







CUSTOMER EXPERIENCE D.O.S.E.™ METHOD

LIVE

UCI - Beall + Butterworth Competition Professor David Ochi

D.O.S.E. | Get your customers addicted to your brand.
A simple process for creating a great customer experience
Tony Crisp, CEO CRISPx and vCMO at SYBER

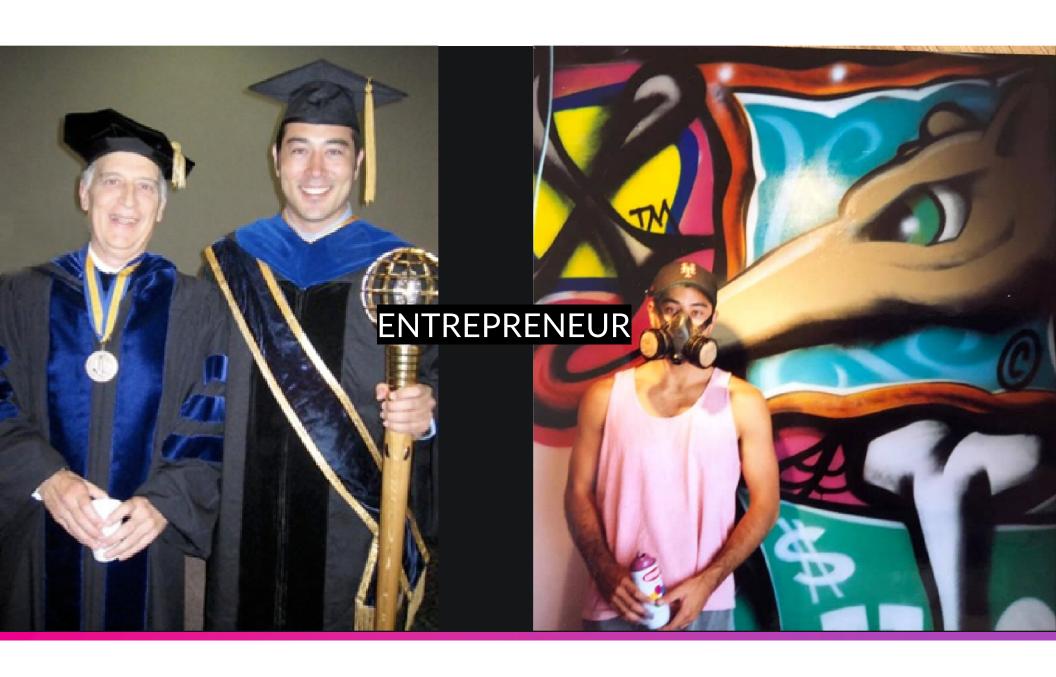
February 16, 2022

It's Friday 11:00 am, what should you be doing.









TECHNOLOGY

Since 1992, the CRISPx team has been guiding clients through a customer experience process to help their businesses grow.



Tony Crisp Strategist



Peter Creative Director



JaydenProduct Designer



DerrickDirector of Outbound
Marketing



Rafael Web Designer



Greg Account



RichardDirector of Inbound
Marketing



FrançoisVisual Designer

Clients across many industries

































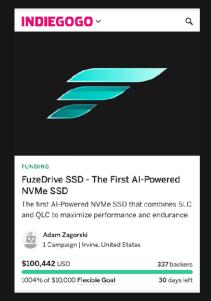
ANGEL INVESTOR











Y-COMBINATOR

KICKSTARTER

INDIEGOGO Top 1%



LOGIC vs EMOTION

TIMEX



same spec + lower price



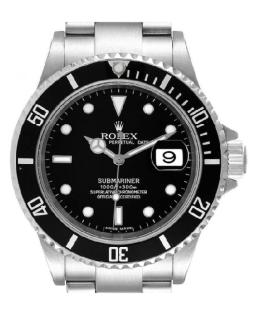






replica + lower price













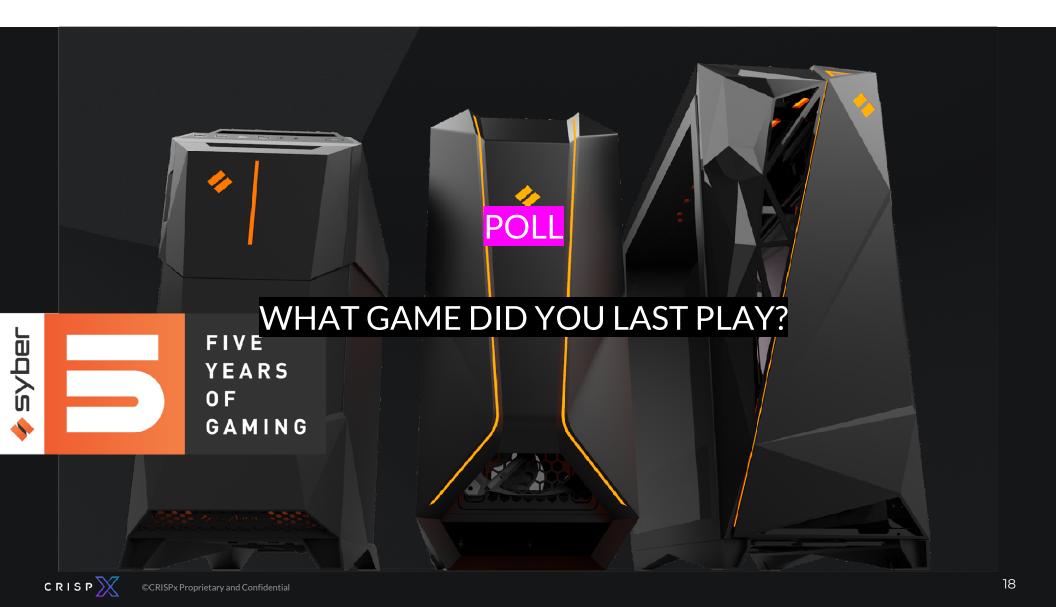


WHAT ARE WE GOING TO DO TODAY?

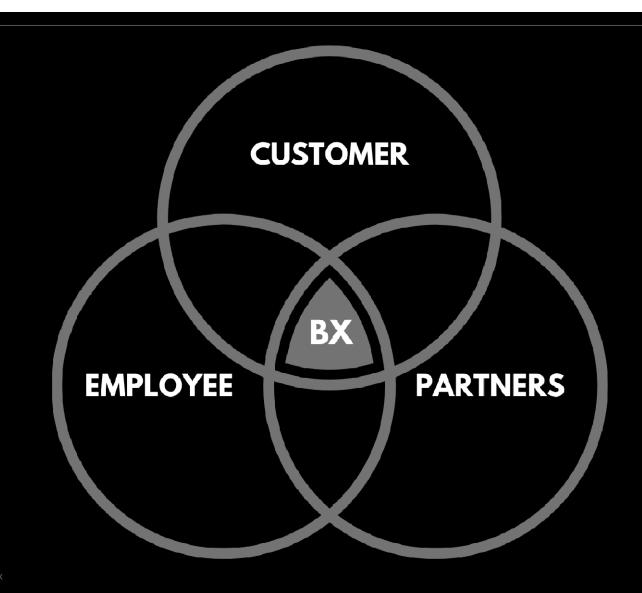
- 1. Customer experience (CX) overview
- 2. Client case study: SYBER™ gaming PC brand
- 3. Customer experience framework



