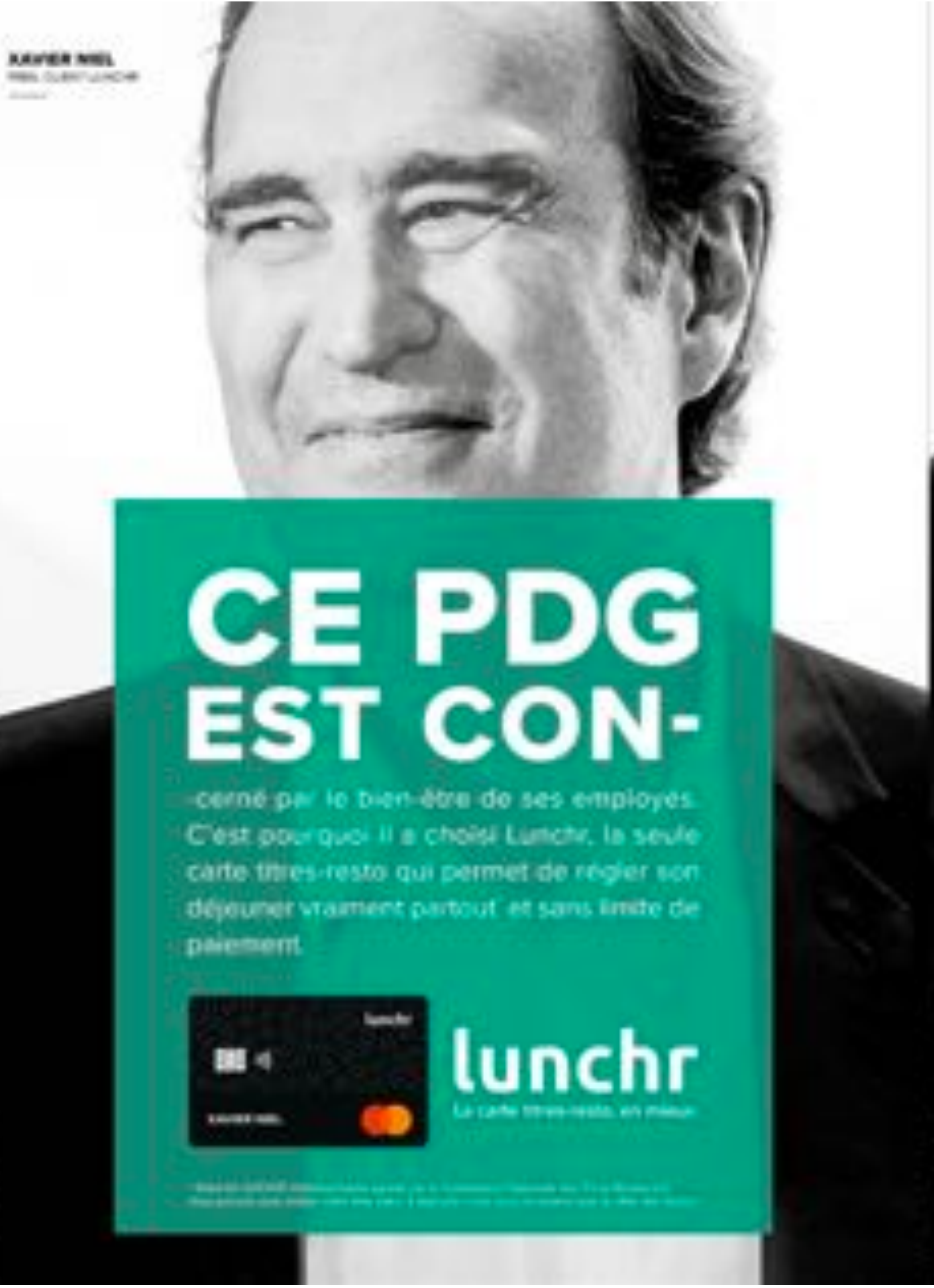
Act Think Impact

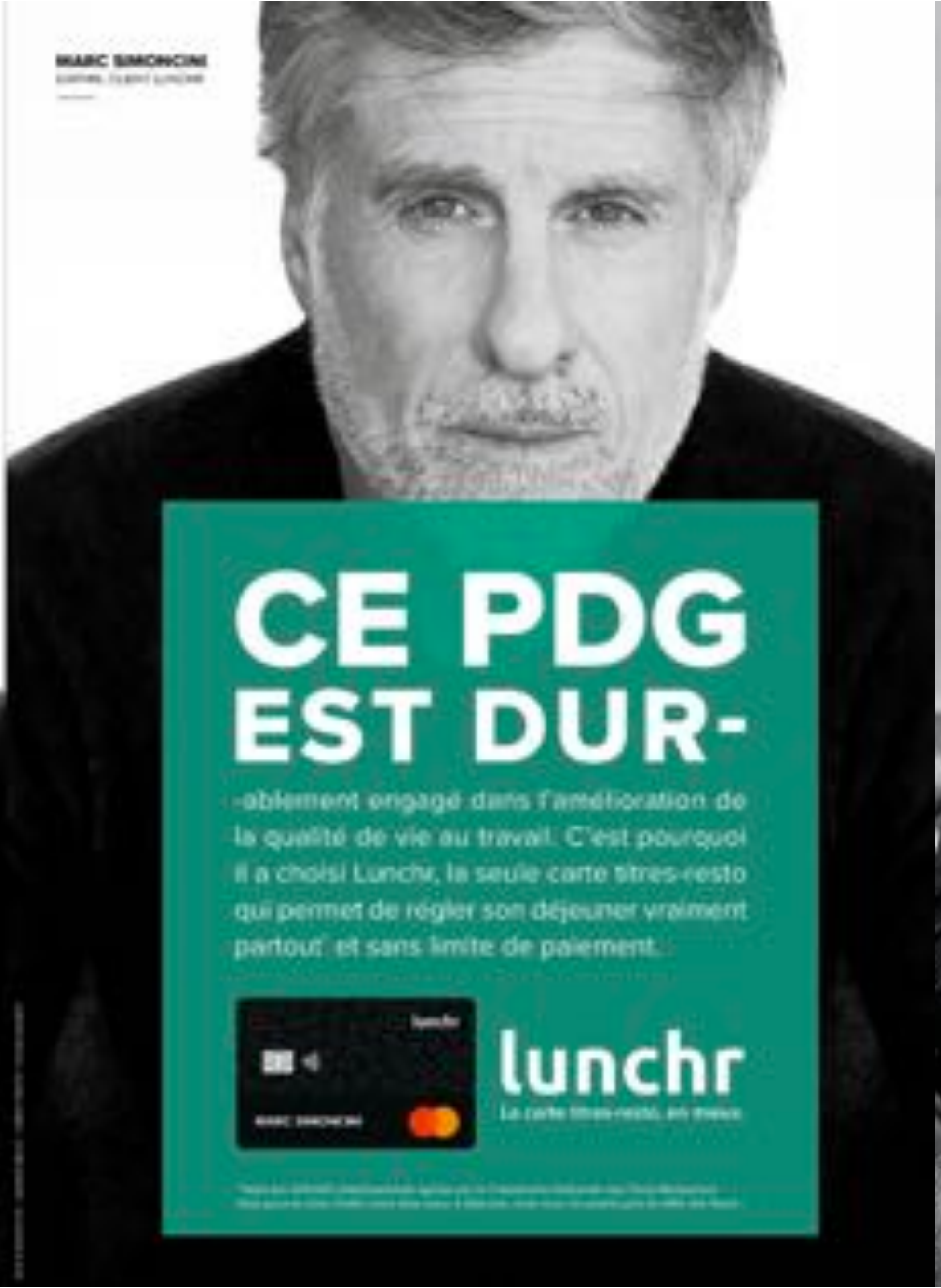


XAVIER NIEL
FREE, CLIENT LUNCHR

CE PDG
EST CON-

-cerné par le bien-être de ses employés. C'est pourquoi il a choisi Lunchr, la seule carte titres-resto qui permet de régler son déjeuner vraiment partout* et sans limite de paiement.

lunchr
La carte titres-resto, en mieux.

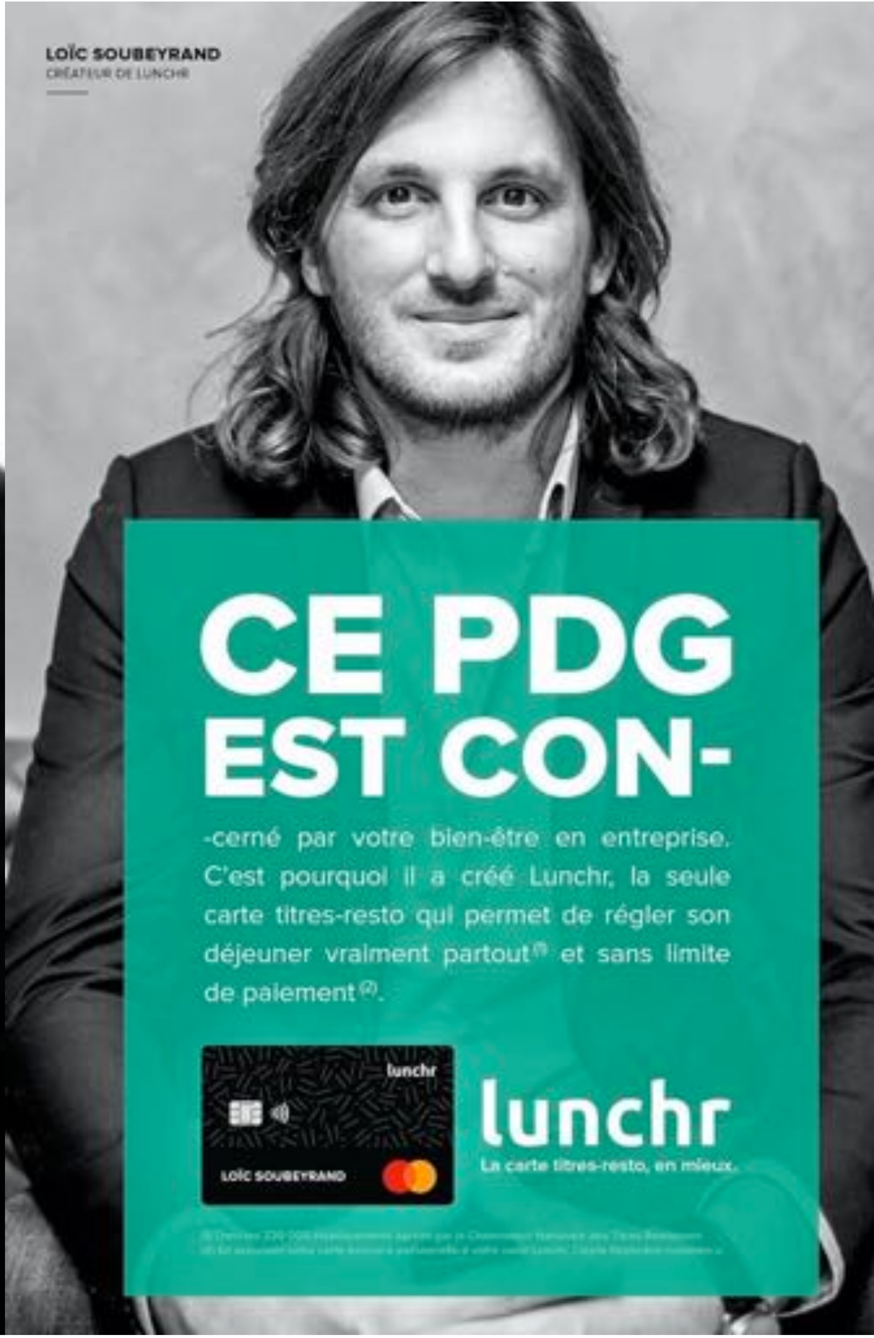


MARC SIMONCINI
CLIENT LUNCHR

CE PDG
EST DUR-

-ablement engagé dans l'amélioration de la qualité de vie au travail. C'est pourquoi il a choisi Lunchr, la seule carte titres-resto qui permet de régler son déjeuner vraiment partout* et sans limite de paiement.

lunchr
La carte titres-resto, en mieux.



