

**EP03**

# EFAB



L'ECOLE  
SUPÉRIEURE  
DES MÉTIERS  
DE L'IMMOBILIER

# PROPTTECH

## EFAB



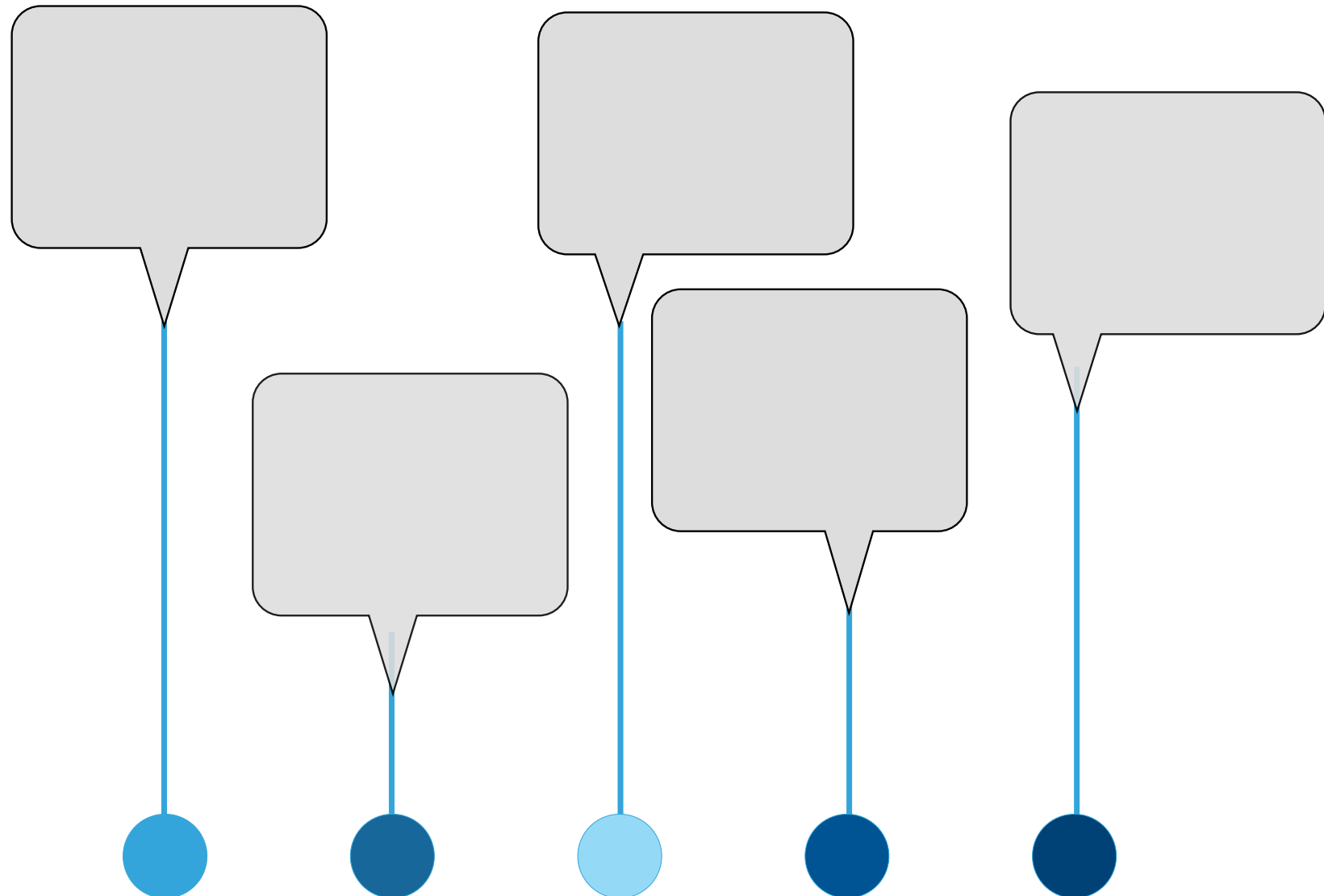
L'école Supérieure des Métiers de l'Immobilier

