KEN HUGHES

The King of CX




CONNECTION IS
EVERYTHING


CONNECTION IS
EVERYTHING
KEN
HUGHES
The King of CX


β
BORN
TO
SHOP

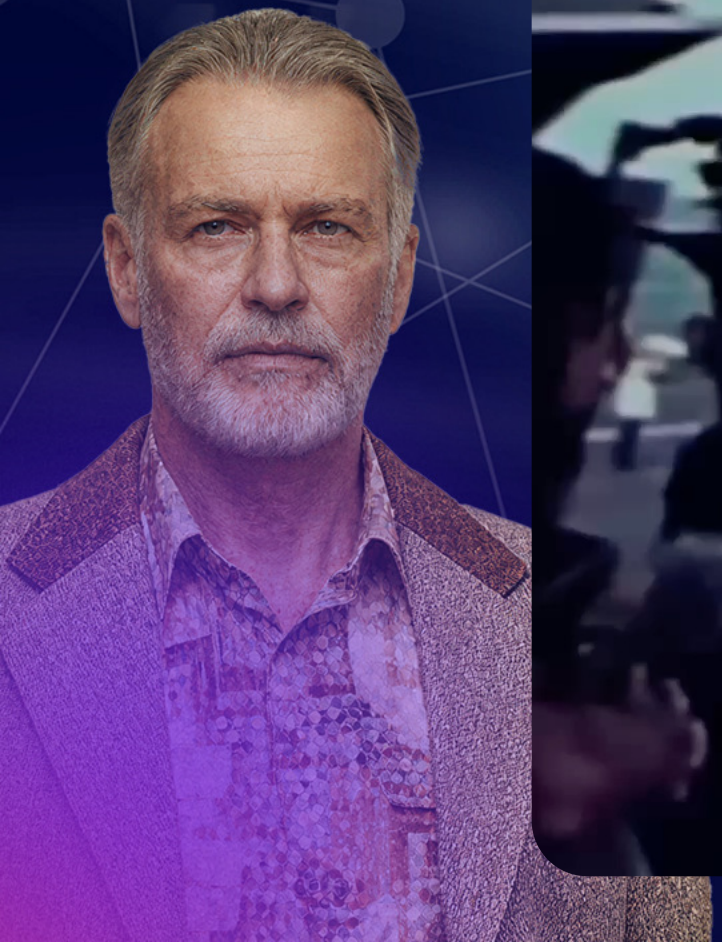

01
Traditionalists
02
Boomers
03
Gen X
04
Millennials
05
Gen Z
06
Gen Alpha
07
Gen Beta

TRADITIONALIST
1930
/1944





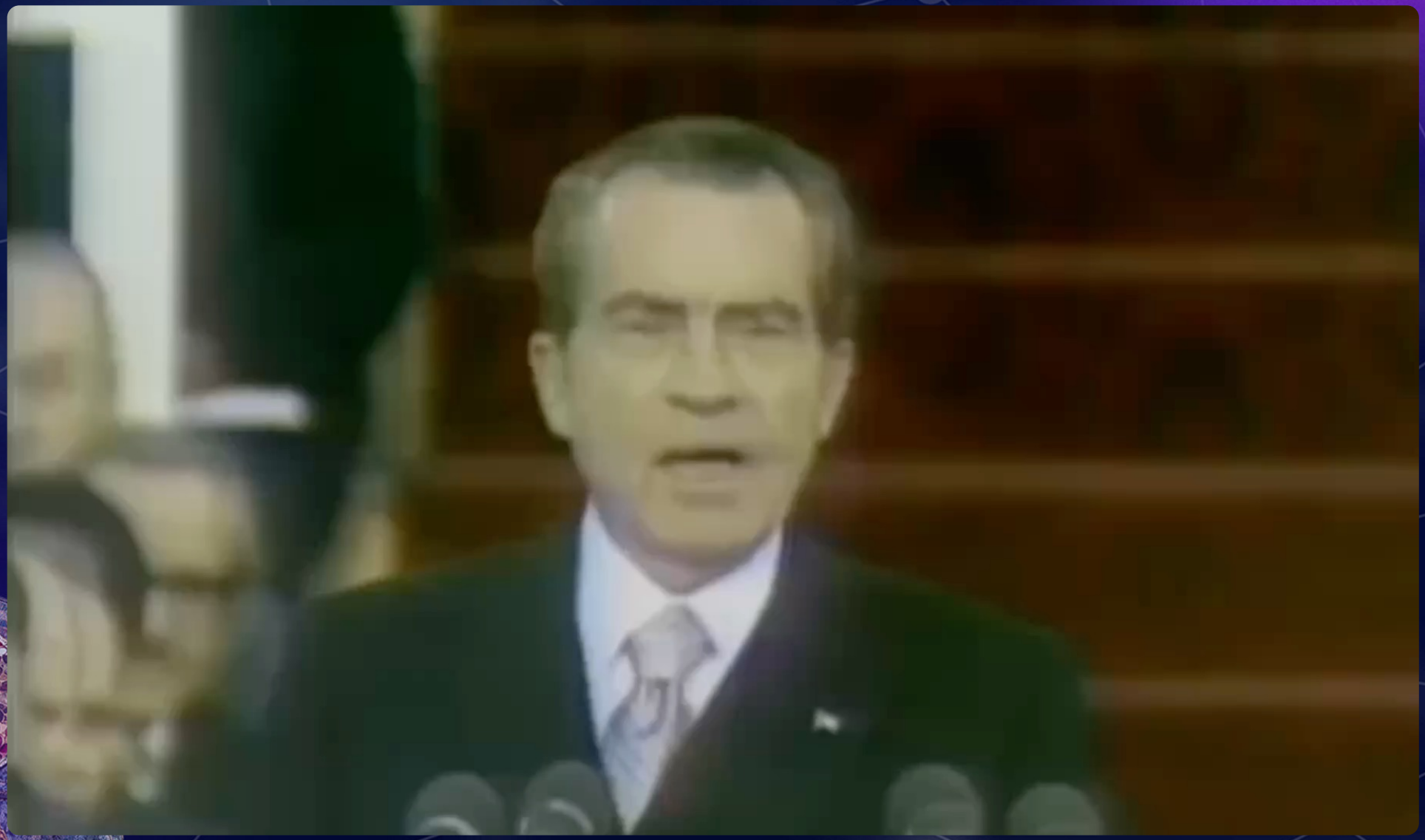
BOOMERS
1945
/1964





GEN X
1965
/1979





MILLENIALS
1980
/1994





GEN Z
1995
/2009





GEN ALPHA
2010
/2024

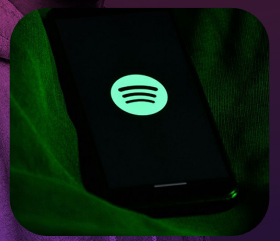




GEN BETA
2025
/2039





01	02	03	04	05	06	07
Traditionalists	Boomers	Gen X	Millennials	Gen Z	Gen Alpha	Gen Beta
						