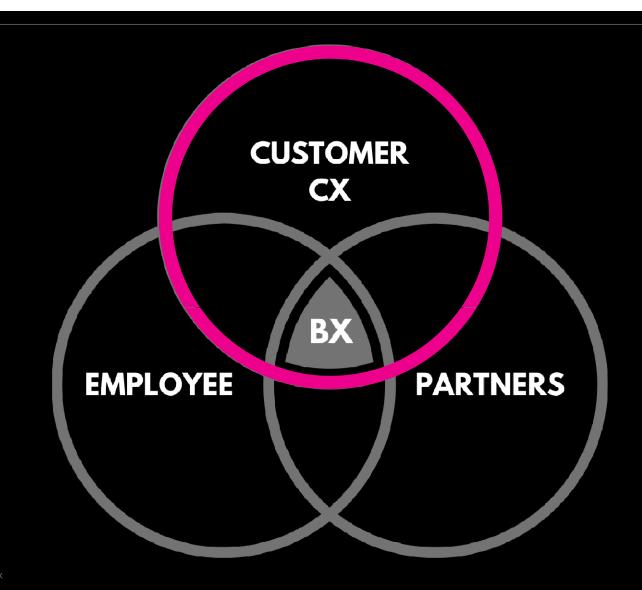




Brand experience #bx



Customer experience #cx

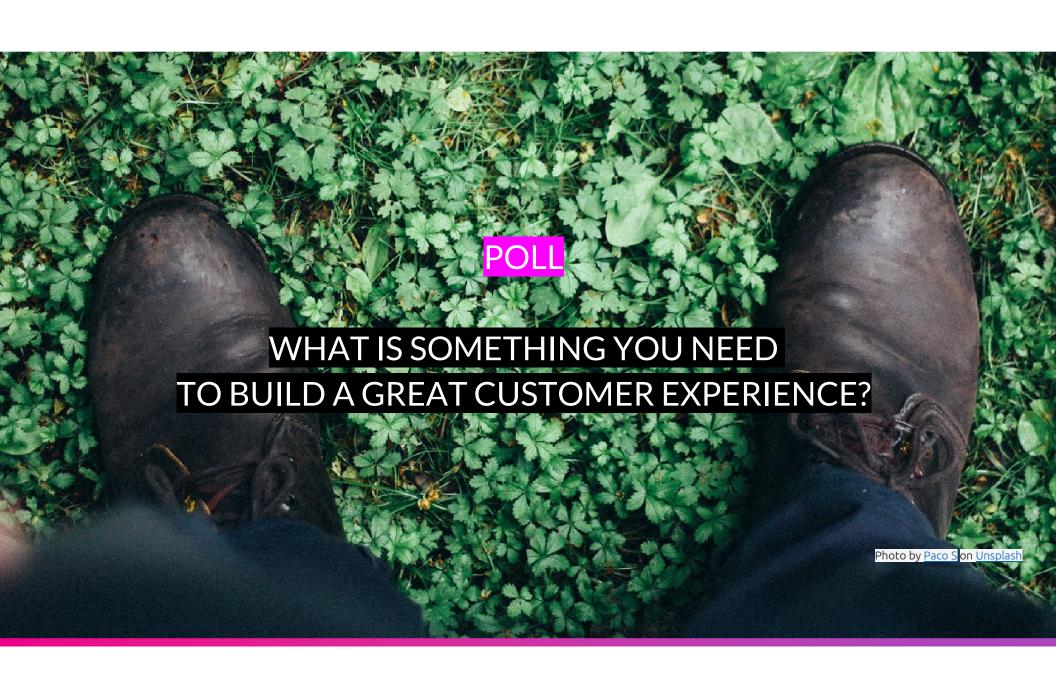


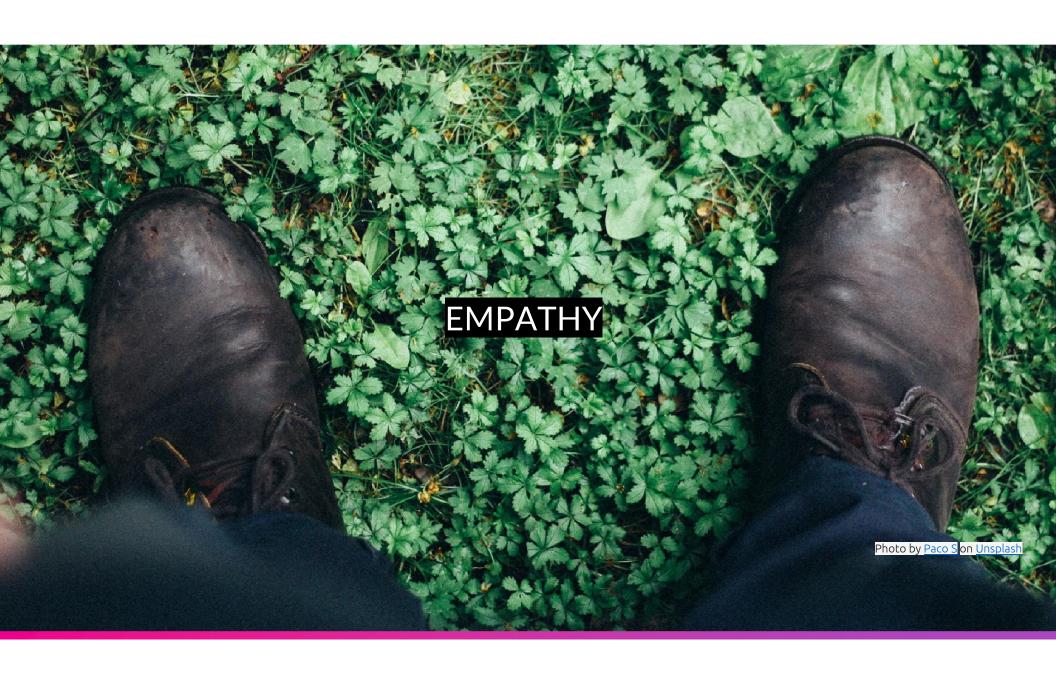
CX stats to know:

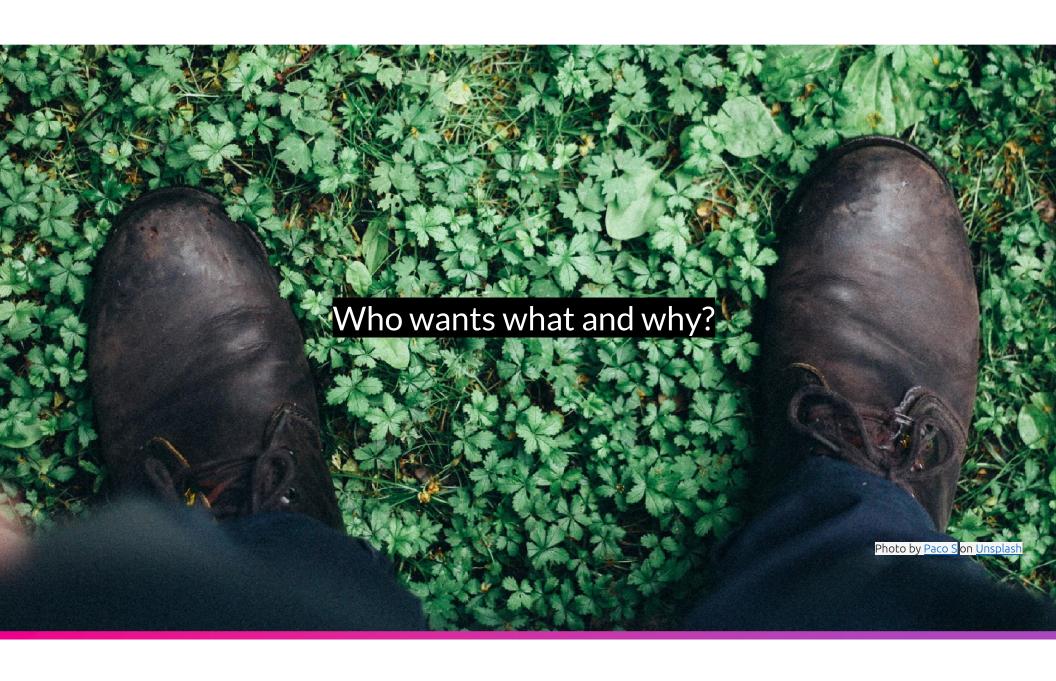
- 1. 81% of consumers will pay more for better CX
- 2. 70% have stopped buying from a company with bad CX
- 3. 64% have switched to a competitor after poor CX



Source: Forbes, Oracle, and Qualtrics







How to create a simple CX framework

- 1. Select market segment
- 2. Create customer persona
- 3. Create empathy map
- 4. Create journey map
- 5. Repeat



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THE ULTIMATE GAMER

"Gaming is in my DNA! There are few things I love more. I spend my free time and money on games."



THE ALL-ROUND ENTHUSIAST

"I am interested in all forms of gaming, from playing to watching and everything in between."



THE CLOUD GAMER

"I enjoy playing high-quality games, preferably free-to-play or discounted titles. I will only spend on hardware when necessary."



THE CONVENTIONAL PLAYER

"I do not watch other people play games much. I own plenty of hardware, so I would rather be playing myself."



THE HARDWARE ENTHUSIAST

"I am always following the latest hardware news and trends. Whether it's for work or play, I want an optimized experience."



THE POPCORN GAMER

"Playing video games may not be my favorite hobby, but I definitely enjoy watching others play."



