



BUILDING ADVOCATES WITH

Experiences

80%

SAY THE **EXPERIENCE**
IS AS IMPORTANT
AS THE **PRODUCT**

91%

ARE MORE LIKELY TO MAKE
ANOTHER PURCHASE AFTER
A **POSITIVE** CUSTOMER
SERVICE EXPERIENCE

82%

OF B2B BUYERS ARE
WILLING TO **PAY MORE**
FOR A GREAT EXPERIENCE

95%

ARE MORE LIKELY TO BE
LOYAL TO A COMPANY
THEY **TRUST**

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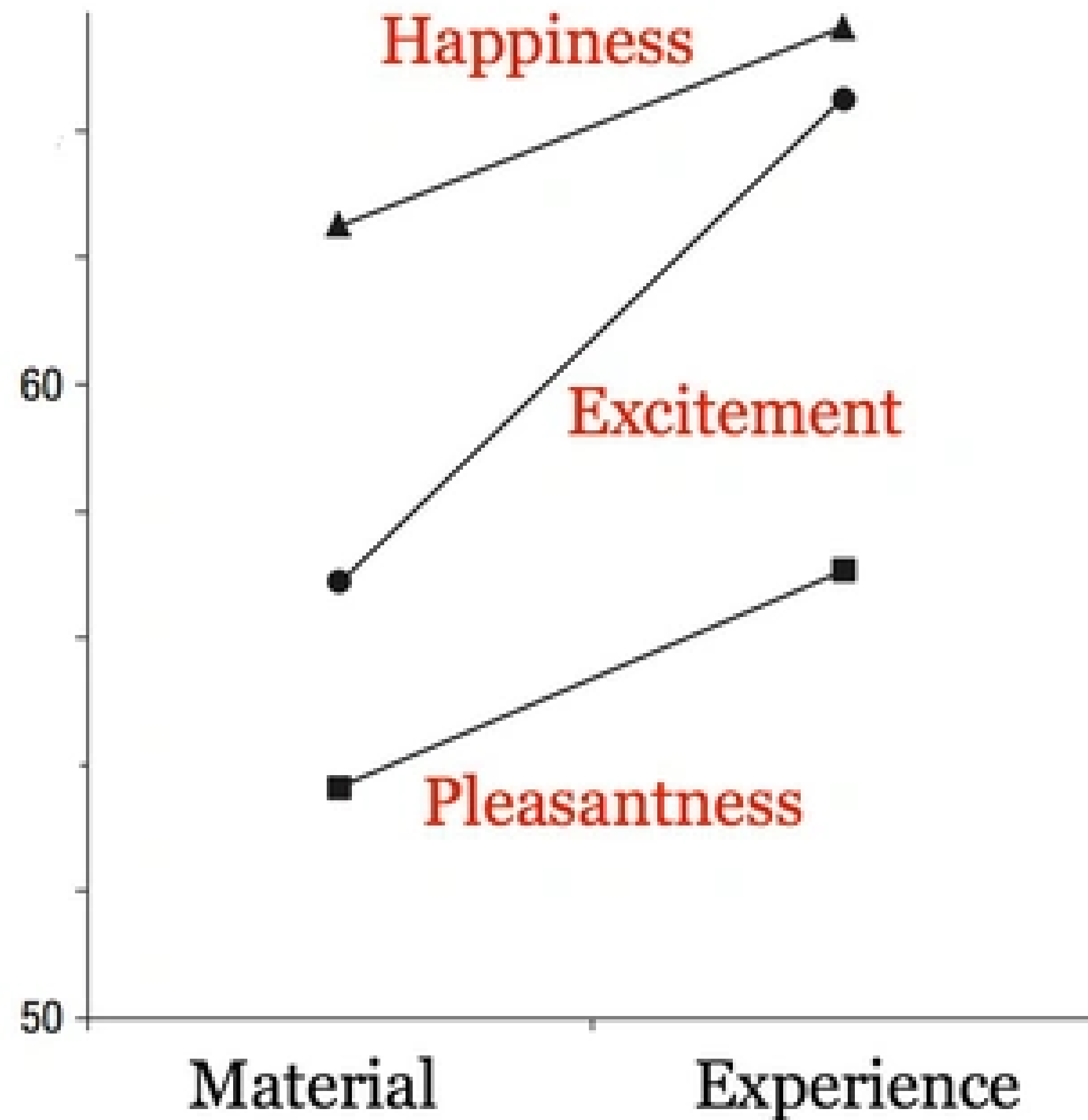
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ARE YOU
Experienced?

ARE YOU **Experienced?**

- **Meet** people where they are
- **Address** their concerns
- **Measure** your effectiveness
- **Repeat** it

Subjects Prior to Material and Experiential Purchases



**“Consumers
derive value
from
anticipation**

and that value tends
to be greater for
experiential than for
material purchases.”



**“Let us through
the wall, man.**

**We want
you to**

doing it.”