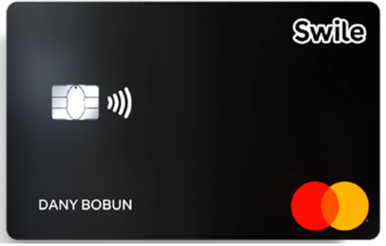
LOÏC SOUBEYRAND
CRÉATEUR DE LUNCHR

CE PDG
EST CON-

-cerné par votre bien-être en entreprise. C'est pourquoi il a créé Lunchr, la seule carte titres-resto qui permet de régler son déjeuner vraiment partout(1) et sans limite de paiement(2).

LOÏC SOUBEYRAND

lunchr
La carte titres-resto, en mieux.



Introducing
Swile Card
La carte la plus inutile du moment.
Acceptée dans tous les restos, les commerces, les cinémas, les théâtres et même les salles de sport.*
C'est ce qui s'appelle avoir le sens du timing.
swile.co
Swile
DANY BOBUN

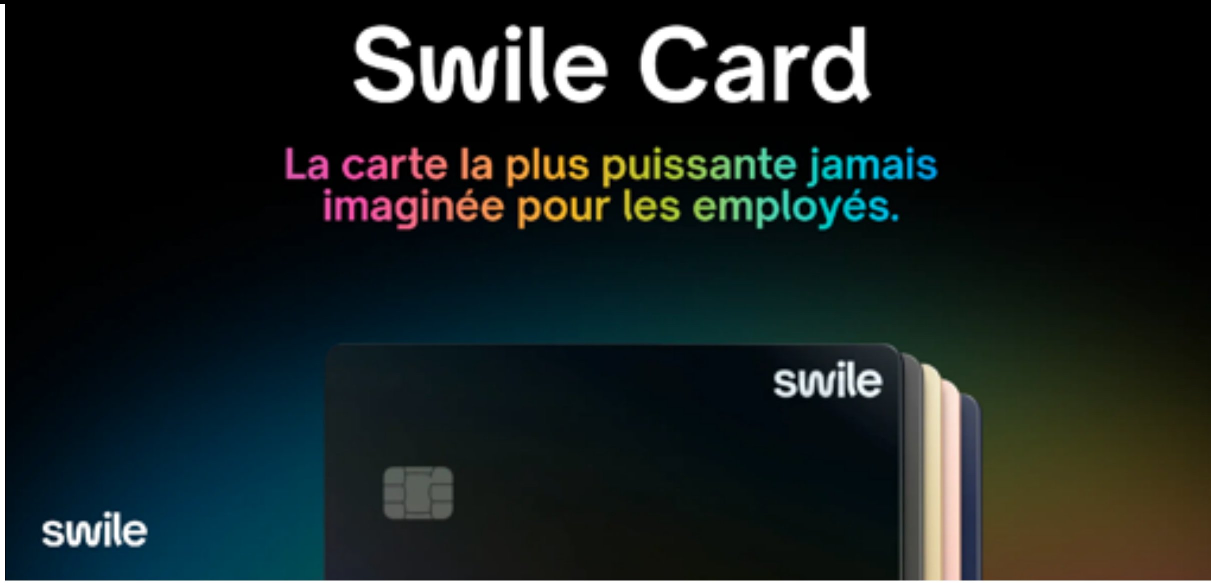
Let's smile at work.

Swile, la carte et l'app au service de l'engagement des employés.

swile

Swile

La carte titres-resto en vraiment mieux



Swile Card

La carte la plus puissante jamais imaginée pour les employés.

swile

wework

CoWorkingCard
CoWorkingTicket

WOJO

Work.
Share.
Live.

Lancer la version HybridWork de SWILE :

réservation et payement de coworking

déplacement pro (train, avion, multimodalité, mobilité douce)

hébergement pro (tout type d’hébergement)

achat d’équipement de bureau (écran, chaise, webcam…)

choix, réservation et paiement de formation pro

…

et bien sûr le déjeuner en ticket resto dématérialisé

OBJECTIF VALO : passer de 1 à 6 milliards !

MAIS

l’équipe
avant
l’idée

Les grandes réussites viennent des bonnes équipes qui ont pivoté… plus que des grandes idées !

Les VC (venture capitalist) choisissent d’abord l’équipe … et l’oriente sur un bon projet

VENTURE
CAPITAL

ON VIT TOUS
DE LA VENTE
DE QUELQUE
CHOSE
À QUELQU'UN

John

« QUOTE : happy to be an entrepreneur in

Description: funder of an IOT company

9 employees

7 millions euros turnover

29 clients with 650 shops

Name

Age

Live With

Education

Resumé

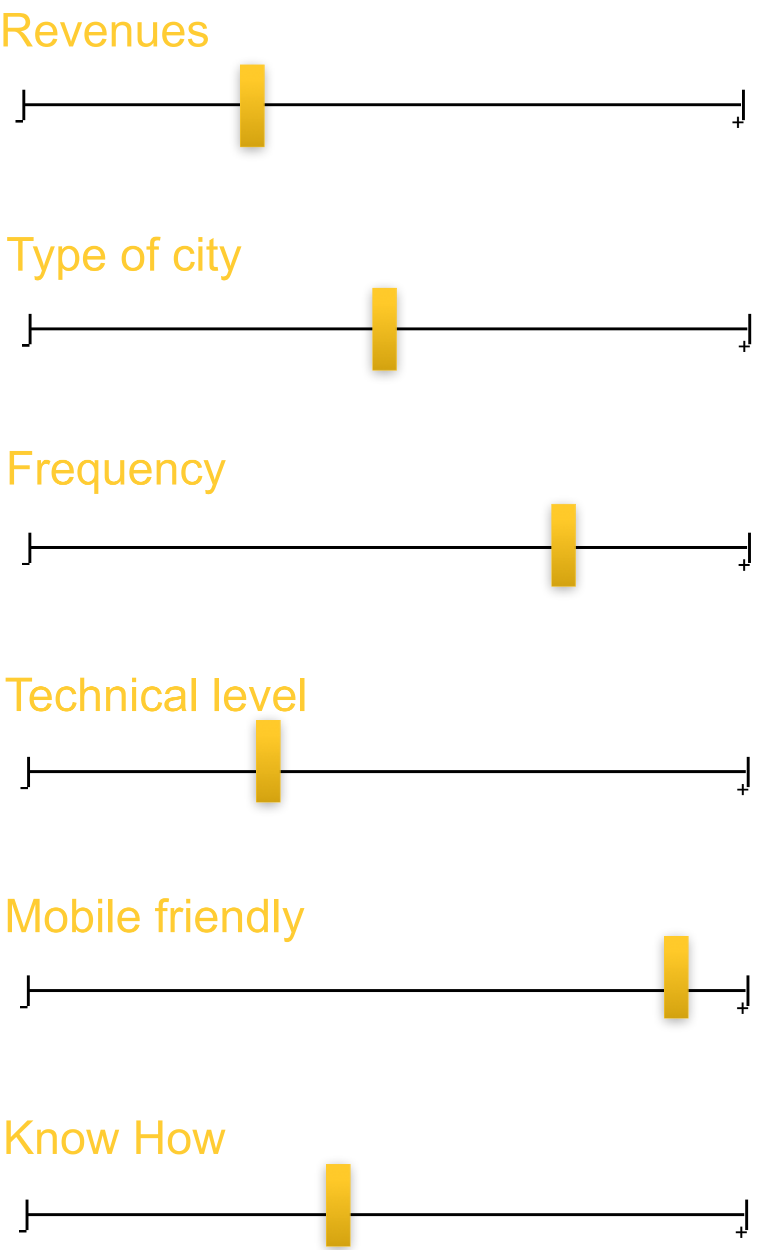
Company 2012…2020

Products

PAIN POINTS

…

…



Revenues

Type of city

Frequency

Technical level

Mobile friendly

Know How

Millennials

Lost … Greatest … Silent …

BabyBoomer (1940 - 1965 +/- 6 ans)

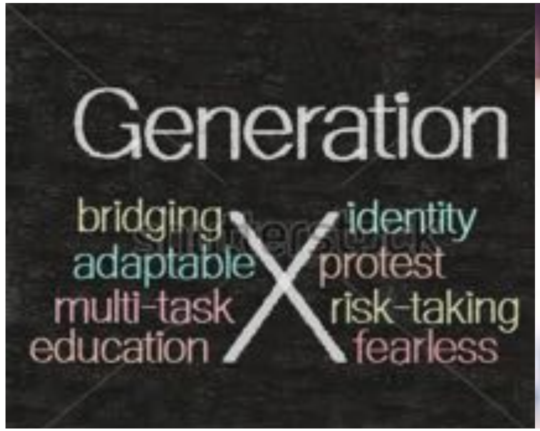
GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

alphaGEN ? = 2008 - 2020 ?

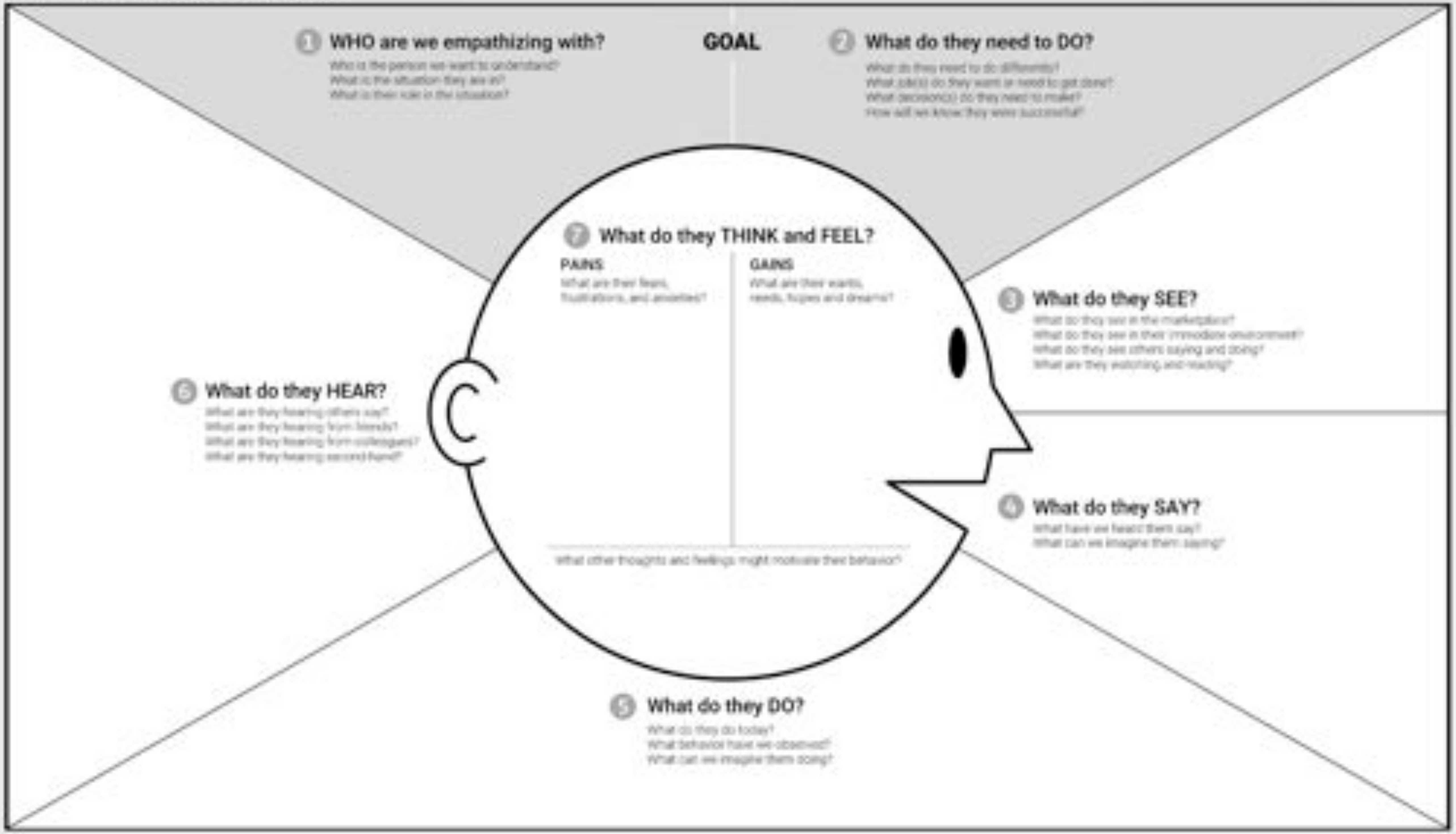
SingularityGeneration ?? 2018 - 2030


Generation
X
bridging
adaptable
multi-task
education
identity
protest
risk-taking
fearless

EDELMAN 8095: For Millennials, Brand Preference is a form of Self Expression

GENERATION Z:
CONNECTED FROM BIRTH.
Born mid-1990s to 2010.