UX

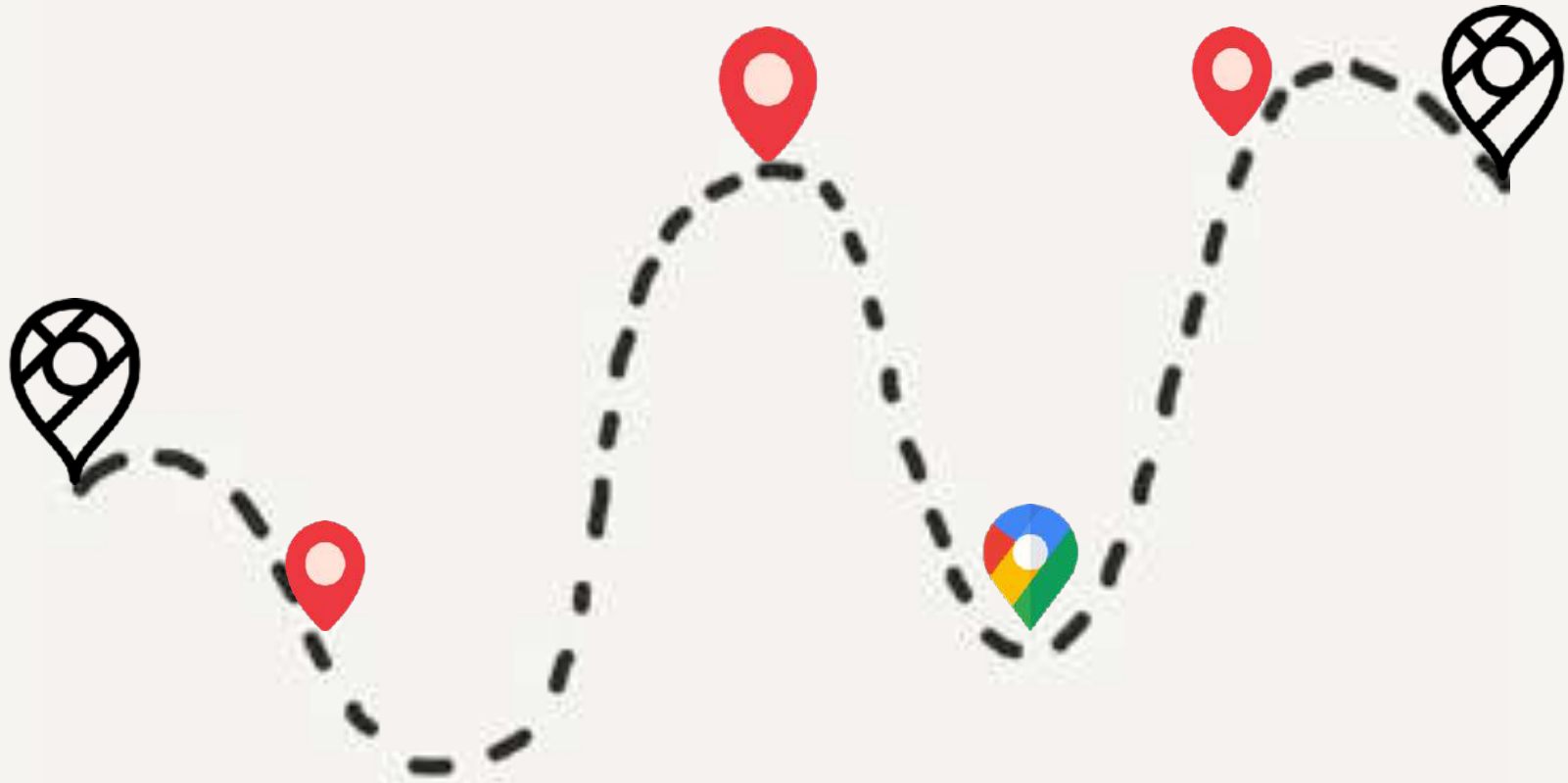


@kratiroff

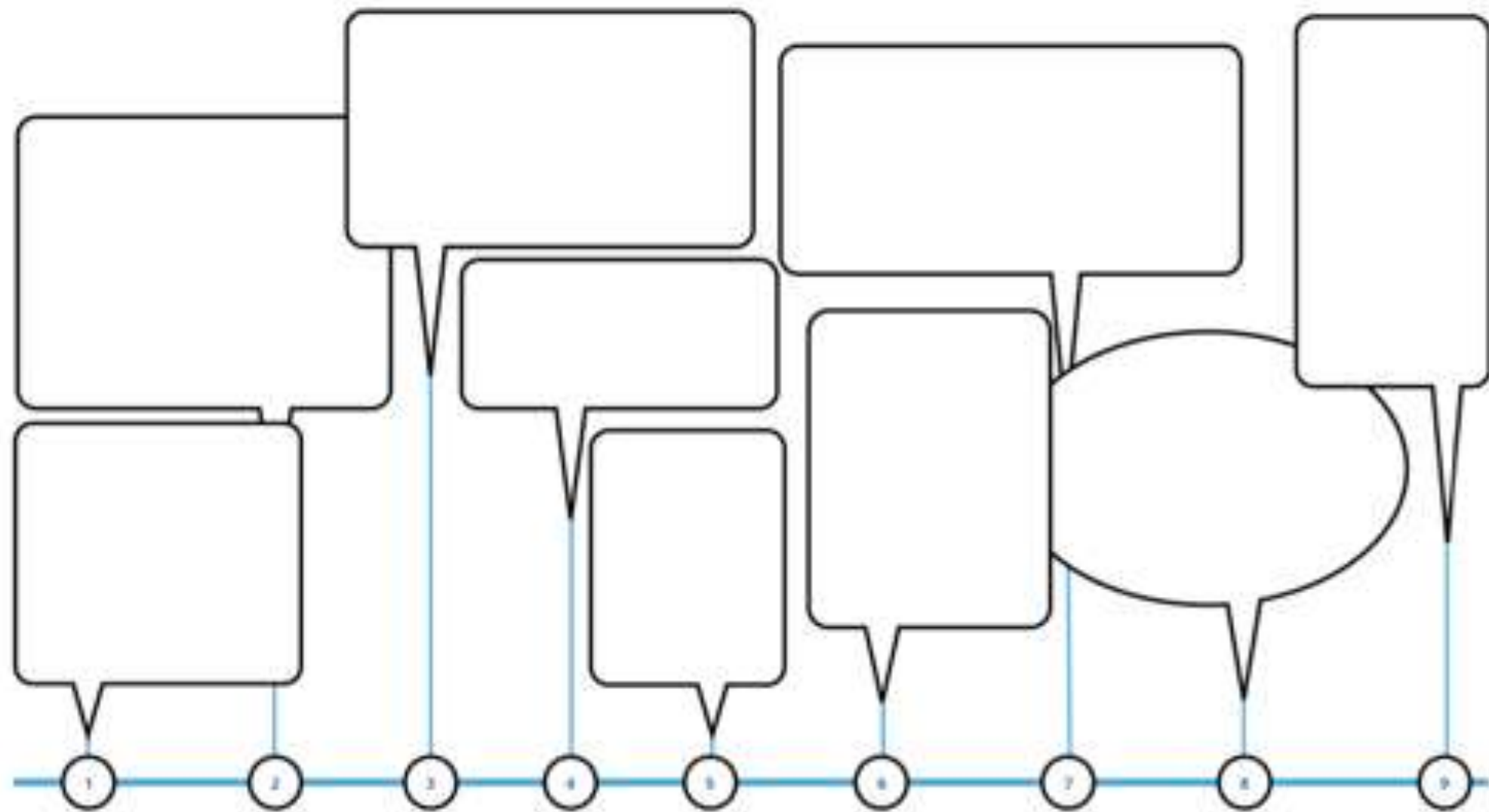
# Customer Journey Parcours client



Customer Journey  
Parcours client



Numéro du touchpoint Point de contact	1	2	3	4
				
Type de canal (ordre offline web APP RG stream conversation influence lien display email video SEO réseaux DDD...)				
Nom du canal / channel (FB, Insta, Google, TWT, Blog, article, Site blanc, WeChat, YouTube, radio, 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 				
Détailage avec positionnement voulu (image ou actions souhaitées par l'entreprise / mémorisation, réglage, commande...)				
Solutions et propositions d'amélioration (à quel stade du parcours futur ou proposé, sinon quelles sont les zones d'amélioration d'un parcours constaté ou attendu)				



Commentaires :



# Customer Journey

## Parcours client



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

# What Defines a Good Omni-Channel Customer Experience?



Customer experiences, like technological evolution, is a moving target. The companies that will win are the ones that know they are in it for the long haul.