						
Manual	Analog	Low-Tech	Digital	Streaming	App-Based	AI Based

AGED < 40

AGED > 40

01
Traditionalists





Manual

02
Boomers





Analog

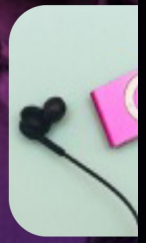
03
Gen X





Low-Tech

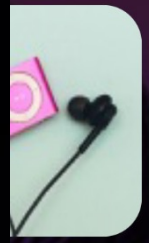
0
Miller





Dig

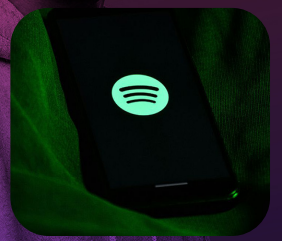
4
nials





ital

05
Gen Z





Streaming

06
Gen Alpha





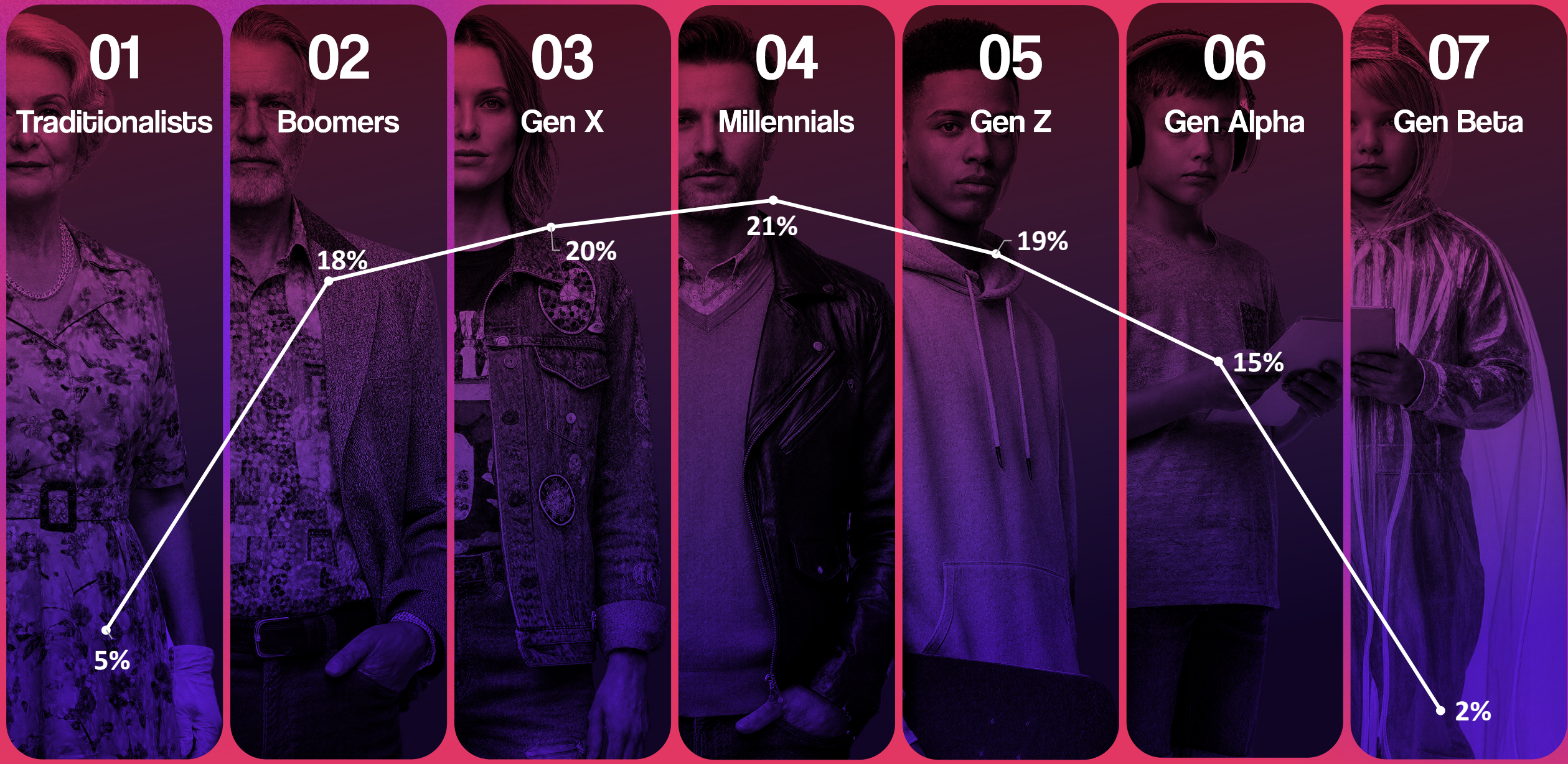
App-Based

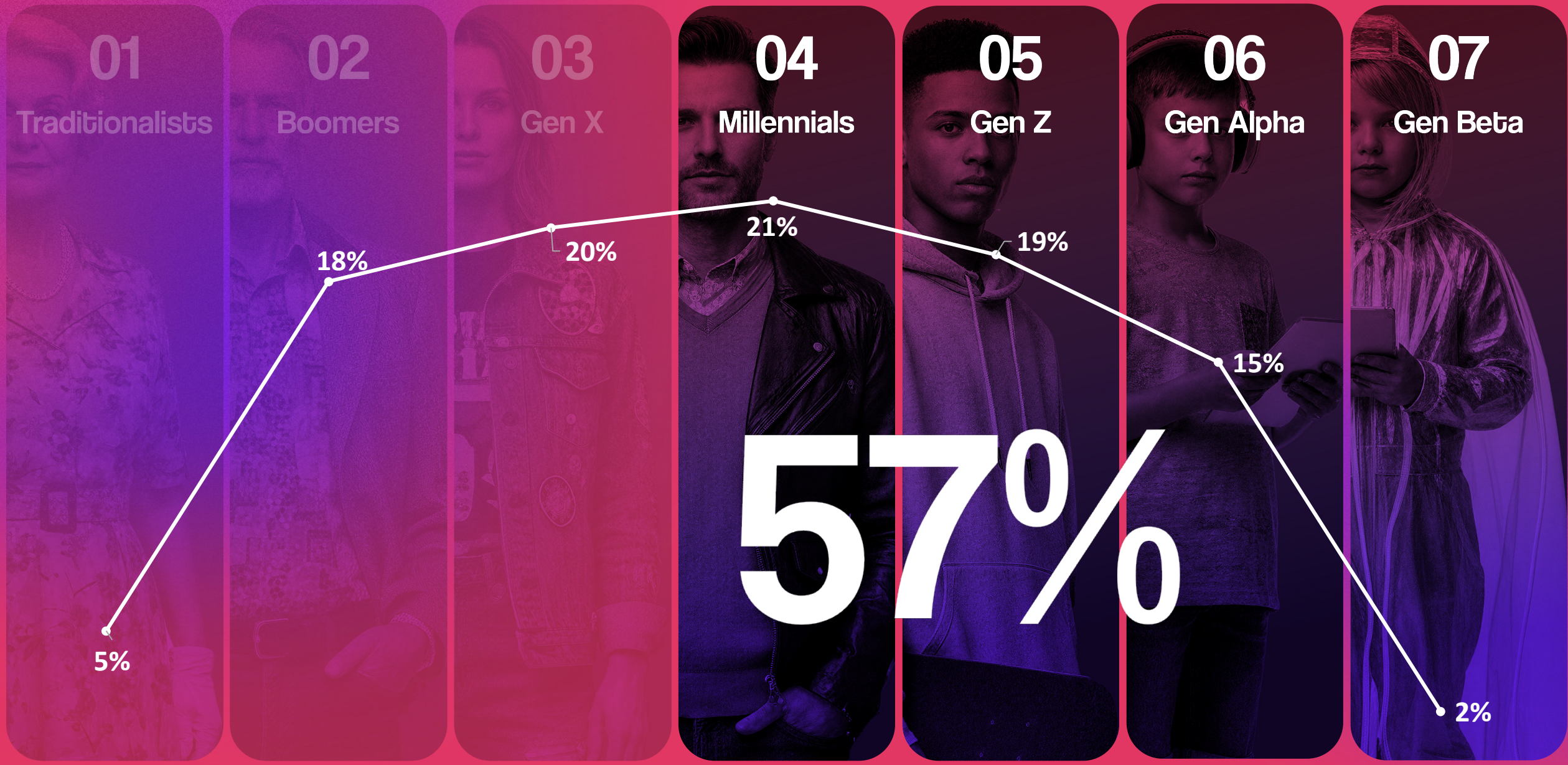
07
Gen Beta

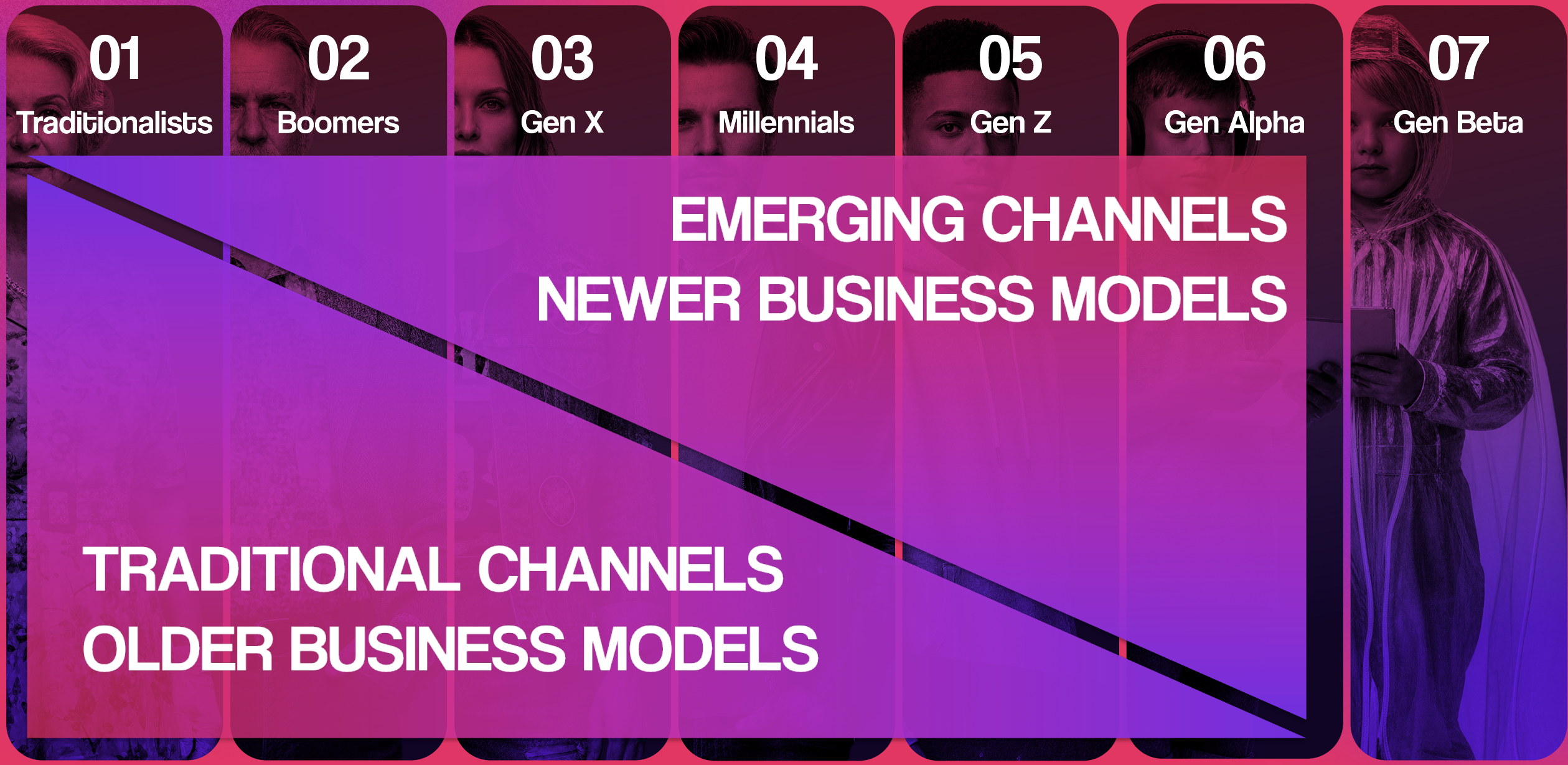




AI Based


01
Traditionalists
02
Boomers
03
Gen X
04
Millennials
05
Gen Z
06
Gen Alpha
07
Gen Beta
5%
18%
20%
21%
19%
15%
2%


01
Traditionalists
02
Boomers
03
Gen X
04
Millennials
05
Gen Z
06
Gen Alpha
07
Gen Beta
5%
18%
20%
21%
19%
15%
2%
57%


01
Traditionalists
02
Boomers
03
Gen X
04
Millennials
05
Gen Z
06
Gen Alpha
07
Gen Beta
EMERGING CHANNELS
NEWER BUSINESS MODELS
TRADITIONAL CHANNELS
OLDER BUSINESS MODELS