Empathy Map Canvas



Designed for

Designed by

Date

Version

GOAL

① WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

② What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

③ What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

④ What do they SAY?

What have we heard them say?
What can we imagine them saying?

⑤ What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

⑥ What do they HEAR?

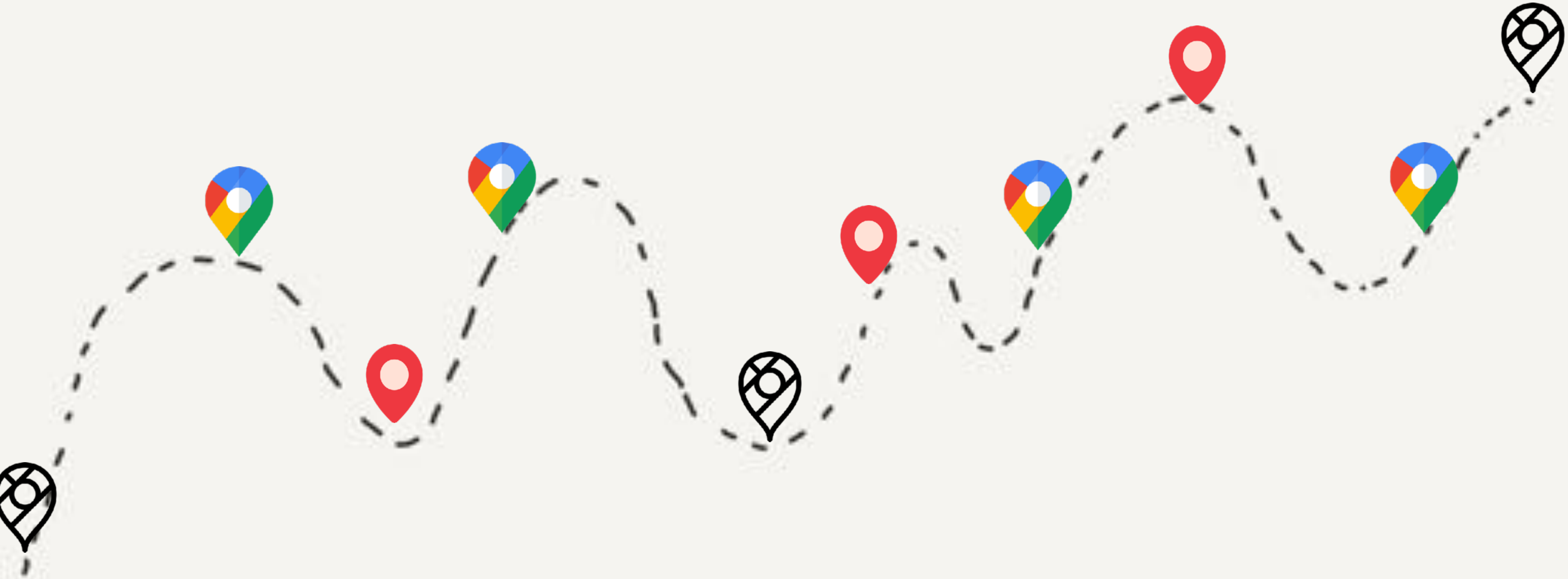
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

⑦ What do they THINK and FEEL?

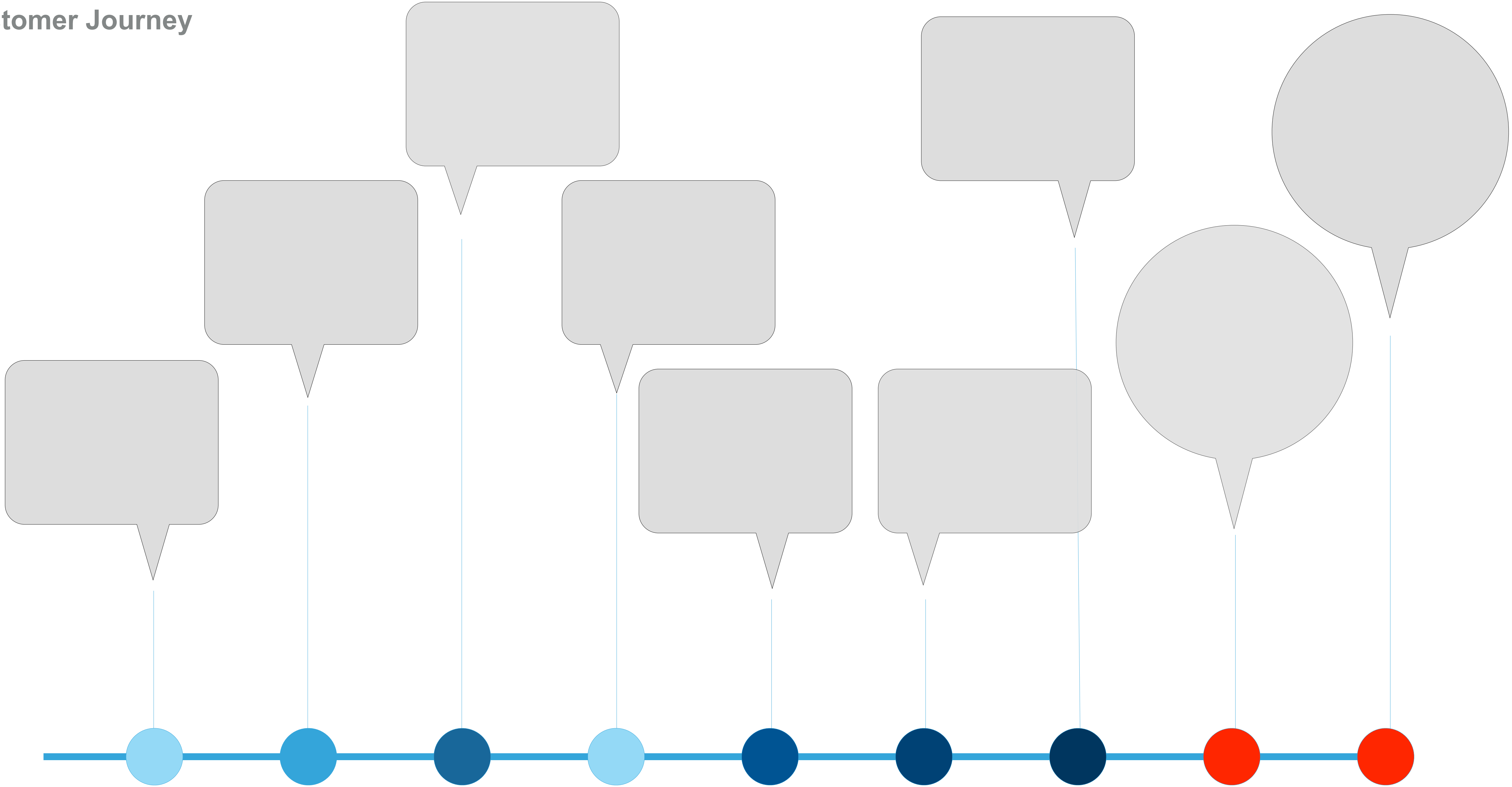
PAINS
What are their fears,
frustrations, and anxieties?

GAINS
What are their wants,
needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?



Customer Journey



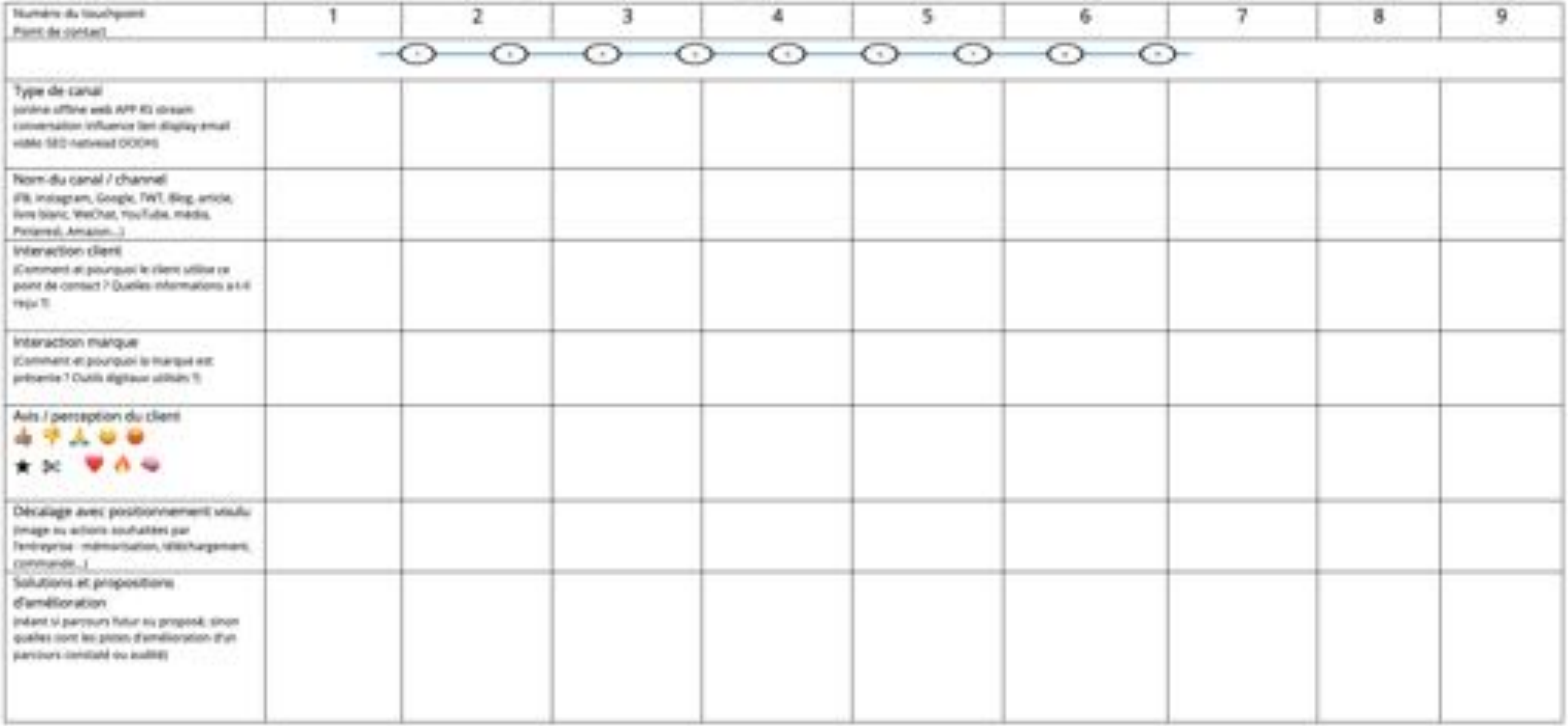
...