The importance of an amazing brand experience can turn a customer into a brand advocate

According to a study by Millward Brandwise, brand experience is the most important driver of customer loyalty. Customers who have a positive brand experience are 43% more likely to become brand advocates.

**hybris software**  
an SAP Company

www.hybris.com



Powerful customer experiences are not just about sustaining consistency, relevance, and convenience at any cost. It is about creating equally seamless customer dialogue across every stage of the customer journey from pre-purchase research to post-sale trouble.

## The Five Key Factors to a Winning Omni-Channel Customer Experience



### 1 CONVENIENCE

Today's consumers are time-strapped, which means that convenience is not just a benefit—it is a critical element of a strong customer experience.

**71%**

of consumers expect to visit at least one store within 10 miles.

**50%**

expect to be able to interact with a brand across multiple channels.

However, only a third of retailers have successfully met the challenge of being able to interact with customers across channels, providing seamless and truly best-in-class experiences.



### 2 CONSISTENCY

Consistency is critical when building a reputation, channel by channel. But it's also important to create great experiences that consumers can trust.

**51%**

of consumers expect a retailer's product offerings to be the same across multiple channels.

**57%**

expect promotions to be consistent across online, offline, and social channels.

**69%**

believe that providing service through multiple channels should be a thing of the past.



### 3 RELEVANCE

For the customer, relevant interactions in format, time, highly personalized, and tailored to buying preferences, transaction history, and user behavior.

**58%**

of consumers expect brands to offer personalized content with retailers.

**49%**

of consumers believe brands are doing a good job of this.

**35%**

believe a company offering data will benefit them in the area of creating a personalized customer experience.



### 4 EMPOWERMENT

Brands that empower and enable customers to make the best purchasing decisions are creating loyal customers.

**80%**

of consumers expect companies to offer personalized content.

**60%-70%**

of consumers expect brands to offer personalized content.



### 5 AGILITY

Technological innovation has means that customer expectations are moving targets. Brands that know they are in it for the long haul are the ones that will win.

**80%**

of consumers expect brands to offer personalized content.

**63%**

of consumers expect brands to offer personalized content.

**63%**

of consumers expect brands to offer personalized content.



For more information on the five key success factors for delivering a winning omni-channel customer experience, watch our short video with Jamie Anderson, CVP of Marketing, Hybris Software here: <https://bit.ly/3G88888>

