

X

WELCOME TO THE 10TH AFTER:MARKET



2007 STOCKHOLM
2008 COPENHAGEN
2009 STOCKHOLM
2010 COPENHAGEN
2011 STOCKHOLM

2012 COPENHAGEN
2013 COPENHAGEN
2014 NOORDWIJK
2015 NOORDWIJK
2016 WIESBADEN

“GREAT SERVICE IS GREAT WHEN ITS TOLD. WHEN IT’S TOLD, IT CAN BE SOLD”

AFTER:MARKET 2016 AT A GLANCE



EXPERIENCE

B



BRAND

SCH

EXPERIENCE

UX

BRAND

USER



EXPERIENCE

CX

BRAND

USER

CUSTOMER

CROSS-OVER

Sales X Service

BRAND

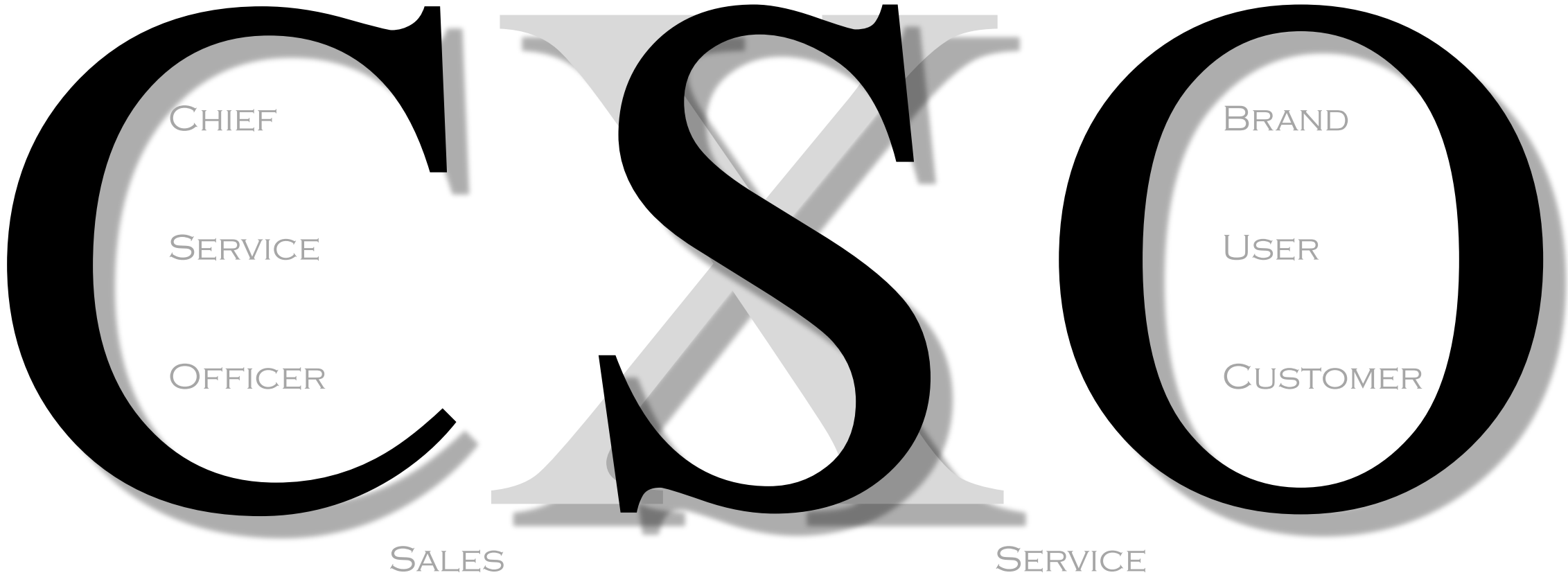
USER

CUSTOMER

SALES

SERVICE

INTERNAL COMMITMENT



MULTIPLIER

Touch
Points

Trust



TOUCH POINTS

SALES

SERVICE

BRAND

FUNNEL

USER

CUSTOMER

TRUST