Nom du Touchpoint / Point de contact	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Channel / Canal							
Interaction du client							
Interaction de la marque							
Avis du client perçu par le client							
Décalage avec le positionnement voulu							

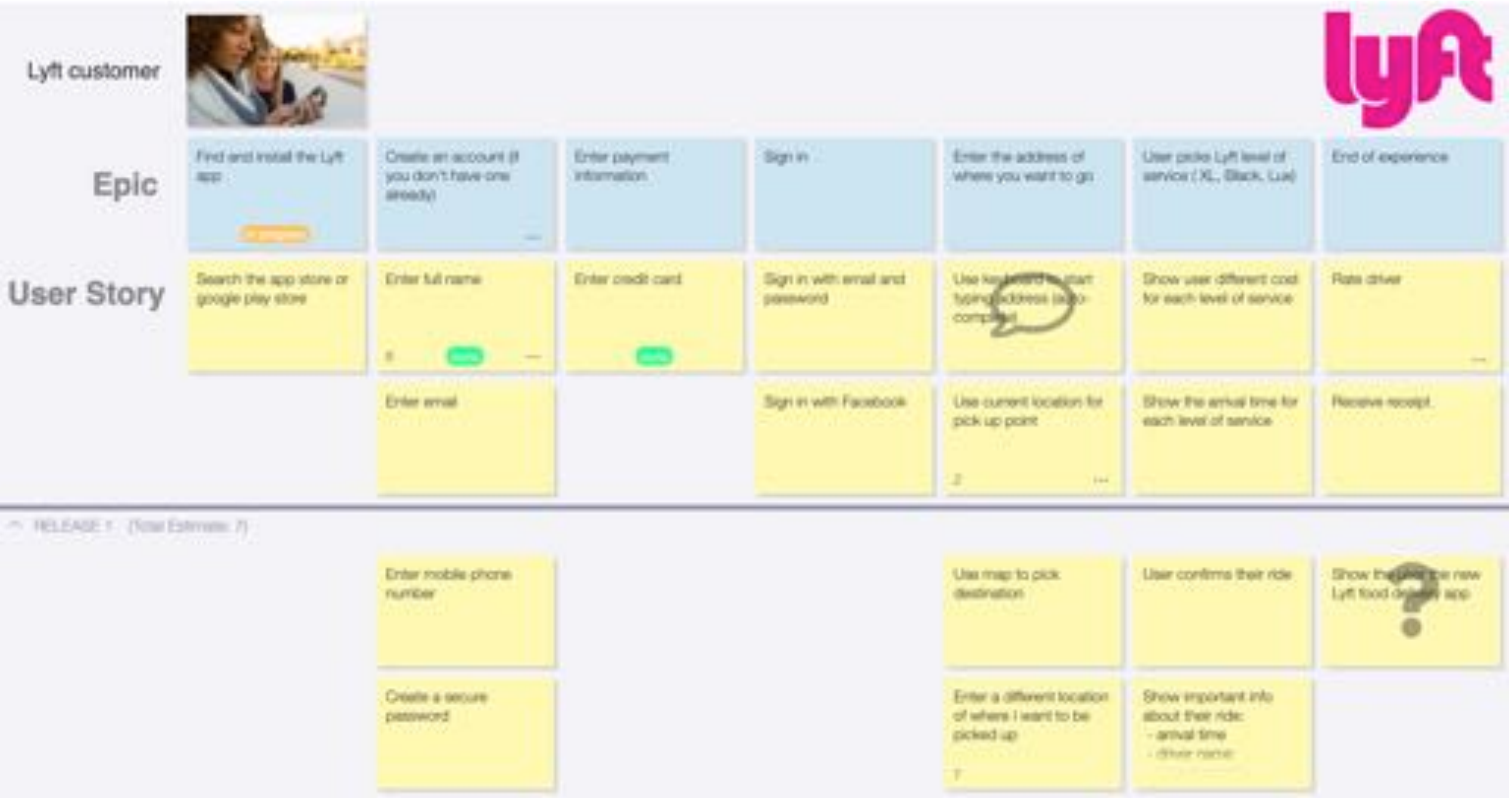
Customer Journey Map

Journey Map Title

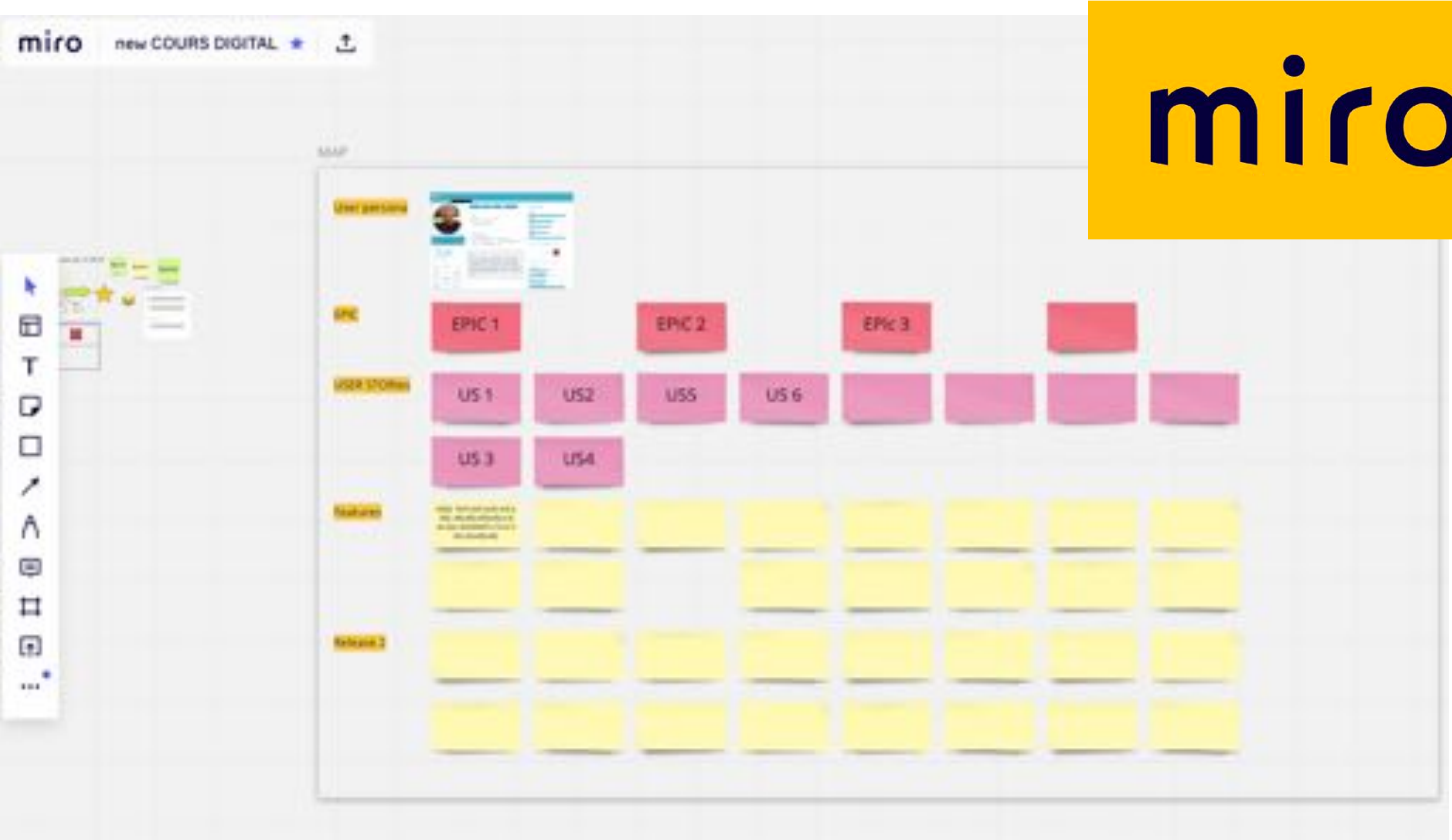
Touchpoints	**Title of touchpoint**							
CHANNELS	Channels over which the touchpoint happens i.e. phone, email etc.							
CLIENT INTERACTION	How/why the client becomes involved regarding the touchpoint.							
COMPANY INTERACTION	How/why the company responds or initiates the client interaction during the touchpoint.							
THEY FEEL	What the client is feeling at this specific touchpoint i.e. confused, frustrated, surprised, excited etc.							
SHOULD FEEL	How the company wants the client to feel during this specific touchpoint.							
SOLUTIONS/ OPPORTUNITIES	What are possible solutions or opportunities that could improve the interaction and benefit the client during this specific touchpoint.							



Numéro du touchpoint Point de contact	1	2	3	4	5	6	7	8	9
Type de canal (online offline web APP RS stream conversation influence lien display email vidéo SEO nativead DOOH)									
Nom du canal / channel (FB, Instagram, Google, TWT, Blog, article, livre blanc, WeChat, YouTube, média, Pinterest, Amazon...)									
Interaction client (Comment et pourquoi le client utilise ce point de contact ? Quelles informations a-t-il reçu ?)									
Interaction marque (Comment et pourquoi la marque est présente ? Outils digitaux utilisés ?)									
Avis / perception du client 👍 👎 🙏 😀 😡 ★ ✂ ❤ 🔥 🧠									
Décalage avec positionnement voulu (image ou actions souhaitées par l'entreprise : mémorisation, téléchargement, commande...)									
Solutions et propositions d'amélioration (néant si parcours futur ou proposé, sinon quelles sont les pistes d'amélioration d'un parcours constaté ou audité)									



Lyft customer							
Epic	Find and install the Lyft app	Create an account (if you don't have one already)	Enter payment information	Sign in	Enter the address of where you want to go	User picks Lyft level of service (XL, Black, Lux)	End of experience
User Story	Search the app store or google play store	Enter full name	Enter credit card	Sign in with email and password	Use keyboard to start typing address (auto-complete)	Show user different cost for each level of service	Rate driver
		Enter email		Sign in with Facebook	Use current location for pick up point	Show the arrival time for each level of service	Receive receipt
RELEASE 1 (Total Estimate: 7)							
		Enter mobile phone number			Use map to pick destination	User confirms their ride	Show the [illegible] the new Lyft food delivery app
		Create a secure password			Enter a different location of where I want to be picked up	Show important info about their ride: - arrival time - driver name	