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THE



PERIENCE

ECONOMY

体 验 式 经 济

# UX

User eXperience

User ENGAGEMENT



AARRR

*TUNNEL FUNNEL ENTONNOIR PIPELINE*

Today's customer journey includes many touchpoints—each one is an opportunity



**Acquisition**

**Activation**

**Retention**

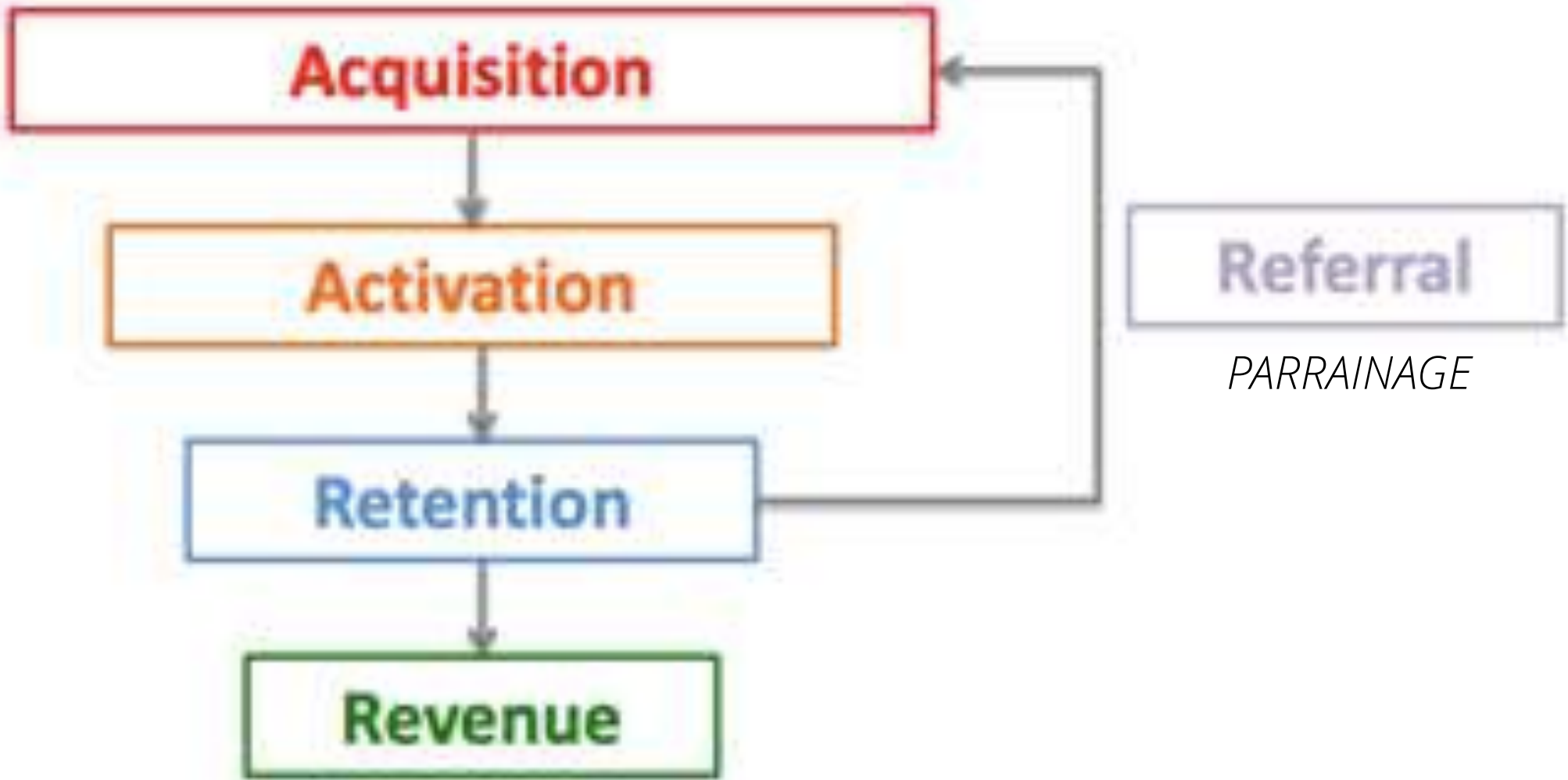
**Referral**

**\$**



**Tunnel / entonnoir de  
conversion**

**Sale pipeline / funnel**



*VENTE €*

**AARRR**

**OMNICANAL**

**PARCOURS**

**TOUCHPOINT**

Map the **buyer's journey** to the **lifecycle stages** in the funnel.



# L'entonnoir marketing plat



comparé au

cycle moderne de la relation client



# 5 stades d'acquisition client AIDA → NCDCF



**Parcours client vu par les entreprises**



Traditional customer lifecycle



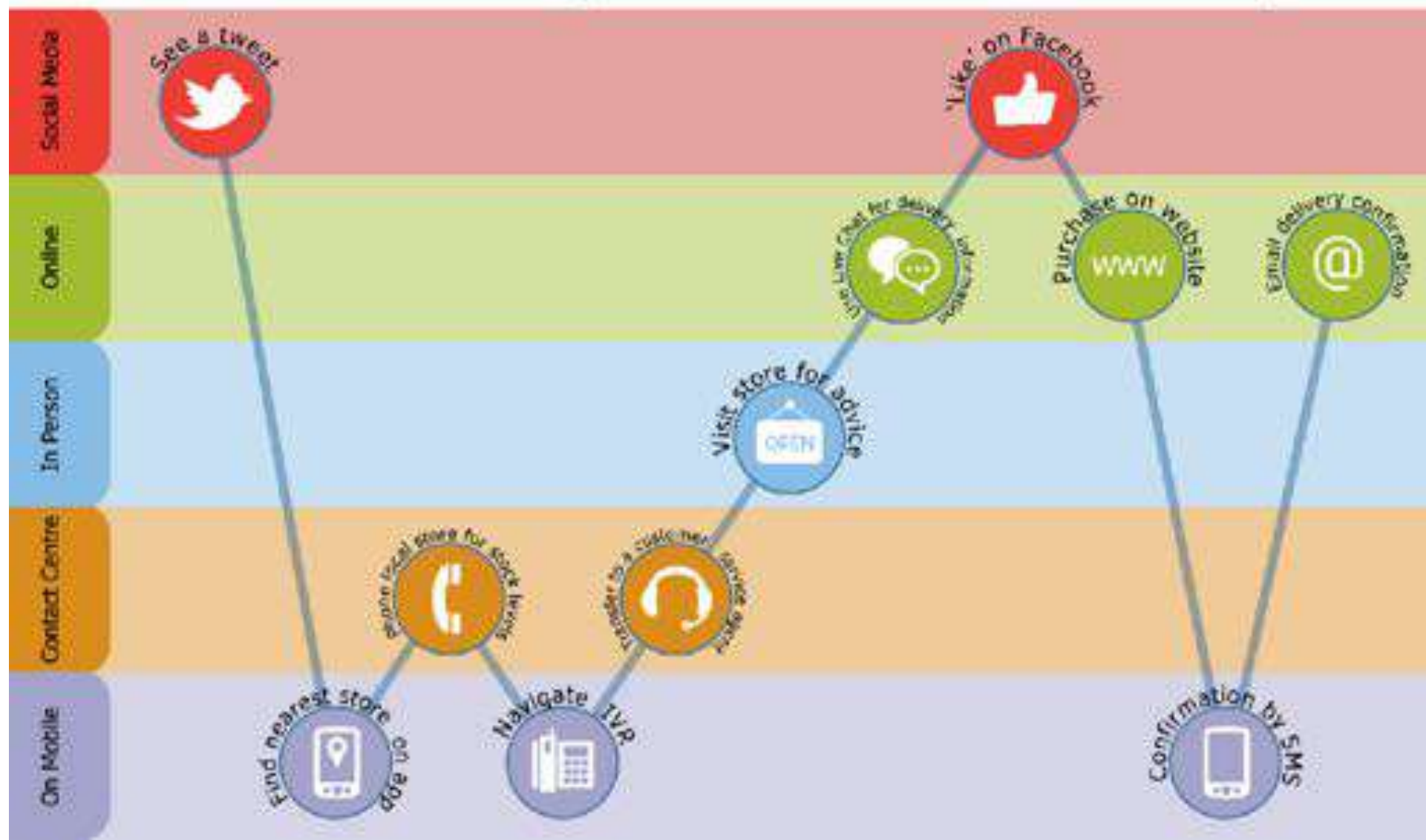
Digital customer lifecycle

# CUSTOMER EXPERIENCE JOURNEY

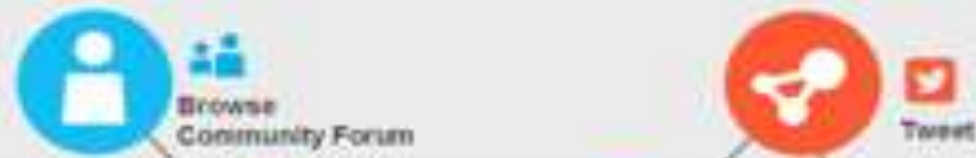




# Understanding the Customer Journey



Social



Web



In Person



Contact center



Mobile



...

...

