

*The Peter Koufos*

## ON THE ROAD SERIES

The Multiexperience Edition



Nommos 1

# On the road to connection

... the customer journey and employee journey converge.



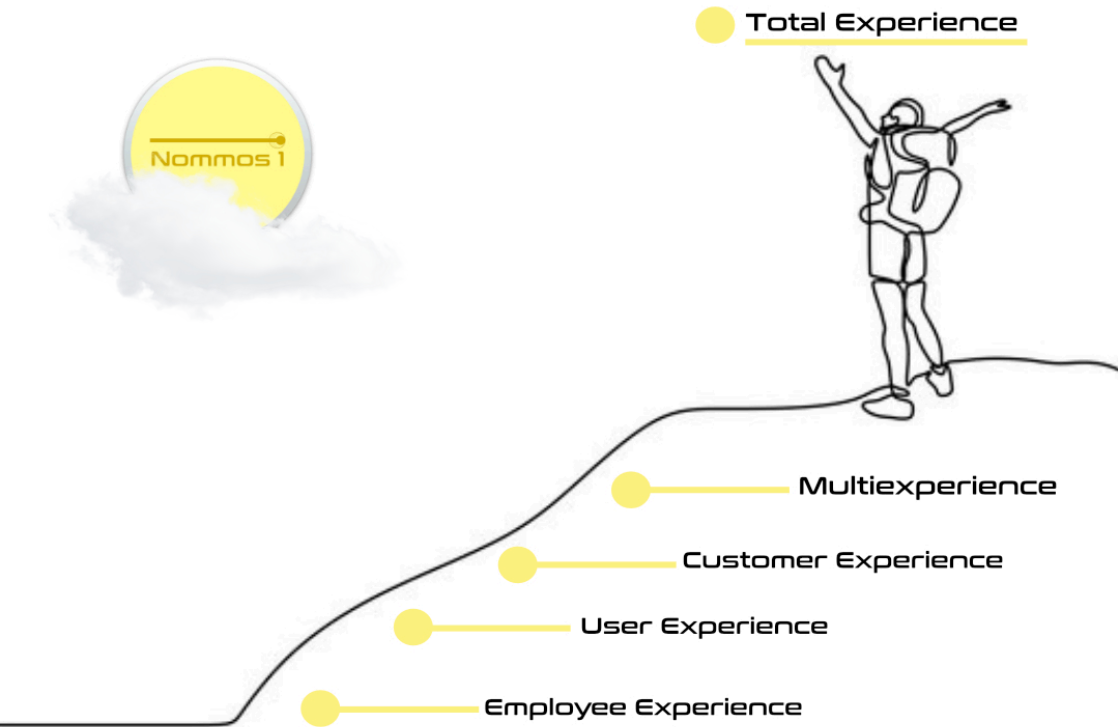
- ☯ Employee and customer experience are intimately linked
- ☯ They must be managed together
- ☯ Combining the two will improve operations and drive revenue

**Move ever upward...for everything that rises must converge.**

**— Pierre Teilhard De Chardin**

**connection: engagement + enablement**

**MULTIEXPERIENCE DESIGN IS BUSINESS GROWTH DESIGN**



**MULTIEXPERIENCE PROVIDES MAXIMUM TOTAL EXPERIENCE**

THE MX FOCUS IS ON THE UNIQUE  
EXPERIENCE FOUND IN EVERY  
DEVICE, STREAM AND CHANNEL.

## Multiexperience Design Thinking



With all the technology in our lives, we became acclimated to a system of evolving technology that we had to learn and adjust to.

Multi-functional devices like the smartwatch and the smartphone have elevated, though not always ennobled our experiences.

Technology is now evolving to understand and serve people as interactions have changed, behavior has changed, and synergies have changed.

**Your customers—right now—feel empowered to spend their money and time on experiences that take them toward fulfillment through consistent, unfaltering connections.**

Cultivating deeper *human* understanding and learning how to collaborate closely with people, with a minimum of friction, is already happening in the Multiexperience world.

