

Implicações da Convergência na Experiência do Cliente

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Emoção Zero

As melhores
experiências da
Sua Vida



Hora da Verdade

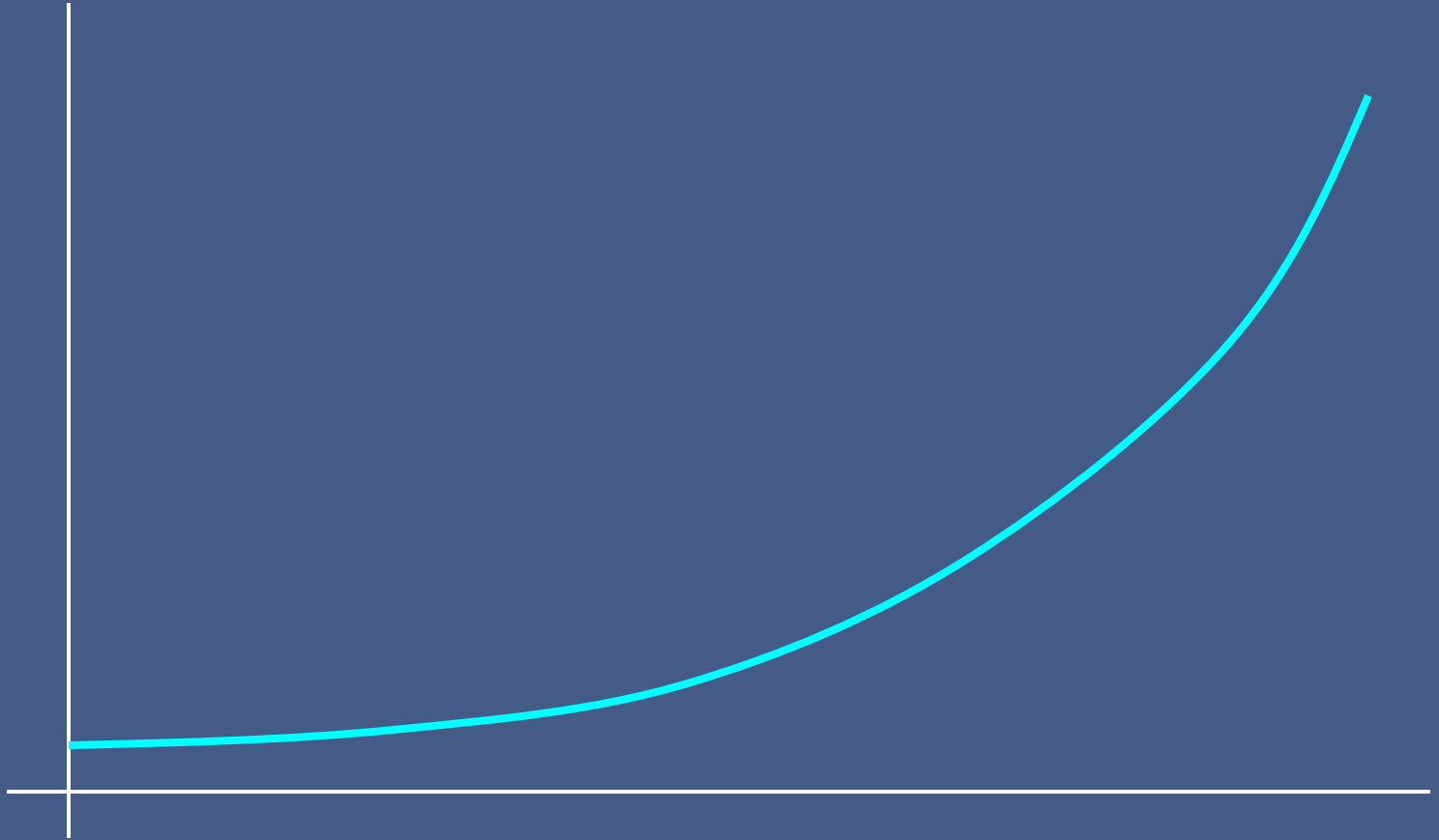


Ainda não estamos
preparados para a
Hora da Verdade



A convergência aumenta os
desafios para atender às
expectativas do cliente na
Hora da Verdade