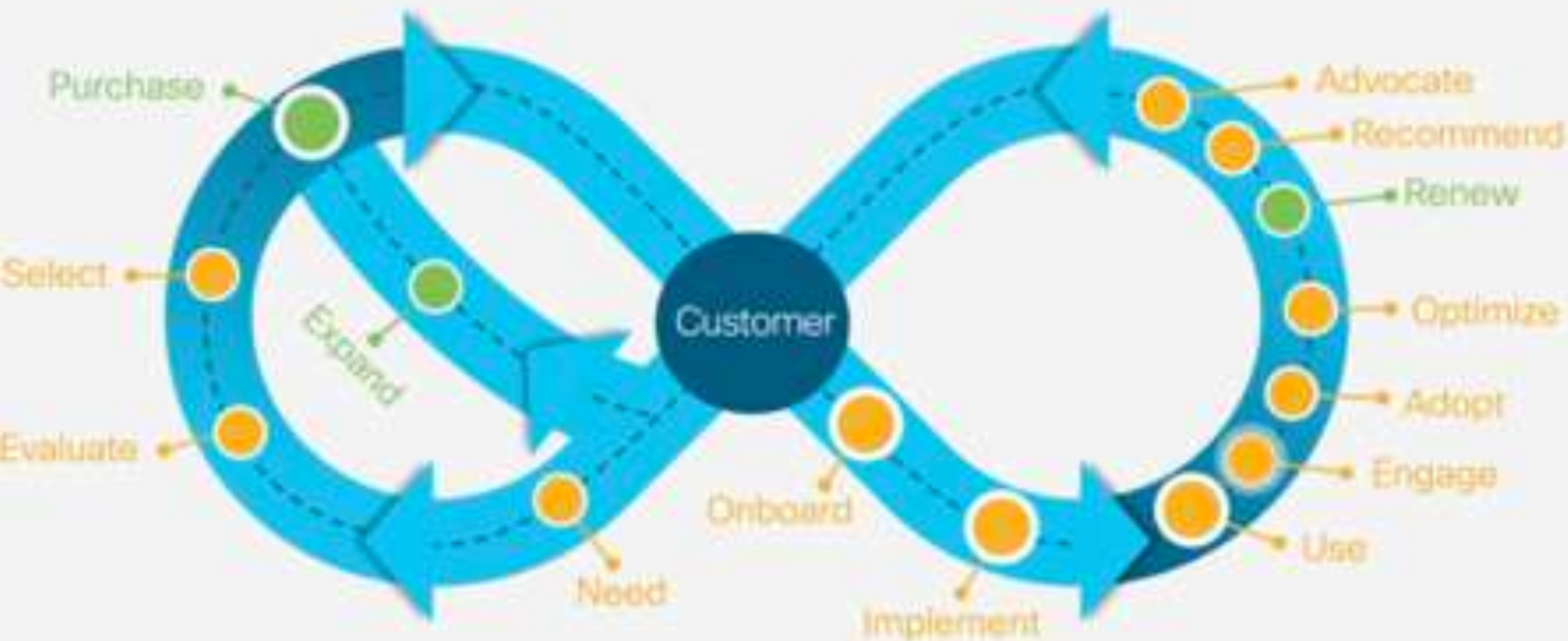
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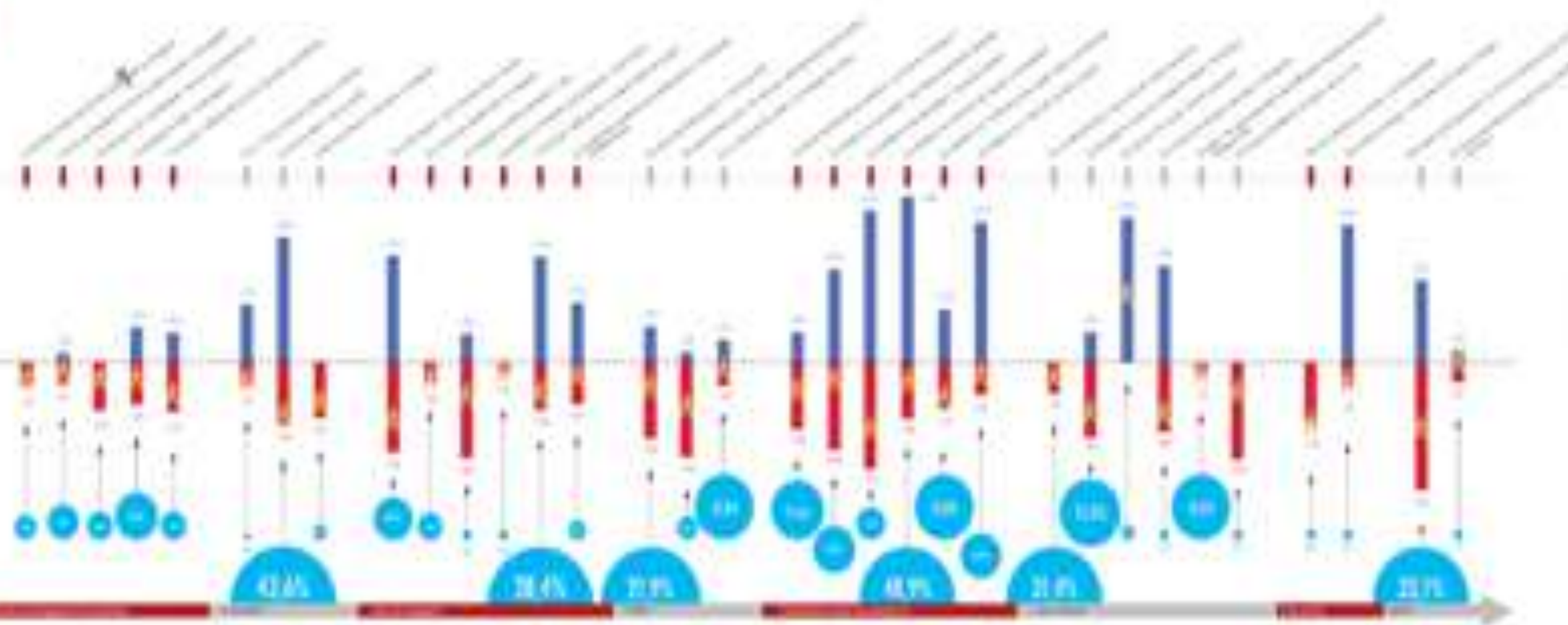
# Le parcours client





# Customer Lifecycle





MAKE  
THINGS  
PEOPLE  
WANT



MAKE  
PEOPLE  
WANT  
THINGS



**VENDRE  
- ou -  
MOURIR**



# Équation du chiffre d'affaires

$$\left[ \begin{array}{c} CA = \\ PV \times f \times \Sigma Q \times NA \end{array} \right]$$

**CA =**

**Prix x Freq x**

**Montant x quantité**

**x NA**

Dans quel ordre et quelles conditions peut on agir sur ces paramètres ?