THE BACKSEAT VIEWER

"I used to game a lot. Whenever I watch a big esports event and watch others playing games, that passion is reignited."



THE TIME FILLER

"I only game when I have time to spare or at social events. Mobile games are my go-to."





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COMPANY NAME / LOGO



PERSONA PHOTO



PERSONA QUOTE

" I wish I had more time to game and connect with my friends "

AGE JOB TITLE Account Manager In a relationship MARITAL STATUS LOCATION Pasadena, CA ANNUAL SALARY \$80,704

PERSONALITY TRAITS

> Introverted, Analytical, Busy, Organized, Independent, Tech-Focused

FAVORITE BRANDS





















CRISP

PERSONA

Grown Gamer Gary

SUMMARY OF CORE VALUES

Gary is a 25 year old male who works in account management and holds a bachelor's degree. Gary spends his free time playing PC games with his friends online and regularly watches Twitch streams and eSports tournaments. Gary spends a great deal of his free time online. He spends at least 2-3 hours gaming every day but does not play competitively. Gary is well-versed in technology and has built his own gaming rig from scratch. He researches several popular sites like tomshardware before deciding to order parts online from Fry's, Newegg or Amazon. Gary primarily spends his disposable income on games and computer parts. CRISP

Time

COMPANY NAME / LOGO



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Google



















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Money

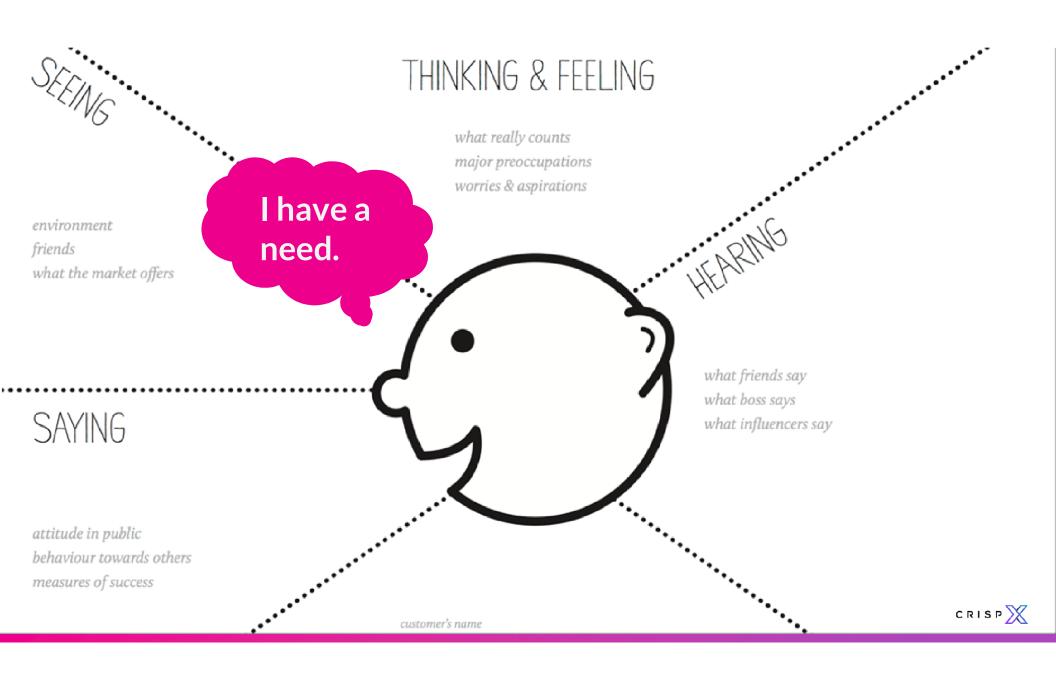


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COMPANY NAME / LOGO



EMPATHY MAP

At moment of need

Grown Gamer Gary



THINK AND FEEL



- "I wonder if my current gaming PC is outdated?"
- "How much should I spend on a new PO?"
- "Should I buy a prebuilt system or build my own?"
- "What are the Pro's using?"

Online review articles about pre-built gaming PC vs. building from scratch

- Online price comparison tools, e.g. pcpartpicker, choosemypo, etc.
- Prebuilt systems online with the specific component models he is interested in.



SAY AND DO





 "You can get a decent pre-built gaming PC but the trade off is not getting to pick each component individually."

HEAR

- "It's probably cheaper to replace individual components."
- "I wish I had more time to game and connect with my friends."
- Researches the pros and cons to building your own gaming PC vs. buying pre-built.
- Asks other gaming friends for recommendations on both pre-built options and components.





 Staying knowledgeable about new products requires time and effort.

PAIN POINTS

- It takes time to research compare parts and prices and his free time is limited.
- Build a gaming rig that is decent to great performance without going over budget.
- Connect with friends through gaming.

WHY

A NEW

PC

GAMING

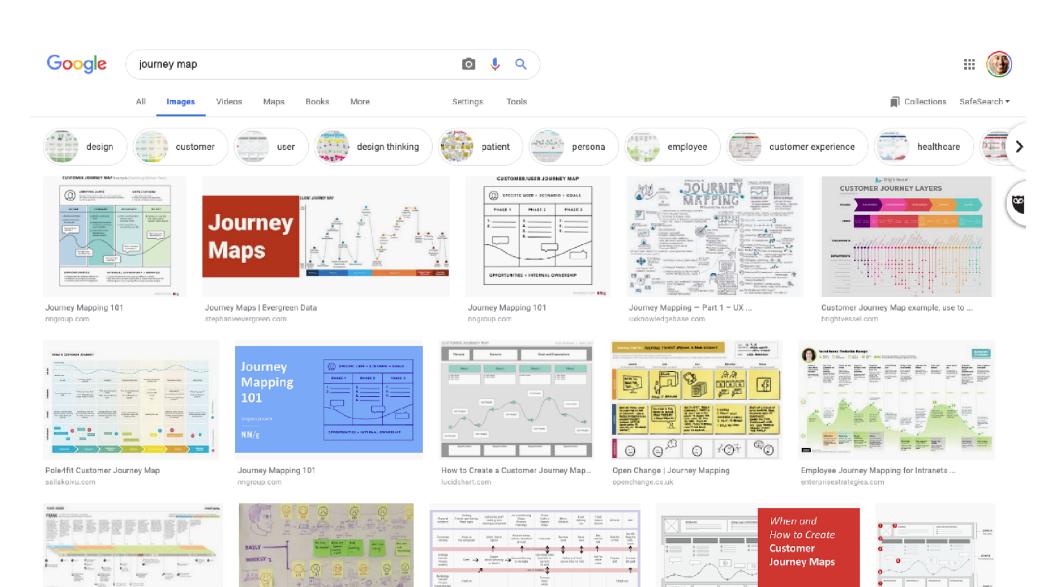


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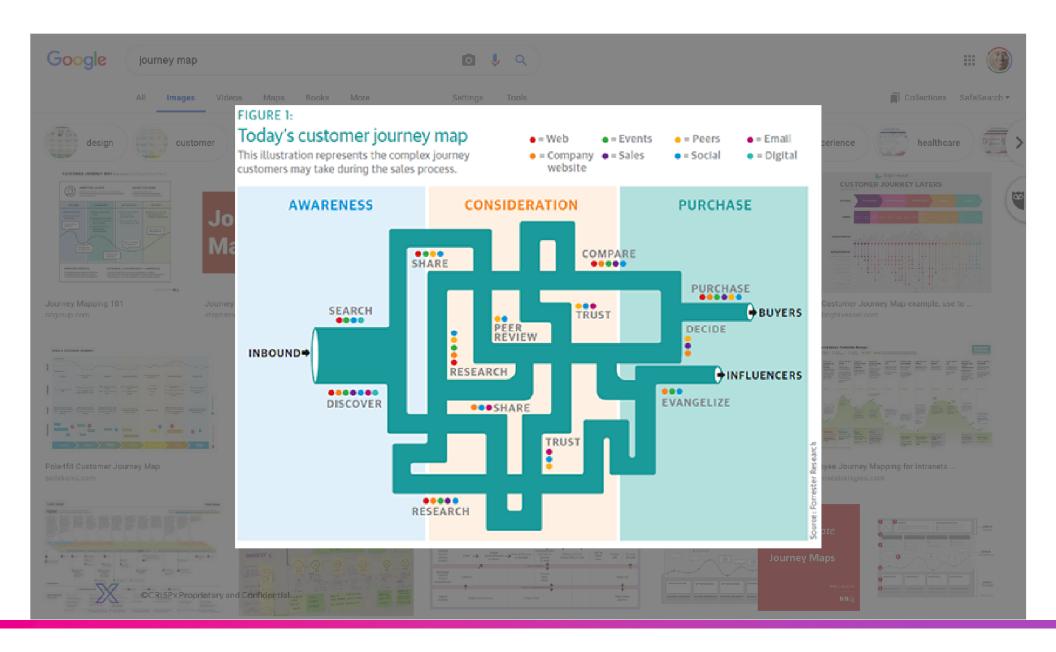
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NN/g

Support process



Modern customers expect more from every brand.