CASSETTE TAPE CONFUSION

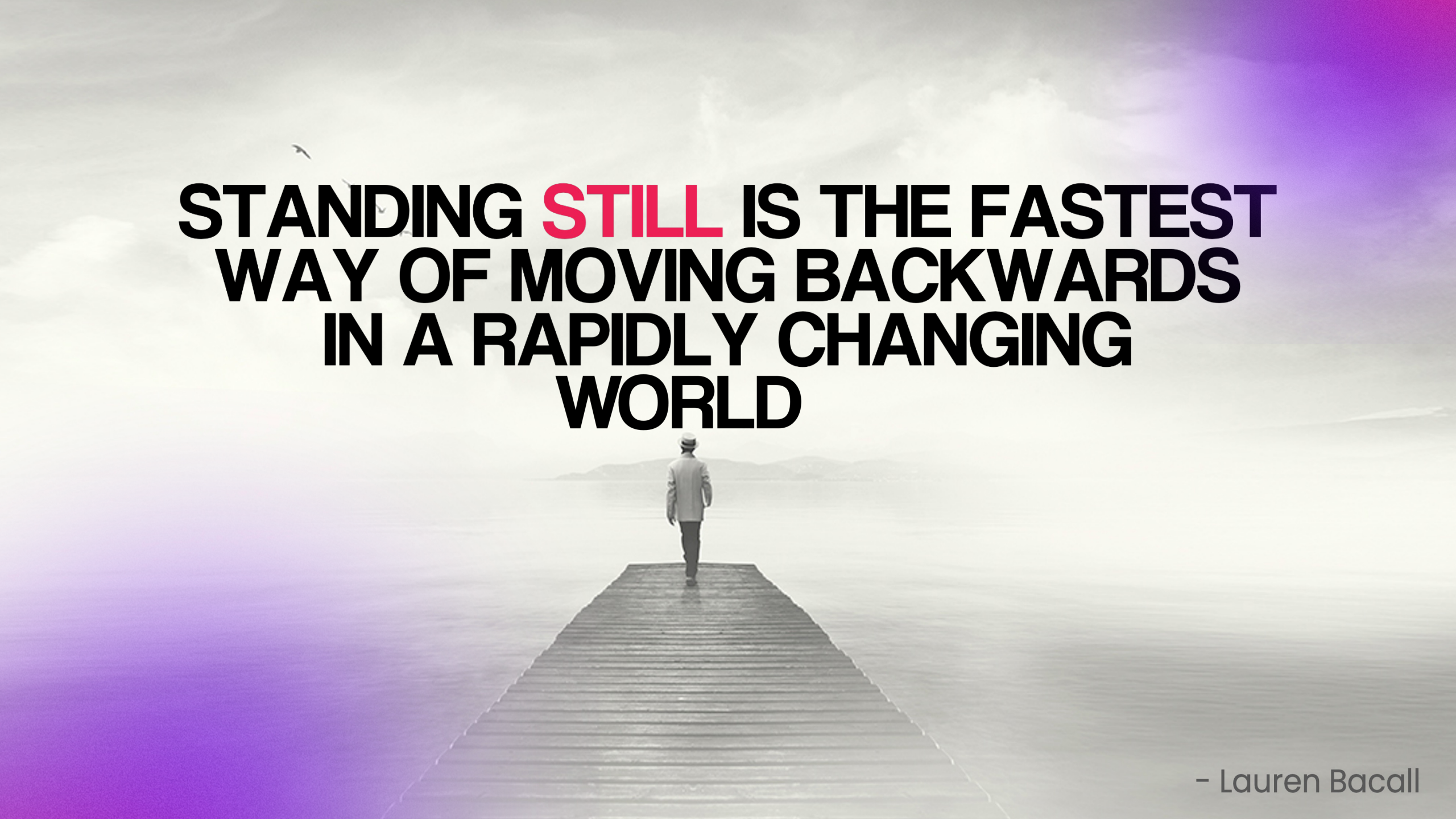






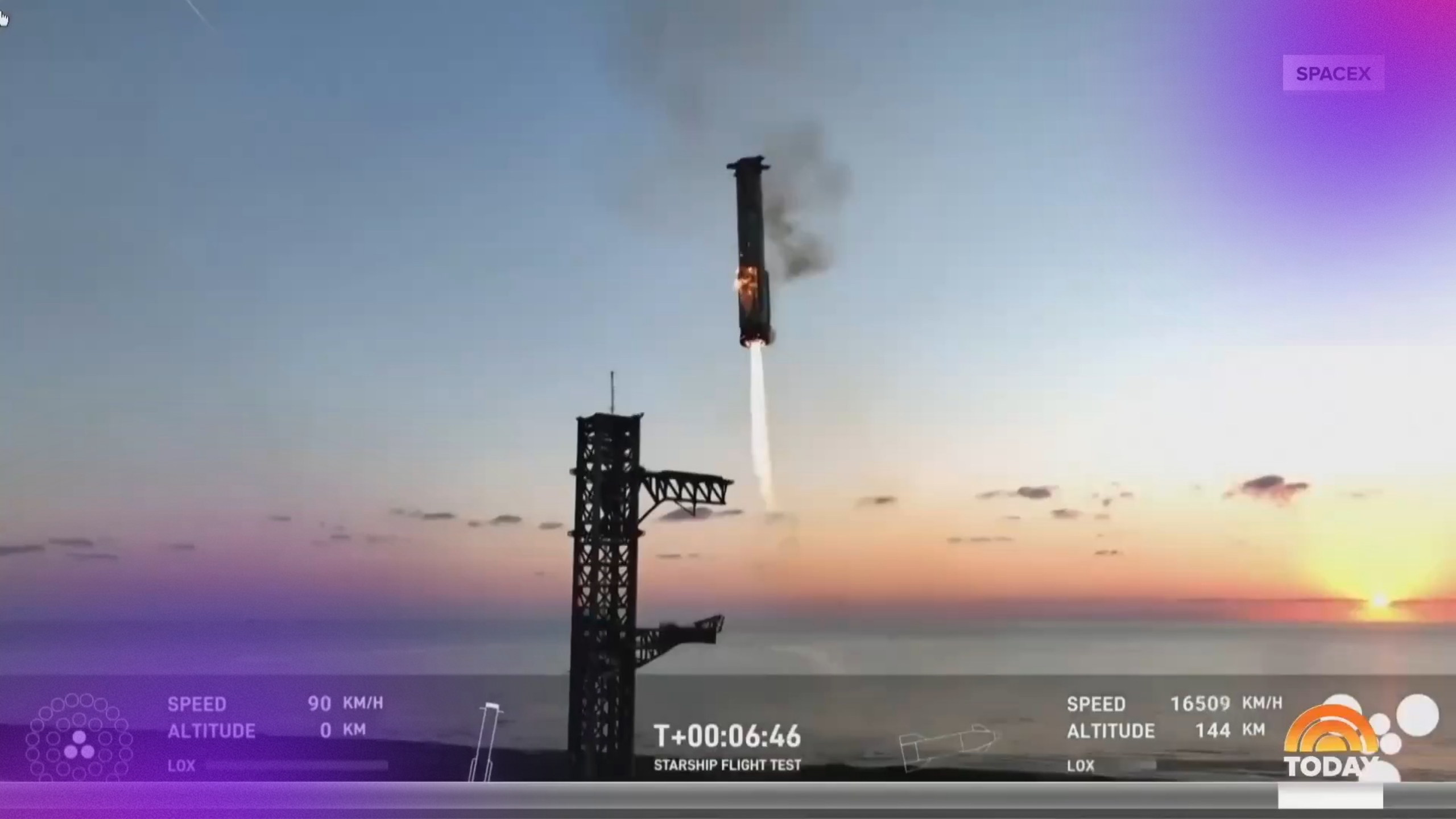

A
NR
TDK
High Bias 70µs EQ
SA
90

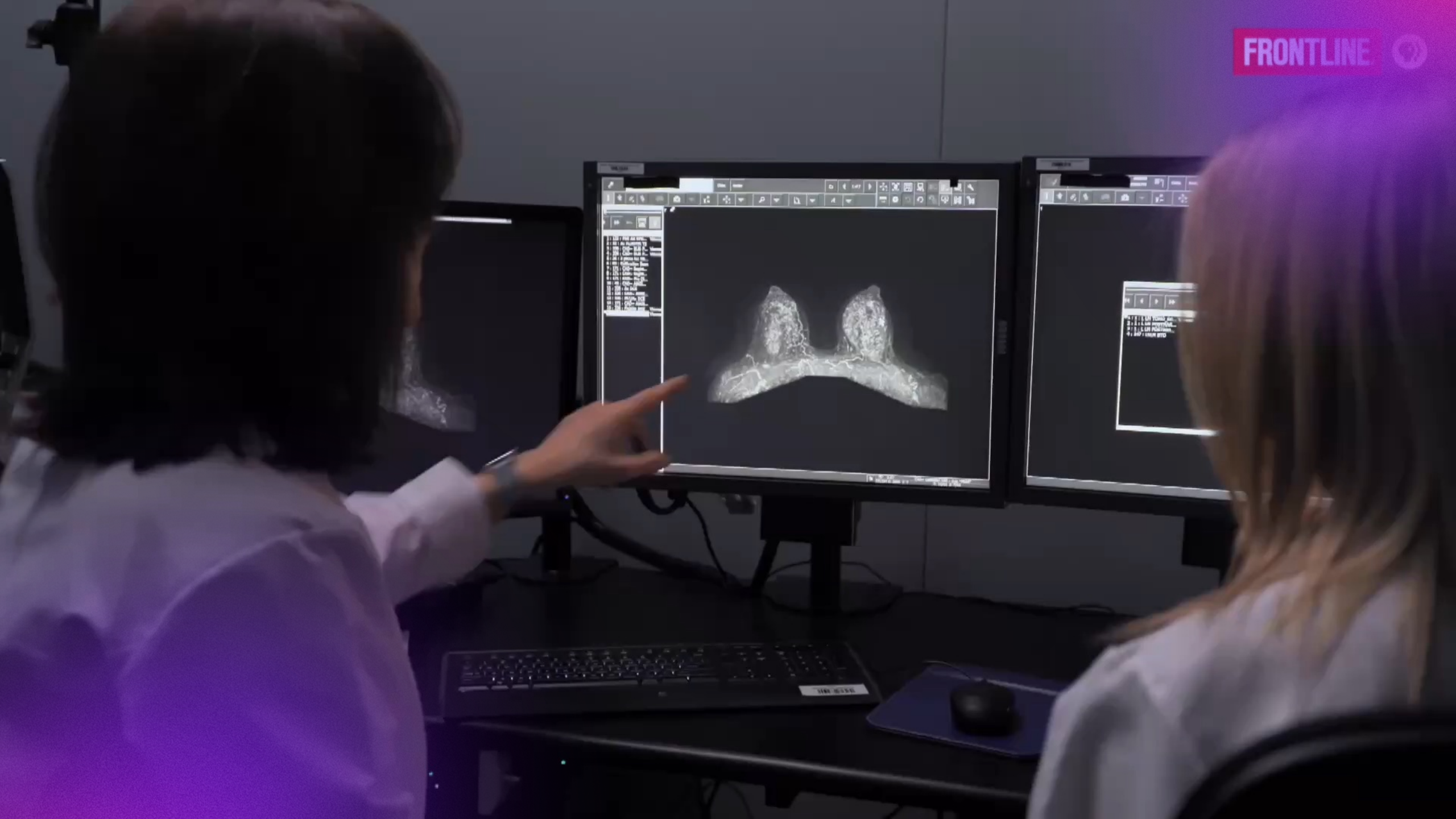



STANDING STILL IS THE FASTEST WAY OF MOVING BACKWARDS IN A RAPIDLY CHANGING WORLD
- Lauren Bacall






SPACEX
SPEED 90 KM/H
ALTITUDE 0 KM
LOX
T+00:06:46
STARSHIP FLIGHT TEST
SPEED 16509 KM/H
ALTITUDE 144 KM
LOX
TODAY


FRONTLINE

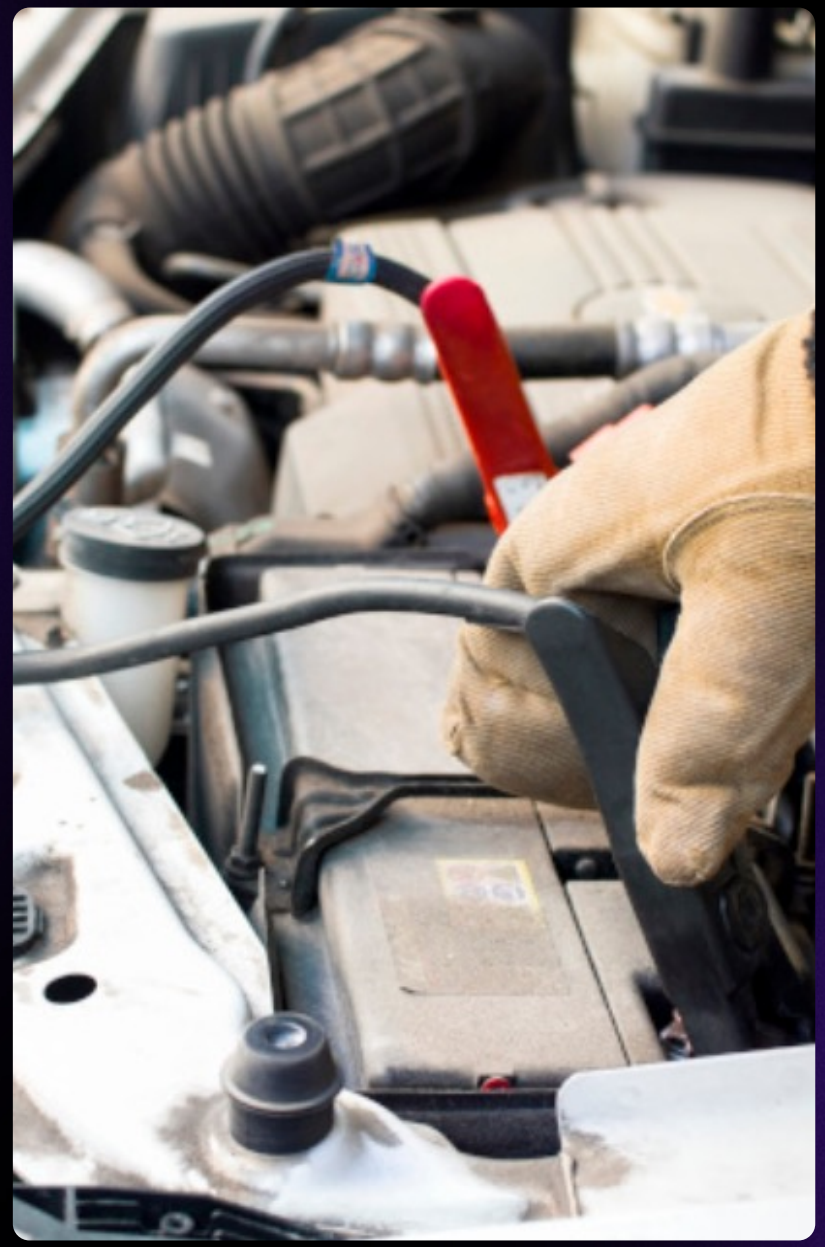

95.09
97.61
11.23
35.94
69.77
39.94
16.64
58.23


THE RACE
FOR
RELEVANCE


Google Maps
20
Meter
0:15h
0km/h
21:32
8.0km
Friedrichstraße


UBER FIX








40




RECOVERY
RECOVERY
RECOVERY
RECOVERY


106 years old, $70Bn
Hilton


17 years old, $85Bn
airbnb


OLD WAYS
WON'T OPEN
NEW DOORS


Hilton
Hilton
Hilton


Hertz


Domino's Pizza
La pizza como tú quieras


airbnb


Uber


DOORDASH


CHANGE IS
THE ONLY
CONSTANT


1986


TOM CRUISE
TOP GUN
1986


1986


1986


2018


TOM CRUISE
TOP GUN
MAVERICK
ONLY IN THEATRES
MAY 27
2018


2018


MAVERICK
2018











KEN HUGHES
The King of CX

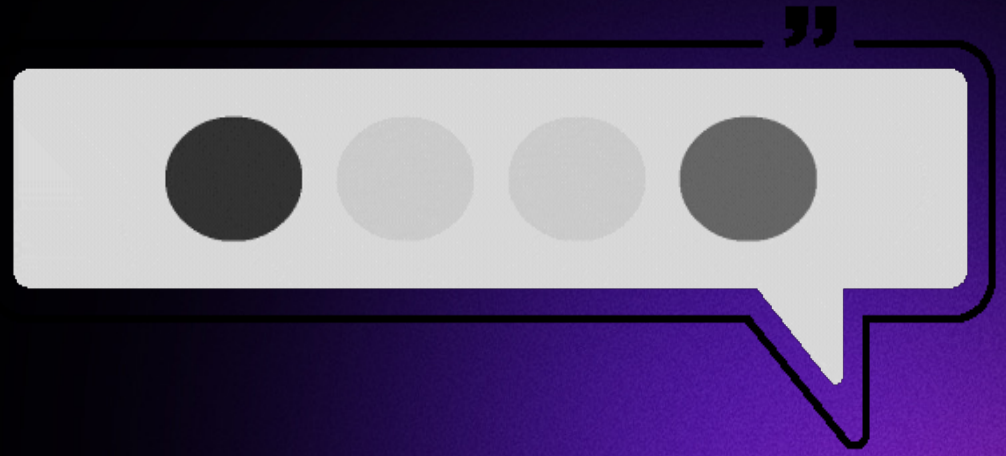





CONVENIENCE


THE
ONE-CLICK
CONSUMER

DANCING DOT CONSUMER

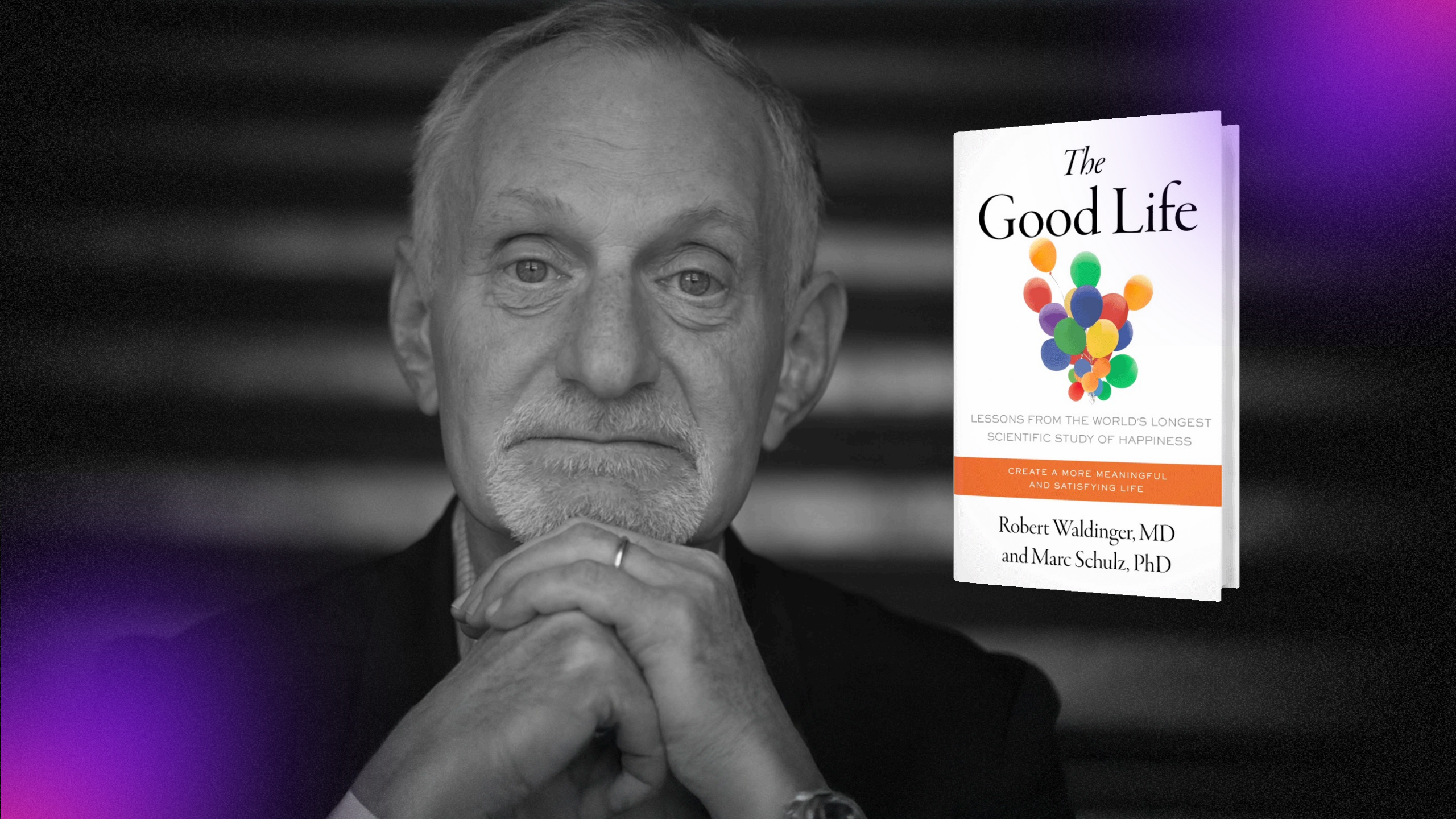



prime
amazon
prime
prime


New for Prime
INSTANT PICKUP
Everyday
essentials ready for
pickup in 2 minutes


YouTube
GOOD
BAD


CONNECTION
IS EVERYTHING


The
Good Life
LESSONS FROM THE WORLD'S LONGEST SCIENTIFIC STUDY OF HAPPINESS
CREATE A MORE MEANINGFUL AND SATISFYING LIFE
Robert Waldinger, MD
and Marc Schulz, PhD




