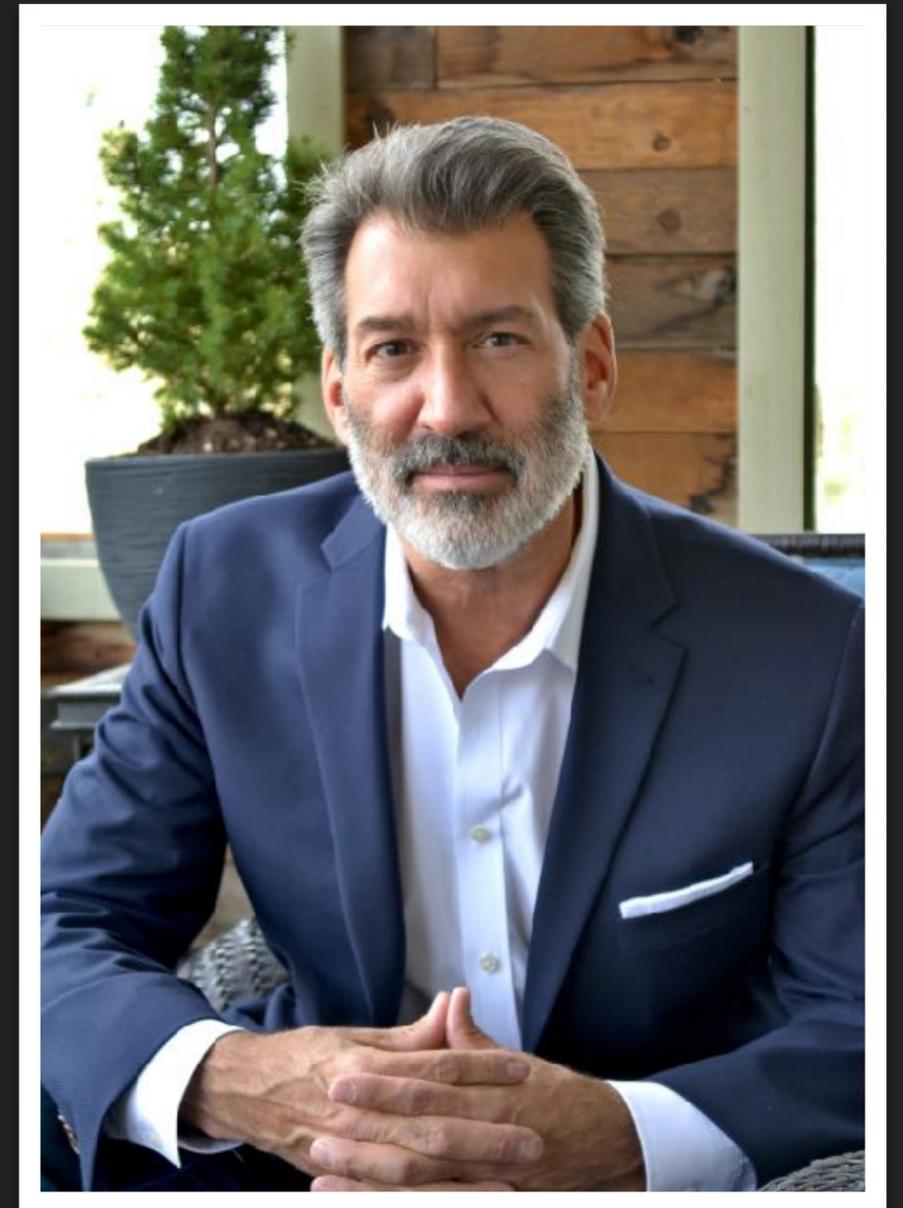


# WINNING THE CUSTOMER 4.0

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**



**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 happy  
**PICK ONE UP!**

Nabisco Pie Crusts

EXTRA SAVINGS  
\$2.55

EXTRA SAVINGS  
\$2.57

ALPINE  
BI  
VITAMI

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

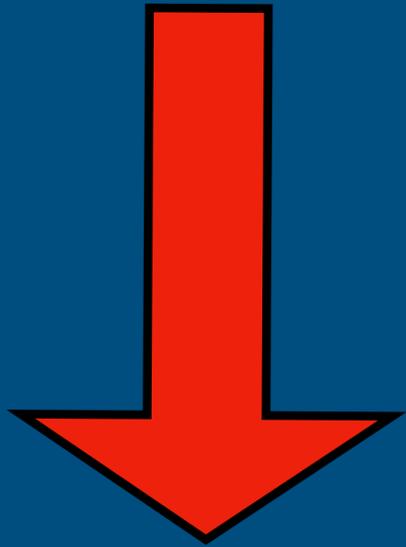


2023

**DISRUPTION**

**INNOVATION**

**Product-Centric**



**Customer-Centric**

**Ridiculously Easy to do  
Business With**



**YES**

A black spiral-bound notebook is positioned on the left side of the frame. The text "WHAT CAN YOU DO?" is printed in a bold, white, sans-serif font across the center of the notebook's cover. To the right of the notebook, a