BACKWARDS

Strat





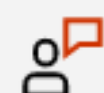
Free Shipping

Ebikes shipped directly to you, we cover the cost



14-Day Free Trial

If you don't love it, send it back for a full refund



World-Class Support

Our in-house team of ebike experts are here to help 7 days a week



Extensive Help Center

24/7 expert ebike advice and maintenance how-to's





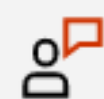
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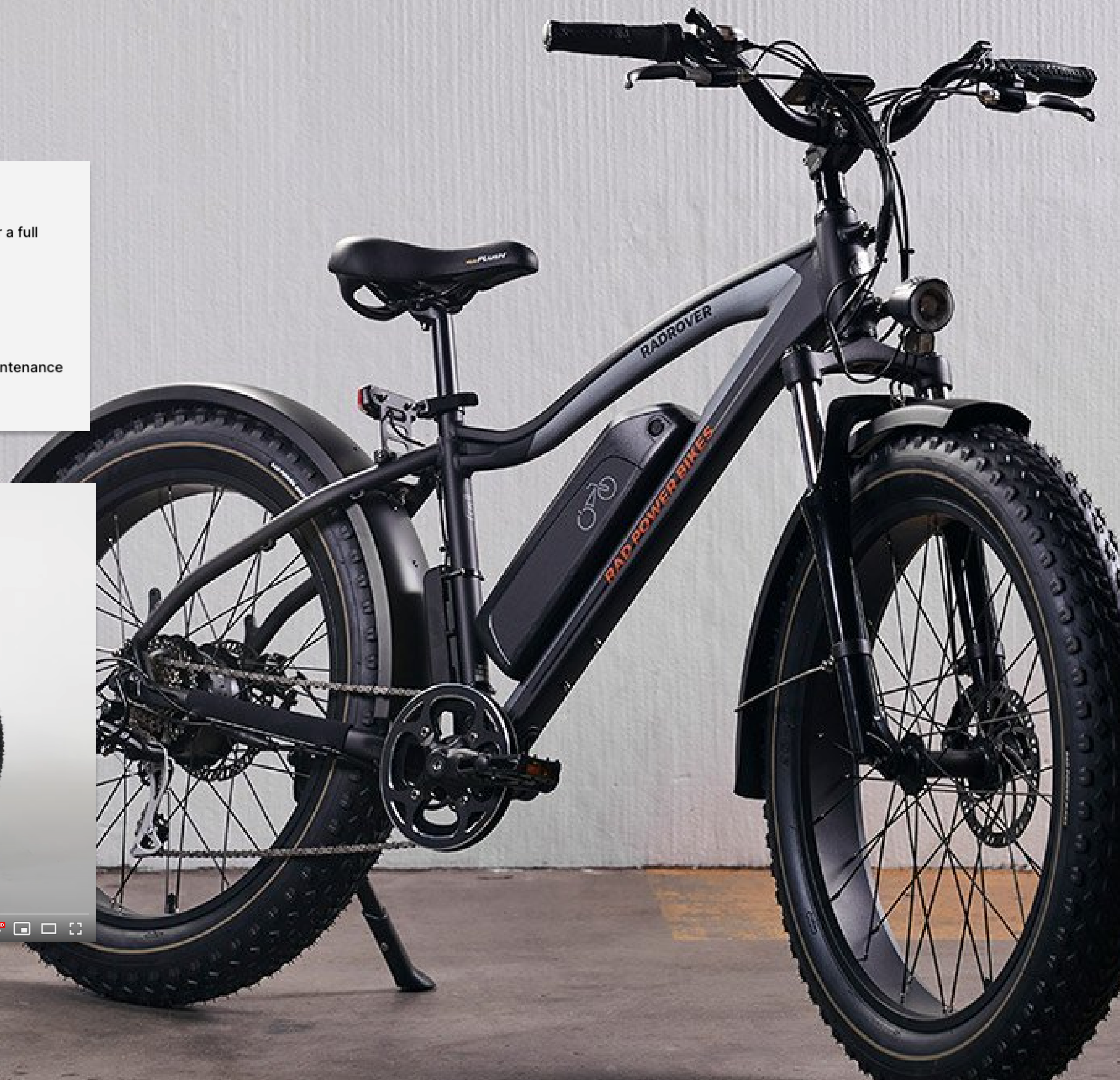
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State Farm ARENA

| HOME | | GUEST | |
|------|-------|-------|-----|
| FG | 28-71 | FG | 39% |
| 3P | 09-32 | 3P | 28% |
| FT | 11-12 | FT | 92% |
| REB | 32 | AST | 17 |
| BLK | 6 | STL | 4 |
| TO | 6 | PTS | 16 |

ATLANTA HAWKS

ATLANTA HAWKS



State Farm ARENA

State Farm ARENA

HAWKS CHEROKEE Casino Resort

11:21 4TH

11:21 4TH

2020 TELLUR

“We started going through this transformation.
We looked not just at the physical arena,
but **to transform everything we do.**”



“We started going through this transformation.
We looked not just at the physical arena,
but to transform everything we do.”

FAN FRIENDLY CONCESSION PRICING

EXPLORE THE FUTURE

12 ITEMS,
ALL UNDER \$5

- \$1 CHIPS
- \$2 CANDY
- \$2 JUMBO PRETZELS
- \$2 BOTTLED WATER
- \$3 FRIES
- \$3 HOT DOGS
- \$3 NACHOS
- \$3 BOTTLED SODA
- \$4 PIZZA SLICE
- \$4 BOTTOMLESS POPCORN
- \$4 BOTTOMLESS SODA
- \$5 SELECT BEER







FIND YOUR Strat



FIND YOUR Strat

- **Look** for snags



FIND YOUR Strat

- **Look** for snags
- **Talk** to your customers
 - 5 Whys
 - *Just Enough Research*
 - Jobs-to-be-done



FIND YOUR Strat

- **Look** for snags
- **Talk** to your customers
 - 5 Whys
 - *Just Enough Research*
 - Jobs-to-be-done
- **Invest** in snags you can uniquely address