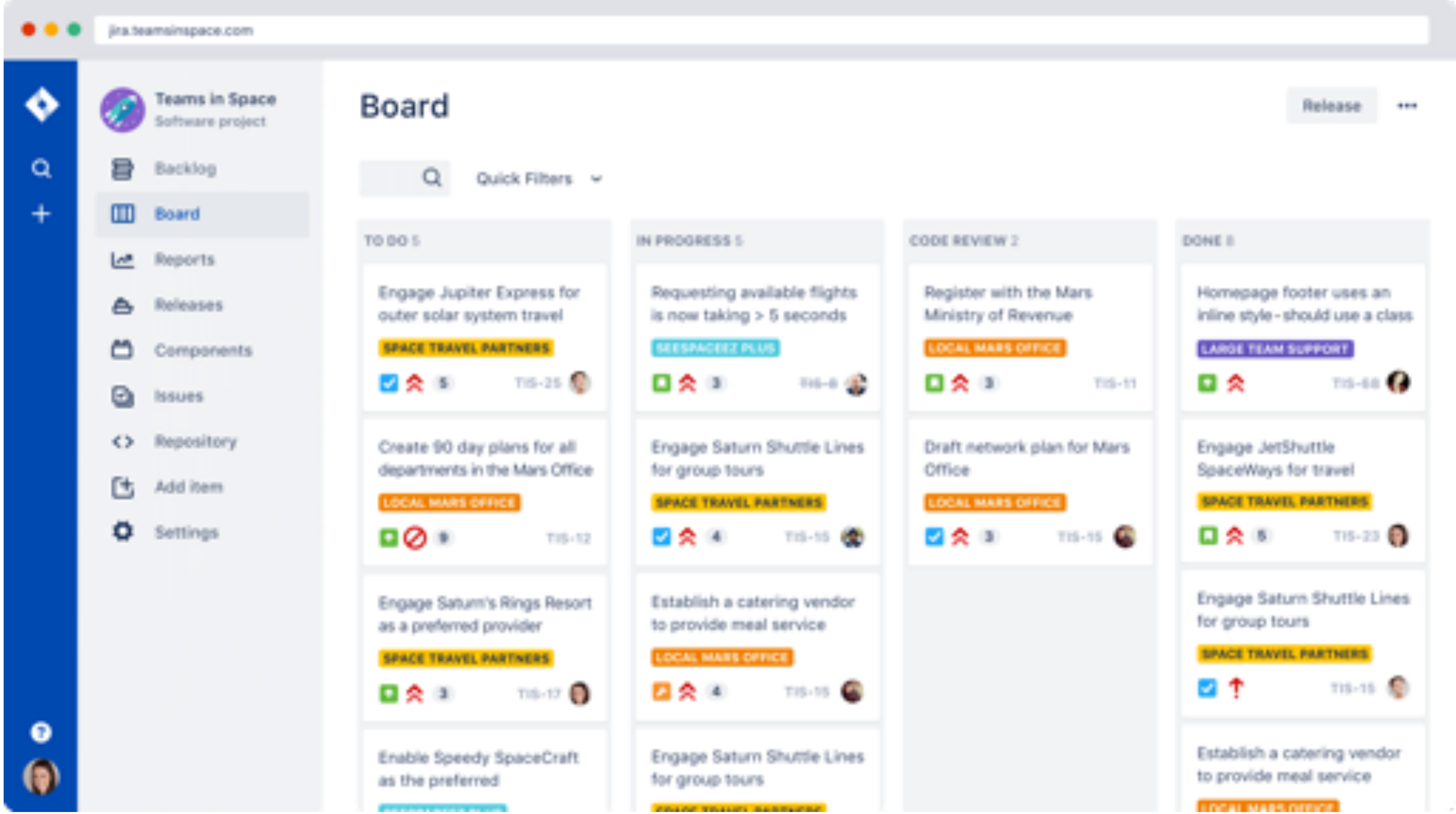

miro
new COURS DIGITAL
MAP
User persona
EPIC
EPIC 1
EPIC 2
EPIC 3
USER STORIES
US 1
US2
US5
US 6
US 3
US4
Features
Release 2

ATLASSIAN

Jira Software

Jira

Trello


jira.teamsinspace.com
Teams in Space
Software project
Backlog
Board
Reports
Releases
Components
Issues
Repository
Add item
Settings
Release
Quick Filters

Board

TO DO 5

Engage Jupiter Express for outer solar system travel
SPACE TRAVEL PARTNERS
5 TIS-25

Create 90 day plans for all departments in the Mars Office
LOCAL MARS OFFICE
9 TIS-12

Engage Saturn's Rings Resort as a preferred provider
SPACE TRAVEL PARTNERS
3 TIS-17

Enable Speedy SpaceCraft as the preferred

IN PROGRESS 5

Requesting available flights is now taking > 5 seconds
SEESPACEEZ PLUS
3 TIS-8

Engage Saturn Shuttle Lines for group tours
SPACE TRAVEL PARTNERS
4 TIS-15

Establish a catering vendor to provide meal service
LOCAL MARS OFFICE
4 TIS-15

Engage Saturn Shuttle Lines for group tours

CODE REVIEW 2

Register with the Mars Ministry of Revenue
LOCAL MARS OFFICE
3 TIS-11

Draft network plan for Mars Office
LOCAL MARS OFFICE
3 TIS-15

DONE 8

Homepage footer uses an inline style - should use a class
LARGE TEAM SUPPORT
TIS-68

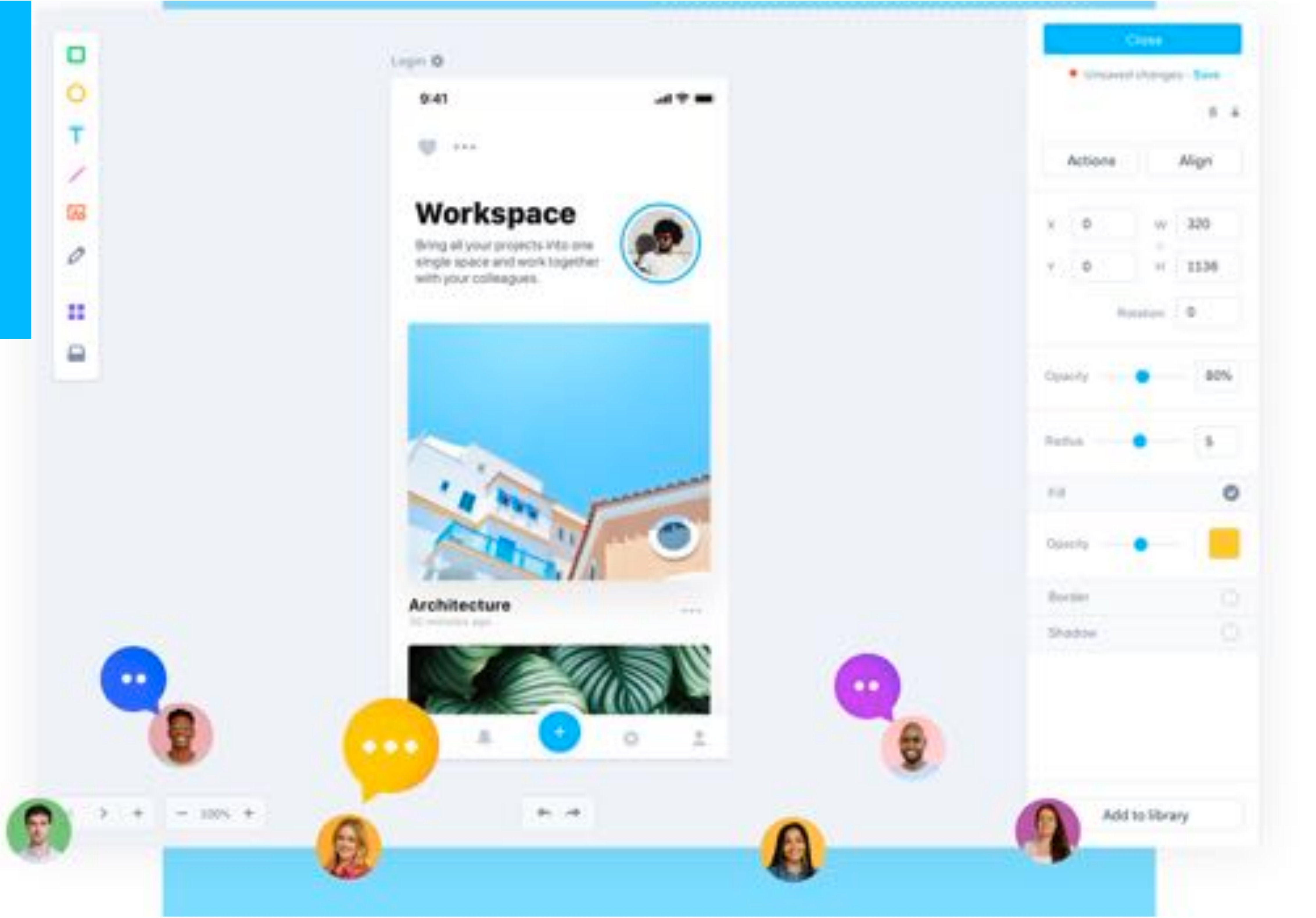
Engage JetShuttle SpaceWays for travel
SPACE TRAVEL PARTNERS
5 TIS-23

Engage Saturn Shuttle Lines for group tours
SPACE TRAVEL PARTNERS
TIS-15

Establish a catering vendor to provide meal service

MARVEL

Marvel



Workspace

Bring all your projects into one simple space and work together with your colleagues.

Architecture

X 0
W 320
Y 0
H 1136
Rotation 0
Opacity 80%
Radius 5

Login
9:41
Close
Unsaved changes · Save
Actions
Align
Fill
Opacity
Border
Shadow
Add to library
100%

1/ Présentation équipe (1mn oral)
2/ Persona (1)
3/ Carte d’empathie (simple)
4/ Parcours client (7j)
5/ Product Backlog (10 user stories)
6/ Prototype (Marvel App)

Better done than perfect

EXO

...