fountain pen with a silver body and gold accents is shown. The pen is uncapped, with the nib pointing upwards. The entire scene is set against a bright yellow background.

**WHAT CAN  
YOU DO?**

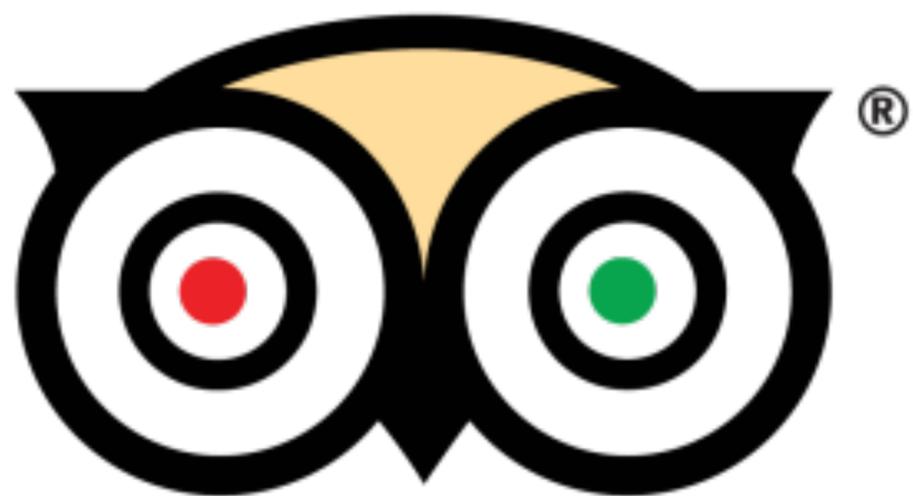


Your call is important  
to us....

Please Enjoy this 40  
minutes flute  
solo...



SOCIAL  
PROOF



tripadvisor®



**Rotten**  
**Tomatoes**®





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



An aerial view of a park or campus walkway. A person in a dark jacket and pants is walking away from the camera on a dirt path, carrying a red bag. To the right is a paved walkway with a low concrete curb. Further right is a grassy area with a young tree and a bench. The scene is brightly lit, casting shadows.