Monterey

POP FESTIVAL



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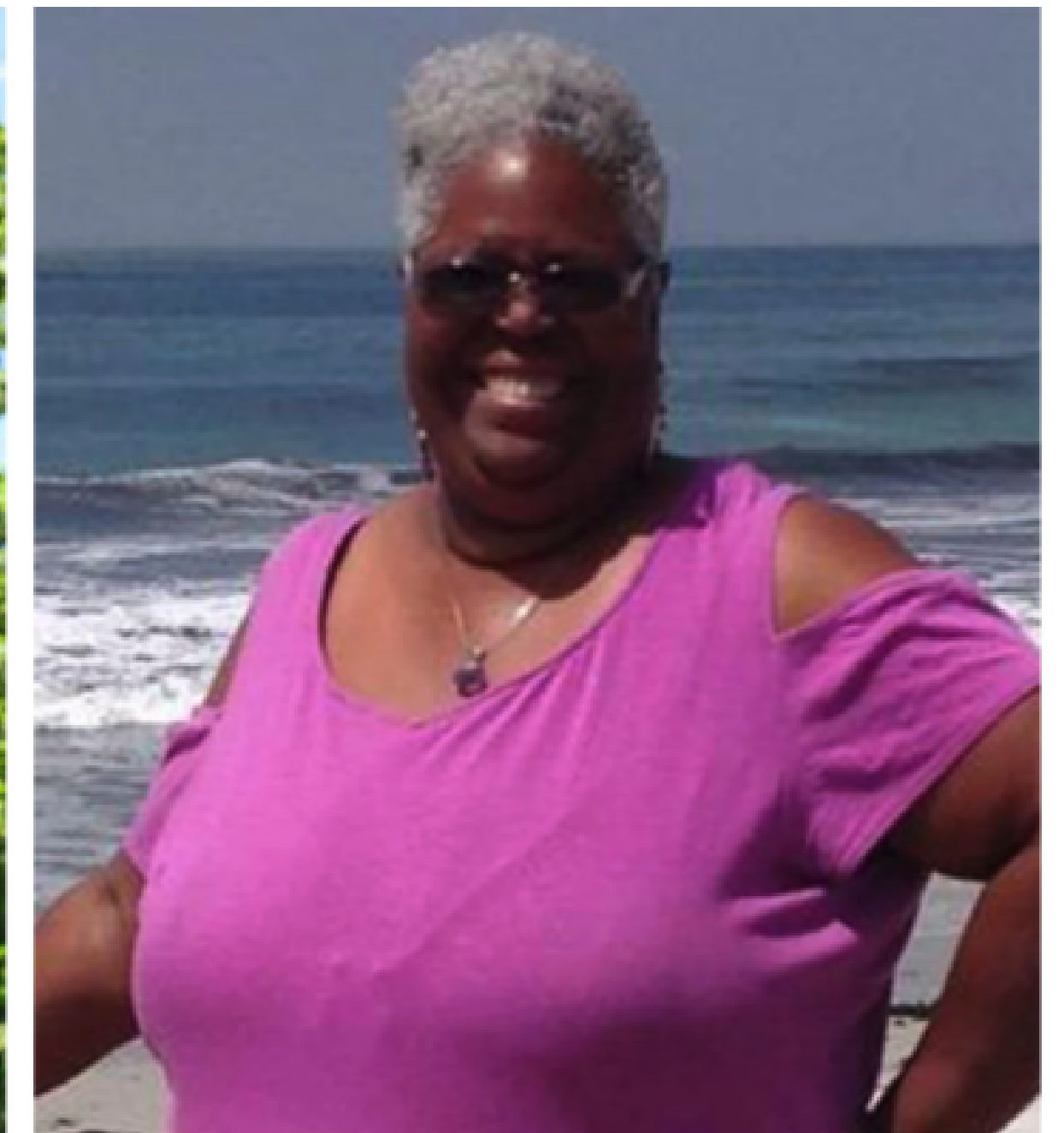
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Retail Therapy: Zappos Offers to Listen to Pandemic Worries