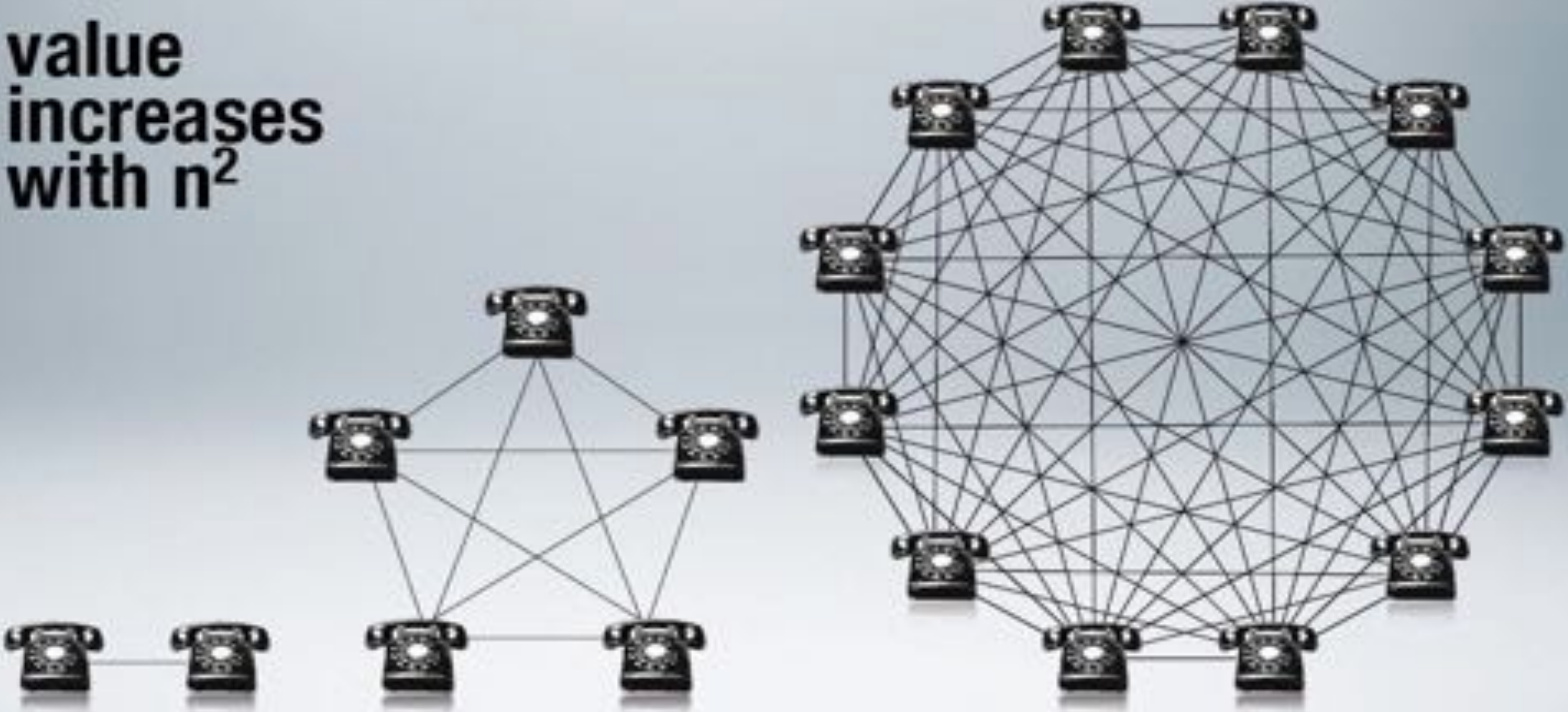
Act
Think
Impact

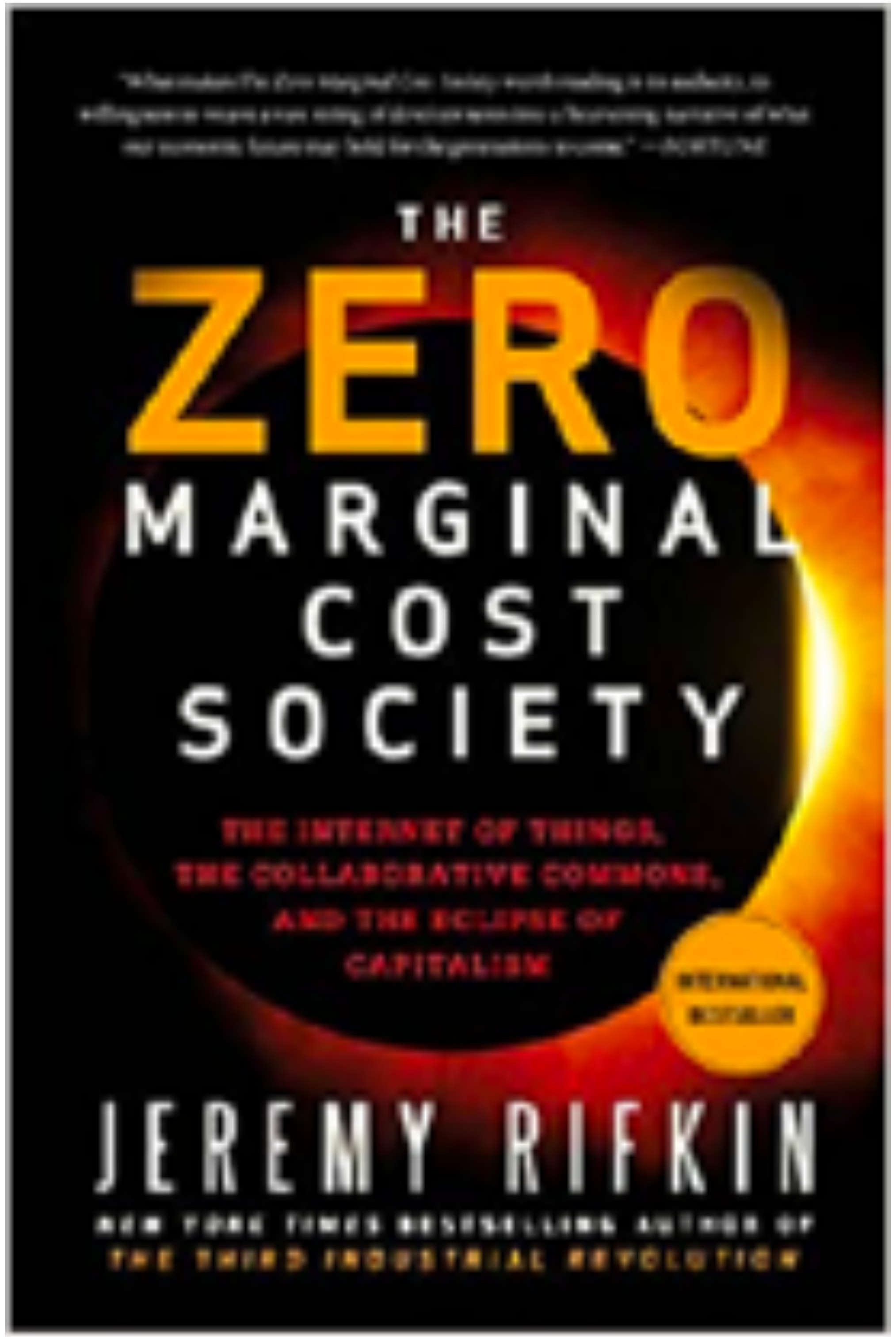
Vin Cerf
Tim Berners-Lee
Metcalfe
Moore
Rifkin

Satochi Nakamoto
Vitalik Buterin
Pascal Gauthier
Nicolas Julia
PNL

METCALFE'S LAW

value
increases
with n^2

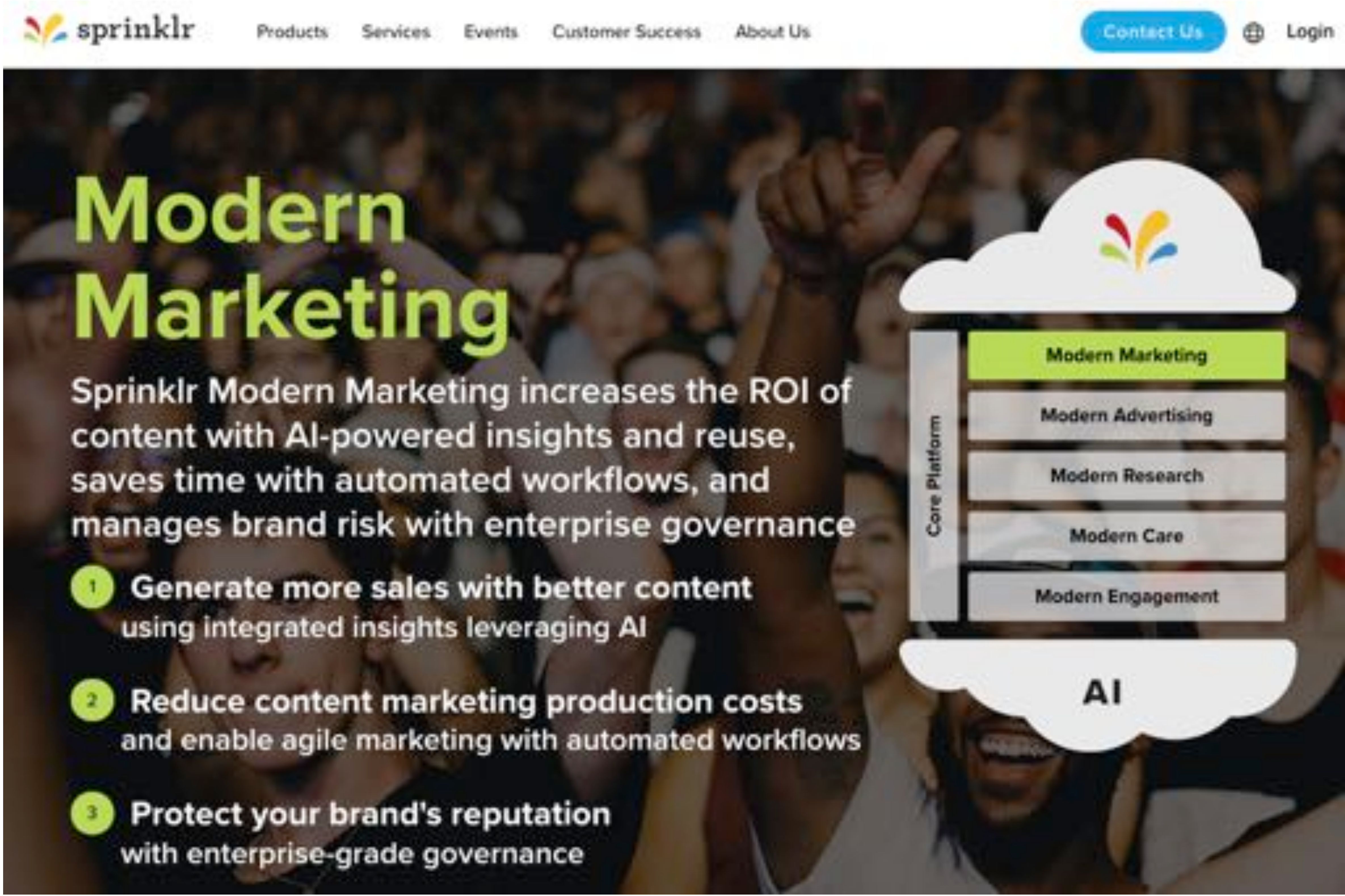



THE ZERO MARGINAL COST SOCIETY
THE INTERNET OF THINGS, THE COLLABORATIVE COMMONS, AND THE ECLIPSE OF CAPITALISM
INTERNATIONAL BESTSELLER
JEREMY RIFKIN
NEW YORK TIMES BESTSELLING AUTHOR OF THE THIRD INDUSTRIAL REVOLUTION

...

Act
Think
Impact

1


sprinklr
Products
Services
Events
Customer Success
About Us
Contact Us
Login
Modern Marketing
Modern Advertising
Modern Research
Modern Care
Modern Engagement
Core Platform
AI

Modern Marketing

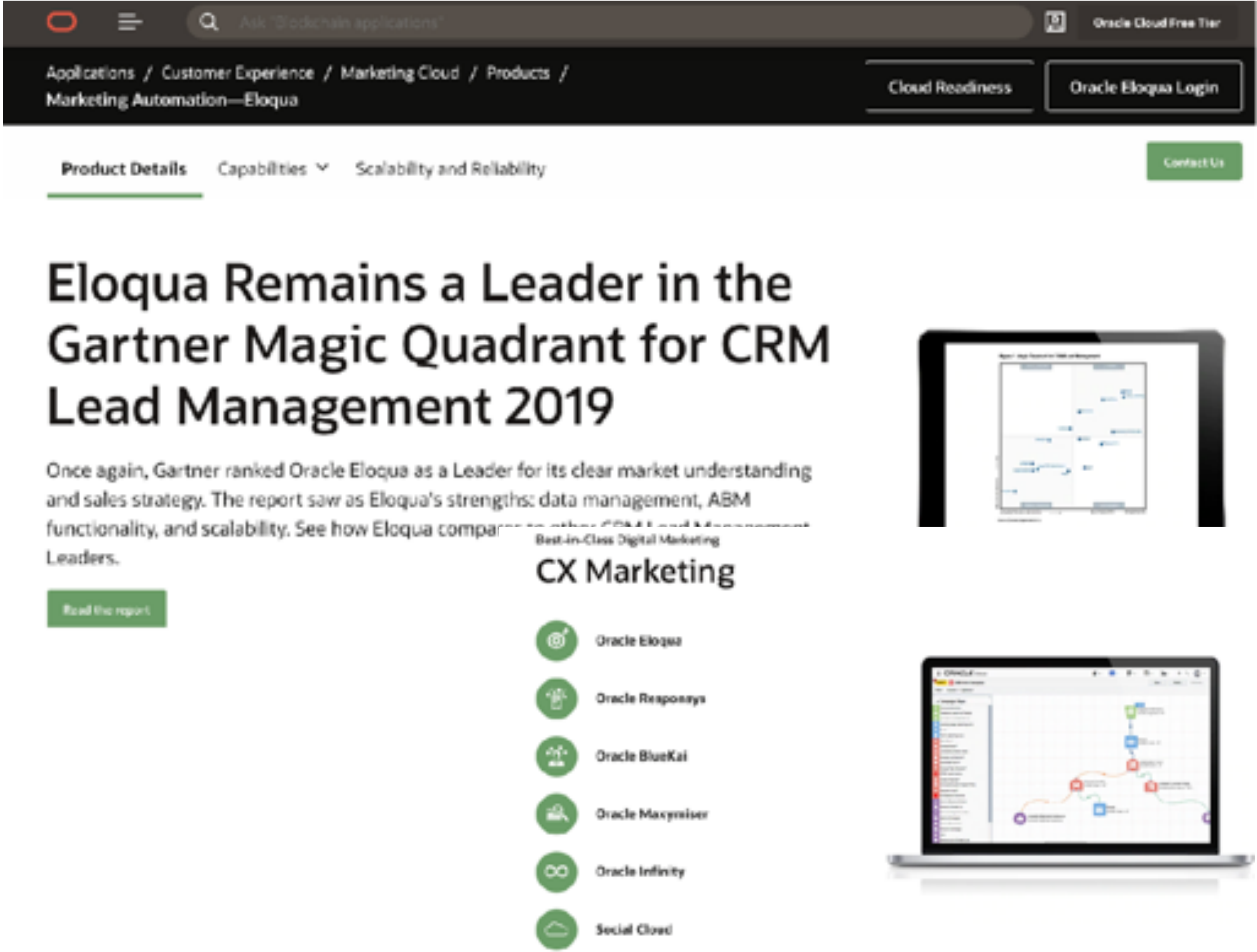
Sprinklr Modern Marketing increases the ROI of content with AI-powered insights and reuse, saves time with automated workflows, and manages brand risk with enterprise governance