**Quantité =**  
**catalogue existant +**  
**nouveau produit +**  
**upsell +**  
**cross sell +**  
**service additionnel**



**Nombre acheteurs**

**=**

**NCA + NCR + leads  
+ abandonnistes ...**

# PARADOXE DU DÉVELOPPEMENT



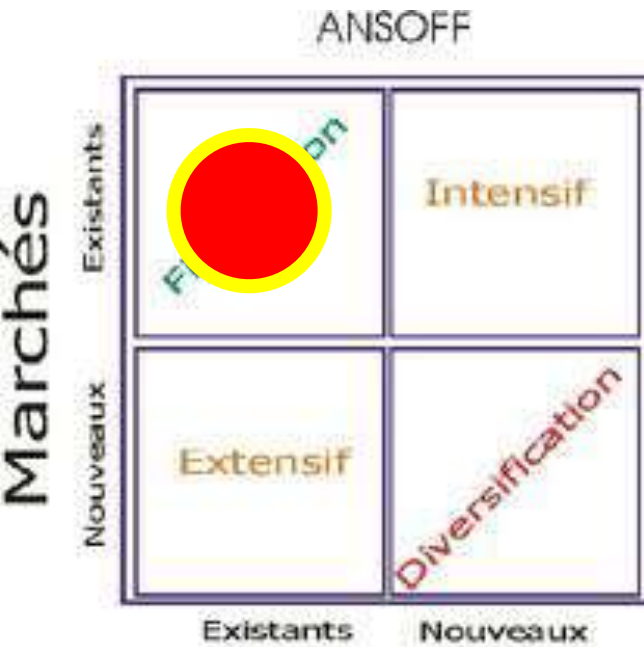
# Décomposition stratégique d'Ansoff

Igor ANSOFF (1918-2002)  
The new corporate strategy

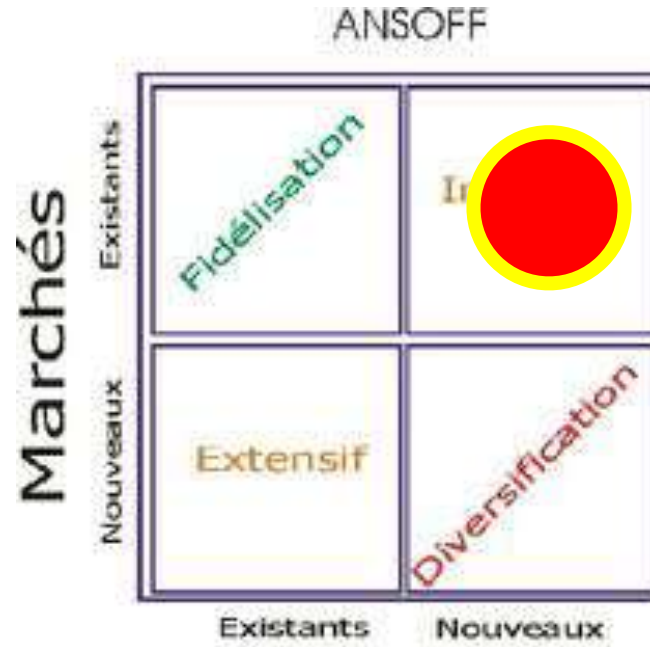




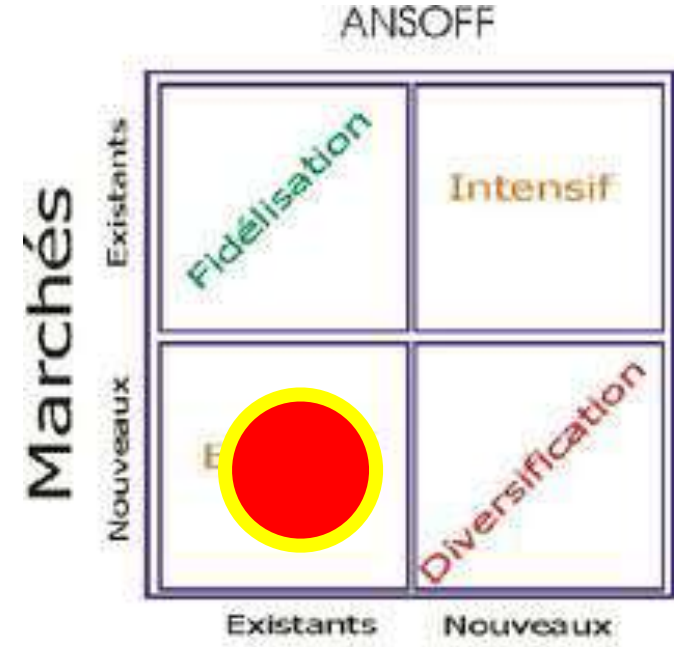
# Décomposition stratégique d'Ansoff



2017

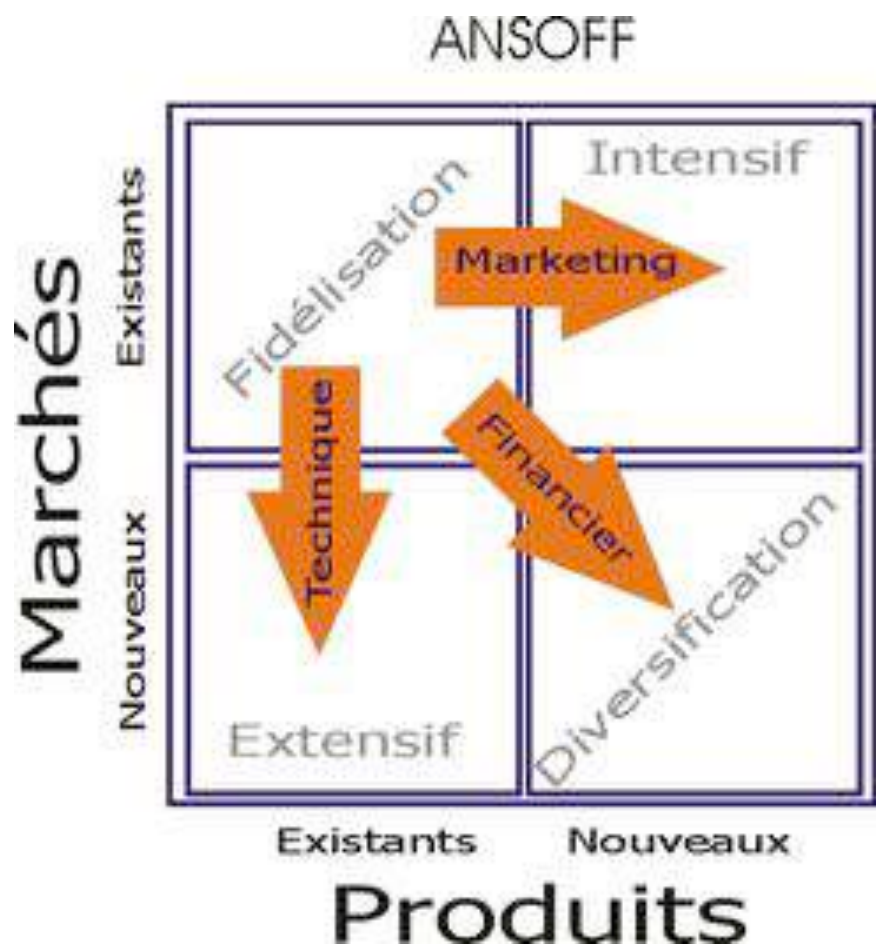


2018



2019

# Décomposition stratégique d'Ansoff



**VENDRE**

**- ou -**

**MOURIR**

An aerial photograph of a city is shown with a complex network of glowing blue lines overlaid, representing a digital or data network. The lines connect various points across the city, creating a web-like structure. The text 'ATELIER' is written in white, and 'PROJET' is written in grey, both in a large, bold, sans-serif font, centered over the image.

# ATELIER PROJET

*Living Office*

**12,000 sq m  
OF  
NATURALLY  
CONNECTED  