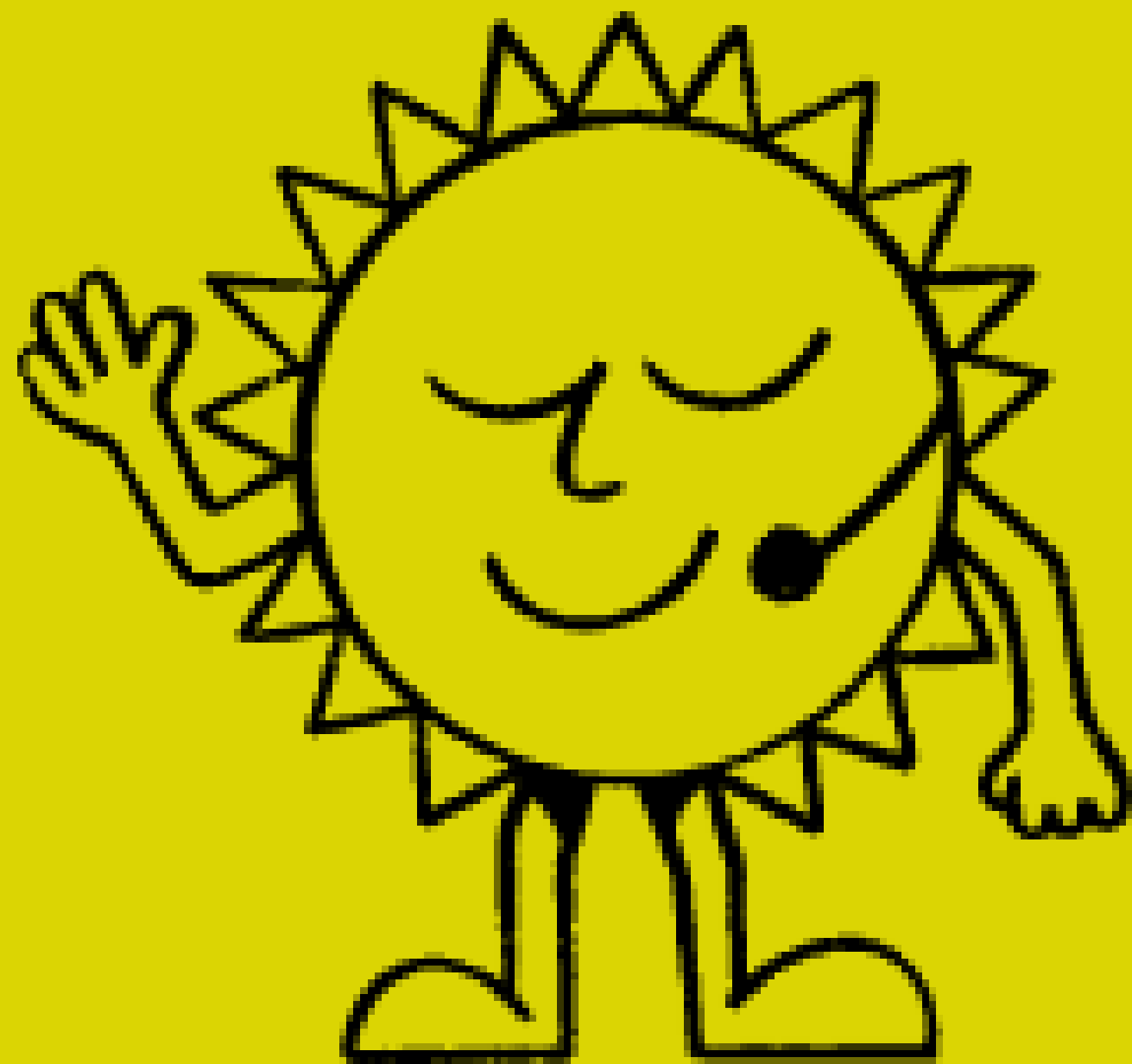
In response to rising anxiety over the coronavirus, the shoe retailer Zappos started a customer service line that people can call for anything — even to chat.



Amid the isolation of the coronavirus pandemic, a routine call from Rose Wang, left, to the customer service line at Zappos led to a 45-minute conversation with Crystal Mouzon. Brittainy Newman for the New York Times; courtesy of Crystal Mouzon

Customer Service for Anything

POWERED *by* ZAPPOS



Retail Therapy: Zappos Offers to Listen to Pandemic Worries

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Amid the isolation of the coronavirus pandemic, a routine call from Rose Wang, left, to the customer service line at Zappos led to a 45-minute conversation with Crystal Mouzon. Brittainy Newman for the New York Times; courtesy of Crystal Mouzon

A black and white photograph of Jimi Hendrix and Noel Redding. Jimi Hendrix is on the right, looking down at his guitar, wearing a patterned shirt and a necklace. Noel Redding is on the left, looking towards Jimi, wearing a light-colored shirt. They are both playing electric guitars. The background is dark and out of focus.

3.7x

MORE LIKELY TO BE
VERY SATISFIED WITH **COLLABORATION**
ACROSS
DEPARTMENTS



FIND YOUR

Lighter Fluid



FIND YOUR

Lighter Fluid

- **Empower** employees to be empathetic and human



FIND YOUR

Lighter Fluid

- **Empower** employees to be empathetic and human
- **Collaborate** and **share** feedback across departments



FIND YOUR

Lighter Fluid

- **Empower** employees to be empathetic and human
- **Collaborate** and **share** feedback across departments
- **Measure** employee satisfaction + customer LTV