Central
Telefônica



Central
Telefônica

Baixo grau de incerteza



Central
Telefônica

Hardware

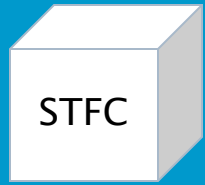


Central Telefônica

OS

Hardware



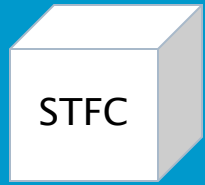


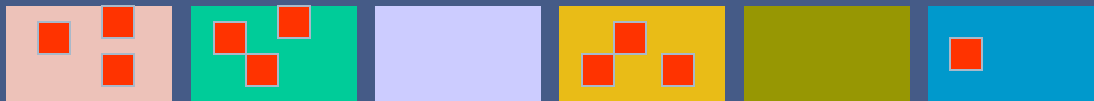
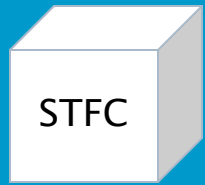
OS

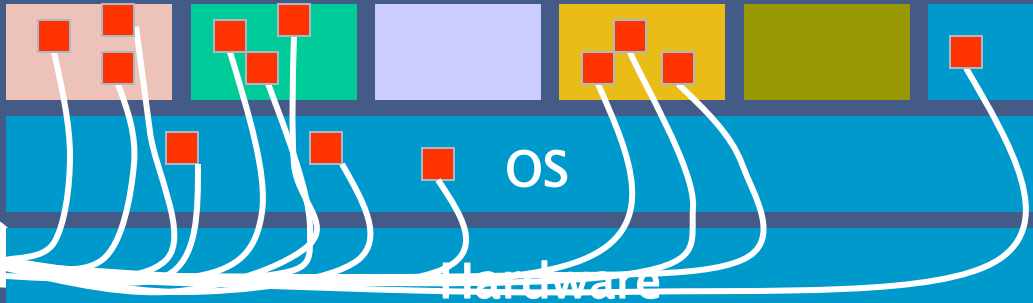
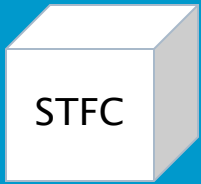


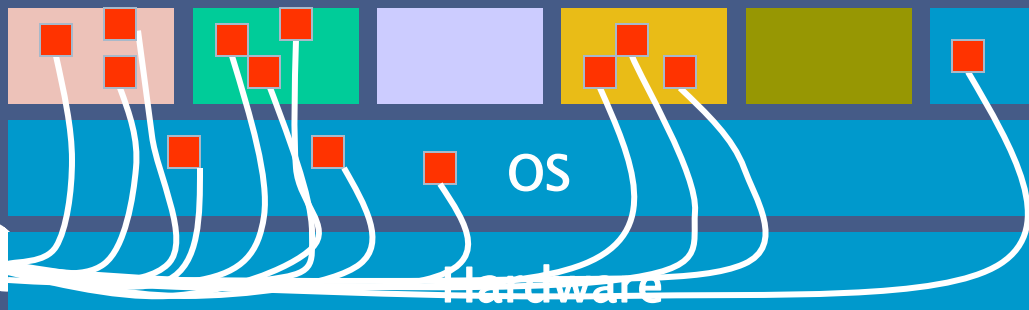
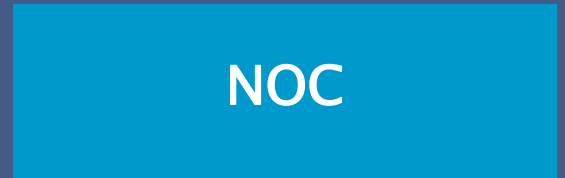
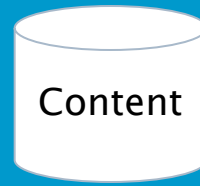
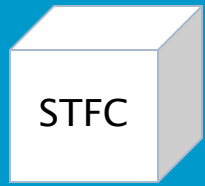
Hardware