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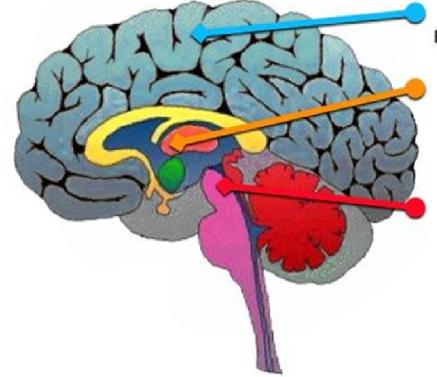
"We are talking monkeys, on a organic spaceship, flying through the universe."

- Joe Rogan





3 Brains



HUMAN

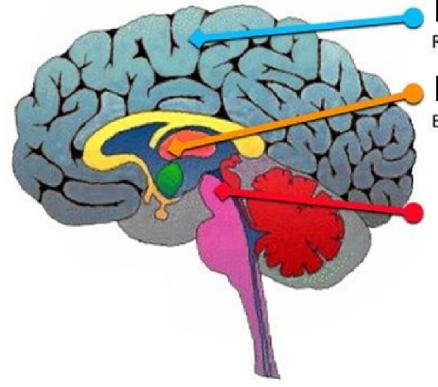
Rational or Thinking Brain



Paul Donald MacLean, Neuroscientist, Triune Brain Theory



3 Brains



HUMAN

Rational or Thinking Brain

MONKEY

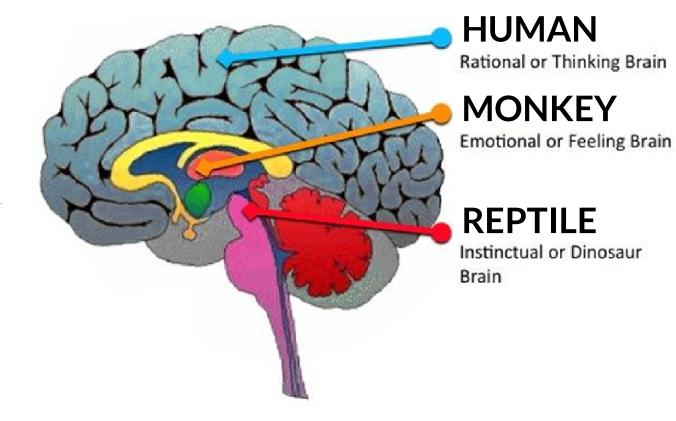
Emotional or Feeling Brain



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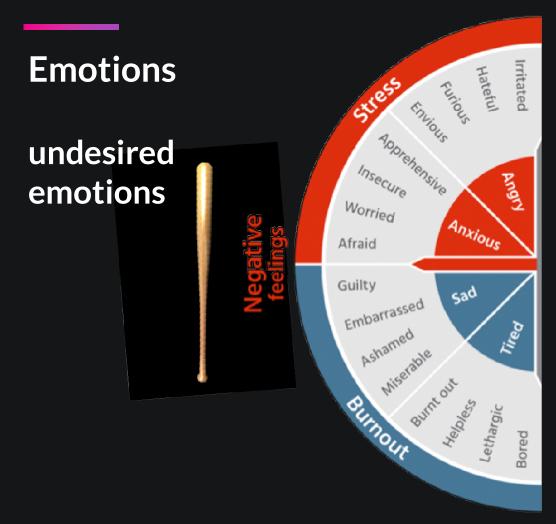


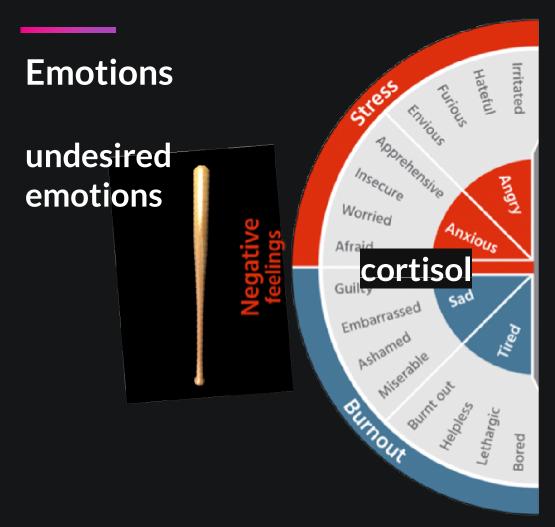
3 Brains













desired emotions



CRISPX Prop

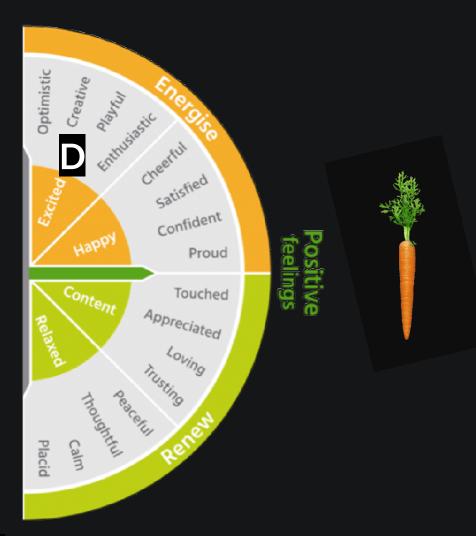
- Dopamine = Thrill
- Oxytocin = Safety
- Serotonin = Dominant
- Endorphins = Relief





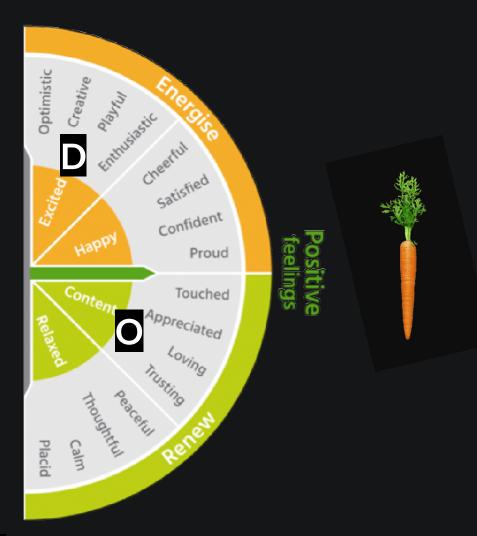
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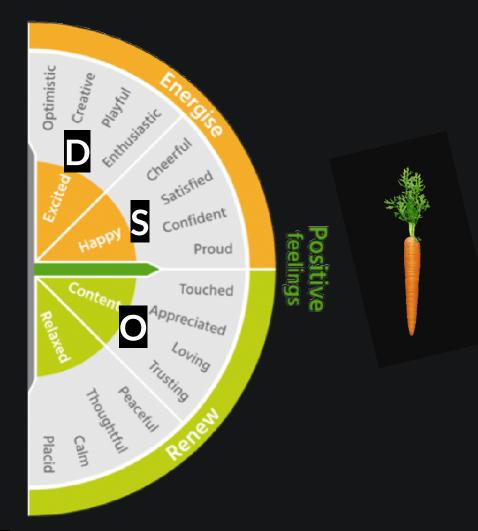
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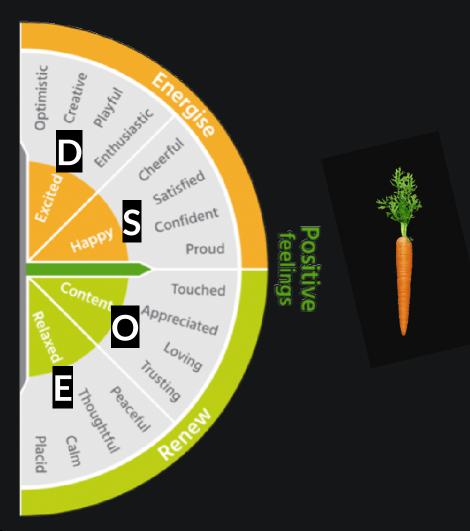
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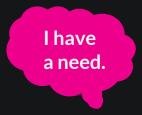