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STAR-SPANGLED Banner

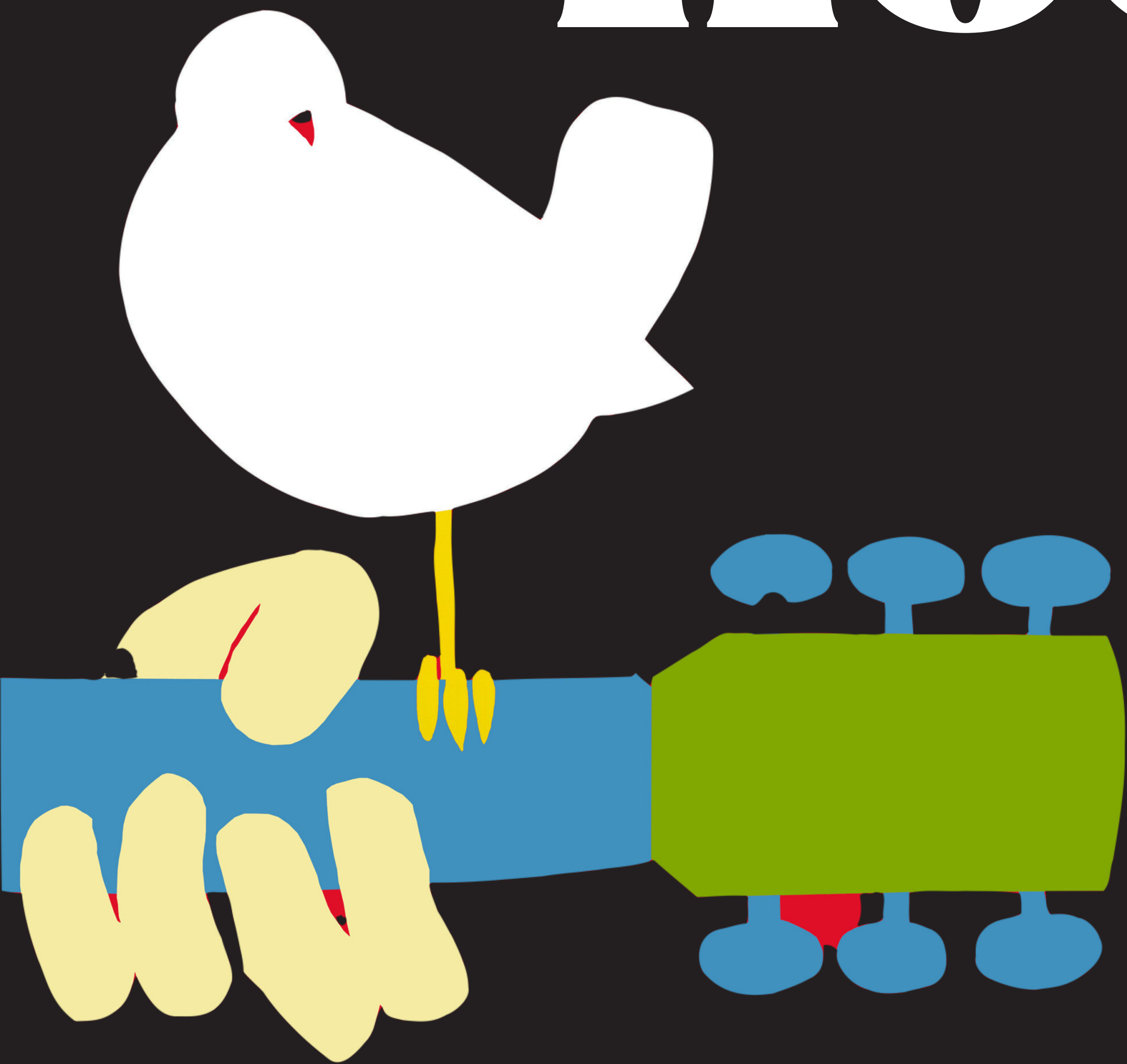
DON'T BUY THIS JACKET



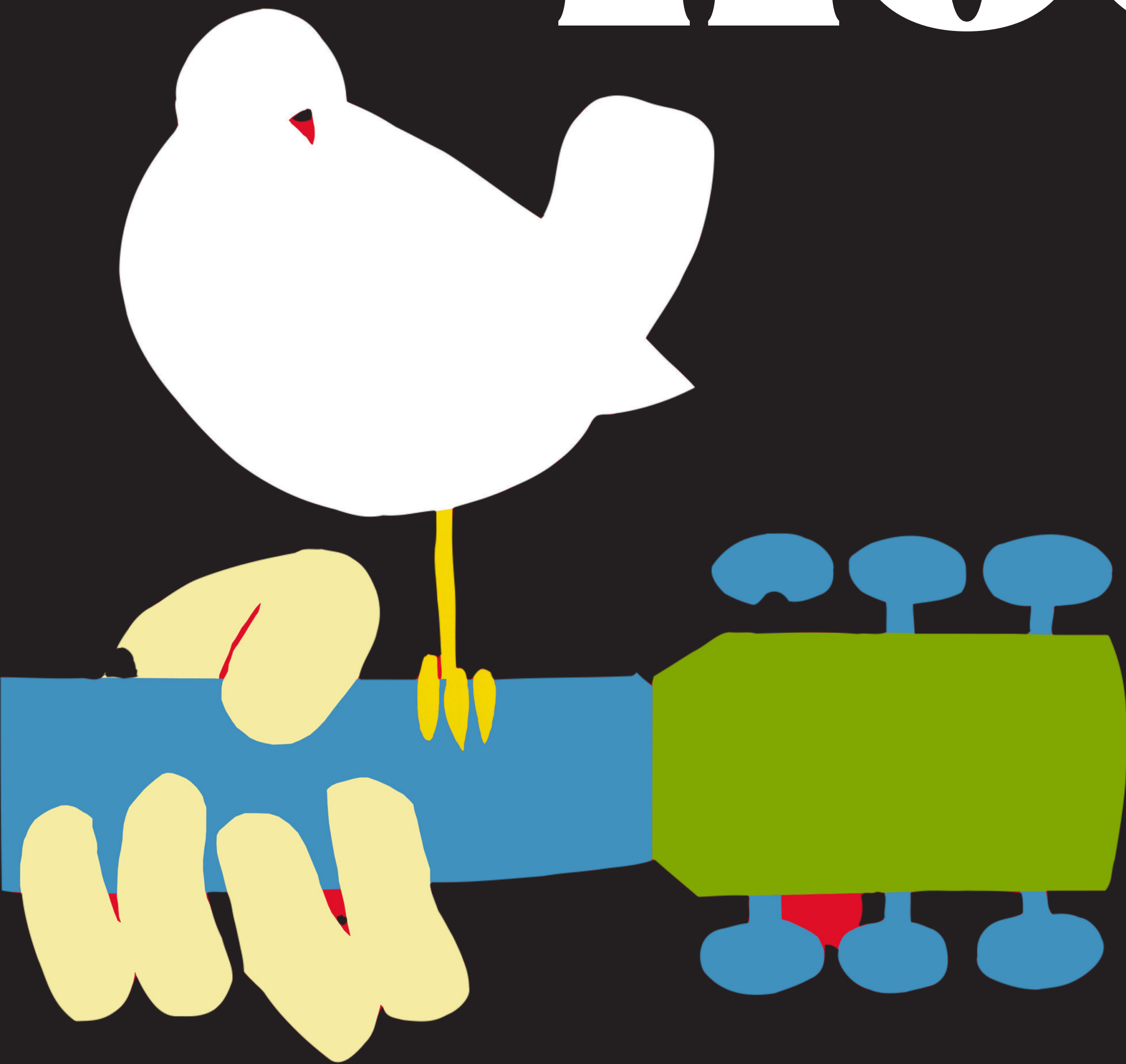
