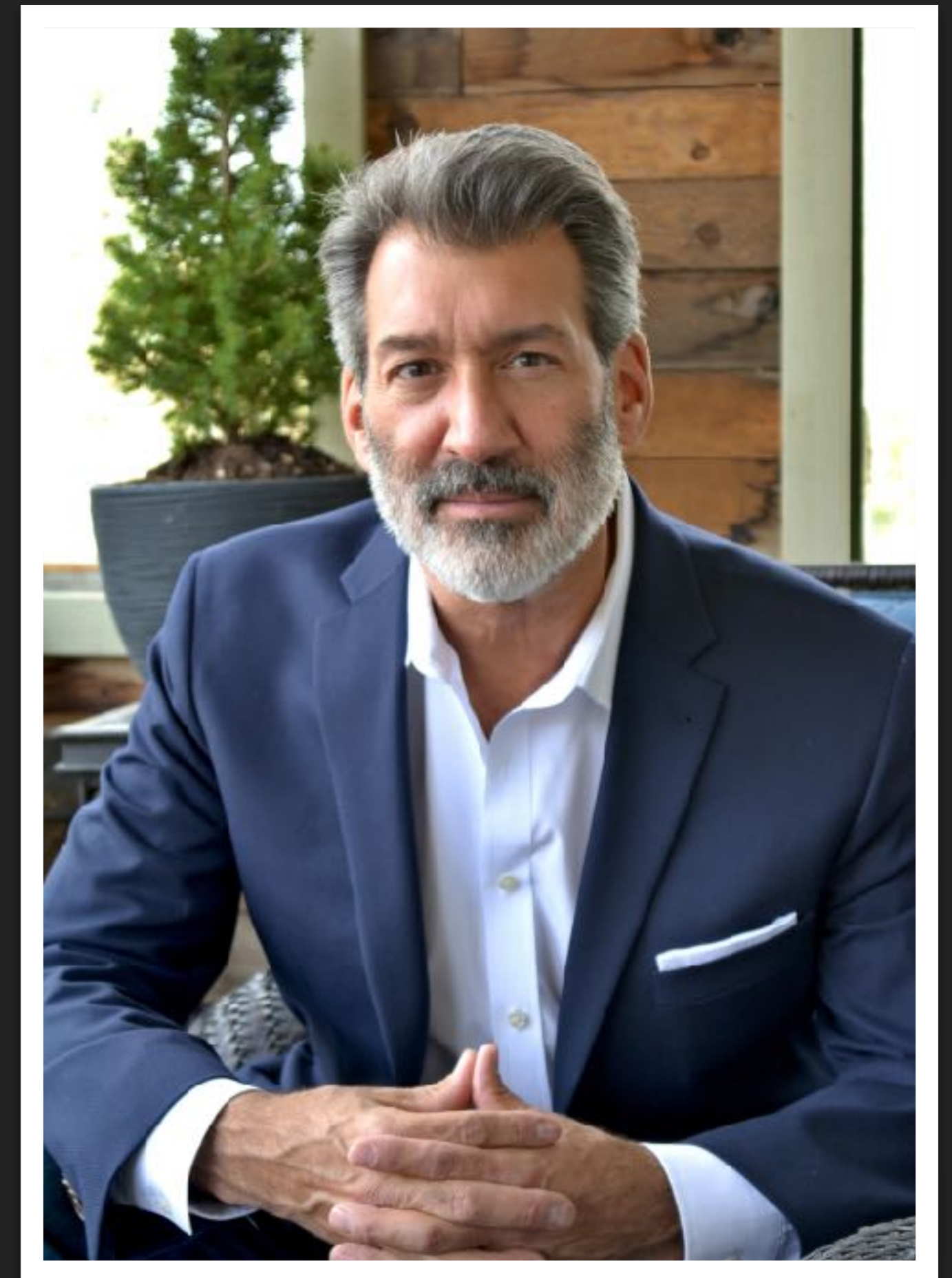


WINNING THE CUSTOMER 4.0

**FUTURE-PROOFING YOUR BUSINESS
BY BETTER RESPONDING TO A NEW
GENERATION OF WANTS, NEEDS, AND
EXPECTATIONS**

David Avrin, CSP

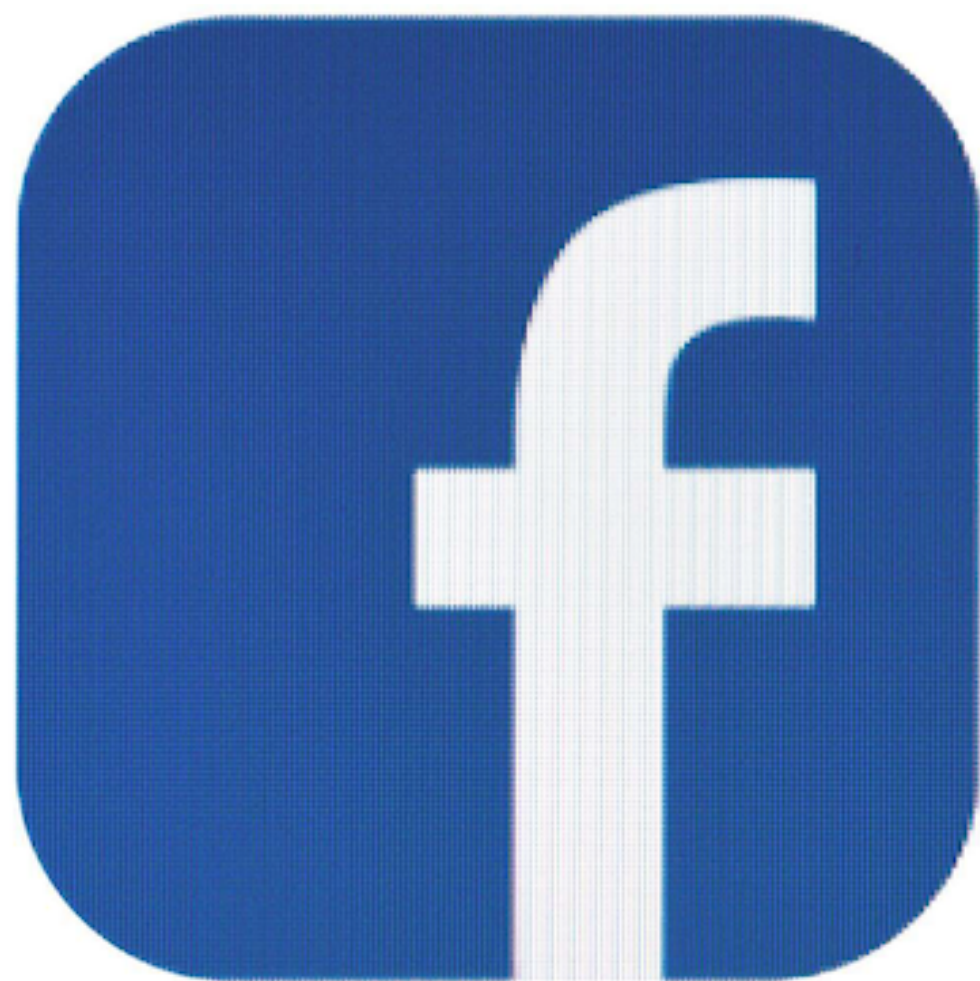




The Real David Avrin



David Avrin



David Avrin Fans



@David Avrin



me

\$1.49



OPTION A

OPTION B

OPTION C

OPTION D

OPTION E



TODAY 4
Ethnic Foods Cereal
Flour / Sugar Breakfast On-The-Go
Baking Mixes / Oils Pancake Mix / Syrup
Pie Crusts Spices / Nuts

It's easy to bake
some bunny happy!
PICK ONE UP!

Nabisco Pie Crusts

EXTRA SAVINGS
\$2.55

EXTRA SAVINGS
\$2.57

TRY NEW!
MILKY BUNCKERS
Oats

The ONLY raisin cereal
with 3 kinds of raisins.
with quick release and chocolate nut clusters

RAISIN BRAN

RAISIN BRAN

RAISIN BRAN

RAISIN BRAN

RAISIN BRAN

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RAISIN BRAN



What
did I
learn from
the last year ?