PARADIGM SHIFT

OWNING

OUTCOME

CHIEF

BRAND

Owning

Outcome

SERVICE DATA

FUNNEL USER

OFFICER

CUSTOMER

TOUCH POINTS

TRUST

SALES

SERVICE



CO-CREATION

OWNING

OUTCOME

CHIEF

BRAND

Supplier

Customer

SERVICE DATA

FUNNEL USER
FUNNEL

OFFICER

CUSTOMER

TOUCH POINTS

TRUST

SALES

CO-CREATION

SERVICE



TRANSFORMATION

OWNING

SERVICE DESIGN THINKING

OUTCOME

After
Sales

Pre
Sales



CHIEF

BRAND

SERVICE

DATA

FUNNEL

USER

OFFICE

CUSTOMER

TOUCH POINTS

TRUST

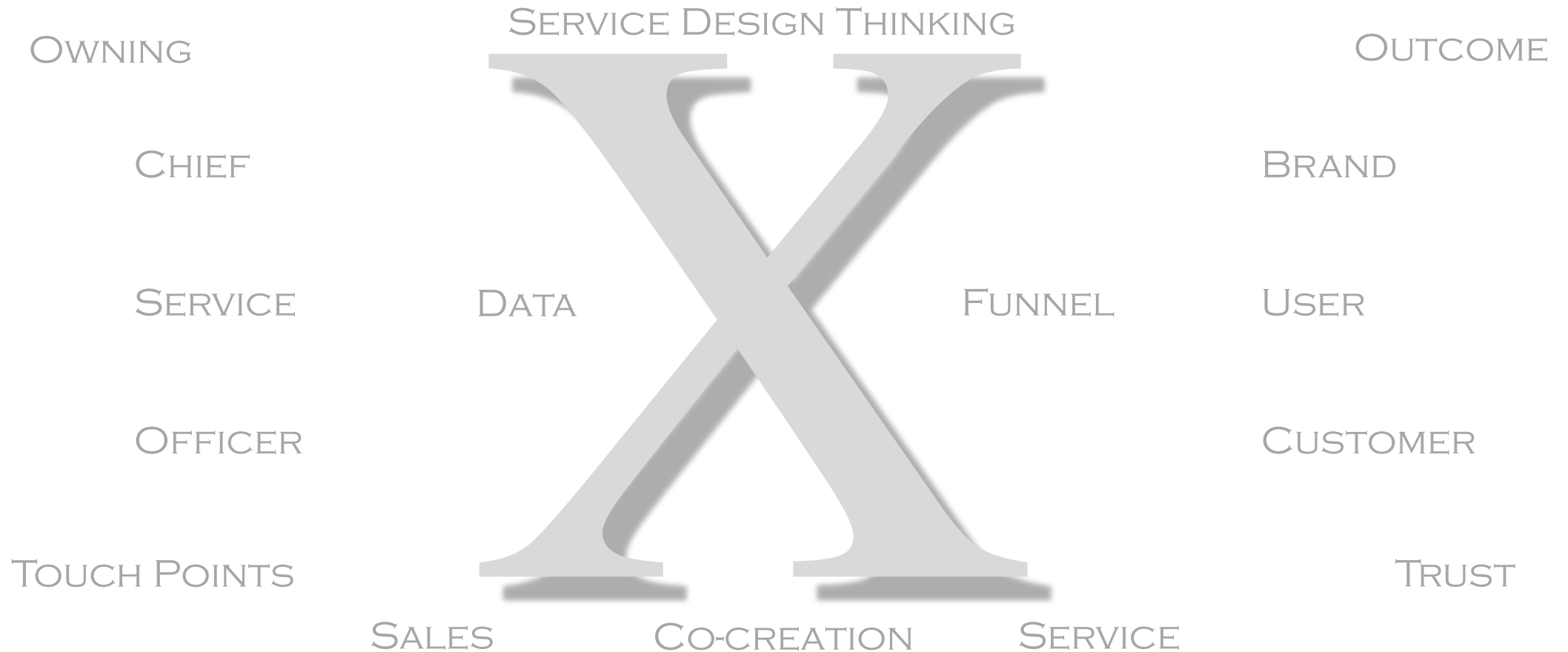
SALES

CO-CREATION

SERVICE



AFTER:MARKET X-FACTOR



“GREAT SERVICE IS GREAT WHEN ITS TOLD. WHEN IT’S TOLD, IT CAN BE SOLD”