**Technology is built by people for people, and it needs to be as close as possible to people in order to better serve them.**

**—Pascal Bornet**

Your teams will be on the frontline as the human element, the approachable, compassionate, considerate human beings connecting to other human beings, connected not only by tech but by their shared Total Experience.

Their success begins with leadership and culture.

**Culture is the result of all of the different decisions that are made in a business that all compound together to produce how a business acts.**

**— Mark Cotgrove**

Culture can be summarized simply as Continuous Improvement and Respect for People. It is amazing the kind of Success Culture those two simple ideas promote.



**A New Way of Thinking**

# The 147% Culture

Concerning your organizational culture, decisions and actions *are behavior* and thus, they *are* mindset related.

A mindset that recognizes the necessary behaviors that *create* and *earn* engagement lead a business to outperform its competitors by 147%.

**The 147% Culture** is one of engagement, enablement, and empowerment.

Organizations that harness the **power link** between employee experience and customer experience do so with an anticipatory understanding that they will rival their competition on customer experience. On employee retention. On Total Experience for all stakeholders.

**Multiexperience Design Thinking is Human Centric.**



When *design* flows from the principle of *people first*, an organization can then actualize **Maximum Total Experience**.

This new way of thinking builds upon a *Journey-Centric Strategy* to engage employees with the necessary psychological and behavioral tools.

Customer effort is reduced and high quality customer experiences are enabled and delivered.

We never ignore rivals and competitors. As your business evolves beyond this preoccupation, everyone becomes more and more customer and team obsessed.

The metamorphosis to **Maximum Total Experience** gives rise to an unrivaled shared customer and employee experience. This in turn gives your business a huge competitive advantage.

Good design is good business. Above all, good design must serve people.

—Thomas J. Watson

**Our focus targets people.**

It takes us from technology to thinking about how people use applications and interact with your company.

**Where is your journey taking you?**





# The *Power* Link

**My friends think I'm funny. And I am. Though I like that they appreciate my humor, with an education and training in behavioralism, de-escalation became at least as important a skill to master.**

**Reading people and situations and applying compassion and empathy are crucial. While humor can be extremely helpful and proactive, there are talents other than stand-up comedy that are key:**

- ☯ Don't try to reason
- ☯ Validate feelings
- ☯ Be aware of your body language or tone of voice
- ☯ Be non-judgmental
- ☯ Don't rush the process
- ☯ Give space
- ☯ It's not personal





## The Service Provider:

**Recently, I was shopping for a new service** provider. Sure, visiting a brick-and-mortar shop is okay. I prefer shopping through apps. For the final decision, I opted to make a phone call.

The person I spoke with had a very distracting North London accent. Being an EPL fan and supporter of Manchester City, I was hoping to talk smack about The Spurs and Arsenal.

We talked sports for about 5 minutes. As it turned out, this particular football heretic preferred cycling and rock climbing to heading out to Emirates Stadium.

Average Handle Time was nothing compared to humans being more human.

## The Sandwich Shop



**I shamelessly order everything** online and get my stuff delivered—clothes, shoes, groceries, meals. You name it.

They screwed up my lunch. When I called, the first thing she said to me was, “I hate when that happens! Oh no. Let’s take care of that right now.”

She completely ignored that basically...okay, completely...it was my fault. I got a refund and a free sandwich...I love sandwiches.

# That's The Link

**Humans** connecting; humans being more human.

**Noticing** the London accent made the guy's day. His refusal to script me into oblivion, to instead give me space to be me and not rush the process, will go a long way in my journey toward signing up with a new carrier.

**Validating** my feelings of disappointment with my lunch, not judging my fat-fingering through the app, or pointing it out and dismissing me went a long way in *our* journey toward creating a repeat customer for *that* business.

**Choosing** the best device and channel for me to make contact was everything to me.

Whether via wearables, smartphone, tablet, notebook, or desktop, in person or through any other of today's touchpoints—*the journey is human*.

## The Road to Connection is A Human Journey

Journey With Nommos 1



*Thanks for coming along on the road to connection*



**What's Next is Here**

**Where are you and your organization headed?**

Are you on the road to connection with curiosity and would like to know more and meet up for a conversation?

Great! Let's connect.

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**Meet Peter Koufos  
Founder, Nommos 1**