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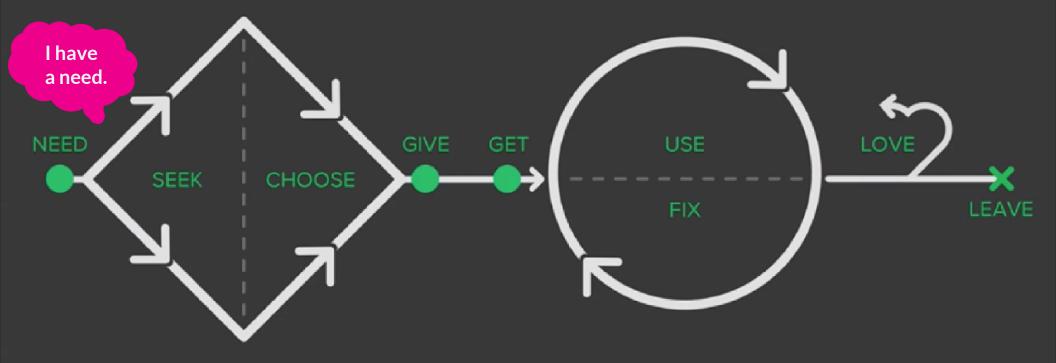




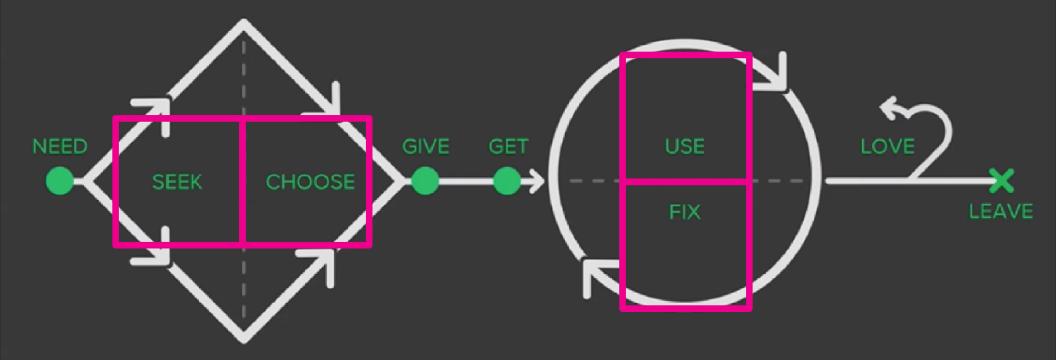
9-step customer journey map

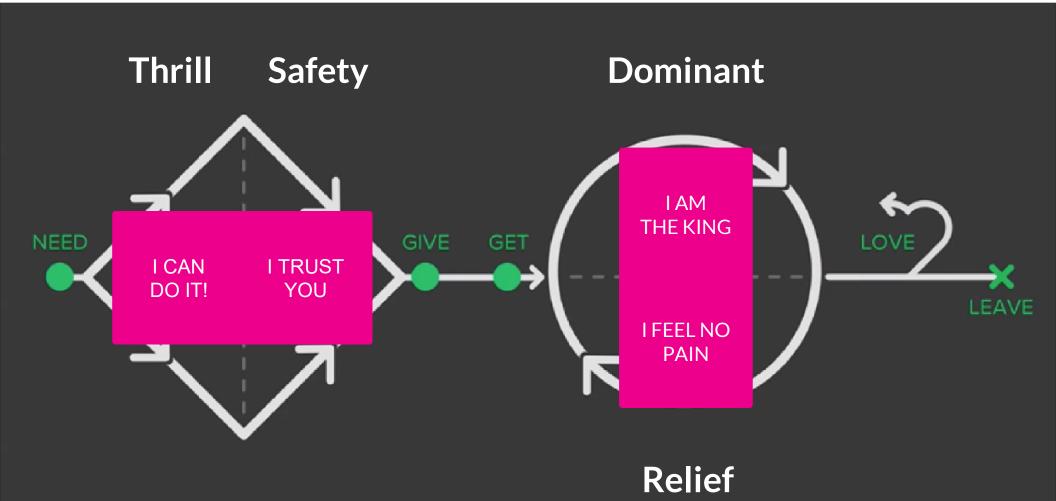


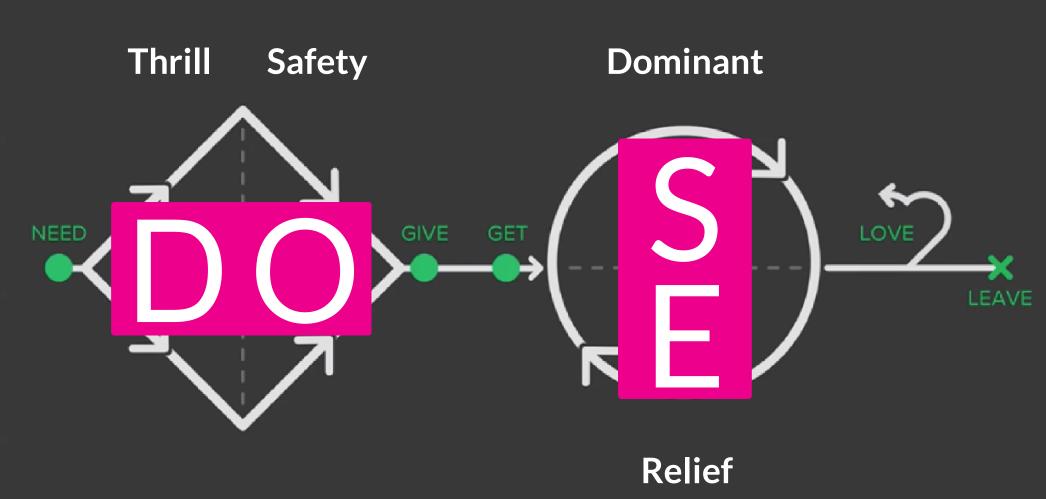
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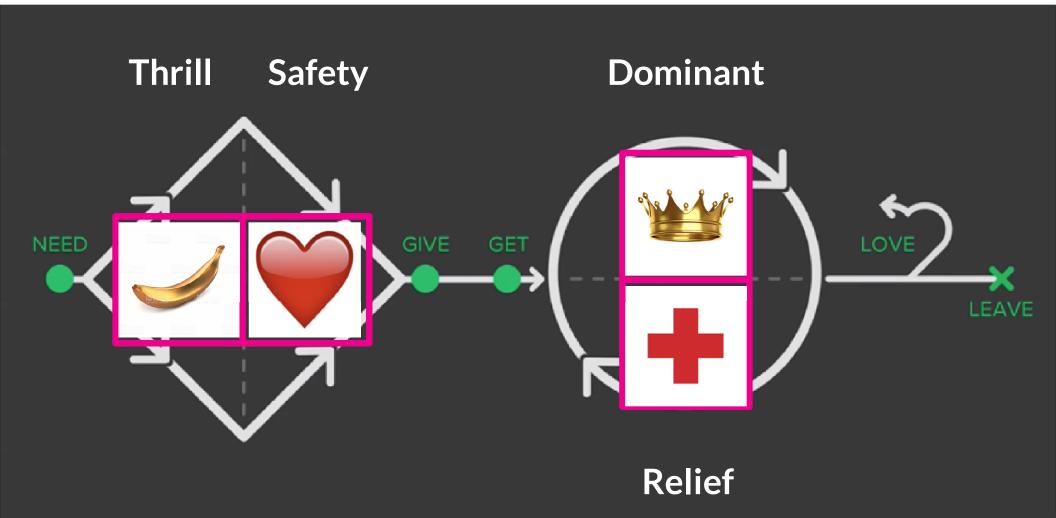