THE
CHAT
CHECKOUT


THE
RESTAURANT
OF MISTAKEN
ORDERS


BELONGING

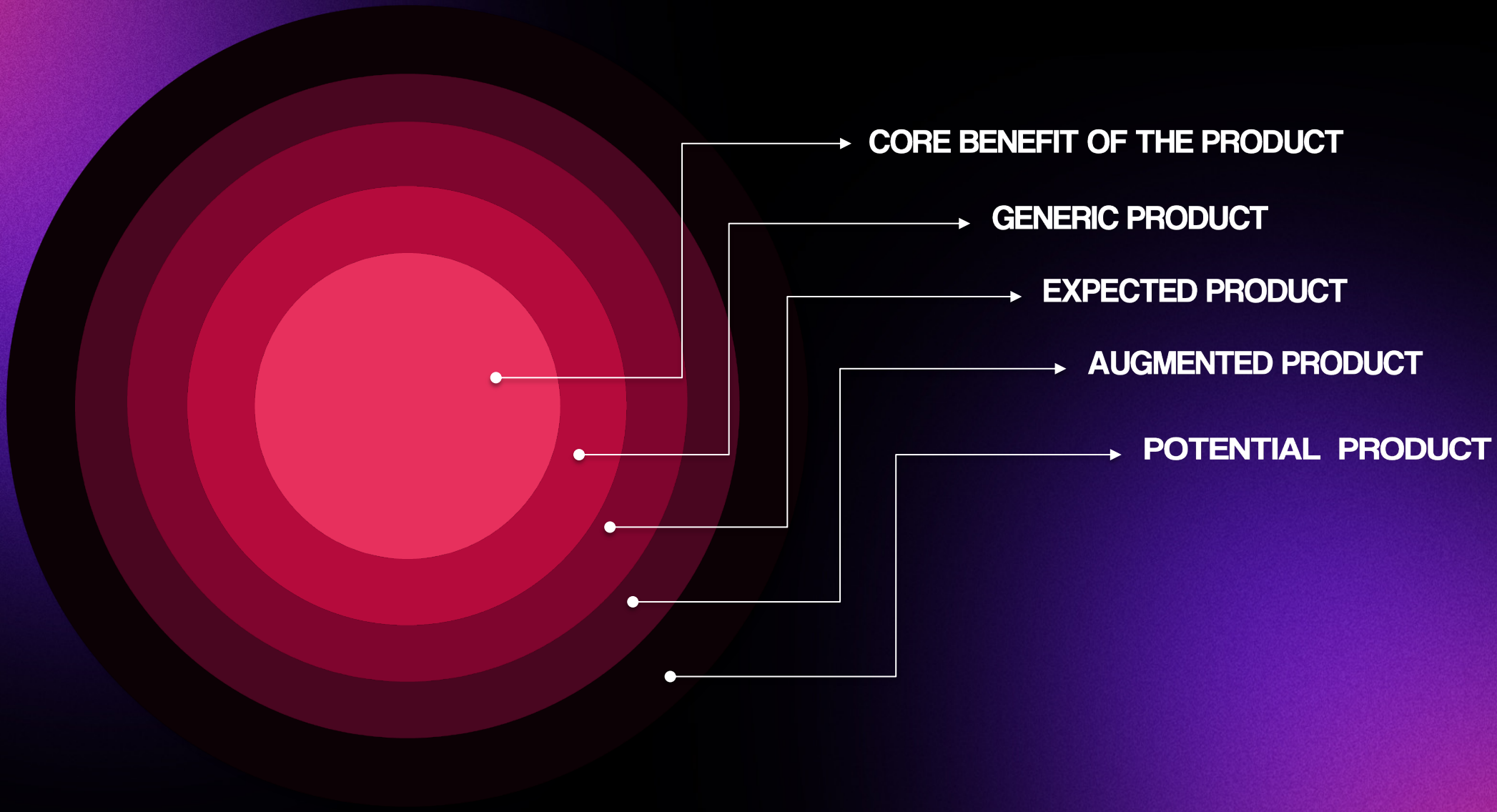
TICKET TO PLAY





TICKET TO WIN

FIVE LEVELS OF PRODUCT



CORE



GENERIC

orange™

vodafone





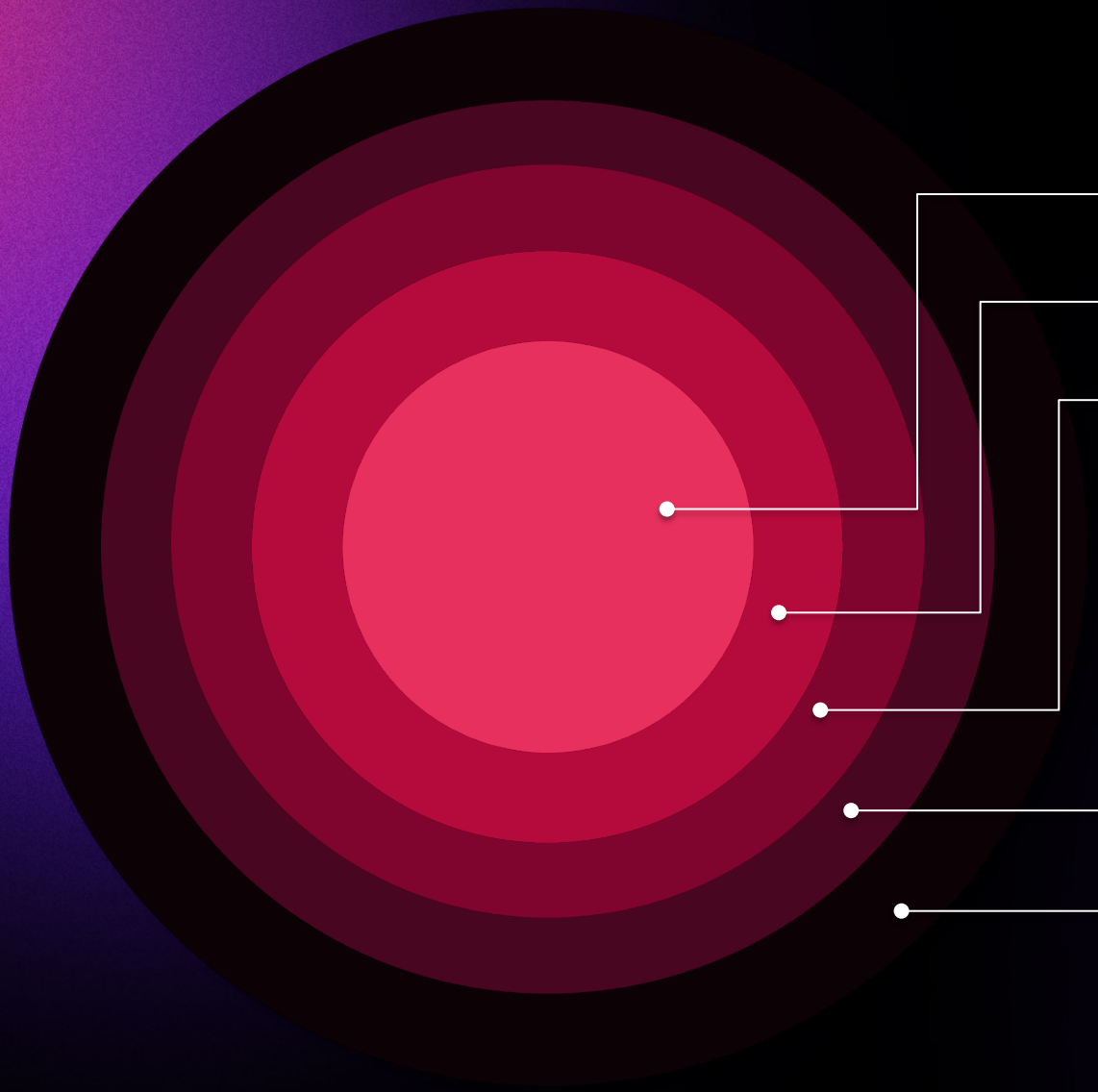




EXPECTED


EXPECTED


AUGMENTED
Self-Driving



CORE BENEFIT OF THE PRODUCT

GENERIC PRODUCT

EXPECTED PRODUCT

AUGMENTED PRODUCT

POTENTIAL PRODUCT

THE GREAT COMMODITISATION





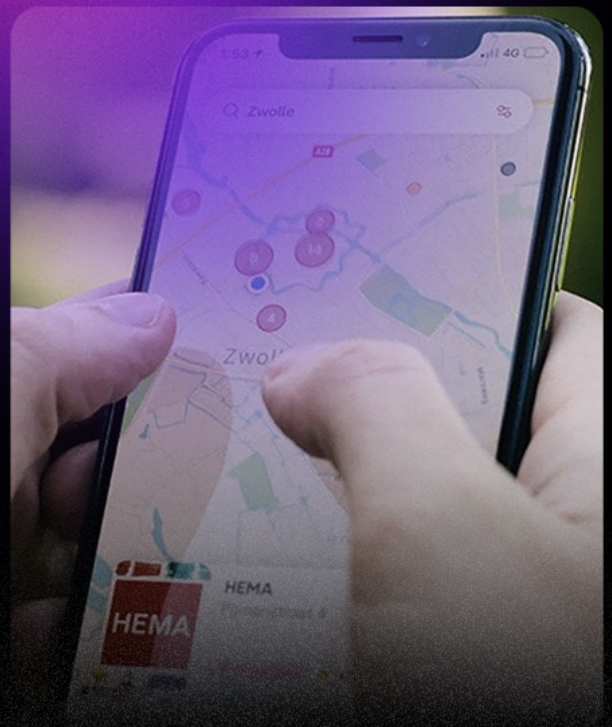




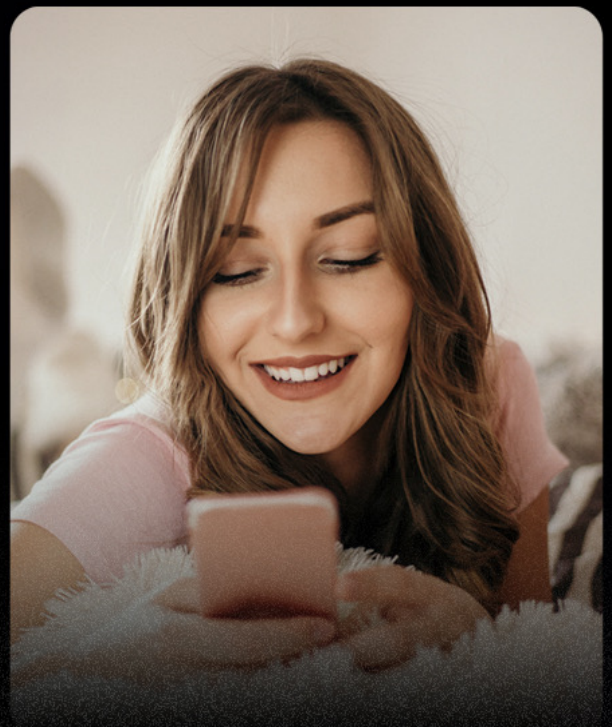



Why should they
choose you?


CONNECT
WITH THEIR
VALUES



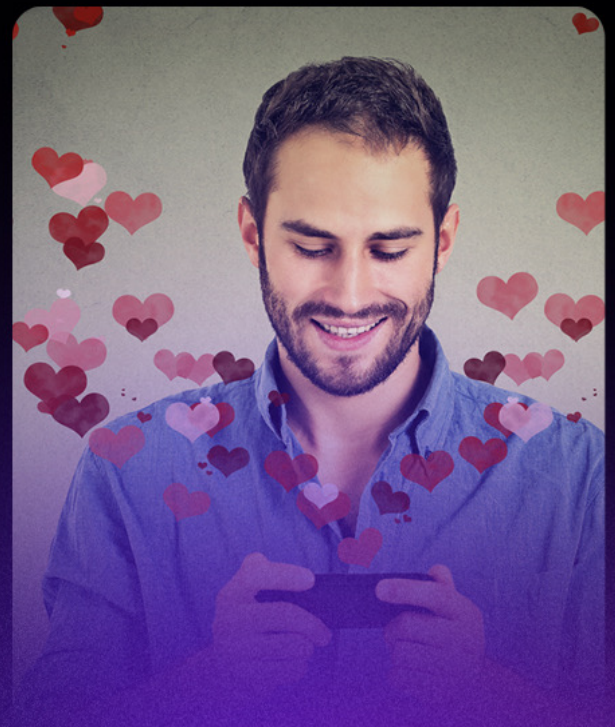
BLUE DOT



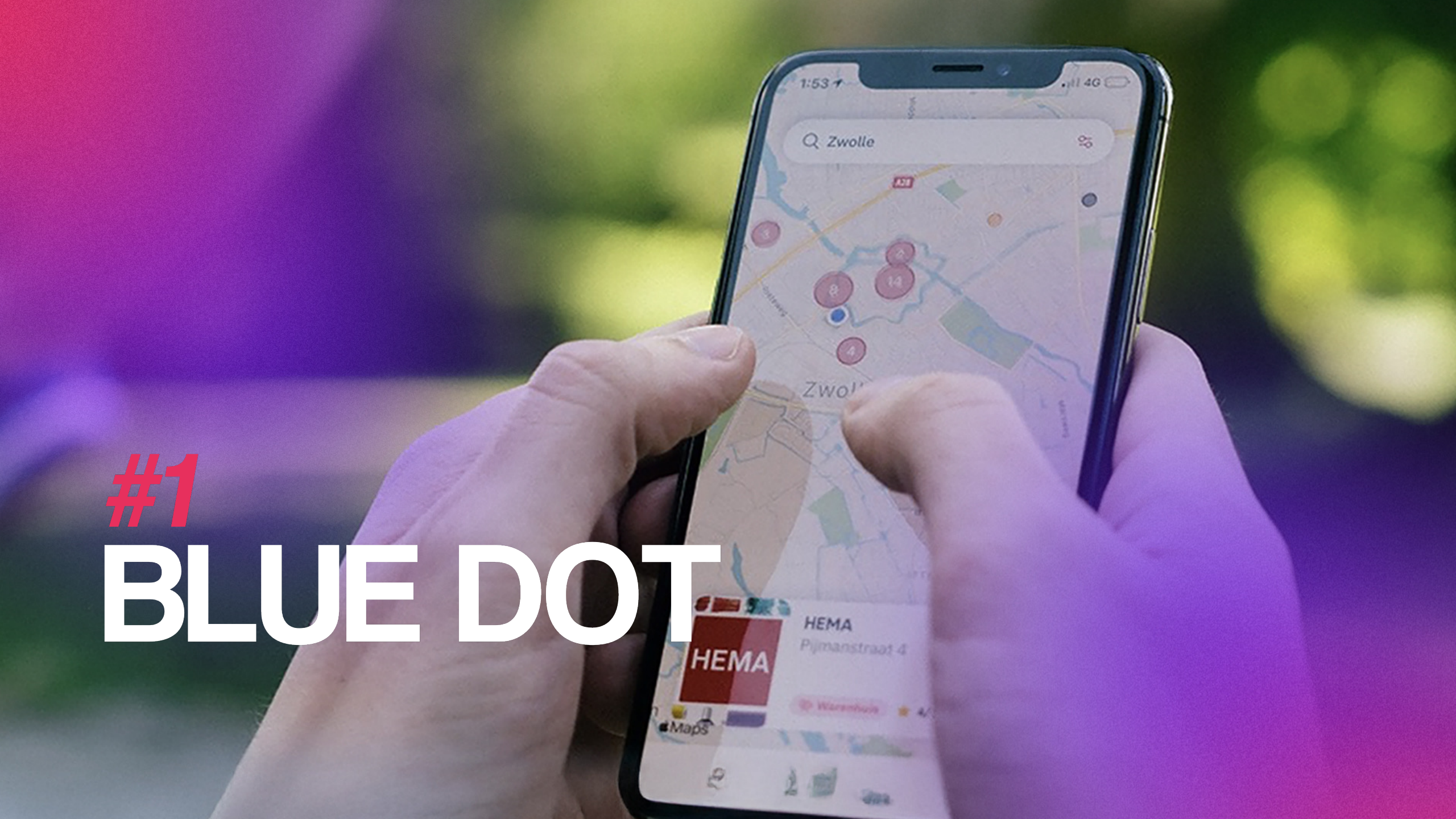
EXPECTANT



PHYGITAL



RELATIONAL


#1
BLUE DOT
1:53
4G
Zwolle
HEMA
Pijmanstraat 4
HEMA
Maps



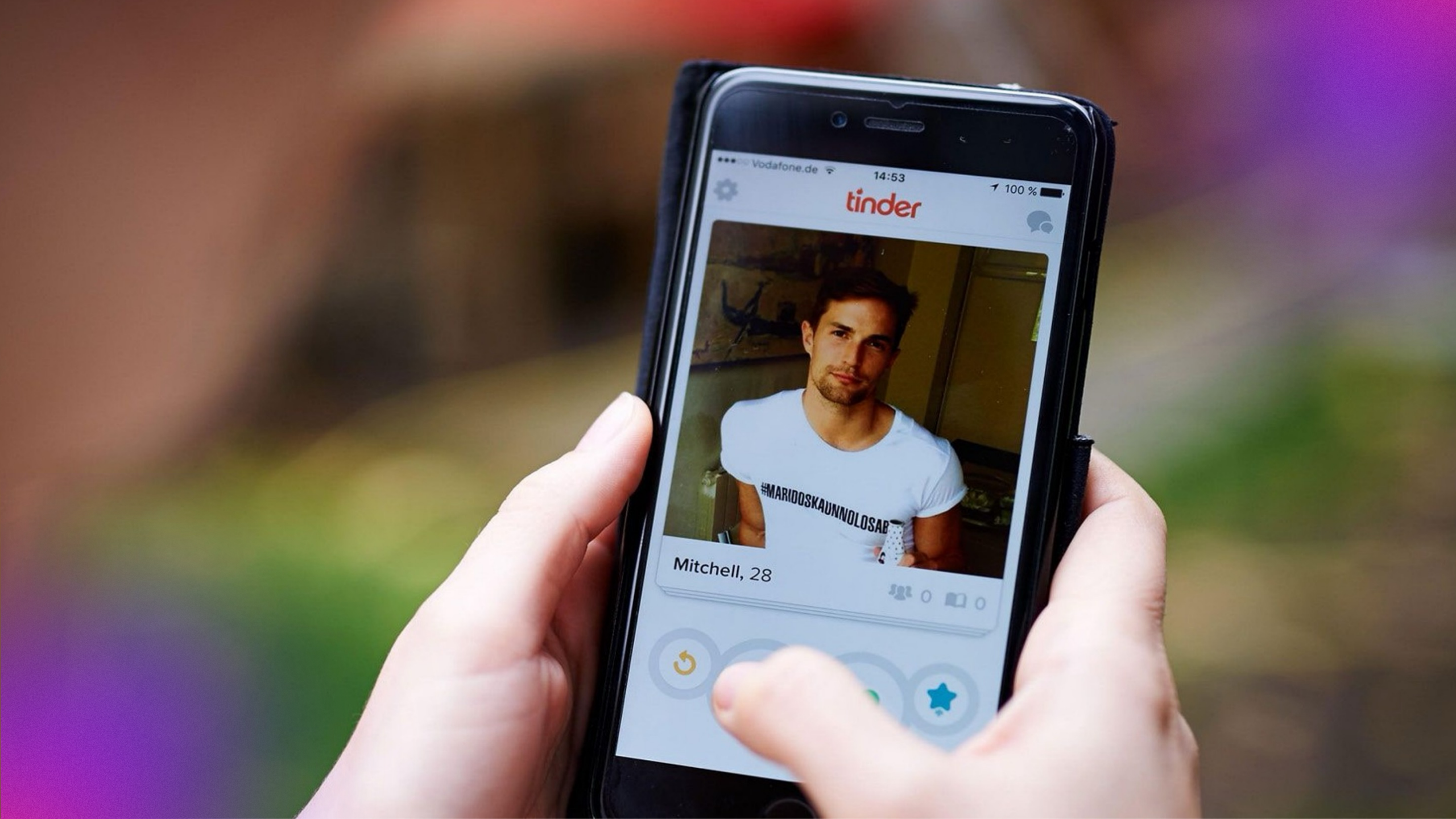

BLUE DOT
CONSUMER


Uber
12:46
Avenue Papineau
Ave Christophe-Colomb
Café 8 oz.
LITTLE ITALY
LE PLATEAU-
Choose a ride, or swipe up for more
UberX
$18-24
UberXL
Metered
Taxi
CONFIRM UBERX


BLOCKBUSTER
new releases
PlayStation 2 rent it!