① **Generate more sales with better content** using integrated insights leveraging AI

② **Reduce content marketing production costs** and enable agile marketing with automated workflows

③ **Protect your brand's reputation** with enterprise-grade governance

2


Ask 'Blockchain applications'
Oracle Cloud Free Tier

Applications / Customer Experience / Marketing Cloud / Products / Marketing Automation—Eloqua

Cloud Readiness
Oracle Eloqua Login
Product Details
Capabilities
Scalability and Reliability
Contact Us

Eloqua Remains a Leader in the Gartner Magic Quadrant for CRM Lead Management 2019

Once again, Gartner ranked Oracle Eloqua as a Leader for its clear market understanding and sales strategy. The report saw as Eloqua's strengths: data management, ABM functionality, and scalability. See how Eloqua compar

Leaders.

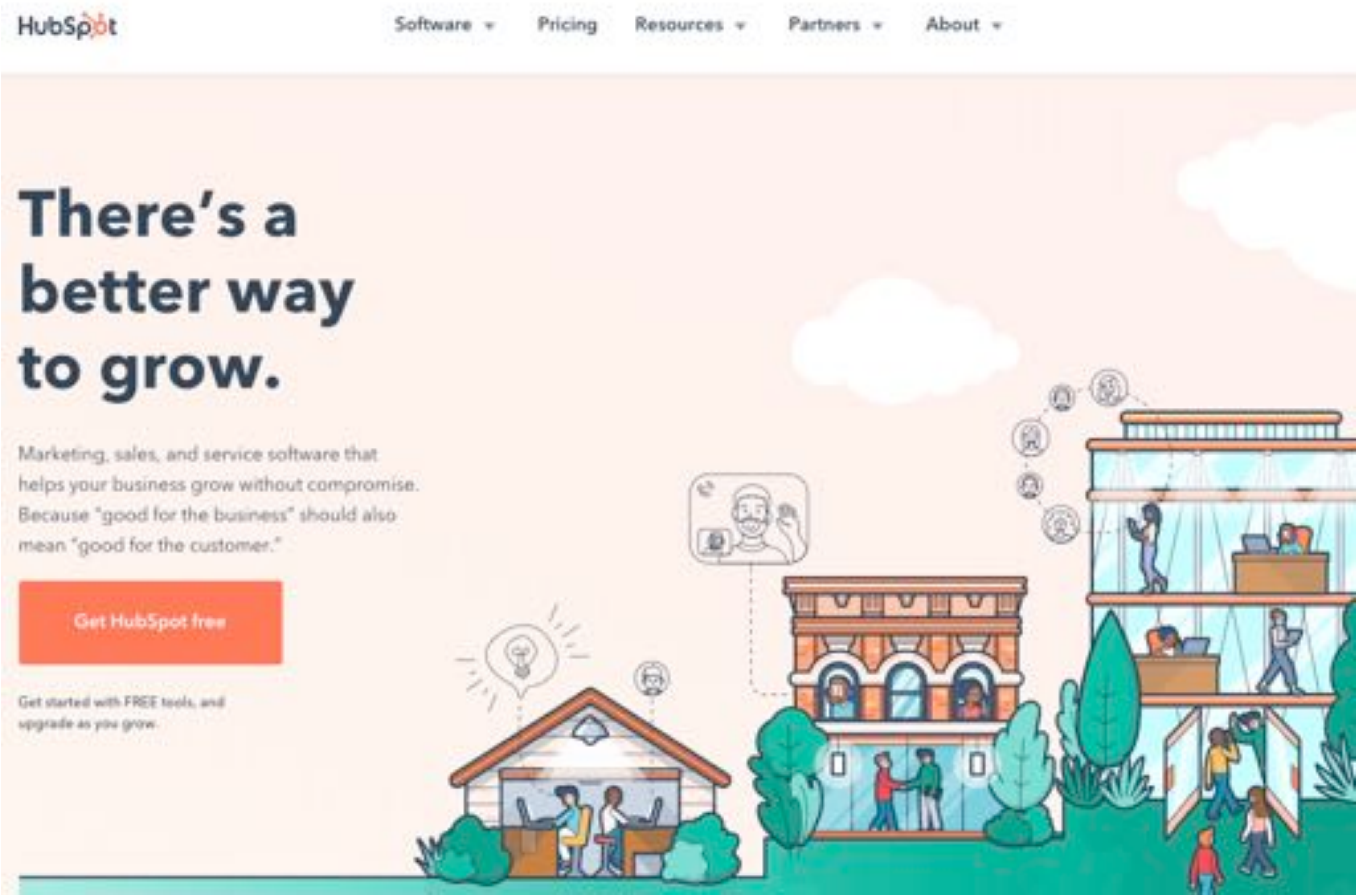
Read the report

Best-in-Class Digital Marketing

CX Marketing

Oracle Eloqua
Oracle Responsys
Oracle BlueKai
Oracle Maxymiser
Oracle Infinity
Social Cloud

3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Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

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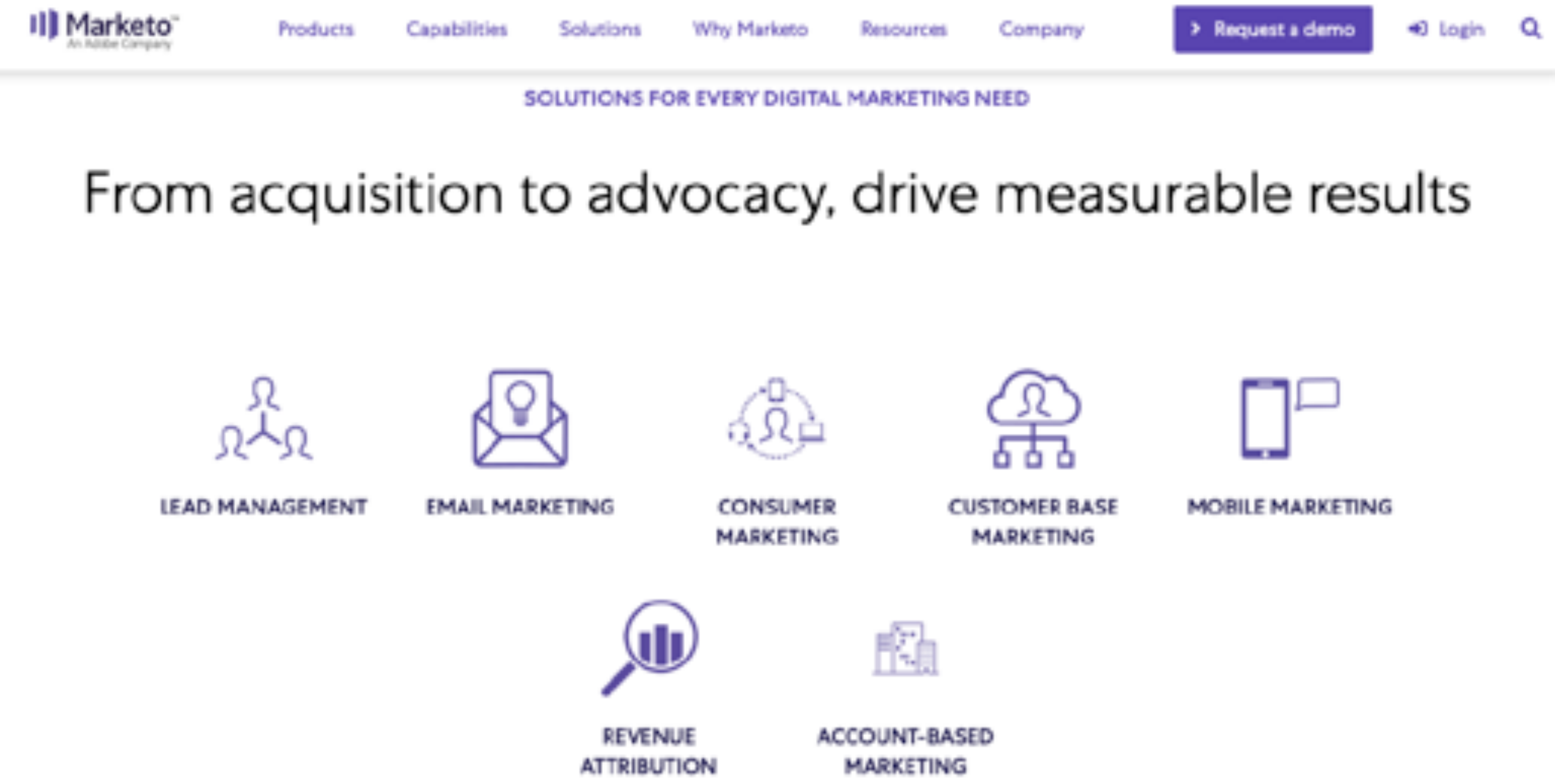
4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Capabilities
Solutions
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Resources
Company
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SOLUTIONS FOR EVERY DIGITAL MARKETING NEED