**User Experience**

**Design**

**Understand Your**

**Changing Customers**

point of view

**Empathy**

understanding

feelings, thou

of another. ex



**WHAT MATTERS MOST  
TO YOUR CUSTOMERS?**

Platinum

THE ~~ORBITAL~~ 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





FANTASY





Easy to do Business With

Understand Your

Changing Customers

You Are Always On



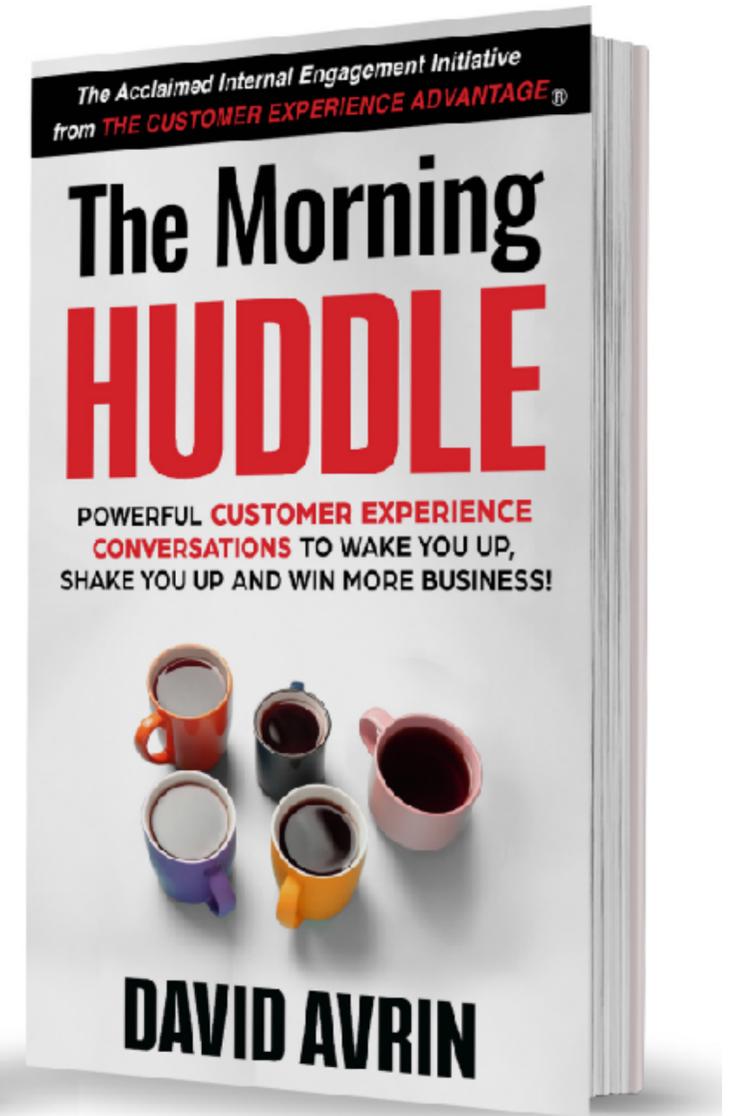