NETFLIX

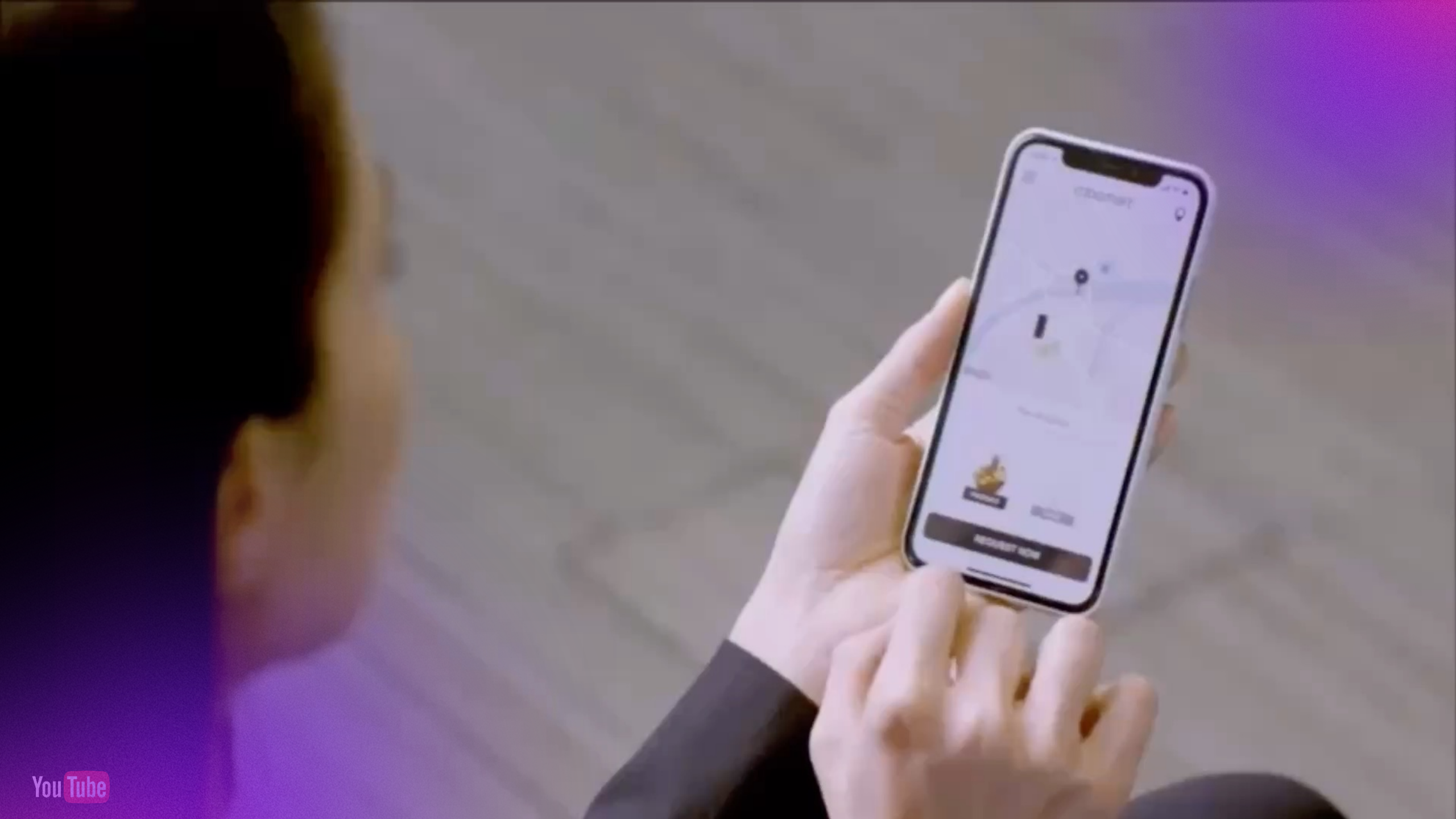



Vodafone.de
14:53
100 %
tinder
#MARIDOSKAUNNOLOSAB
Mitchell, 28
0
0






Phillips
66

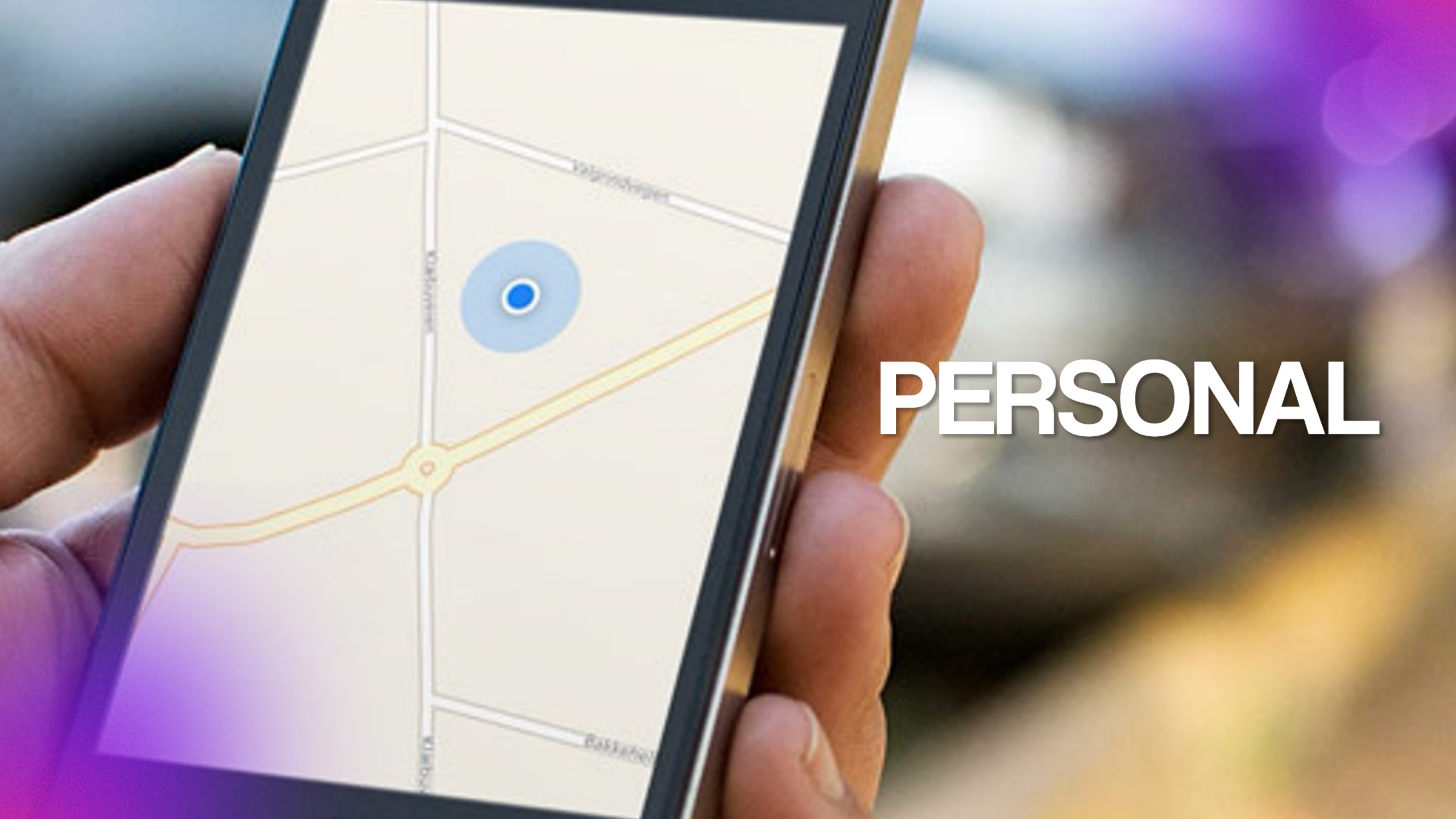



DELIVERY


pepe
misù


Uber
Eats




PERSONAL


101
Park House



KEN HUGHES

Please ebjoy this special buttle for you, refrigerate and enjoy it :)

Club Ken
DORADA
Oakhouse
2015

mr. Ken Hughes
EAU MINERALE NATURELLE




Hilton
HONORS


Hilton
HONORS










MAKE YOUR
CUSTOMER
FEEL SPECIAL


MAKE IT
ABOUT
THEM?

LOCAL PATRIOT ROASTING COMPANY

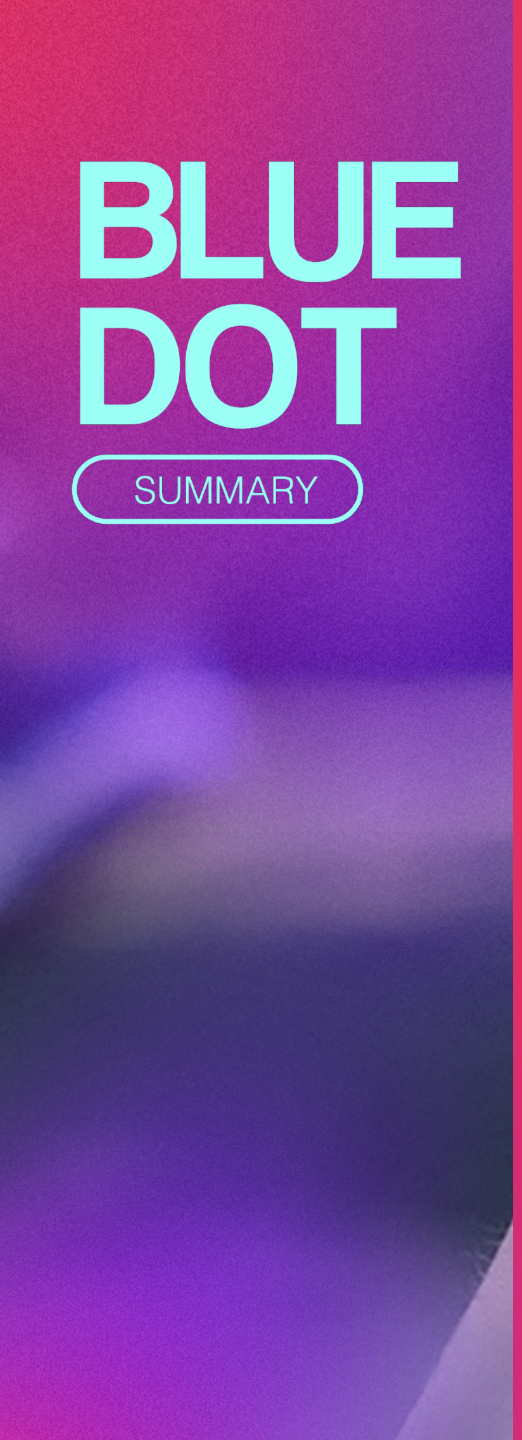




All for Muharrem to have one day,
with no barriers.

BLUE DOT

SUMMARY



01

MAKE EVERYTHING ABOUT THEM

02

IT IS PEOPLE FIRST, NOT PRODUCT OR PROCESS

03

CONNECT WITH THEM PERSONALLY AT EVERY POSSIBILITY

04

MAKE THEM FEEL SPECIAL


#2
EXPECTANT


LEVEL
04
EMPOWER
Affect their everyday life
LEVEL
03
ENGAGE
Tribal sense of belonging
LEVEL
02
DELIGHT
Get more than I expect
LEVEL
01
SATISFY
I get what I expect
LEVEL
-1
DISSATISFIED
Get less than I expect



LEVEL

-1

DISSATISFIED

Get less than I expect






McDonald's
JUST ASK!
Please request any single-use service item and we will happily provide it for you!
Good afternoon.
What would you like today?
Combo Meals
Fries, Sides and More
all day BREAKFAST
Deals
Time to Shamrock
Popular Items
Total: $2.49
Start Over
JUST ASK!
Please follow the instructions on the PIN pad
HELP
13
20


Where will you be eating today?
Eat In


McDonald's
135
136
McDonald's



LEVEL
01

SATISFY

I get what I expect

LEVEL
-1

DISSATISFIED

Get less than I expect


CUSTOMER EXPECTATION
CUSTOMER EXPERIENCE


LEVEL
02
DELIGHT
Get more than I expect
LEVEL
01
SATISFY
I get what I expect
LEVEL
-1
DISSATISFIED
Get less than I expect








GOING BEYOND CUSTOMER EXPECTATIONS










ELEVEN MADISON PARK




virgin atlantic
Ruby Tuesday
BOEING 747-400
G-VXLG
LG
Virgin




virgin atlantic






VIP ONLY
Virgin
VIP
VIP
SECURITY


CUSTOMER/CHRISTINE
ECONOMY
220 3819079564
16NOV2014 HHF
401 / 19


VIRGIN
ATLANTIC


Angela
Here you go. He looks like this.
13:34
Seerge commage...


Here you go. He looks like this.


Arrivals
VIRGIN
ATLANTIC



THE ART OF TELLING YOUR BRAND STORY




WHAT STORY ARE THESE PEOPLE GOING TO TELL?

LEVEL 04

EMPOWER

Affect their everyday life

LEVEL 03

ENGAGE

Tribal sense of belonging

LEVEL 02

DELIGHT

Get more than I expect

LEVEL 01

SATISFY

I get what I expect

LEVEL -1

DISSATISFIED

Get less than I expect




HARLEY-
MOTOR
HARLEY-DAVIDSON
CYCLES
DAVIDSON


Red Bull

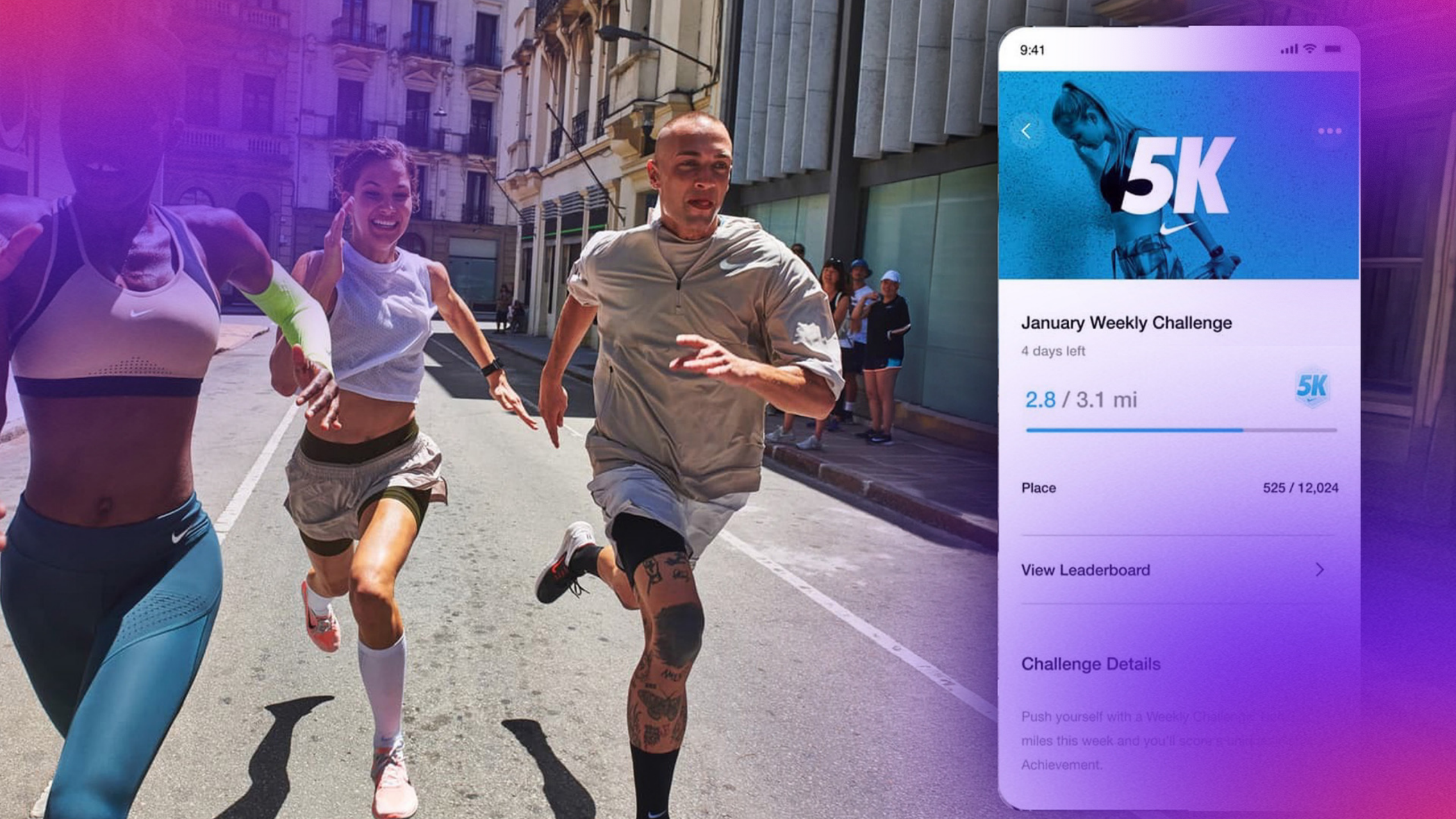

MOTOR
HARLEY-DAVIDSON
CYCLES


Red Bull





JUMPER MEDIA
LEGO'S COMMUNITY MARKETING
TURNS FANS INTO
BRAND BUILDERS


9:41
5K
January Weekly Challenge
4 days left
2.8 / 3.1 mi
5K
Place
525 / 12,024
View Leaderboard
Challenge Details
Push yourself with a Weekly Challenge. Log
miles this week and you'll score a
Achievement.


WHAT ARE YOU
DOING TO BUILD
YOUR TRIBE?

