

Lifetime Customer Experience

Training/Workshop

“We welcome customers from 1 to 100”

Apple

Why Lifetime CX?

- Customer experience initiatives such as NPS, VoC and mystery shoppers are useful but they are by nature, reactive
- Many 'customer experience' programs overlook the needs of older, more valuable customers
- Lifetime CX adds value to your CX program by identifying, prioritizing and correcting ergonomic and cognitive issues that adversely impact the customer experience
- Lifetime CX ensures that people of all ages can fully engage with your brand.

The business case

- Regardless of age, people need to eat, dress, maintain their health and beauty. They want to travel, to learn and to be entertained
- In this rapidly ageing world, the best and biggest brands will not limit themselves to specific age segments
- Though customers may feel 'forever young' the physical effects of age will create challenges for the consumer and marketer that did not exist before
- Brands must understand and accommodate the physical needs of their older consumers in a way that is natural and beneficial for people of all ages

Why it is important

Adults of all ages should be able to fully engage with a brand

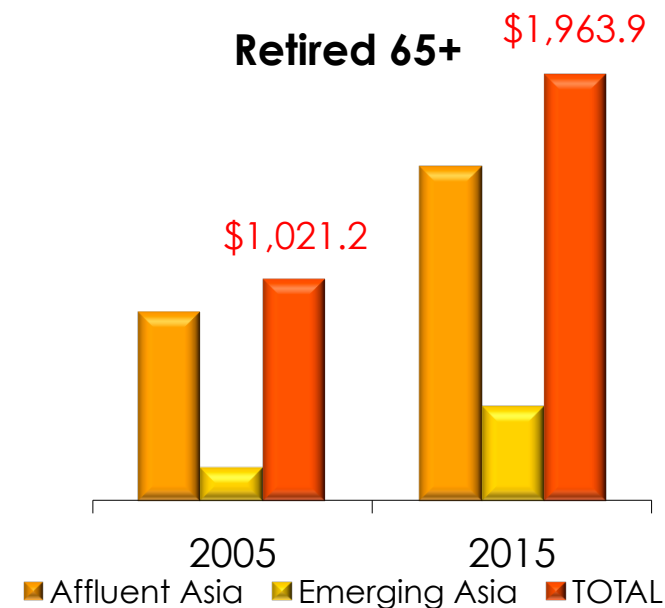
1. 50+ consumers are the fastest growing age segment in APAC

2008 to 2018

Population growth by age	
0 to 14	-6.5%
15 to 34	1.8%
35 to 49	0.9%
50 +	33.5%

Aus, China, HK, India, Indon, Japan, Korea, Msia, Phils, Spore, Taiwan, Thai, Viet

2. Disproportionate wealth and spending power



Workshop outcomes

Half-day workshop. The audience will learn:

- Understand the business case for ensuring all adults can engage with a brand
- Understand the differences when marketing to older customers
- Understand the impact of physical ageing on the entire customer journey.
- Learn about ageing of the mind, body and senses and how they impact the customer experience
- How to evaluate the customer journey

Full-day workshop will also cover;

- Review of case studies revealing how other companies are succeeding and failing in this area
- Some experiential group exercises
- Initial ideation around categories or brands

Our services

- **Workshops**
 - Help teams understand the opportunities and challenges of older patients
- **Lifetime CX™ design**
 - Using unique tools to evaluate the entire customer journey. By anticipating potential barriers, corrections can be made to proactively optimise the customer experience for all adults
- **Strategy**
 - Applying research, insights and ideas to devise unique strategies that create a sustainable competitive edge with the ageing consumer
- **Speaking**
 - Kim Walker is one of the few global authorities on this subject. A TED speaker and co-author of a definitive book on the subject, his lively delivery entertains and informs.

Some of our clients





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