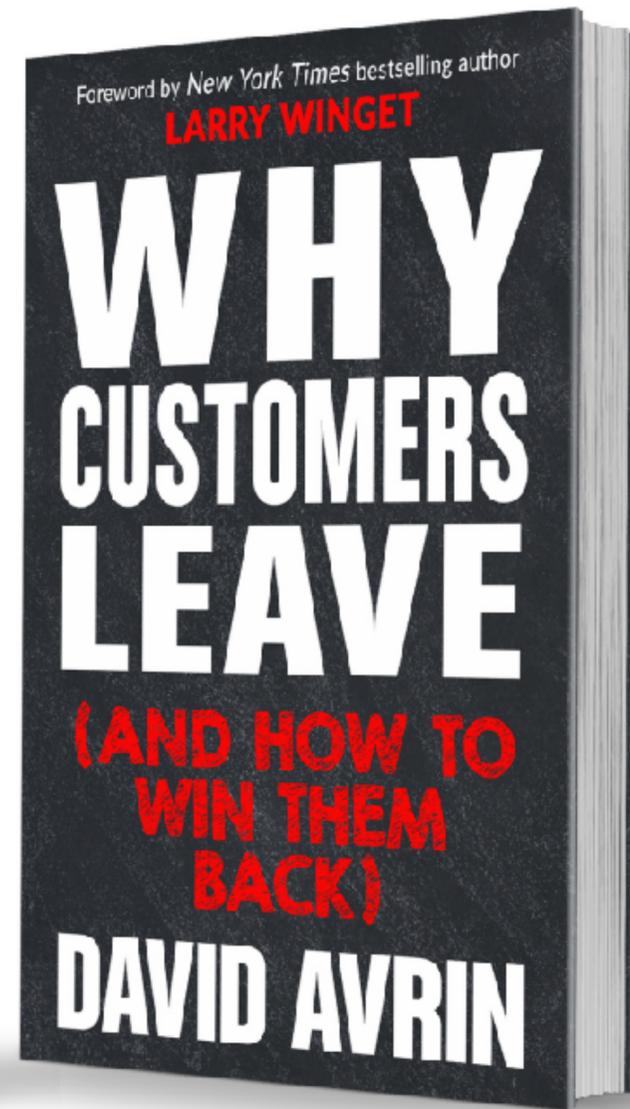
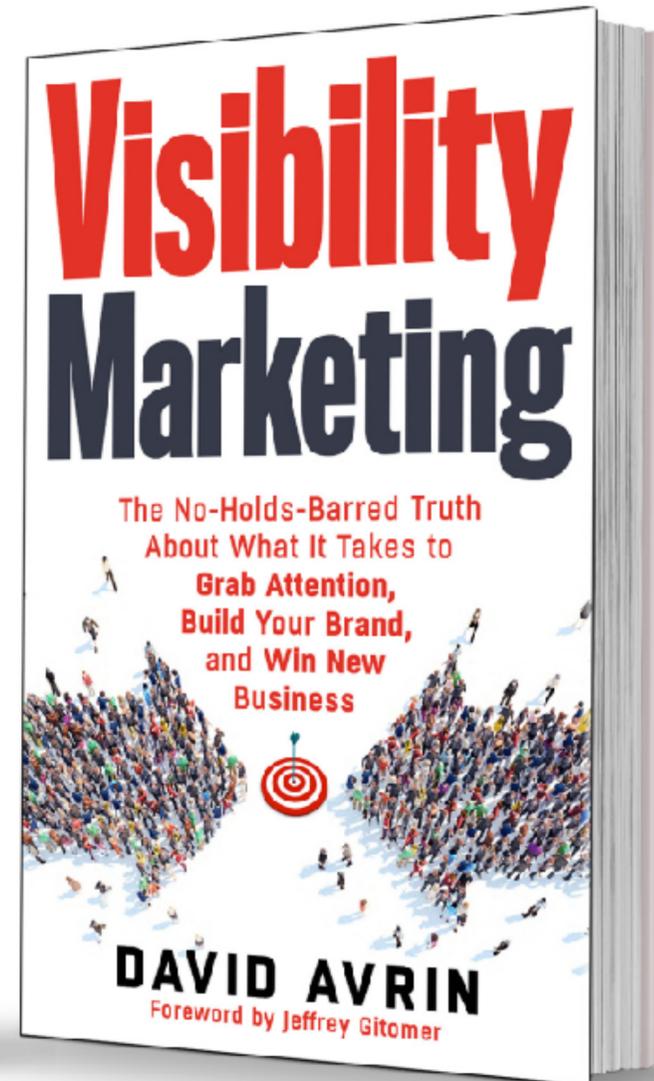
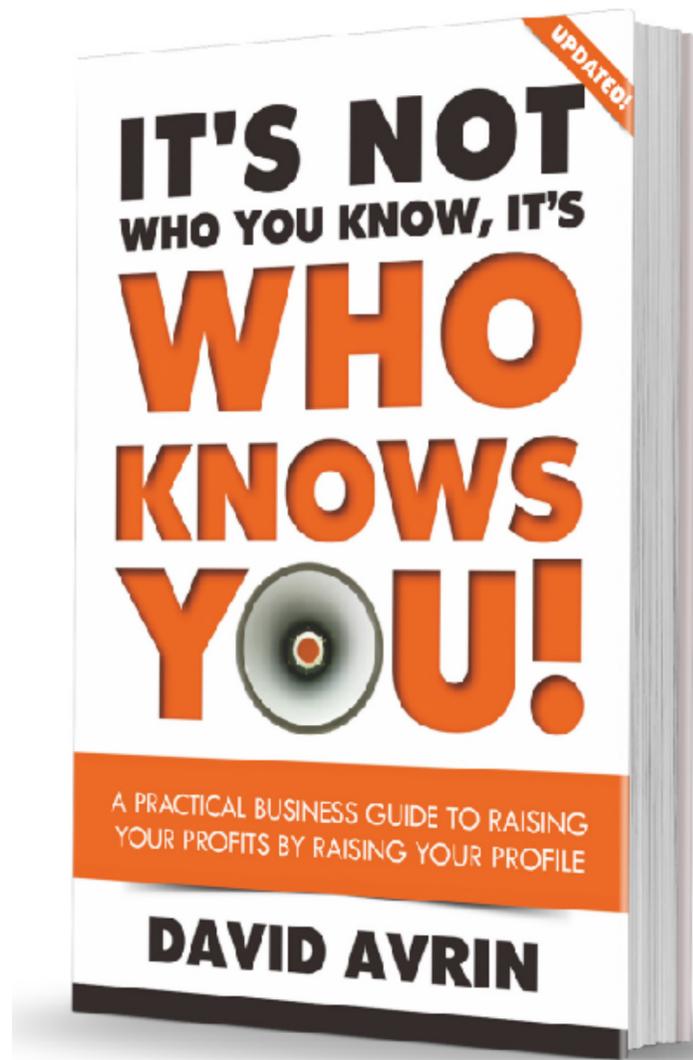
**The Real David Avrin**

**David Avrin**



**David Avrin Fans**

**@David Avrin**





**THE CUSTOMER  
EXPERIENCE ADVANTAGE  
MORNING HUDDLE**

# MorningHuddleMembership.com



**Thank you  
Electricities!**



[www.DavidAvrin.com](http://www.DavidAvrin.com)