The Racial Bias in Retail Study

Commissioned by
SEPHORA

FIND YOUR Woodstock

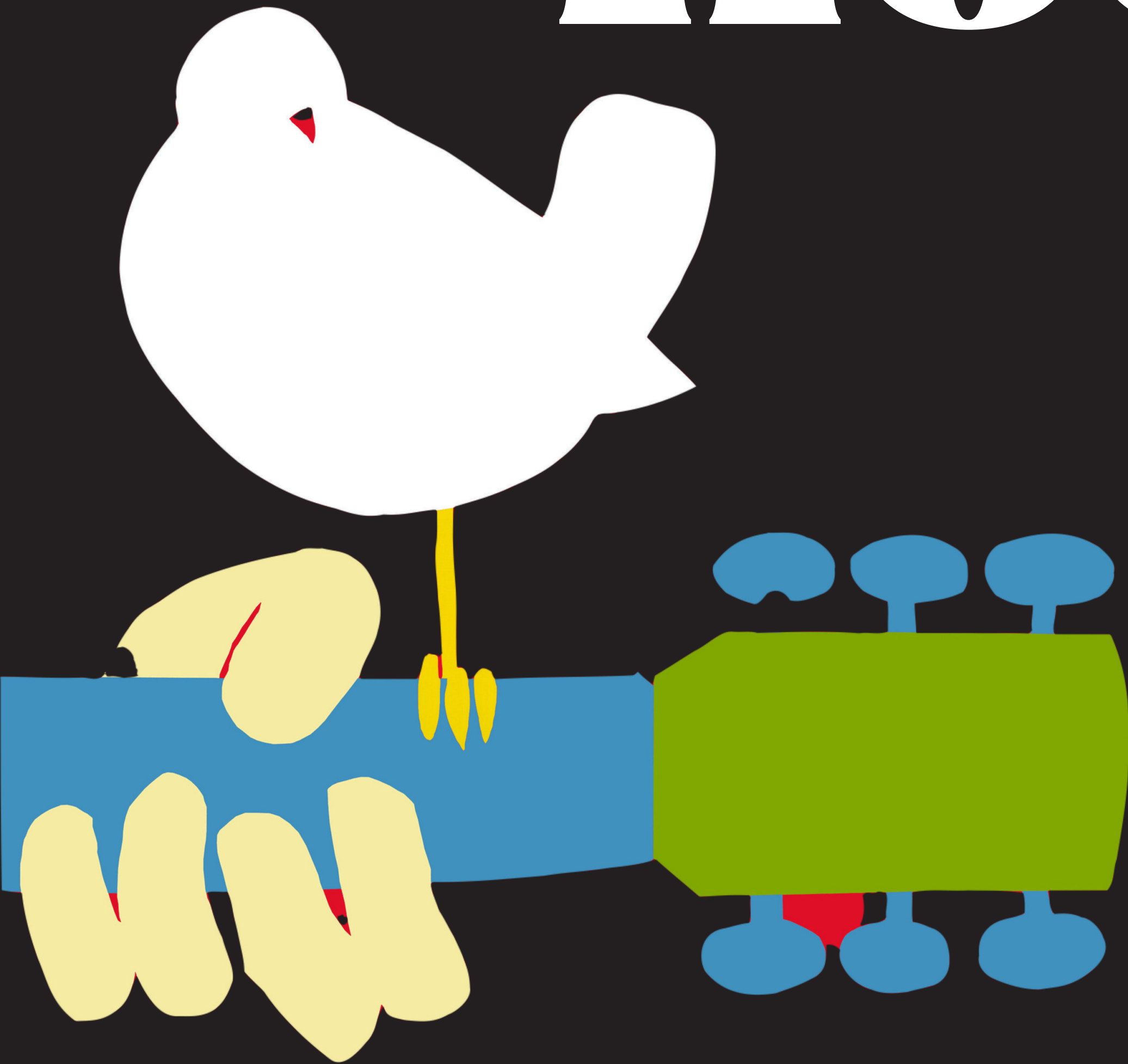


FIND YOUR Woodstock