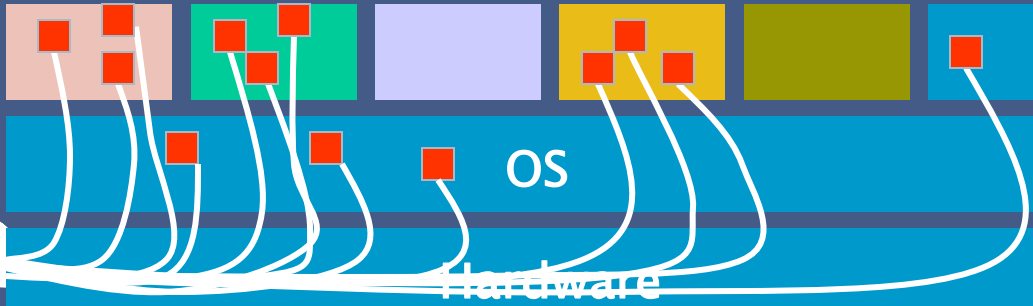
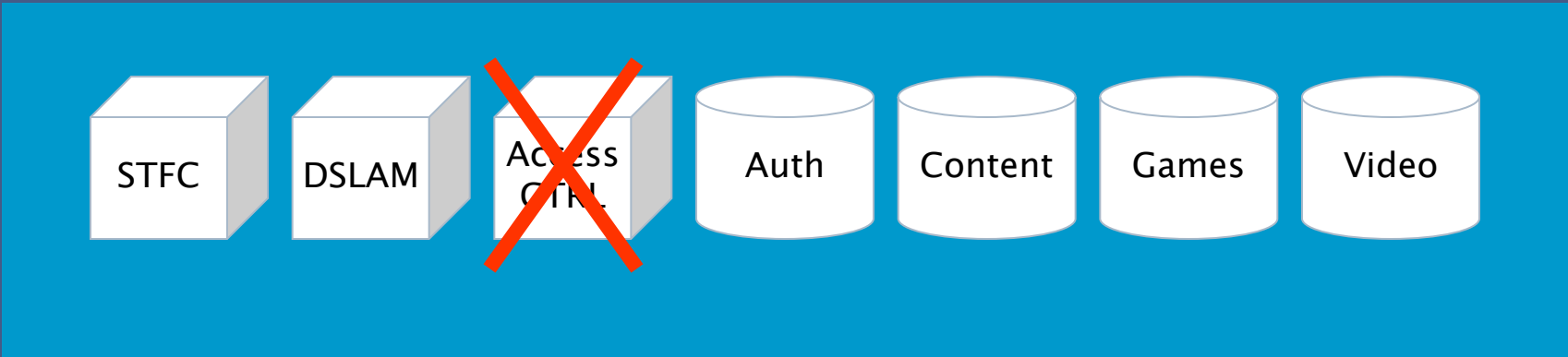


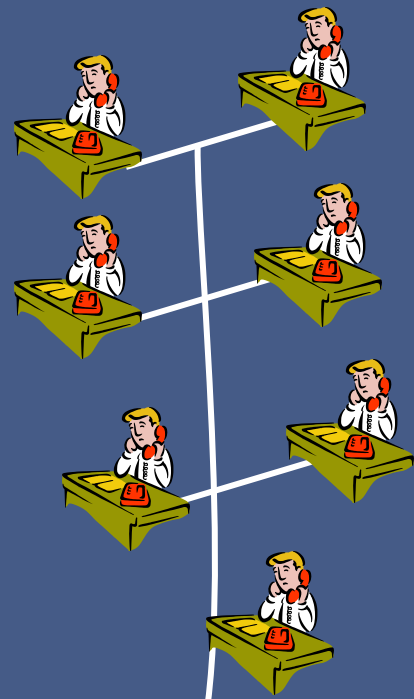
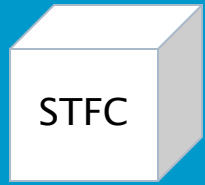












OS

Hardware

Expectativa não cumprida

Ambiente competitivo
e convergente

Ameaça do
CHURN ou
SUBSTITUIÇÃO

- Segmentar e especializar organização
- Alinhar expectativas do cliente
- Não complicar a oferta
- Buscar ferramentas de conciliação

Toda ameaça requer
boa preparação