EXPECTANT

SUMMARY



01

ALWAYS AIM TO SURPASS THEIR EXPECTATIONS

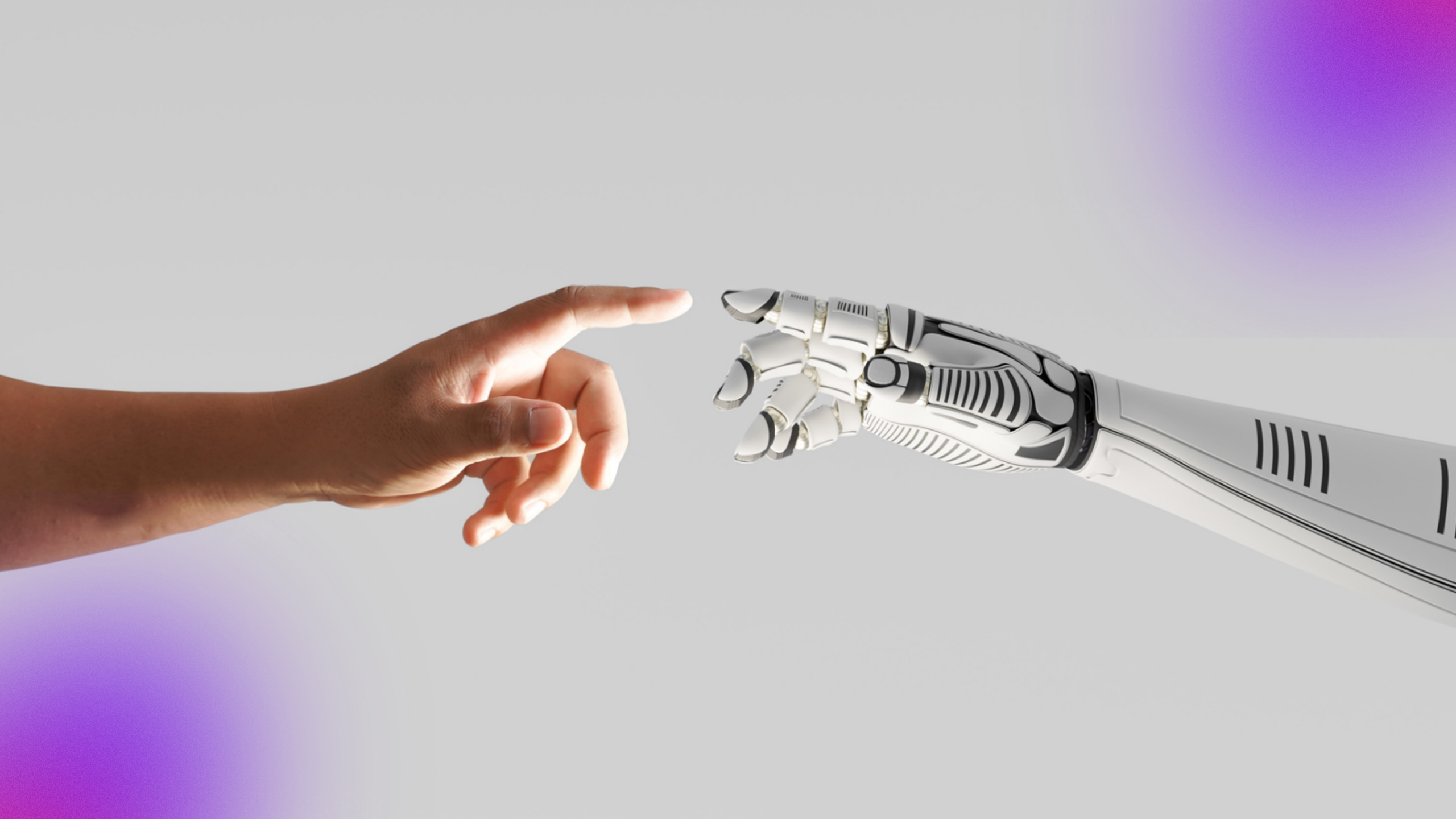
02

SEAMLESS & FRICTIONLESS ARE NOW JUST HYGIENE FACTORS

03

APPOINT AN "EXCITE & DELIGHT" DIRECTOR FOR YOUR BUSINESS


#3
PHYGITAL




STARBUCKS COFFEE
9:41
Caffè Latte
190 calories
Size options
Short
8 fl oz
Tall
12 fl oz
Grande
16 fl oz
Venti
20 fl oz
What's included
Add to order
Pickup at
Fairmont Winnipeg
0


DIGITAL
FIRST
WORLD










Jamiroquai can’t compete with this guys excitement over his XXL Airfryer 😂




一生福州情
一次榕城行
注意

THE STEP CHANGES OF CONNECTION



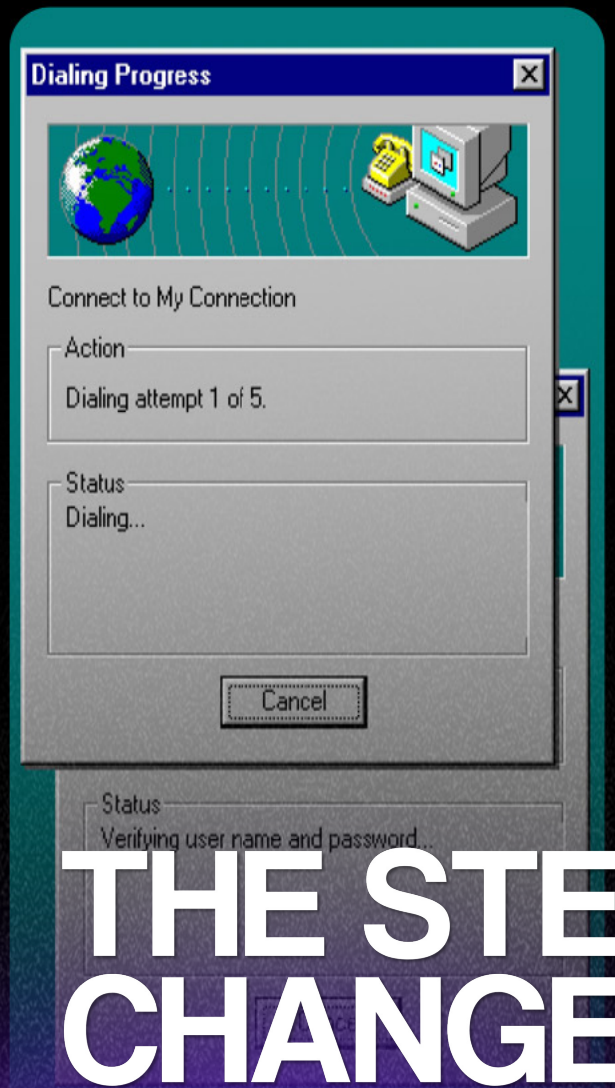


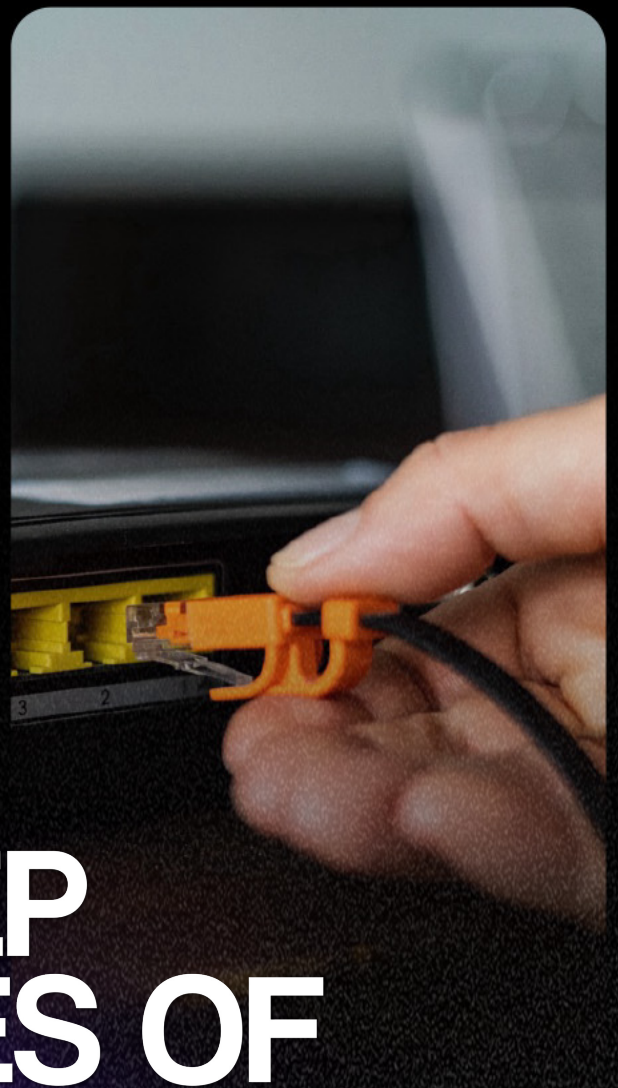


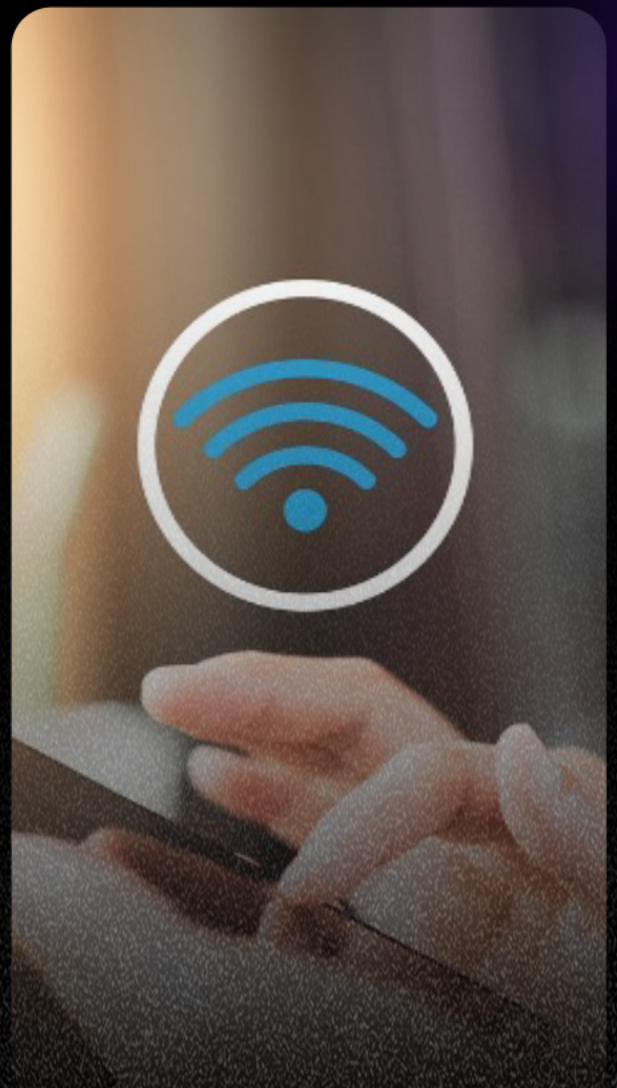














THE STEP CHANGES OF CONNECTION

THE WORLD MEETS WIFI




SUCCESS



THE LONDON CROISSANT CRAWL

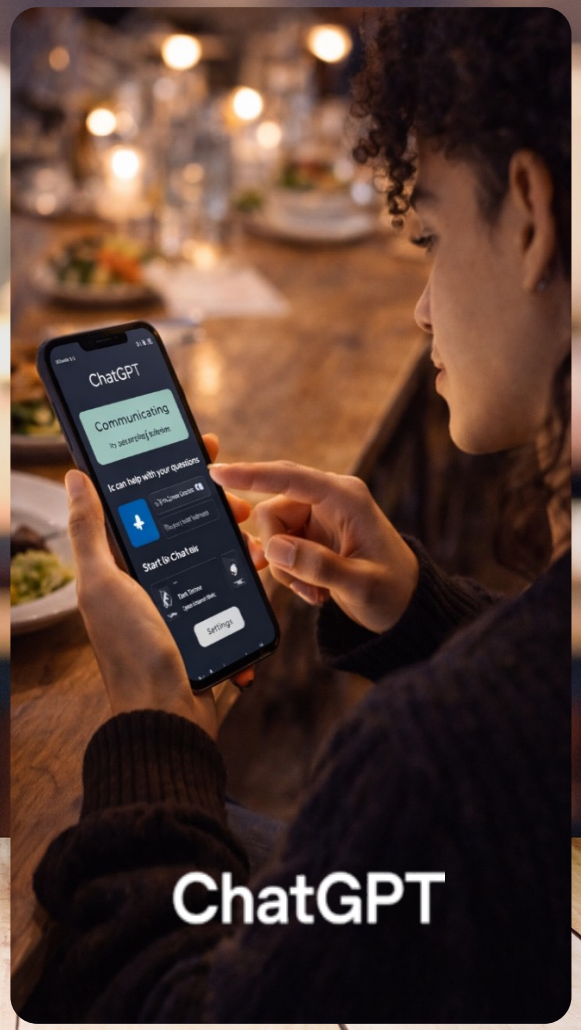







Google


#CAFÉTREND
TikTok


ChatGPT
Communicating
ChatGPT


Agentic AI



CONSUMER DECISION MAKING JOURNEY



AWARENESS CONSIDERATION EVALUATION DECISION EXPERIENCE ADVOCACY


BUSINESS WEEK
TOP TEN BOOK OF THE YEAR
Strategy & Business
Forbes.com
THE PARADOX OF CHOICE
WHY MORE IS LESS
BARRY SCHWARTZ
HOW THE CULTURE OF ABUNDANCE ROBS US OF SATISFACTION
"A revolutionary and beautifully reasoned book about the promiscuous amount of choice that renders the consumer helpless. A must read."
—Martin Seligman, author of Authentic Happiness
P.S.
INSIGHTS, INTERVIEWS & MORE...



NETFLIX

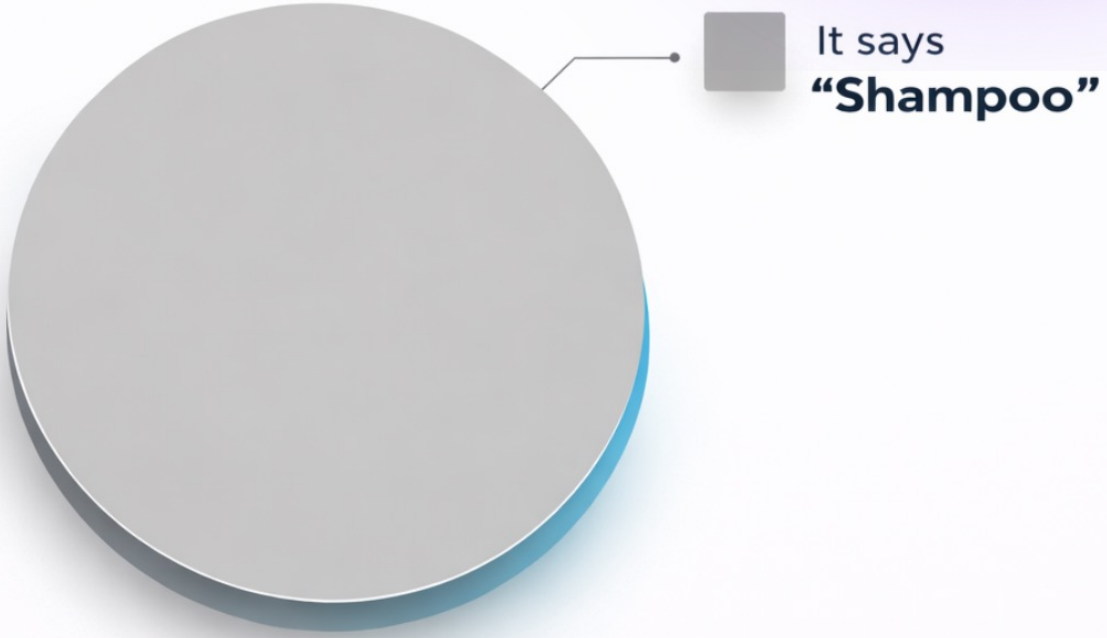
Time spent each time ...