GRUBHUB

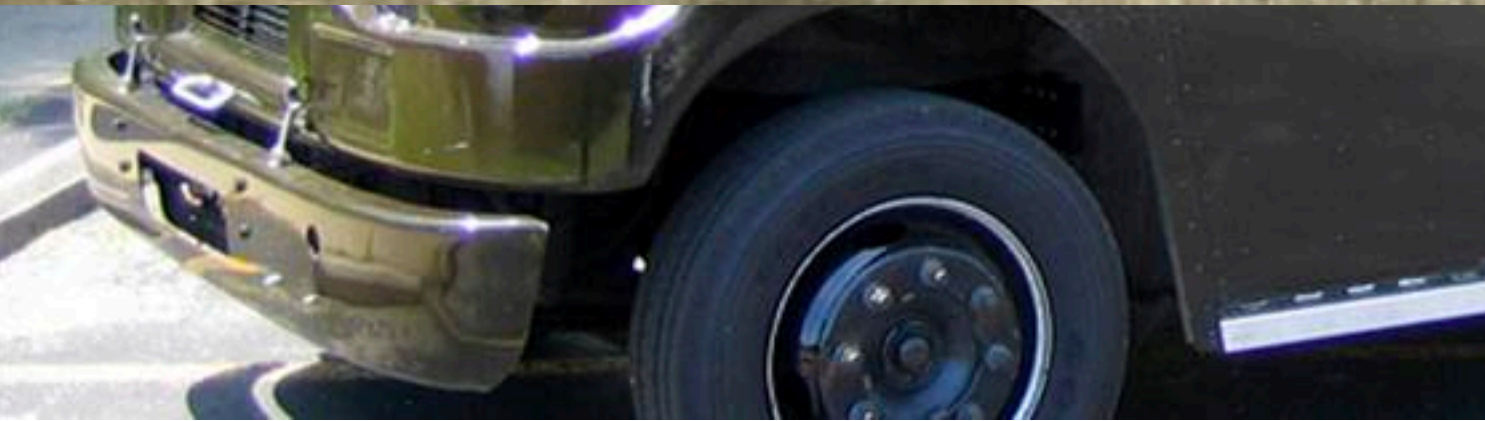
Postmates

UBER



eats

DOORDASH





Primmnesia

Yesterday, 2:22 PM



PARENT

Spencer received
a score of 0 out of
10 on Remote
Learning #1 Prac...
Yesterday, 2:25 PM



PARENT





2022

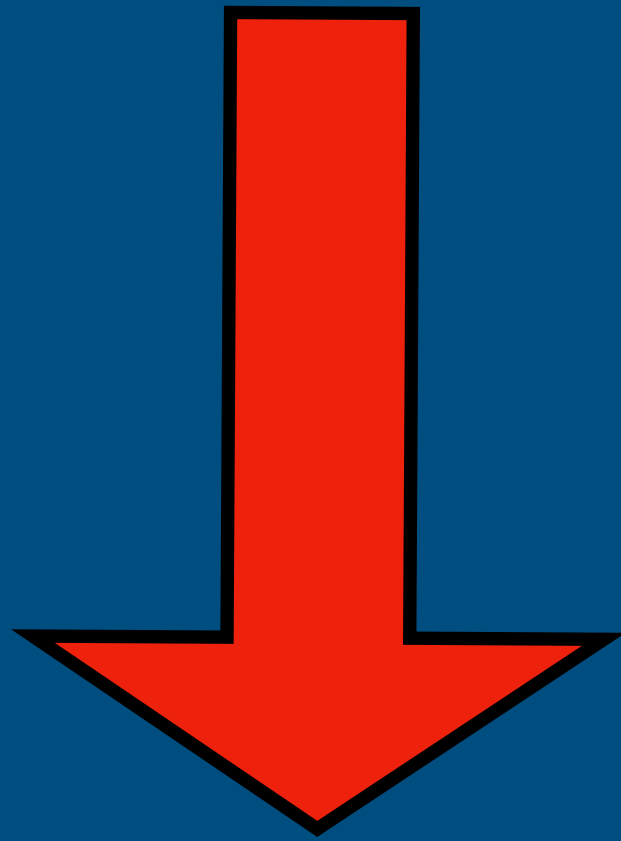


2023

DISRUPTION

INNOVATION

Product-Centric



Customer-Centric

**Ridiculously Easy to do
Business With**



YES

**WHAT CAN
YOU DO?**





Your call is important
to us....

Please Enjoy this 40
minutes flute
solo...



SOCIAL
PROOF



Google
Reviews ★★★★★

tripadvisor®

 glassdoor™

**Rotten
Tomatoes®**

Review Us!

yelp. 



*When communication is
restricted or delayed,
problems escalate quickly.*



An aerial view of a person walking away from the camera on a dirt path in a park. The path is bordered by a paved walkway on the right and a grassy area on the left. A small tree stands on the grass, and a bench is visible in the background. The scene is brightly lit, casting shadows.