OFFICE SPACE  
LANDING  
T1 2022**



# 6 start-up qui réveillent les copropriétés

12 avril 2018, mise à jour le 20 avril 2018

 COPROPRITÉ

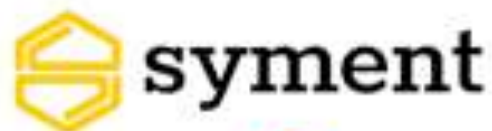


Comment améliorer la relation entre une copropriété et son syndic ? Qui choisir pour accompagner sa copropriété au quotidien ? Le digital a justement changé la donne ces dernières années, sur des sujets comme la gestion au quotidien, le prix des charges, la communication avec le syndic. Découverte de 6 start-up qui soufflent un vent frais sur le monde des copro.

illiCopro



MySpotiHome





# Finis les problèmes de syndic

Une gestion moins chère, plus efficace, plus conviviale

DÉCOUVREZ LA SOLUTION



Salut, Raphaël

Bonjour ! Vous avez une question sur iLLiCopro ?

Type your message...

Envoyez votre message

Découvrez les témoignages de nos clients

Plus de 4000 copropriétaires nous font confiance



# Syndic Augmenté

Réactif, disponible, transparent.

Et 2 fois moins cher qu'un syndic  
traditionnel, grâce à l'optimisation et à la  
digitalisation.

[En savoir plus ↓](#)

