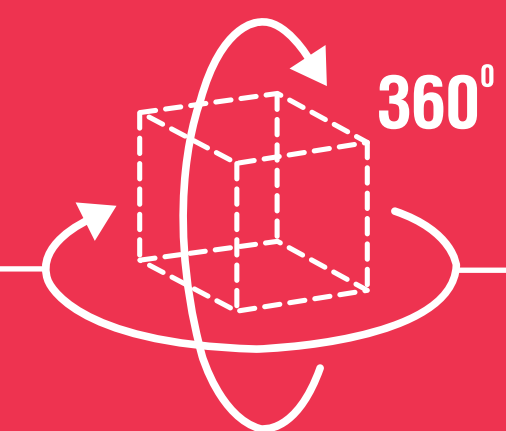


Reality Bytes

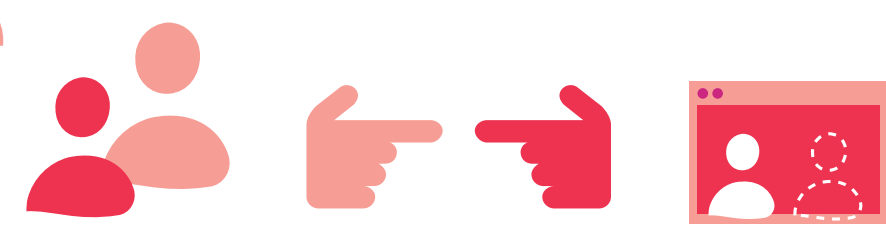


Is this the real life? Well, look up to the skies and see. Almost any pocket-sized device can now create a completely 3D virtual (VR) or augmented (AR) reality, dramatically changing the way technology engages with us. It's mostly thanks to the gaming industry, which has delivered tons of tech innovations to the masses. It makes you rethink the user experience from the ground up, mashing up the real-world perspective of the user with unique, digital 'realities'. This mixed blend of realities has radical change potential in areas as diverse as healthcare, training, maintenance, defense, R&D and collaboration. Buckle up: bits are about to get real.

Reality Bytes

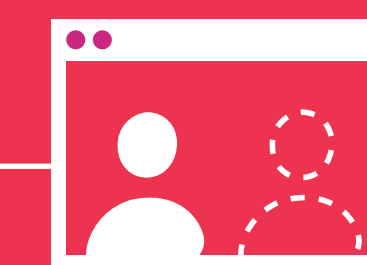
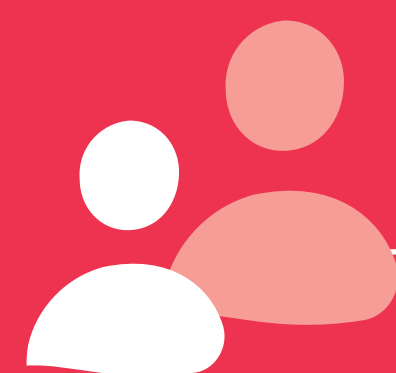


Own Private Avatar

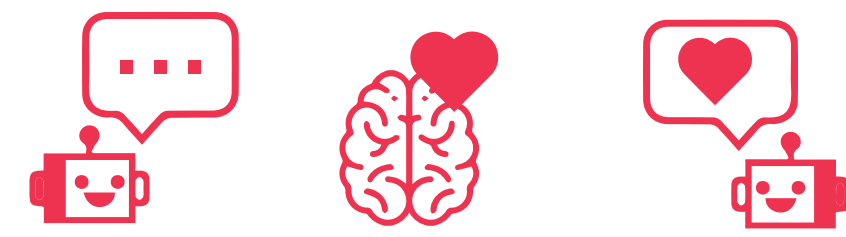


Alexa, run my business! With our voice and bot assistants - whether they come from Amazon, Google, Microsoft, Samsung or Huawei - evermore entwined in our personal lives, it's time to get down to business. As consumers or employees, we want our digital intermediaries – our own, unique avatars – to represent our individual needs with brands, services and systems on our behalf. From a service or product provider's perspective, we want to understand, engage and interact with these avatars – in order to secure the right, signature moments with customers and employees alike. Avatars can make life seductively simple and effective, provided they truly act as our digital twin 'dæmon'.

Own Private Avatar

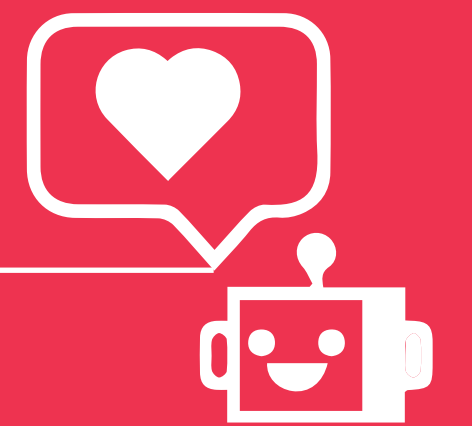
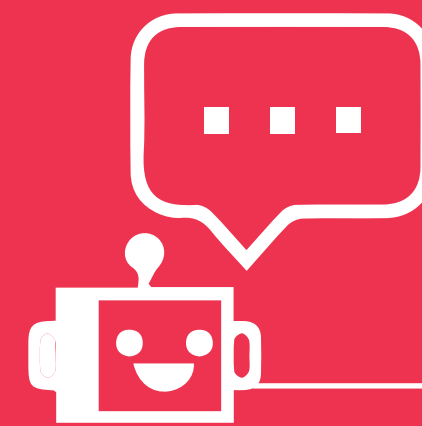


I Feel For You

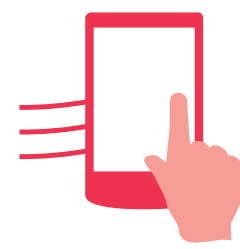


Voice assistants and chatbots are becoming ever smarter. AI makes it possible to mimic our language and understand our intentions, sometimes to the point that we prefer interactions with technology – as it provides convenience, instant support, easy communication and is always available. AI also takes its place next to us at the workplace, augmenting us with powerful, intelligent capabilities and automation. But AI-based systems still lack two basic yet important qualities: empathy and emotional intelligence. It's a call to seriously boost our own EQ, both to make our systems and bots more sensitive to emotion, but also to simply complement AI with the unique capabilities that only man possess.

I Feel For You



No Friction



Still a fraction too much friction? The fully autonomous user experience is closer than you think. Tapping into the Internet of Things and omnipresent data, AI systems can be contextually aware of surrounding physical environments, as well as of the emotional states of the humans that are interacting in it. Intelligent, automated and individualized decisions and actions can remove bottlenecks and steps in a process – if indeed a process is still needed. The ultimate user experience is an almost psychic, ‘no user experience’. It has systems, intelligence, data and devices that morph themselves proactively and fluently around the intentions of the user - no questions asked.

No Friction