- Searching through movies
- Actually watching movies

HOW WOMEN CHOOSE SHAMPOO

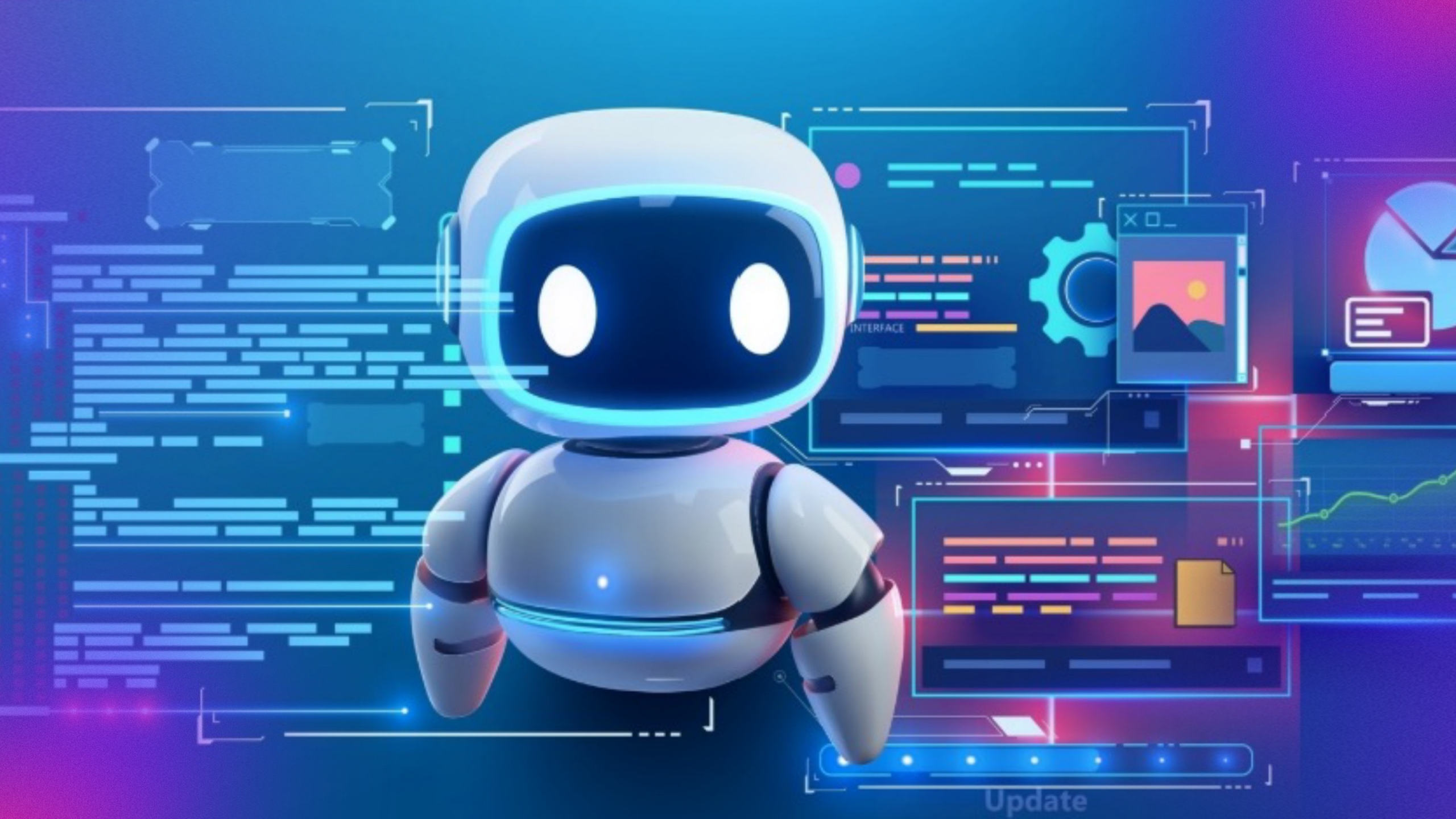


HOW **MEN** CHOOSE SHAMPOO

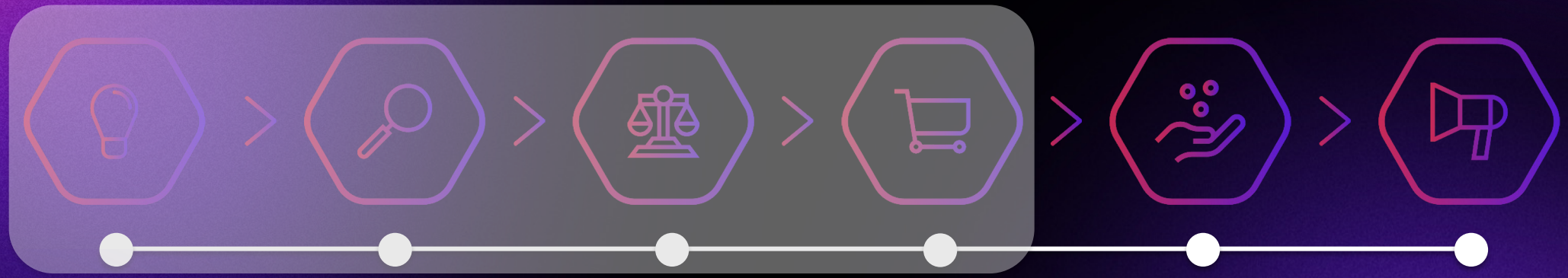


CUT THROUGH THE NOISE




INTERFACE
Update

CONSUMER DECISION MAKING JOURNEY



AWARENESS CONSIDERATION EVALUATION DECISION EXPERIENCE ADVOCACY

AGENTIC AI

CONSUMER DECISION MAKING JOURNEY



AWARENESS CONSIDERATION EVALUATION DECISION EXPERIENCE ADVOCACY

AGENTIC AI

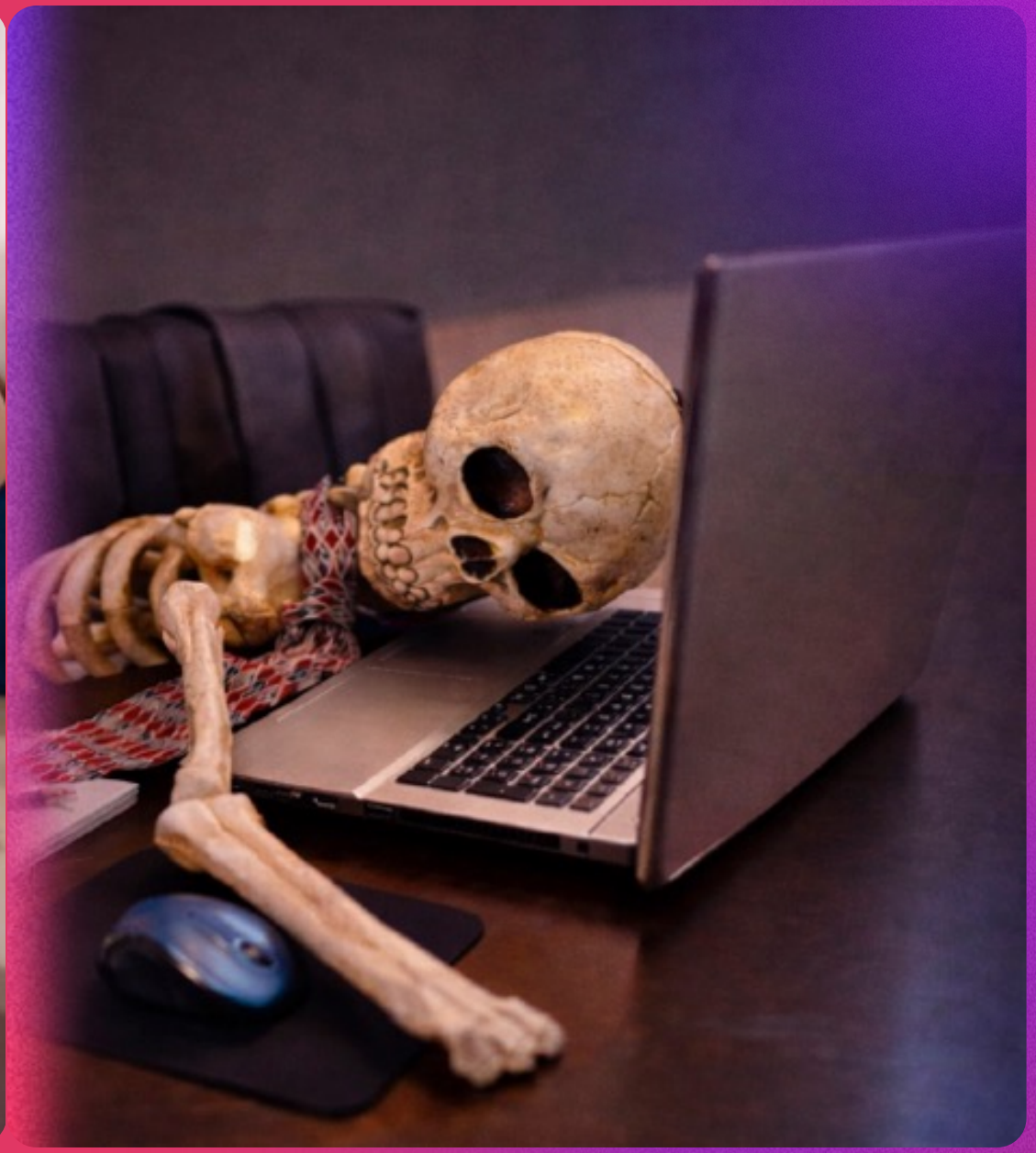

USE EVERY OPPORTUNITY
TO CONNECT


octopus energy












The Guardian
Music and nostalgic: It's not just about growing old







THE CREATIVE APPLICATION OF TECHNOLOGY TO BETTER CONNECT


Intermountain Health
Intermountain Health









PHYGITAL

SUMMARY



01

DIGITAL IS STILL ABOUT HOW YOU MAKE PEOPLE ‘FEEL’

02

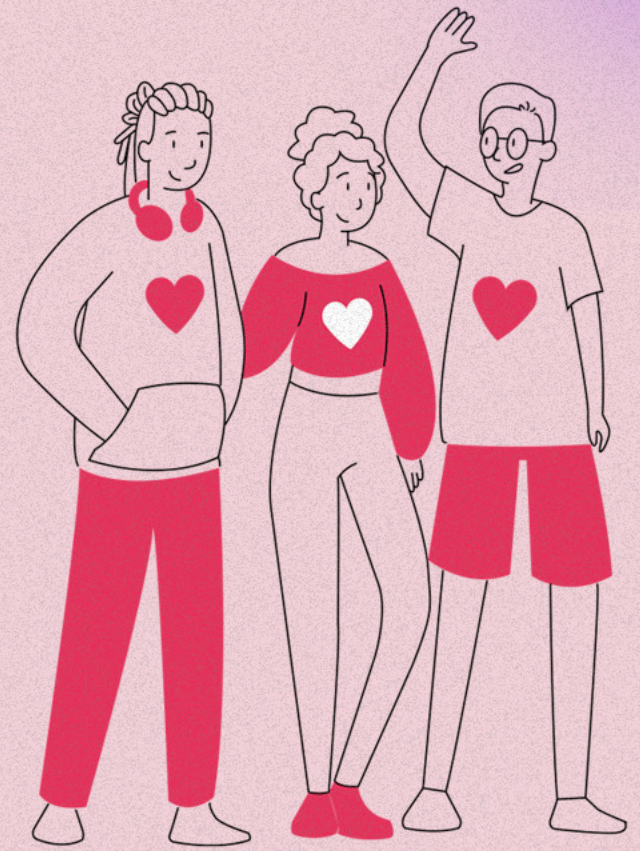
USE AI TO MAKE AN EMOTIONAL DIFFERENCE IN PEOPLE’S LIVES


#4
RELATIONAL

TRANSACTIONAL



RELATIONAL



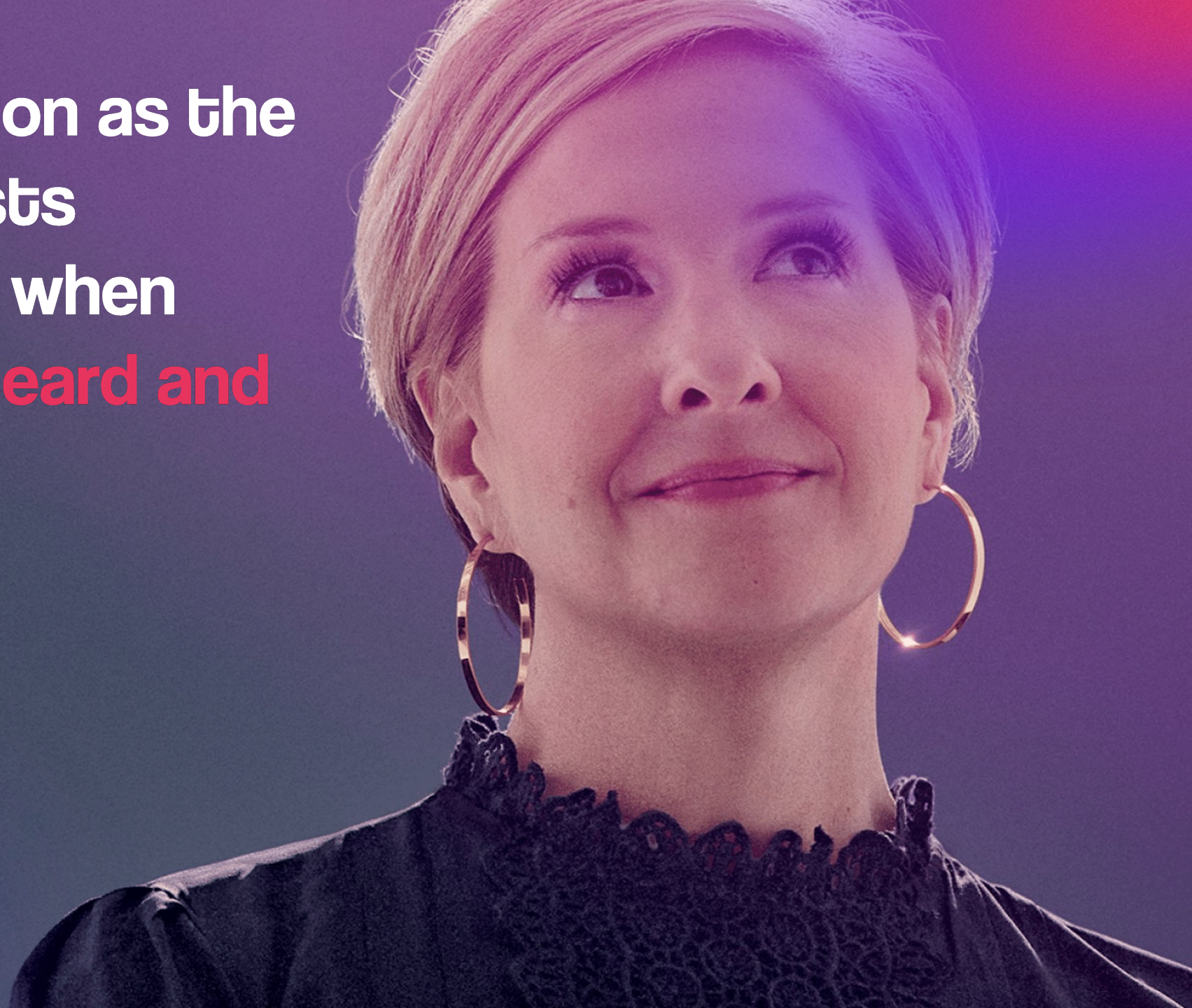

CUSTOMER
LIFETIME
VALUE





I define connection as the energy that exists between people when they feel seen, heard and valued.

/Brené Brown




INTIMACY IS ABOUT
FOSTERING A SENSE
OF CLOSENESS






EXIT






UNITED


UTAH
COLORADO
KANSAS
MISSOURI
KENTUCKY
San Francisco
CALIFORNIA
Las Vegas
OKLAHOMA
TENNESSEE
Albuquerque
Memphis
ARKANSAS
Los Angeles
ARIZONA
NEW MEXICO
Phoenix
MISSISSIPPI
ALABAMA
GEORGIA
San Diego
Dallas
Tucson
TEXAS
BAJA
CALIFORNIA
SONORA
LOUISIANA
Houston
CHIHUAHUA
San Antonio




EXIT
UNITED
UNITED




71
UNITED




EXCLUSIVE
SON SAYS FINAL GOODBYES TO MOTHER
Airlines hold flight so he can see dying mom

THE CUSTOMER INTIMACY LADDER



Belonging

SOUL

CUSTOMER INTIMACY

BELONGING · MEANING · IDENTITY

ADVOCACY & ATTACHMENT

Philosophy

HEART

CUSTOMER EXPERIENCE

JOURNEY MAPPING · STRATEGIC · EMPATHY-LED

PREFERENCE LOYALTY

Function

BRAIN

CUSTOMER SERVICE

OPERATIONAL · TACTICAL. · TABLE STAKES

TRANSACTIONAL LOYALTY


RESERVED PARKING FOR FAMILIES IN CRISIS
RESERVED PARKING FOR FAMILIES IN CRISIS
RESERVED PARKING FOR FAMILIES IN CRISIS





KEN
HUGHES
The King of CX


TAYLOR SWIFT
THE ERAS TOUR
TAYLOR SWIFT
OCTOBER 13


Disney+

1 BILLION STREAMS IN ONE WEEK



KEN HUGHES
The King of CX



MOST PRE-SAVED ALBUM EVER

billboard

HOT 100

	SONG	ARTIST
1	Fortnight	Taylor Swift ft. Post Malone
2	Down Bad	Taylor Swift
3	I Can Do It With A Broken Heart	Taylor Swift
4	The Tortured Poets Department	Taylor Swift
5	So Long, London	Taylor Swift
6	My Boy Only Breaks His Favorite Toys	Taylor Swift
7	But Daddy I Love Him	Taylor Swift
8	Florida!!!	Taylor Swift ft. Florence + The Machine
9	Who's Afraid Of Little Old Me?	Taylor Swift
10	Guilty As Sin?	Taylor Swift

billboard.com

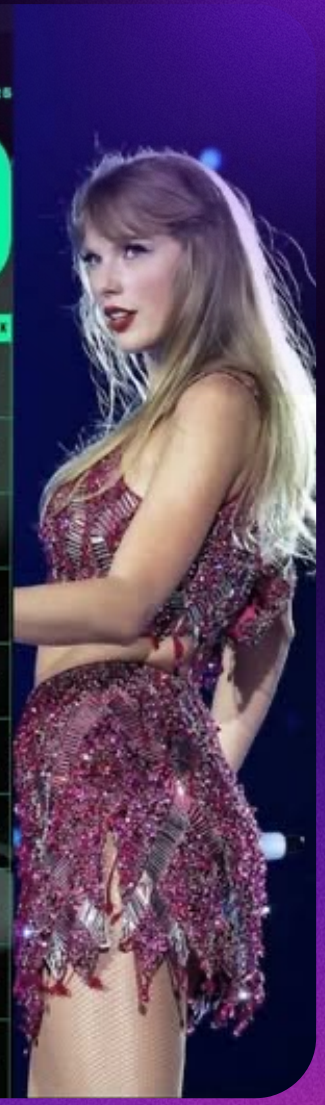
chart dated May 4, 202[illegible]

billboard

CHART DATED OCTOBER 18, 2025

HOT 100

		★ 1 WEEK AT NO. 1 ★	LAST WEEK
1	NEW	The Fate Of Ophelia TAYLOR SWIFT	—
2	NEW	Opalite TAYLOR SWIFT	—
3	NEW	Elizabeth Taylor TAYLOR SWIFT	—
4	NEW	Father Figure TAYLOR SWIFT	—
5	NEW	Wood TAYLOR SWIFT	—
6	NEW	Wi$h Li$t TAYLOR SWIFT	—
7	NEW	Actually Romantic TAYLOR SWIFT	—
8	NEW	The Life Of A Showgirl TAYLOR SWIFT FT. SABRINA CARPENTER	—
9	NEW	Eldest Daughter TAYLOR SWIFT	—
10	NEW	Cancelled! TAYLOR SWIFT	—