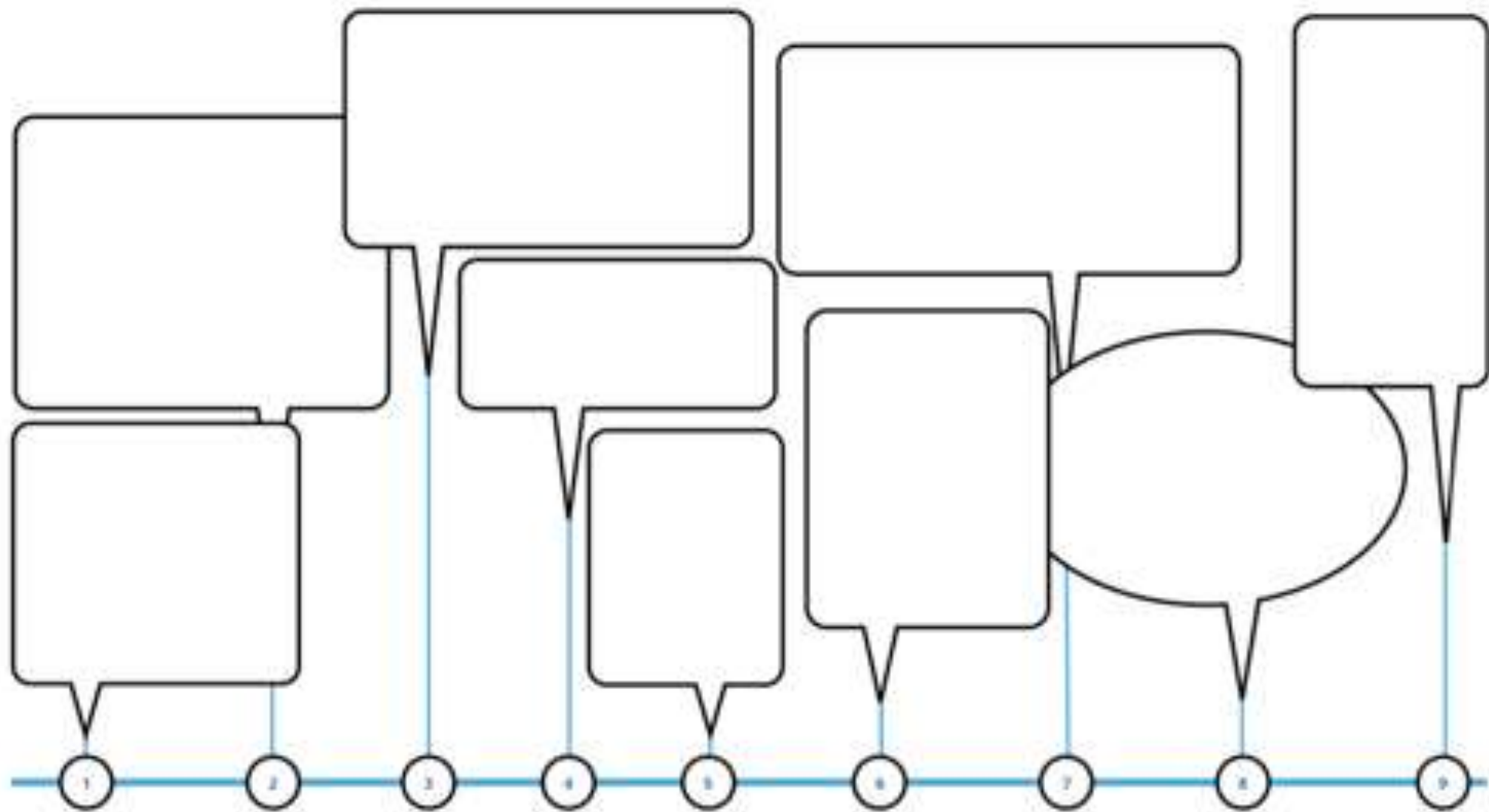




A close-up photograph of a pile of dried, colorful herbs and spices, including cinnamon sticks, on a white, textured surface. The herbs are in various shades of green, yellow, orange, and brown. The text 'PLAN DIGITAL' is overlaid in the center in a bold, black, sans-serif font with a white drop shadow.

# PLAN DIGITAL

...										N°
	Age	.....								
	Vit à	.....								
	Avec	.....								
	Enfant(s)	.....								
	Éducation	.....								
	Diplôme	.....								
	Première entreprise	.....								
	-	.....								
	Occupations	.....								
	-	.....								
	USER STORY / PAIN POINTS / PROBLÈMES	.....								
	-	.....								
	-	.....								
	-	.....								



Commentaires :



qrcode-monkey.com



QrCode

Tout le groupe doit savoir faire les 6 étapes

1/ trouver un PDF sur internet

2/ copier l'url du PDF

3/ tester l'url

4/ coller l'url dans qrcode-monkey

5/ télécharger le qrcode

6/ coller le qrcode dans le chat pour test

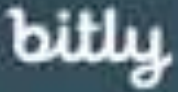
# QrCode



**URL**

**shortener**





LINK MANAGEMENT

ENTERPRISE

RESOURCES

BLOG

LOGIN

SIGN UP

GET ENTERPRISE

# HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More →](#)

Paste a link to shorten it.

SHORTEN

GET STARTED FOR FREE

or [Go Beyond the Basics →](#)



ACT THINK **IMPACT**





LINKEDIN SSI

# LinkedIn SSI : Social Selling Index

- 1/ Calcul de votre SSI [www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)
- 2/ Profil complet
- 3/ Photo + Background + URL
- 4/ Résumé + CV





# Social Selling Dashboard



**Hubert Kratiroff**

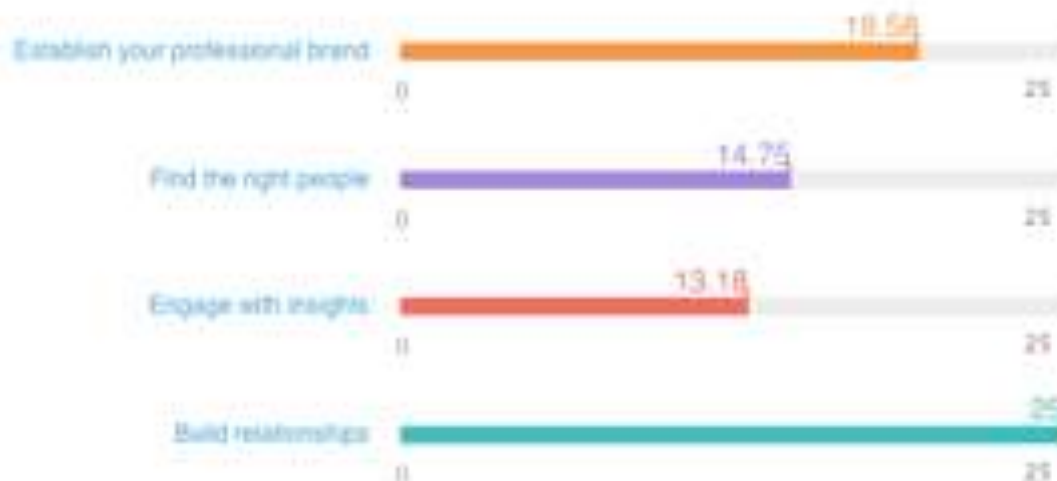
CDO at CX-convers,  
MyConnecting, GEM / DEV &  
public speaker

Top 2%  
Industry SSI Rank

Top 5%  
Network SSI Rank

## Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)





CLIENTS

# NPS / CSAT

- 1/ trouver un site / une app pour poser les deux questions NPS ET CSAT (google form / survey monkey / SLIDO / MS Form)
- 2/ ouvrir un compte gratuit si nécessaire
- 3/ formuler les 2 questions
- 4/ copier les liens de partage
- 5/ coller les liens dans le Chat de Teams pour test

CLIENT



PERSONA





CLIENT



GALAXIE

Galaxie des :

1/ points de contact du  
parcours client

2/ stakeholders, parties  
prenantes, intermédiaires,  
écosystème

NEW NORMAL



NEW IMMO

En tant que Manager d'Opérations de Promotion et d'Aménagement trouver les traductions et définitions des termes suivants. Puis vous évalueriez l'impact de ces tendances sur votre secteur économique

En tant que Manager  
d'Opérations de Promotion  
et d'Aménagement trouver  
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des termes suivants. Puis  
vous évalueriez l'impact de  
ces tendances sur votre  
secteur économique

New Normal  
Post Covid  
Tiers-lieux  
CoWorking  
CoLiving  
CoHoming  
Business Park  
Remote Work