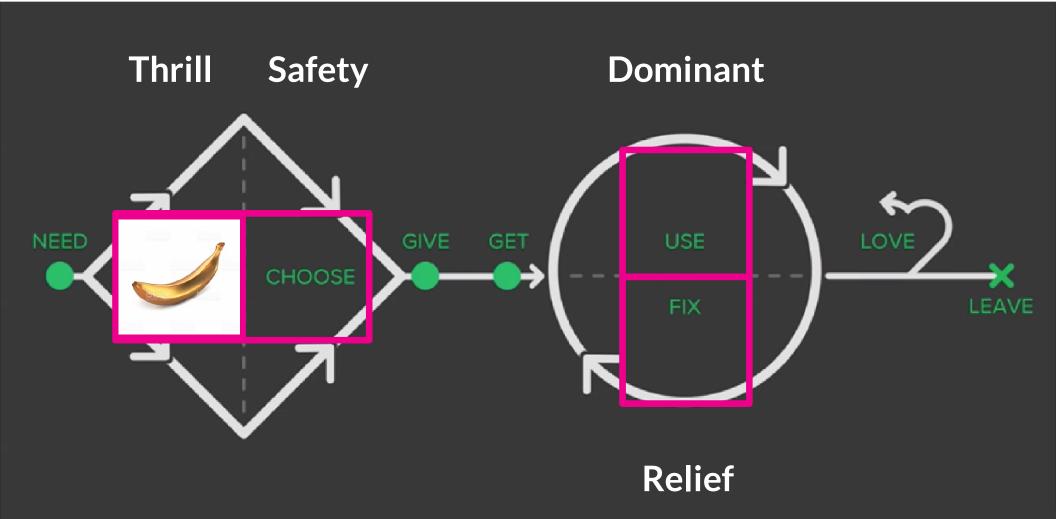
We can influence the most during these 4 steps





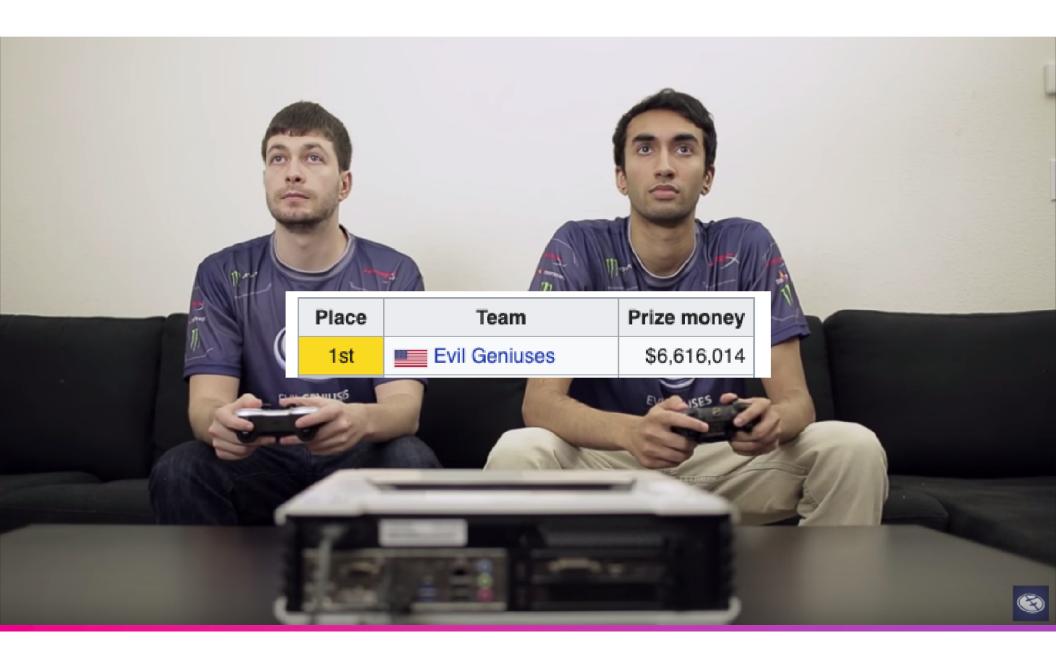


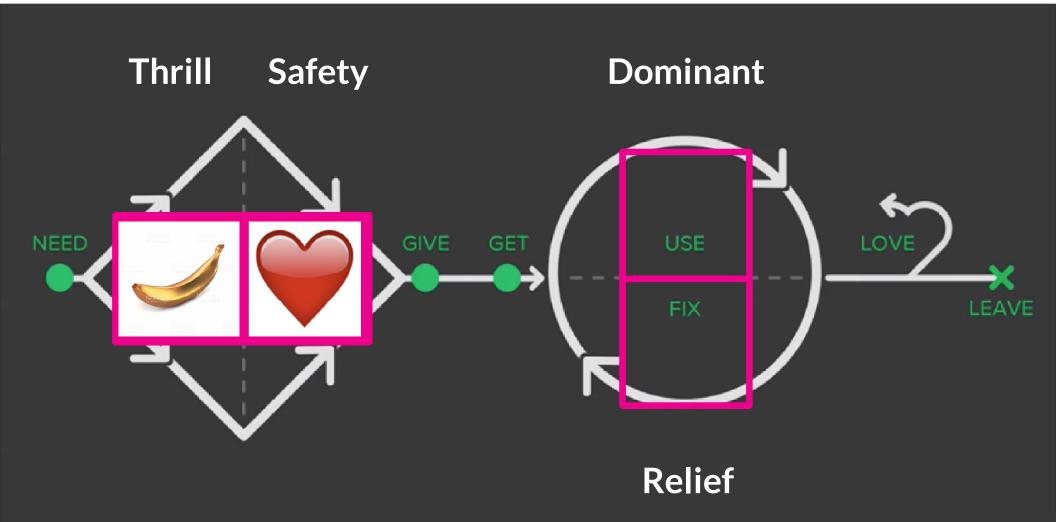












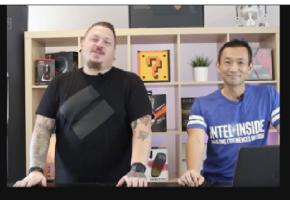


Where All Athletes Belong.























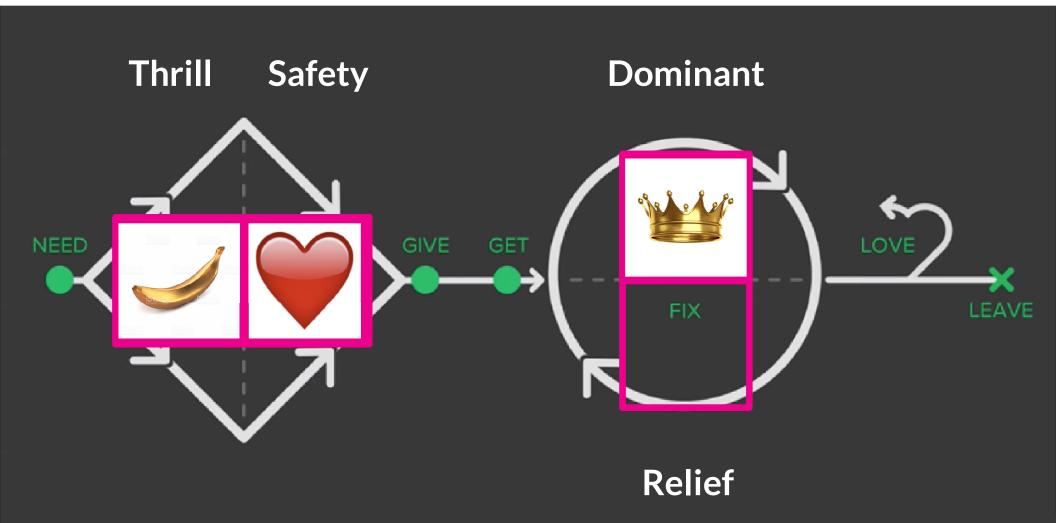


GAMERS FIRST.

At Syber, we take pride in building computer to the customer's specifications. Every machine is tested for quality and benchmarked before leaving the factory. From the ground up, we ensure every computer is built with quality in mind and don't cut corners. If our customers ever have problems with the machines we build, there's a support line open to call and every computer is backed with a limited warranty. We don't want to take attention away from the game.