User Experience

Design

Understand Your

Changing Customers

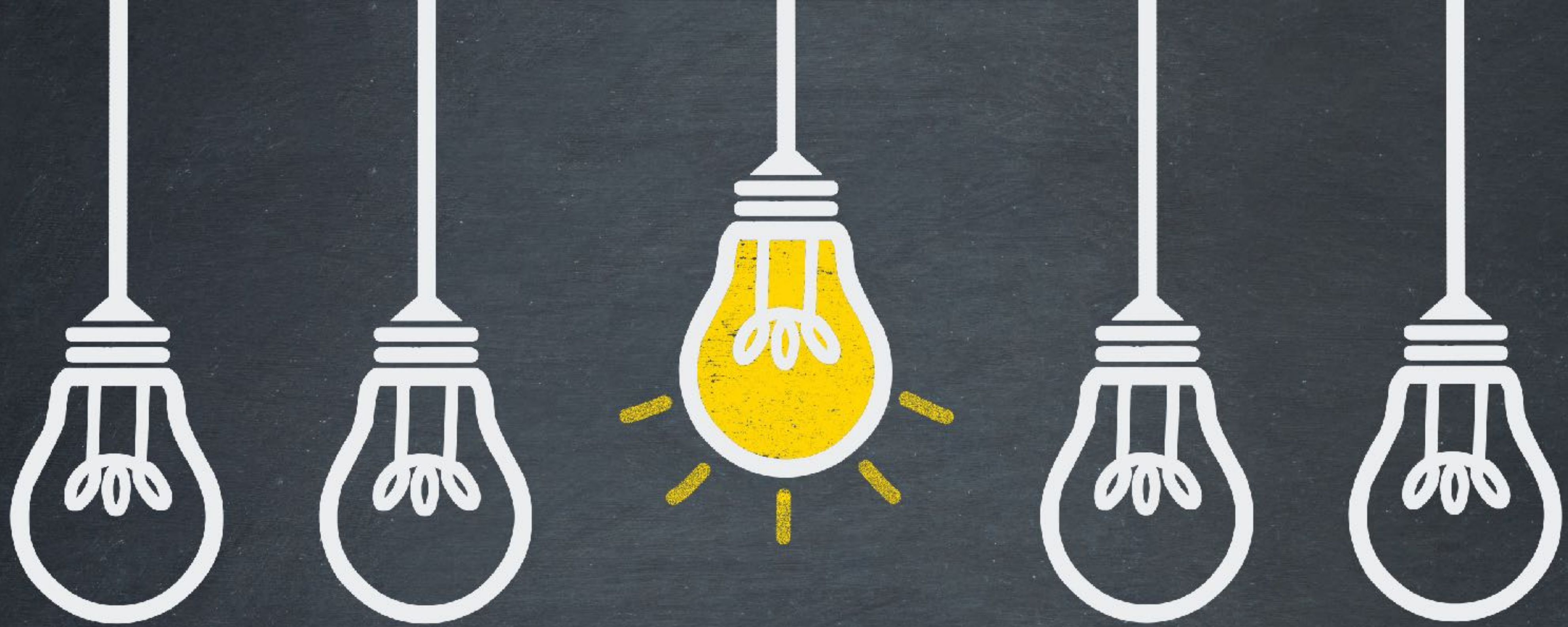
point of view

Empathy [em

understandin

feelings, thou

of another. ex



**WHAT MATTERS MOST
TO YOUR CUSTOMERS?**

Platinum

THE ~~GOLDEN~~ RULE

A DAY
IN THE LIFE

Product-Centric:

*“How much stuff can
we sell them?”*

Customer-Centric:

*“How many ways can
we enhance their
lives?”*

**You Are
Always On!**







The DINERS

**Permed
Mullet**



Disney Parks









Easy to do Business With

Understand Your

Changing Customers

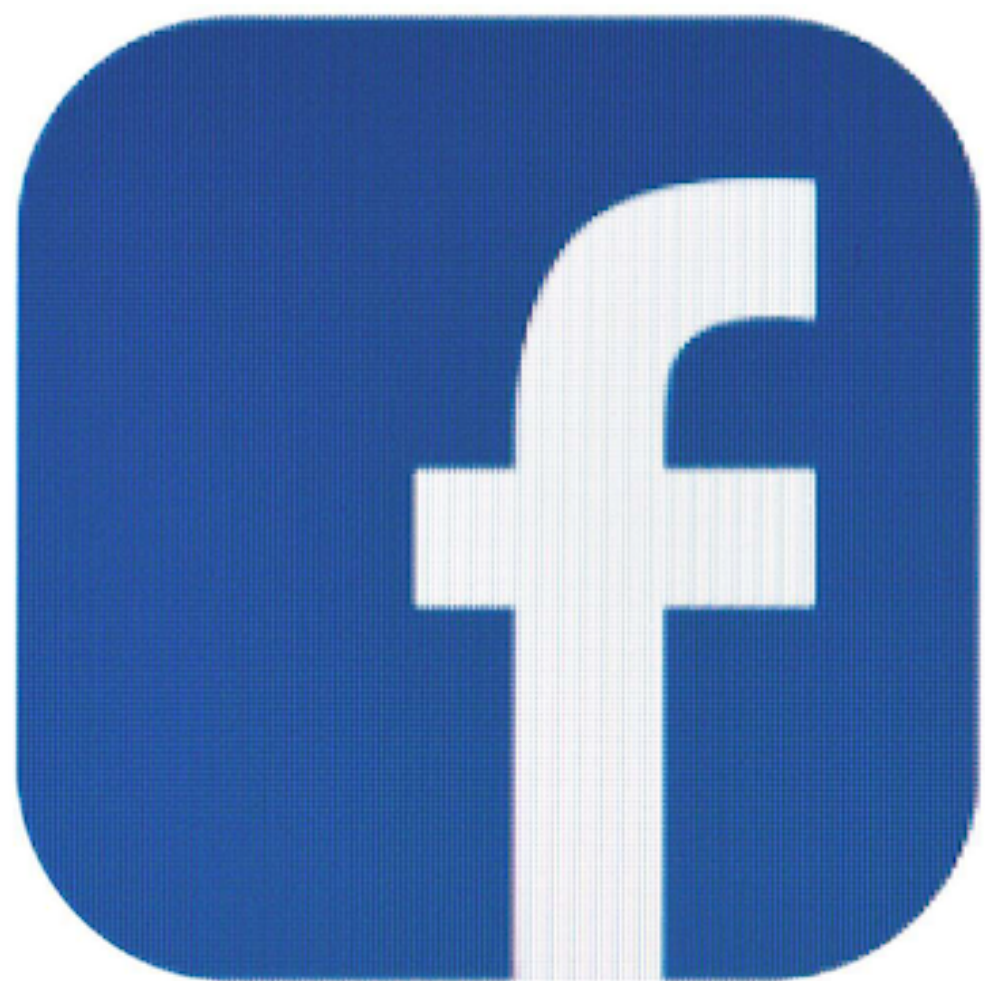
You Are Always On



The Real David Avrin



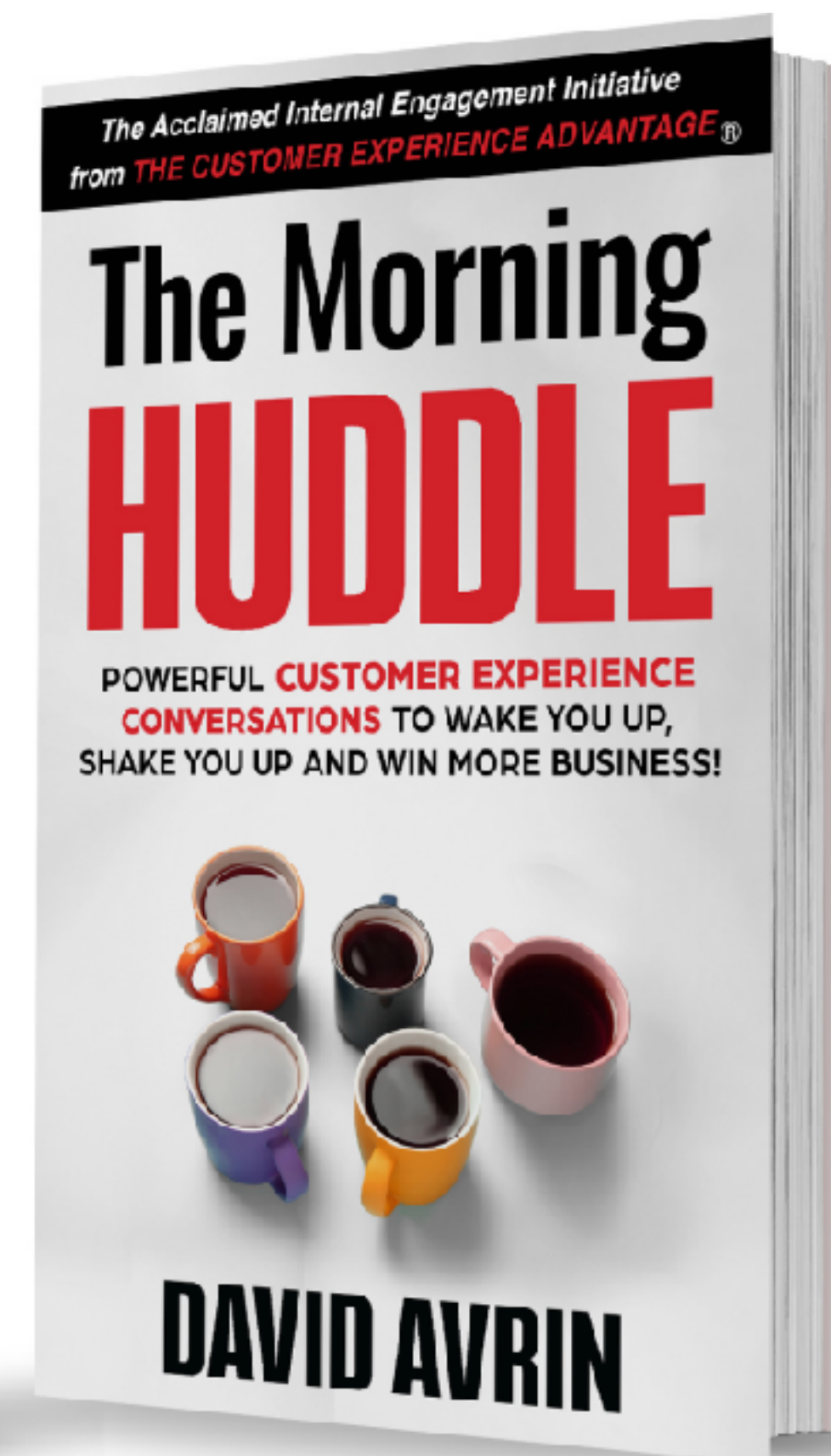