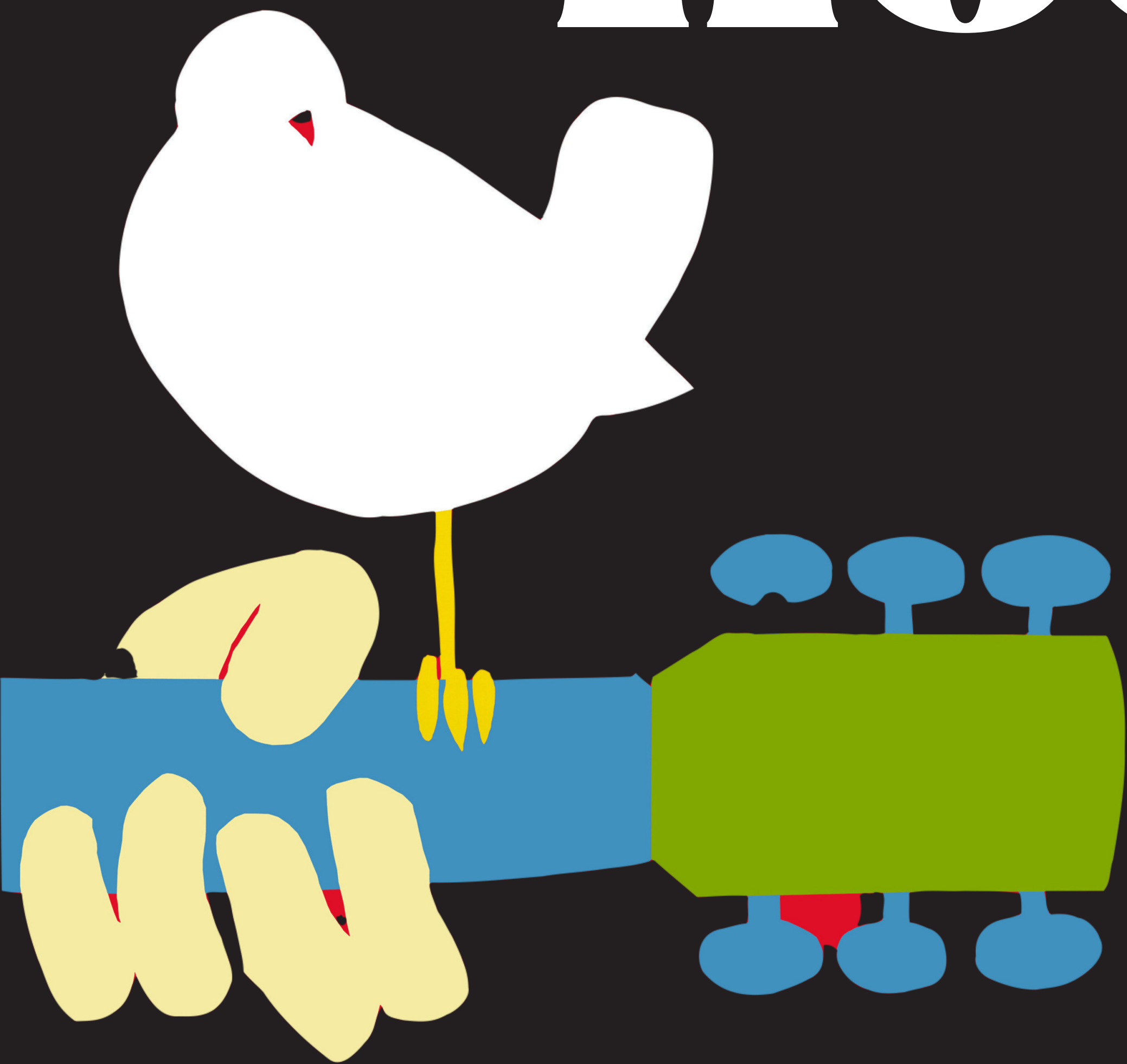
- **Evaluate** criticism
honestly

FIND YOUR Woodstock



- **Evaluate** criticism honestly
- **Engage** with established community leaders