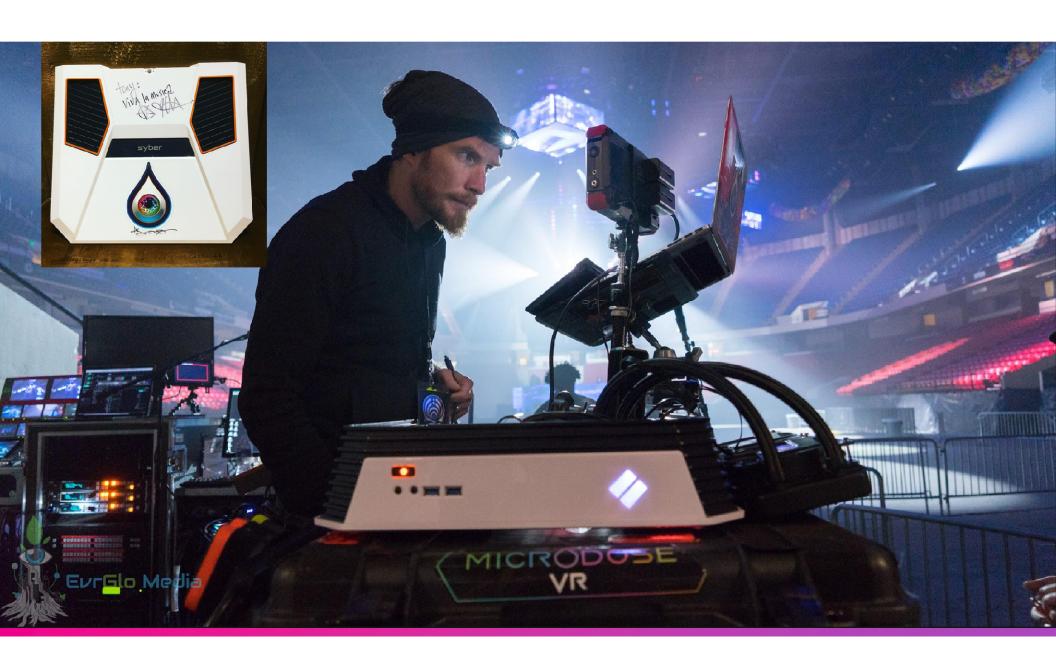
SUBSCRIBE TO NEWSLETTER

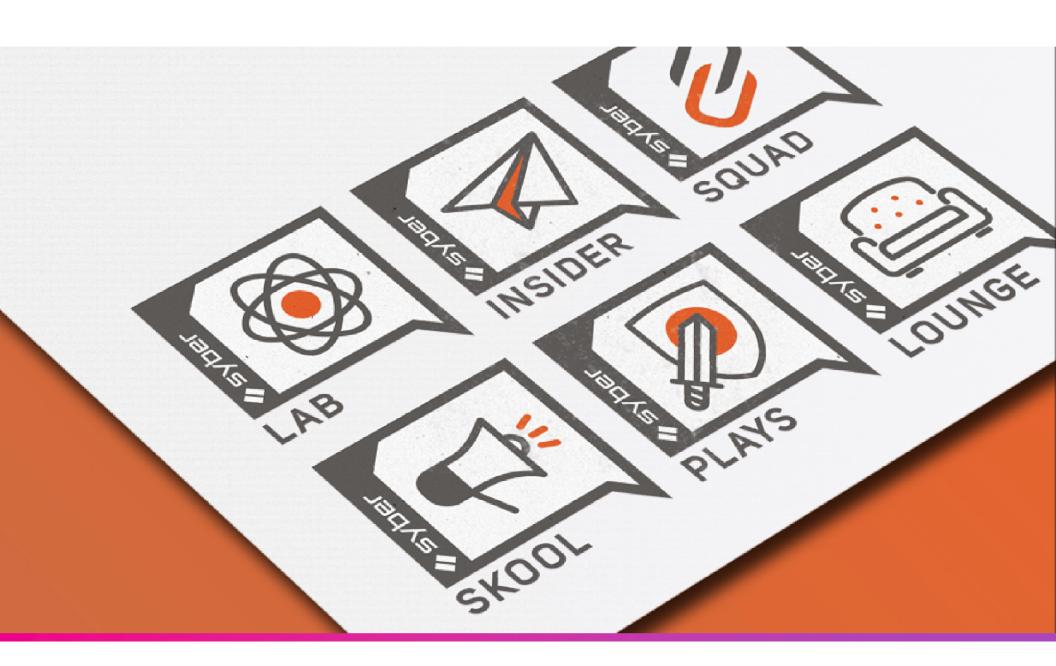
Join the Syber Family today and receive a special welcome promo code, news about product releases, invitations to events, and more.

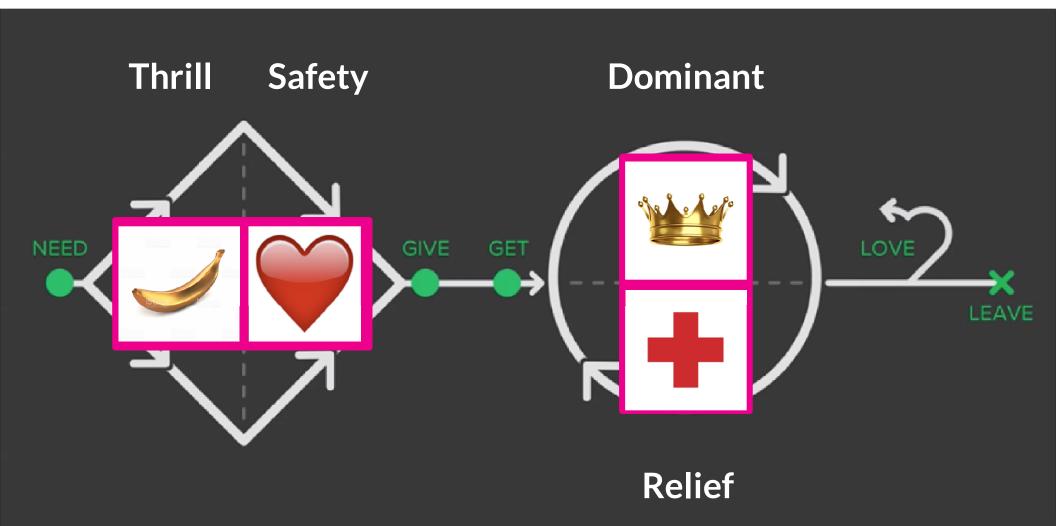












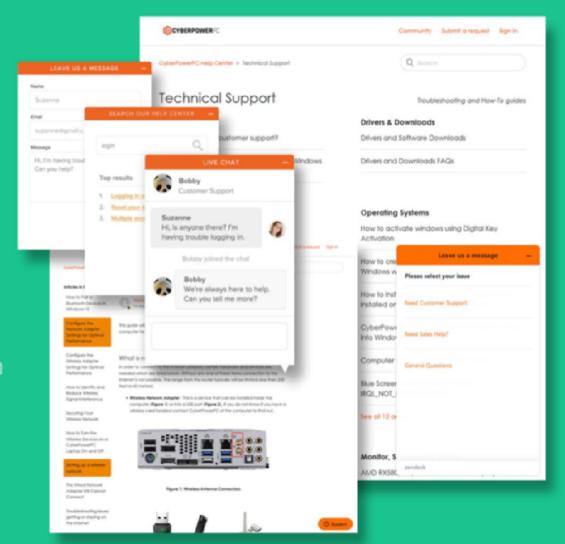






ALL ABOUT CUSTOMER SERVICE

- Drastically reduce call wait times (3-5 Minutes Max)
- · Improve response time to emails and live chat
- · New and improved self-help knowledge base
- · Al and Automation
- · More detailed guides





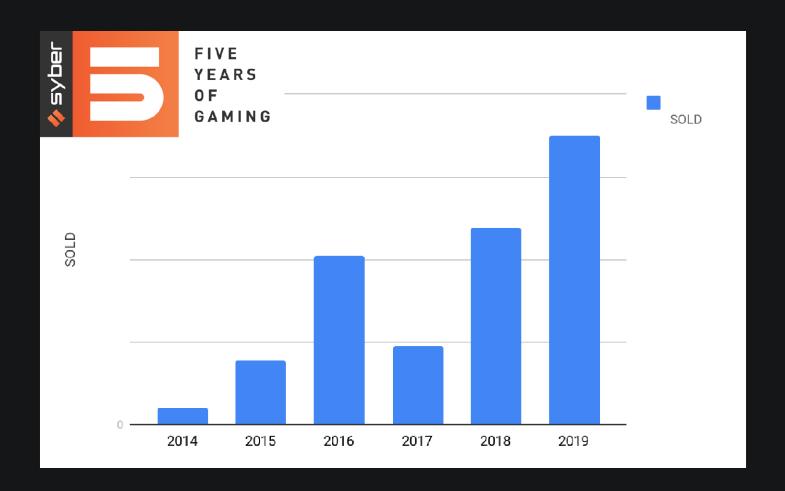












CUSTOMER JOURNEY MAP

SCENARIO

COMPANY NAME / LOGO





PERSONA NAME

Grown Gamer Gary

Grown Gamer Gary is looking to upgrade his Gaming PC which is now 5 years old and starting to show signs of struggling to keep up with the demands of new video games. Gary has previously built his Gaming PC from scratch but is looking into prebuilt options that might be decent enough for his gaming needs to save on the time and labor.