From acquisition to advocacy, drive measurable results

LEAD MANAGEMENT

EMAIL MARKETING

CONSUMER MARKETING

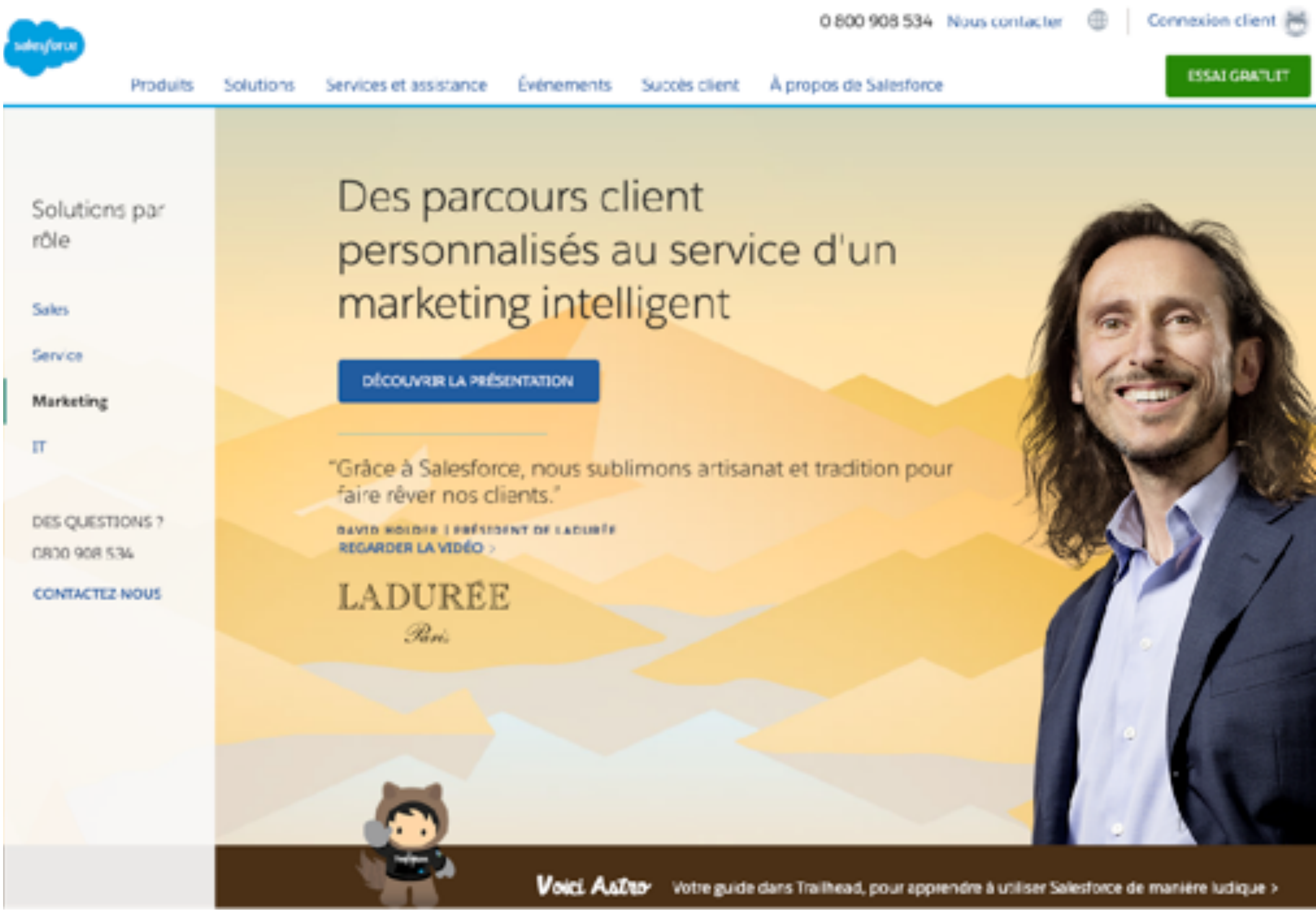
CUSTOMER BASE MARKETING

MOBILE MARKETING

REVENUE ATTRIBUTION

ACCOUNT-BASED MARKETING

5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Produits
Solutions
Services et assistance
Événements
Succès client
À propos de Salesforce
ESSAI GRATUIT
Solutions par rôle
Sales
Service
Marketing
IT
DÉCOUVRIR LA PRÉSENTATION
REGARDER LA VIDÉO >
CONTACTEZ NOUS
LADURÉE
Paris
Voici Astro

Des parcours client personnalisés au service d'un marketing intelligent

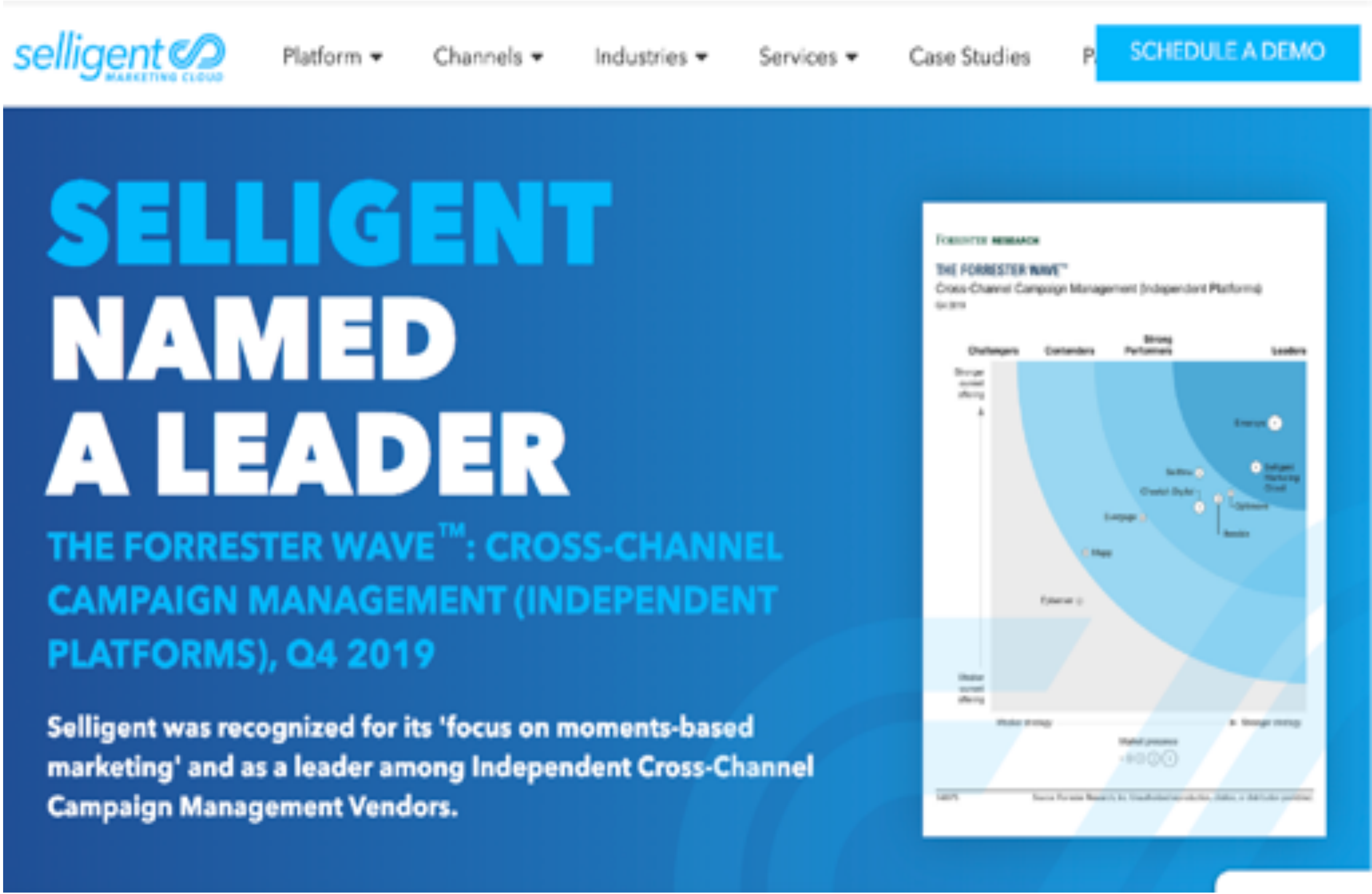
"Grâce à Salesforce, nous sublimons artisanat et tradition pour faire rêver nos clients."

DAVID HOLDER | PRÉSIDENT DE LADURÉE

DES QUESTIONS ?
0800 908 534

Votre guide dans Trailhead, pour apprendre à utiliser Salesforce de manière ludique >

6

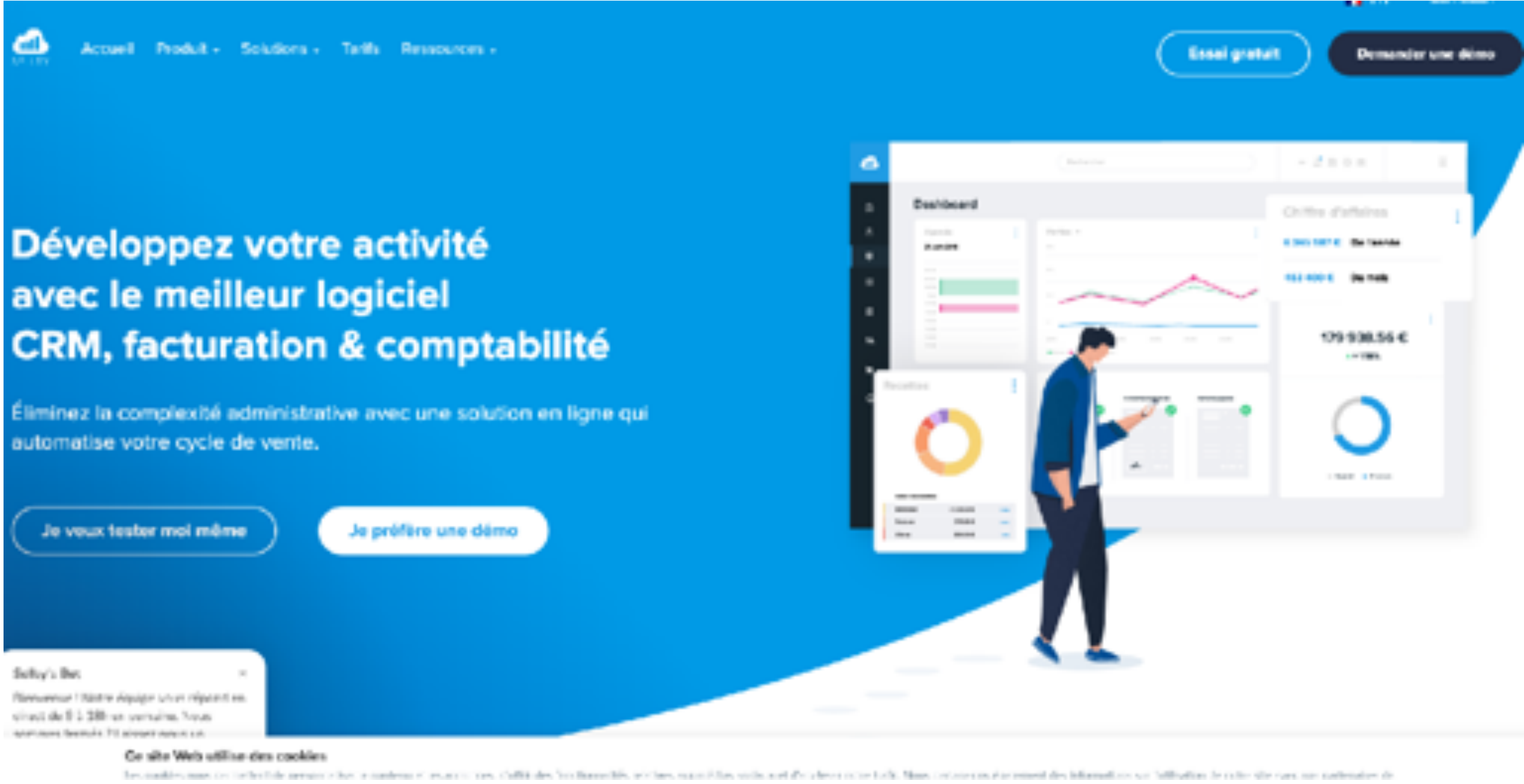

selligent MARKETING CLOUD
Platform
Channels
Industries
Services
Case Studies
SCHEDULE A DEMO
FORRESTER RESEARCH
THE FORRESTER WAVE™
Cross-Channel Campaign Management (Independent Platforms)
Q4 2019
Challengers
Contenders
Strong Performers
Leaders

SELLIGENT NAMED A LEADER

THE FORRESTER WAVE™: CROSS-CHANNEL CAMPAIGN MANAGEMENT (INDEPENDENT PLATFORMS), Q4 2019

Selligent was recognized for its 'focus on moments-based marketing' and as a leader among Independent Cross-Channel Campaign Management Vendors.

7



Développez votre activité avec le meilleur logiciel CRM, facturation & comptabilité

Éliminez la complexité administrative avec une solution en ligne qui automatise votre cycle de vente.

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Produit
Solutions
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Ressources
Essai gratuit
Demander une démo
Je veux tester moi même
Je préfère une démo
Dashboard
Chiffre d'affaires
179 938,56 €
Recettes