FIND YOUR Woodstock

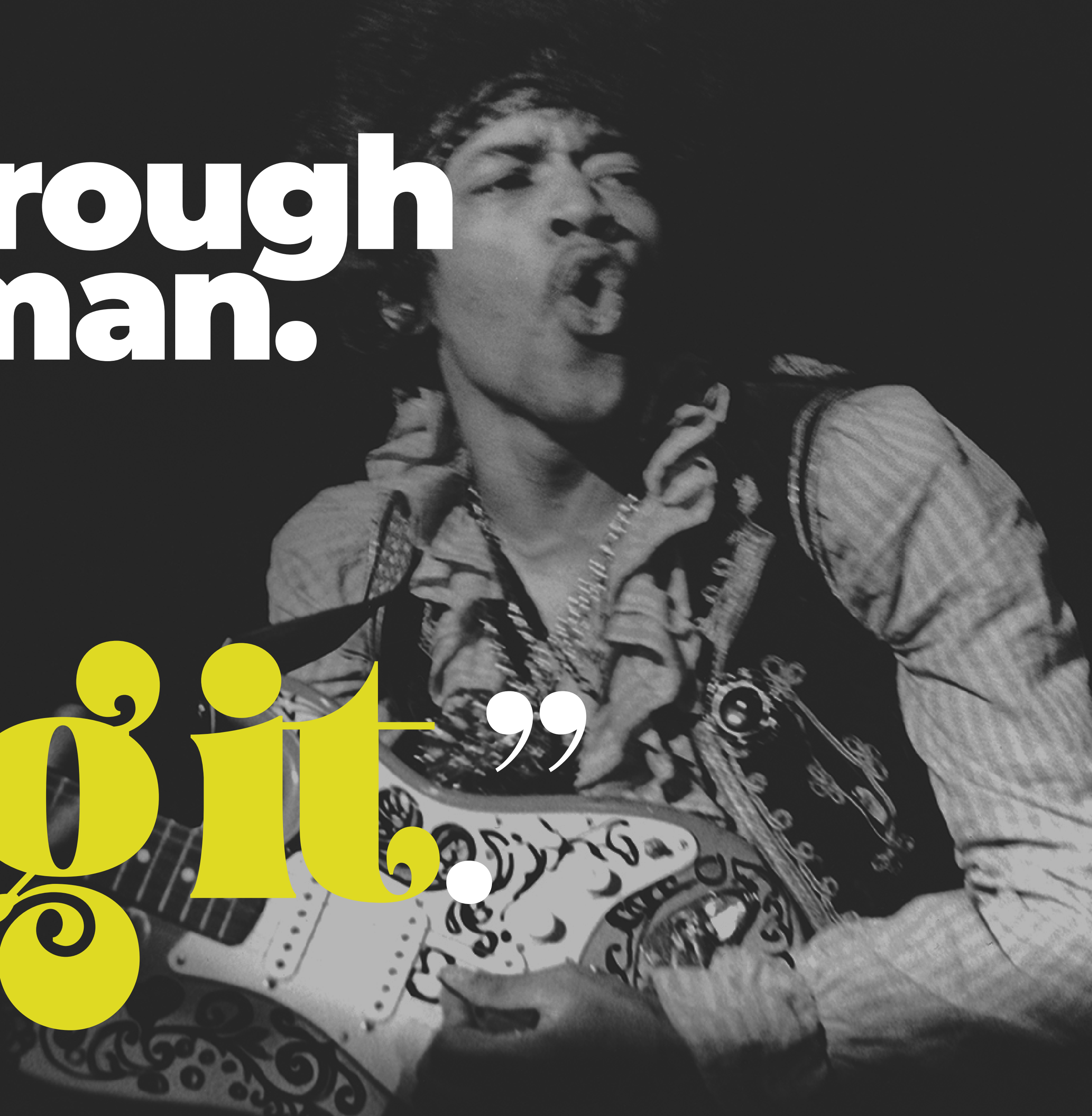


- **Evaluate** criticism honestly
- **Engage** with established community leaders
- **Lead** transparently and acknowledge mistakes

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the wall, man.**

**We want
you to**

doing it.”



FIND YOUR

Strat



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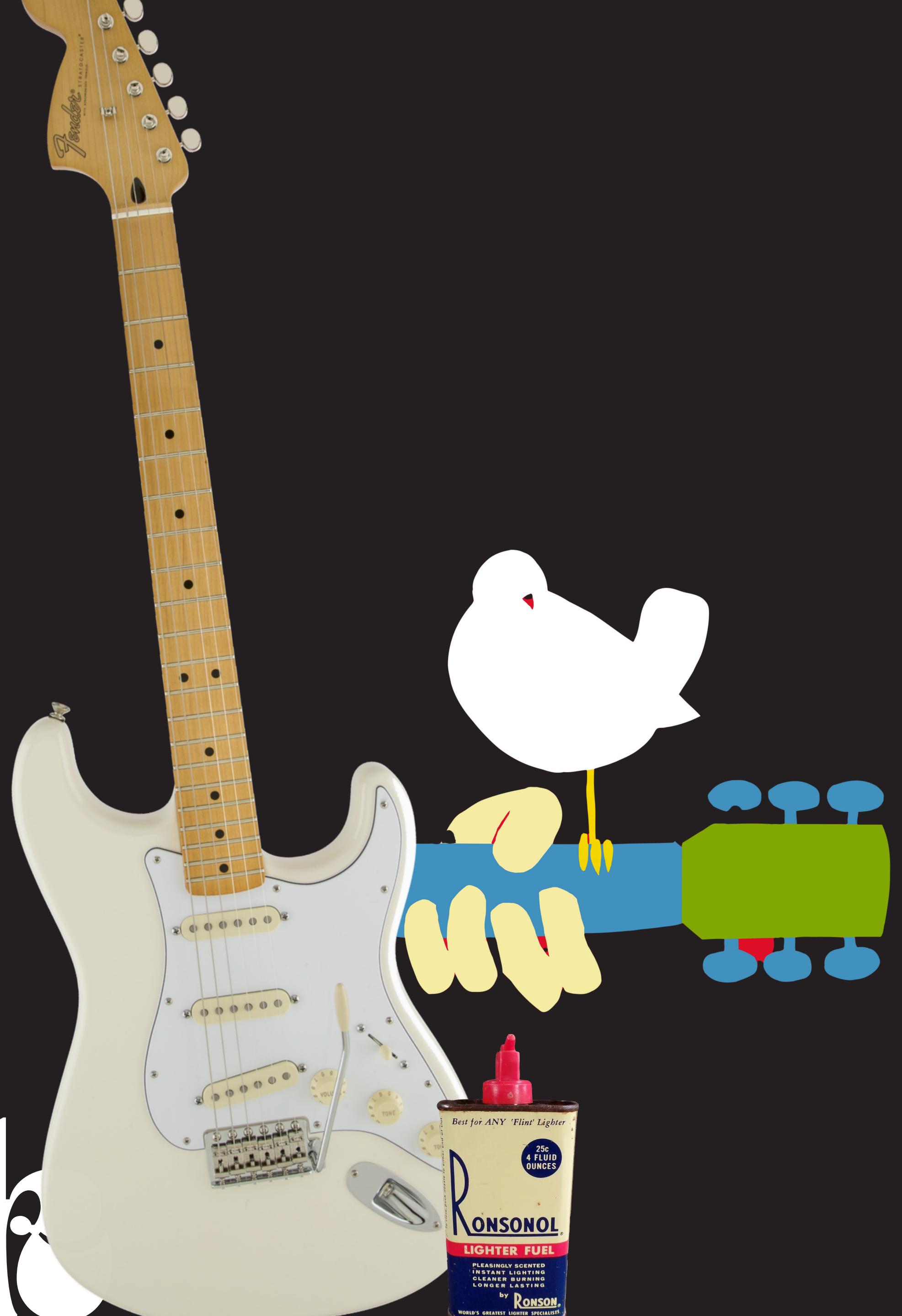


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Woodstock





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