

# USER EXPERIENCE

## GERANDO VALOR A PARTIR DA DIGITALIZAÇÃO

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Lufthansa



**LUFTHANSA GROUP**

# Customer centricity means human centricity.



## Human touch

"I appreciate warm-hearted encounters. I'd like to be understood and appreciated."



## Simplicity

"Don't make me think! - I don't have time for complicated things!"



## Consistency

"Hey, you are my favourite airline - I depend on you!"



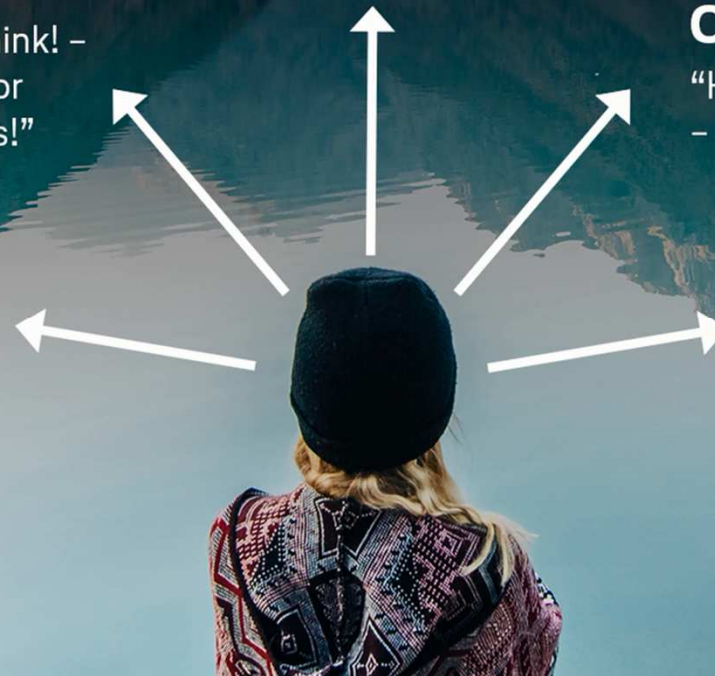
## Personalization

"Tailored offers and products at the right time are what suit me best."



## Pleasure

"I want delightful and pleasant moments to play a big part in my life."



# A Better Customer Experience to make Better Decisions!

Quadrant A

SN1A0 Quadrant C

\*\* AM FQDSAOFRA/D01OCT18/ALH,LA/R,25SEP18/IL

1 \* ROE 1.000000 NEAREST 1.00 USD

01OCT18\*\*01OCT18/SAOFRA/NSP;AT/TPM 6093/MPM 7311

2 : LN FARE BASIS OW USD RT PEN DATES DAYS AP MIN MAX AL R

3 01 AEESP40E 857 + B26SEP031MAR+ + 5+ 12M LA R

02 KRCZBR 857 + B26SEP031MAR+ + 6+ 3M LH R

4LH: 03 QLESPU0E 898 + S - - + + 6+ 12M LA R

04 LRCBR 929 + - - + + 6+ 12M LH R

5LX: 05 NLESPU0E 948 + S - - + + 6+ 12M LA R

06 SLESPU0E 998 + S - - + + 6+ 12M LA R

LX: 07 TRCBR 1009 + - - + + 6+ 12M LH R

08 SRCBR 1089 + - - + + 6+ 12M LH R

6 09 XLELEU0E 1198 + S - - + + 6+ 12M LA R

10 WRCBR 1209 + - - + + 12M LH R

11 VLELE30E 1248 + S - - + + 3+ 12M LA R

12 VRCBR 1369 + - - + + 12M LH R

7LH: 13 LLELE30E 1398 + S - - + + 3+ 12M LA R

14 QRCBR 1549 + - - + + 12M LH R

15 MLELE30E 1578 + S - - + + 3+ 12M LA R

16 LLELEZ0E 839 1678 + S - - + + 12M LA R

17 HRFBR 1749 240+ - - + + 12M LH R

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USER EXPERIENCE -  
GERANDO VALOR A PARTIR DA DIGITALIZAÇÃO  
28.09.2018, Tom Maes, Lufthansa



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# A Better Customer Experience to make Better Decisions!

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## Oemgenuine Lenovo ThinkPad Edge E570 15.6" FHD Screen (1920x1080), Intel Dual Core i5-7200U, 8GB RAM, 250GB SSD (PCIe-NVMe), W10P Laptop Computer

by Oemgenuine  
 ★★★★★ 25 customer reviews | 13 answered questions

Price: **\$659.95**

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Capacity: **E570 | 8GB RAM | 250GB SSD (PCIe-NVMe)**


|   |                              |   |
|---|------------------------------|---|
| E570   16GB RAM   256GB SSD (PCIe-NVMe) | E570   16GB RAM   500GB SSD  | E570   16GB   1TB SSD                         |
| E570   32GB RAM   512GB SSD (PCIe-NVMe) | E570   8GB RAM   240GB SSD   | <b>E570   8GB RAM   250GB SSD (PCIe-NVMe)</b> |
| E570   8GB RAM   500GB SSD              | E580   16GB RAM   240GB SSD  | E580   16GB RAM   500GB SSD                   |
| E580   8GB RAM   240GB SSD              | E580   8GB RAM   500GB 7K HD | E580   8GB RAM   500GB SSD                    |

- Processor: Intel Dual Core i5-7200U Processor (2.5GHz - 3.1GHz, 3M Cache)
- Operating System: Microsoft Windows 10 Pro x64
- Display: 15.6" FHD Screen (1920x1080); Graphics Card: Intel HD 620 Graphics
- Features: 8GB RAM, 250GB SSD (PCIe-NVMe), Fingerprint Reader, DVD+/-RW
- Lenovo Branded Hard Drive Upgrade | \*View Product Description for complete details and notes

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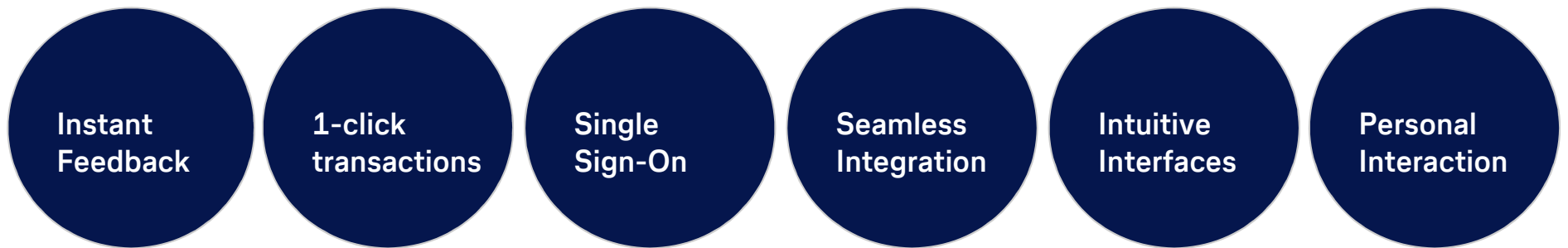
MSI GV62 8RD-200 15.6" Performance Gaming Laptop i5-8300H GTX 1050Ti 4G 8GB R...  
 ★★★★★ 244  
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 \$14.99 [prime](#)

## FAAMG setting the tone!



**A superior User/Customer Experience is a top driver of purchase and loyalty!**

# Key Rules!

“You have to start with the customer experience and work backwards to the technology.”  
- Steve Jobs -



brand-centric



customer-centric

## Key Rules!

“Content is King,  
Context is KING KONG”

- Michael Dahmen -