| | 1. SEEK | 2.CHOOSE | 3.USE | 4.FIX | NOTES |
|-------------------|---|---|---|---|-------|
| ACTIONS | Ask friends for recommendations Internet searches for pre-built vs. build your own GAMING PC See what the eSport Pros use | Reads online reviews Watches YouTube reviews and unboxings Visits retail stores | Buys the product Receives the product Use the product Leaves product review Recommends brand to friends Or has an issue (FIX) | Problems Contact support Buyers remorse Cancel order Returns product | |
| TOUCHPOINTS | Organic search results on Google, Bing Paid search results on Google, Facebook, Instagram Twitch streamers eSport teams | Brand website .COM Branded + user generated content on Facebook, Instagram, and Twitch Influencer messaging on YouTube and Twitch | Product pages on .COM A+ content on retailer pages like Amazon, WalMart, BestBuy Packaging experience Set up experience Reviews and social sites | 3rd party support teams Social media engagement Post purchase emails Support experience | |
| EMOTION: D.O.S.E. | I CAN DO IT! | TRUST TRIBE | SPECIAL RECOGNITION | PAIN FREE | |
| OPPORTUNITIES | Establish the brand as a thought leader and domain authority, with relevant, educational content, based on Google SEO strategies and engaging advertising Sponsor pro's Sponsor influencers | Invest in branded content Encourage product YouTube reviews Encourage performance and comparison reviews | Ensure A+ product pages are beautiful and informative Create a delightful instructive open box experience Maintain product support pages online Incentivise registration, subscription, reviews Encourage social posts with #campaign | Pain free warranty and support experience Increase FAQ Increase "how-to" educational content Train 3rd party Exceed expectations with support!! | |



Customer experience #cx

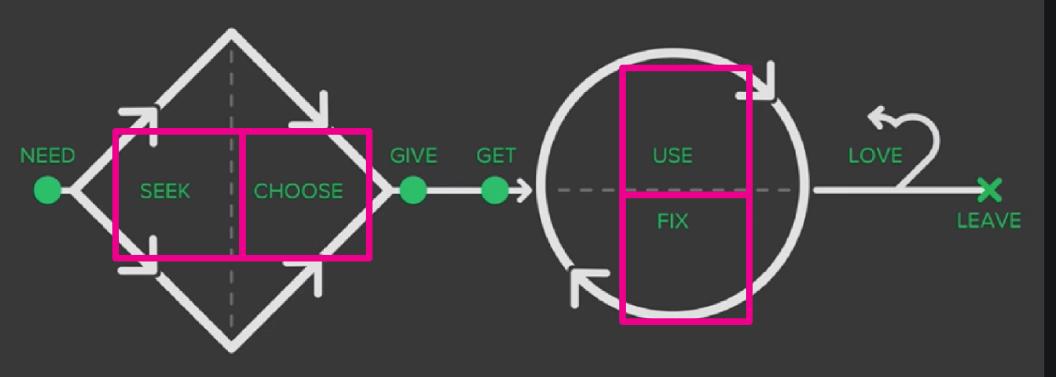
Gartner

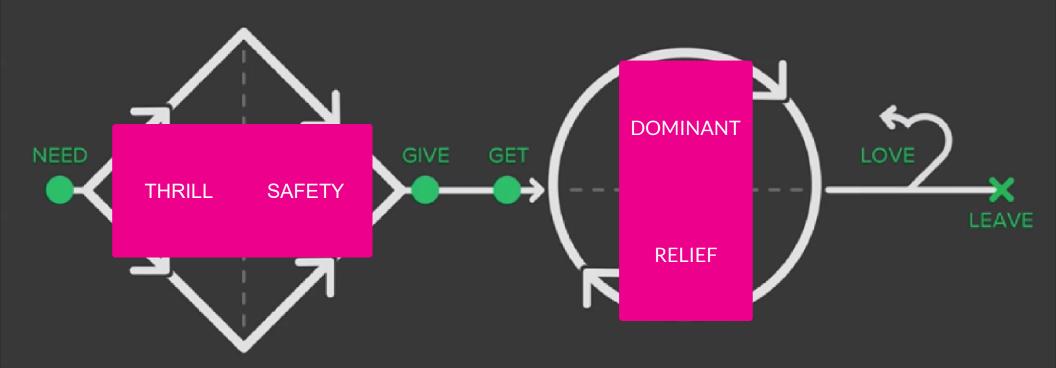
Key Findings From the Gartner Customer Experience Survey
Contributor: Chris Pemberton

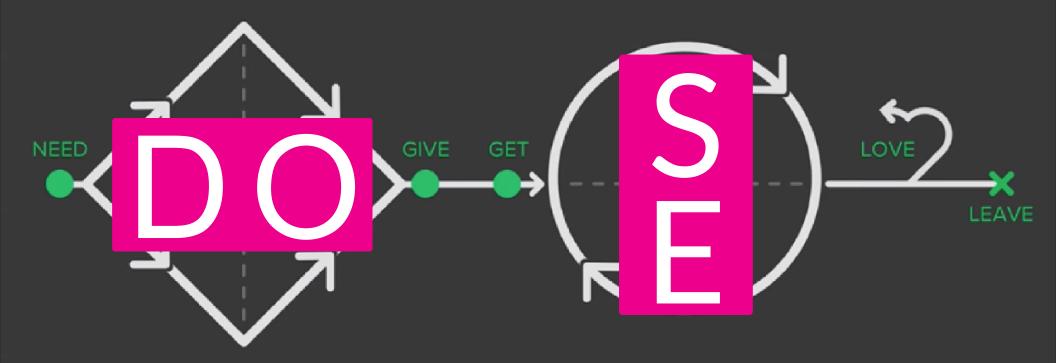
Customer experience (CX) is the new marketing battlefront.

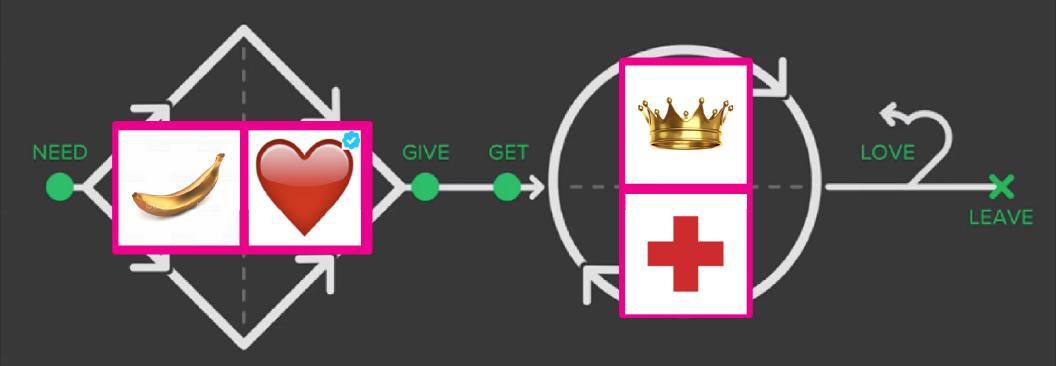
More than two-thirds of marketers responsible say their companies compete mostly on the basis of CX, according to the Gartner Customer Experience in Marketing Survey.

And by this year, 81% say they expect to be competing mostly on the basis of customer experience.









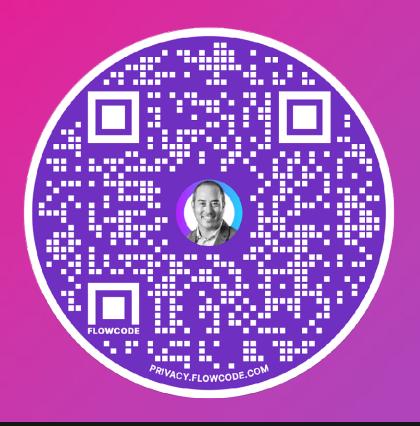
D.O.S.E. your customers with the desired emotion during each step of the customer journey, and it will help your business to win on this new battlefront by getting customers addicted to your brand.



Helping tech companies market for sales growth.

Learn more:

#customercentric
#customerexperience
#personas
#journeymap
#cx
#DOSEmethod



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Q&A

Tell me your thoughts on the DOSE method.

Tell me what was most memorable?

Tell me what needs more clarification?

Tell me what you can implement immediately?