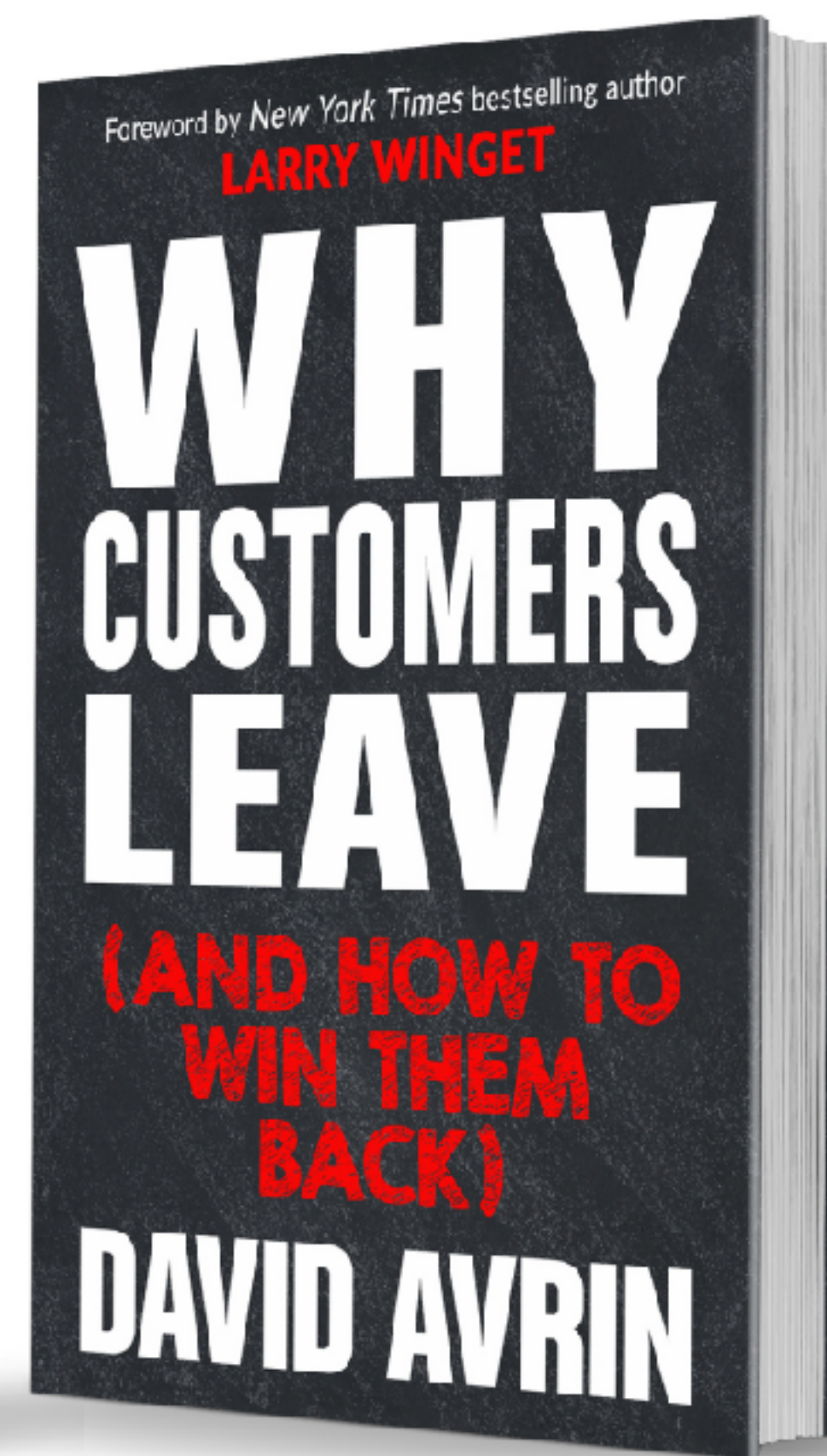
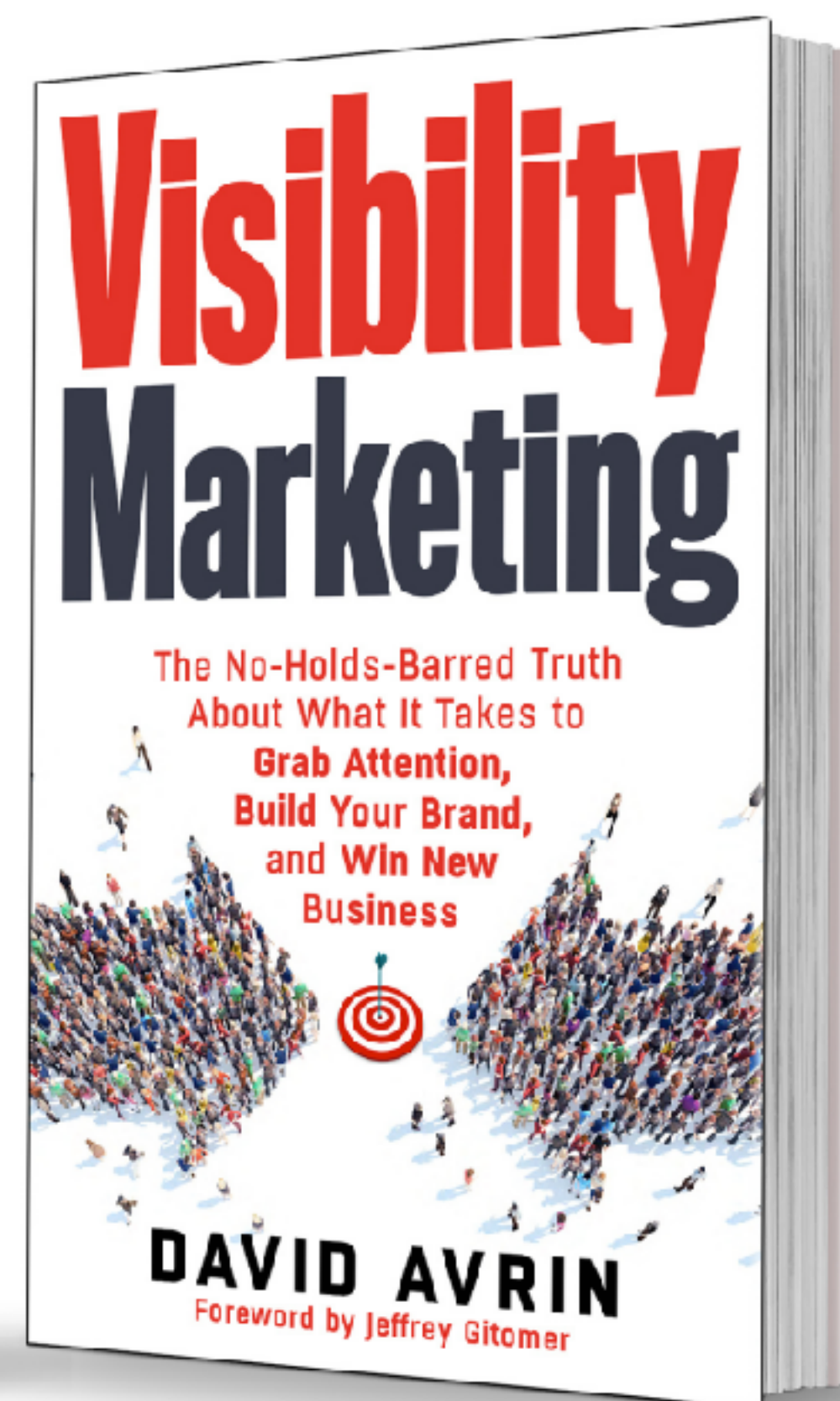
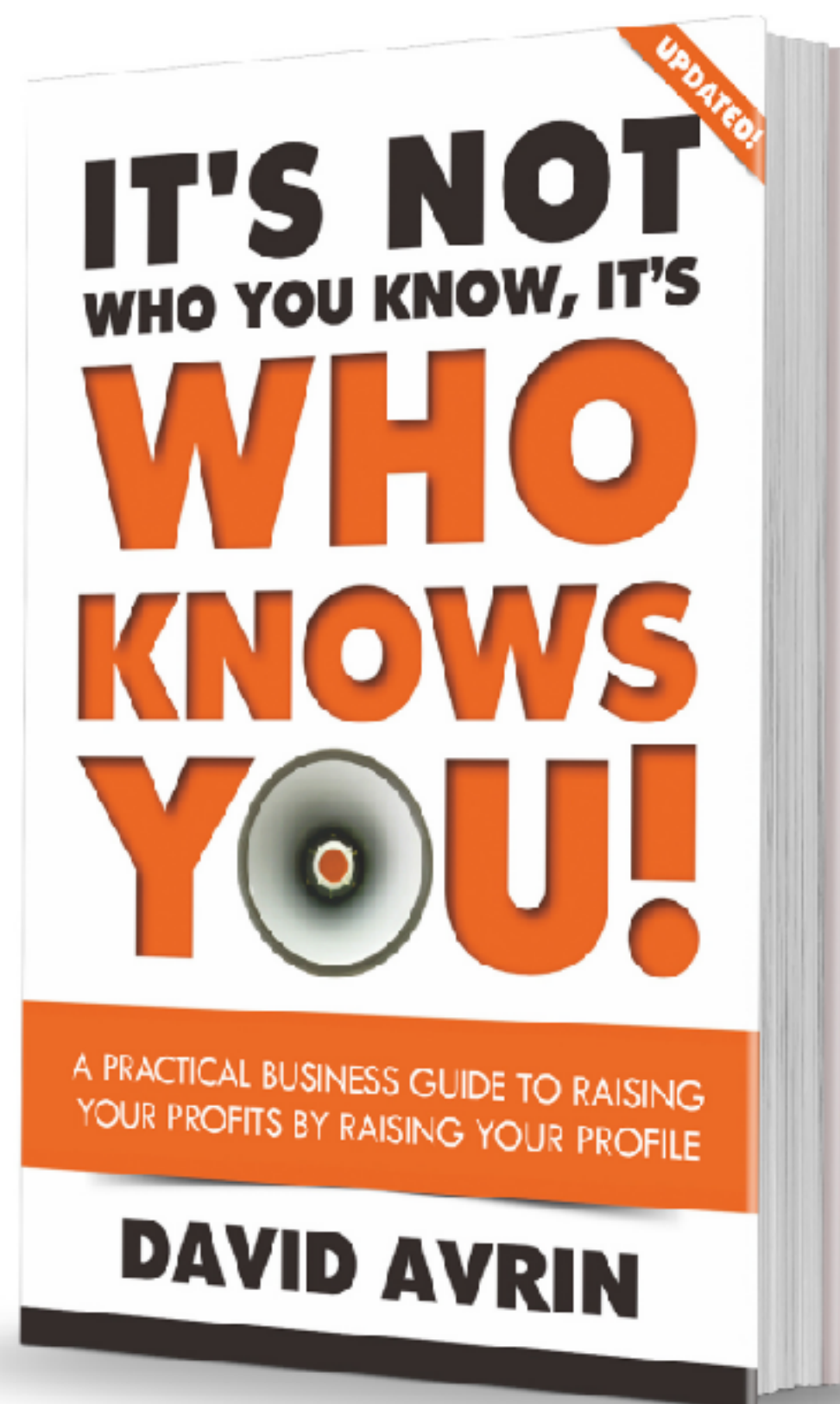
David Avrin



David Avrin Fans



@David Avrin





THE CUSTOMER **EXPERIENCE ADVANTAGE** **MORNING HUDDLE**

MorningHuddleMembership.com



Thank you Electricities!



www.DavidAvrin.com