$2Bn


$613m
MICHAEL


$650m
ELTON


$1.2 Bn
BRUCE


$1.2 Bn
PAUL


$350m
MARIAH CAREY


$450m
DOLLY PARTON


$570m
CELINE DION


$850m
MADONNA

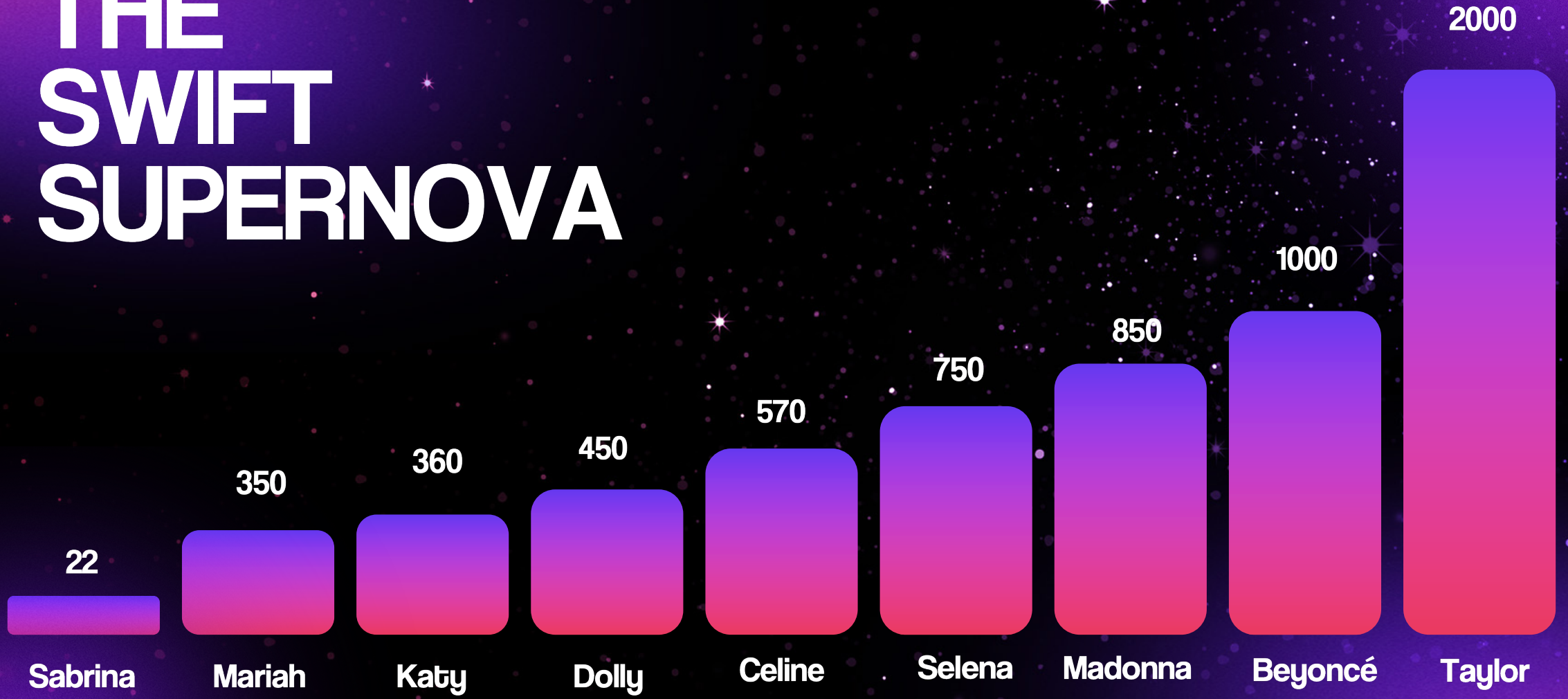

$22m
SABRINA


$360m
KATY PERRY


$750m
SELENA GOMEZ


$1 Bn
BEYONCÉ

THE SWIFT SUPERNOVA




BEATLES!


WHY HAVE THEY
CHOSEN HER?

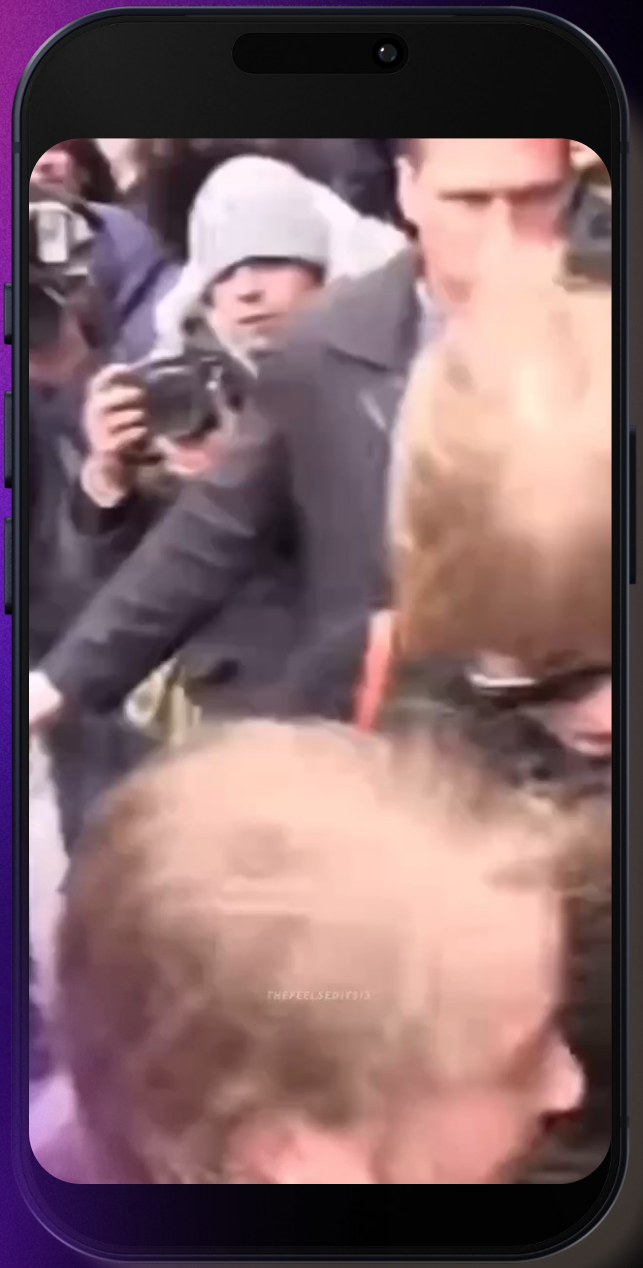

SHE HAS
CRAFTED A
COMMUNITY
SHE HAS
BUILT A
BELONGING




Cuando intentas verle el lado positvo a todas las cosas...pero no tod@s son como tu 🤣

INVITE THE CUSTOMER INTO YOUR BRAND





INVITE THE CUSTOMER INTO YOUR BRAND


BUD LIGHT
04 LUMBER
ACRISURE STADIUM



THE POWER OF BRAND RELATIONSHIP & EMOTIONAL CONNECTION



CONNECTION IS EVERYTHING

RELATIONAL

SUMMARY

01

FOSTER A SENSE OF CLOSENESS WITH EVERY CUSTOMER

02

BUILD A DEEP & MEANINGFUL RELATIONSHIP WITH A CX STRATEGY

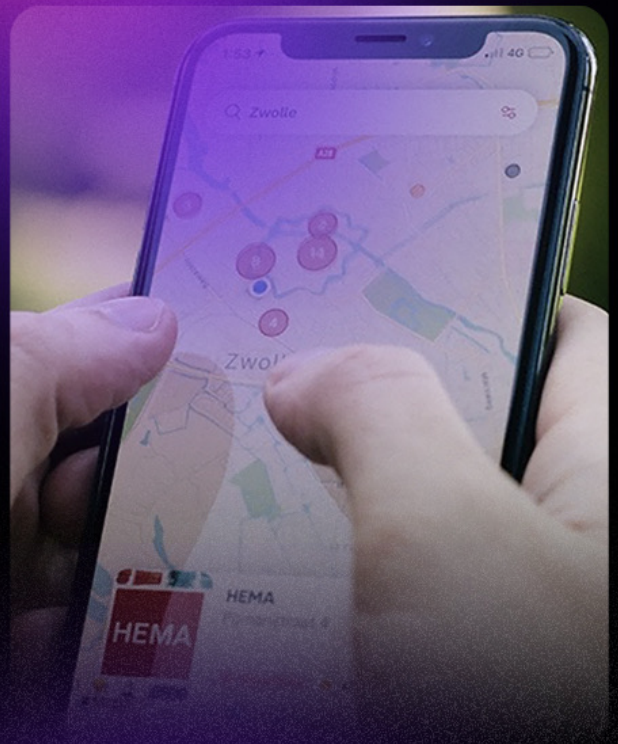
03

LEVERAGE AI TO MAKE CUSTOMERS FEEL SEEN, HEARD & VALUED

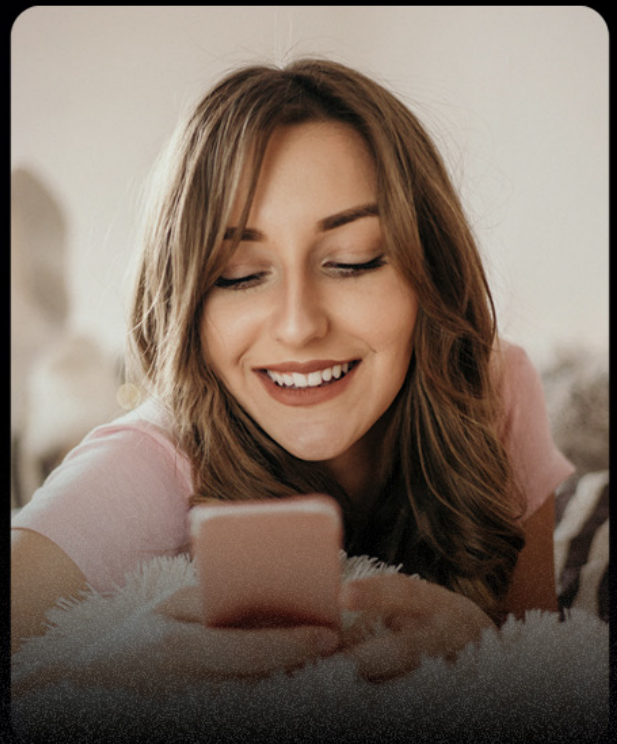
04

LOOK TO DEVELOP CUSTOMER LIFETIME RELATIONSHIP


Why should they
choose you?



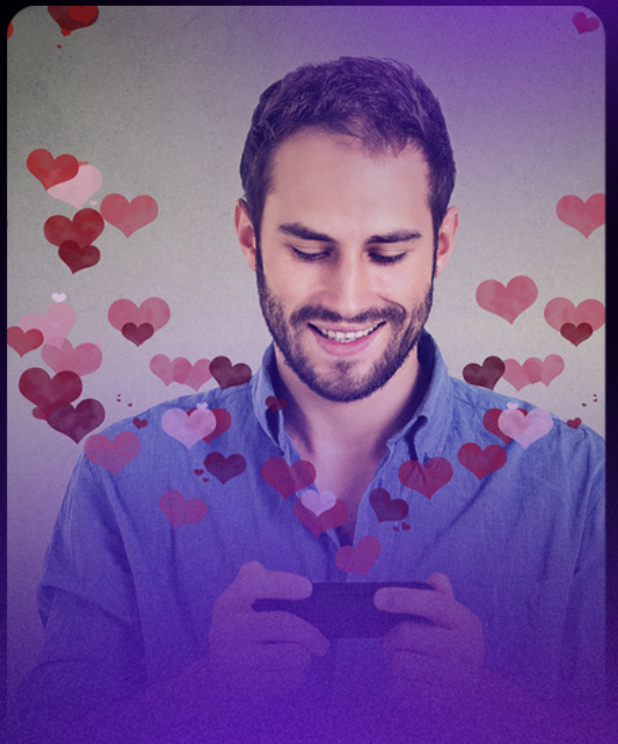
BLUE DOT



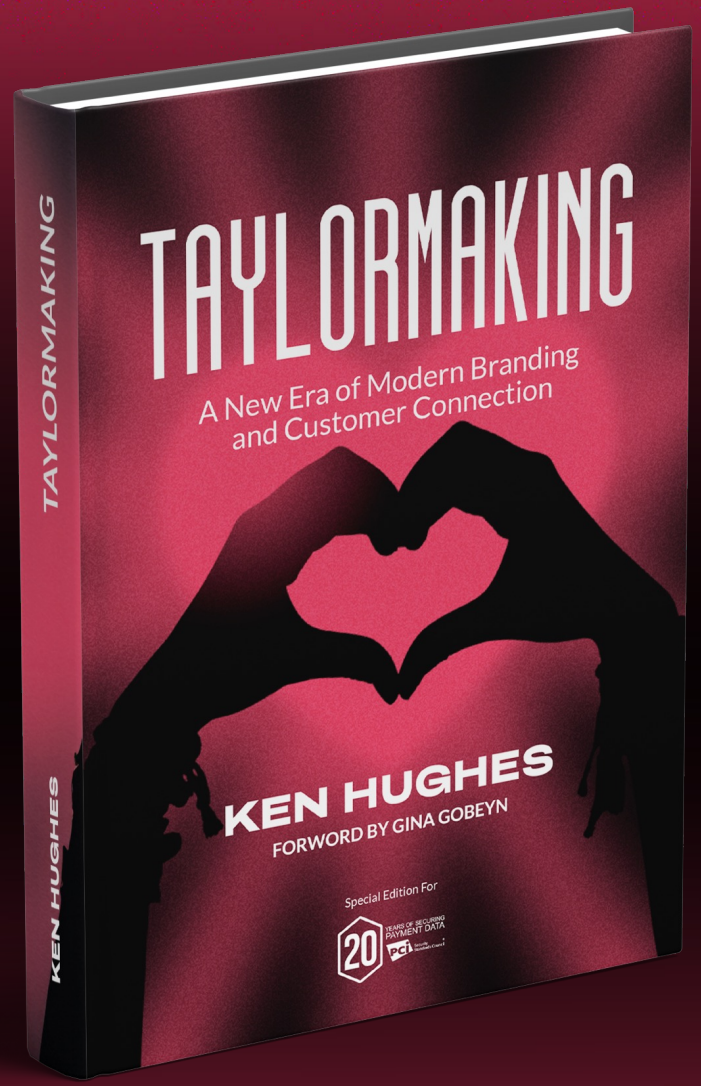
EXPECTANT



PHYGITAL



RELATIONAL



@KenHughesIE

www.kenhughes.com

