



Hello!

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Customer Engagement

TREND

+ The Rise of the
Empowered Consumer

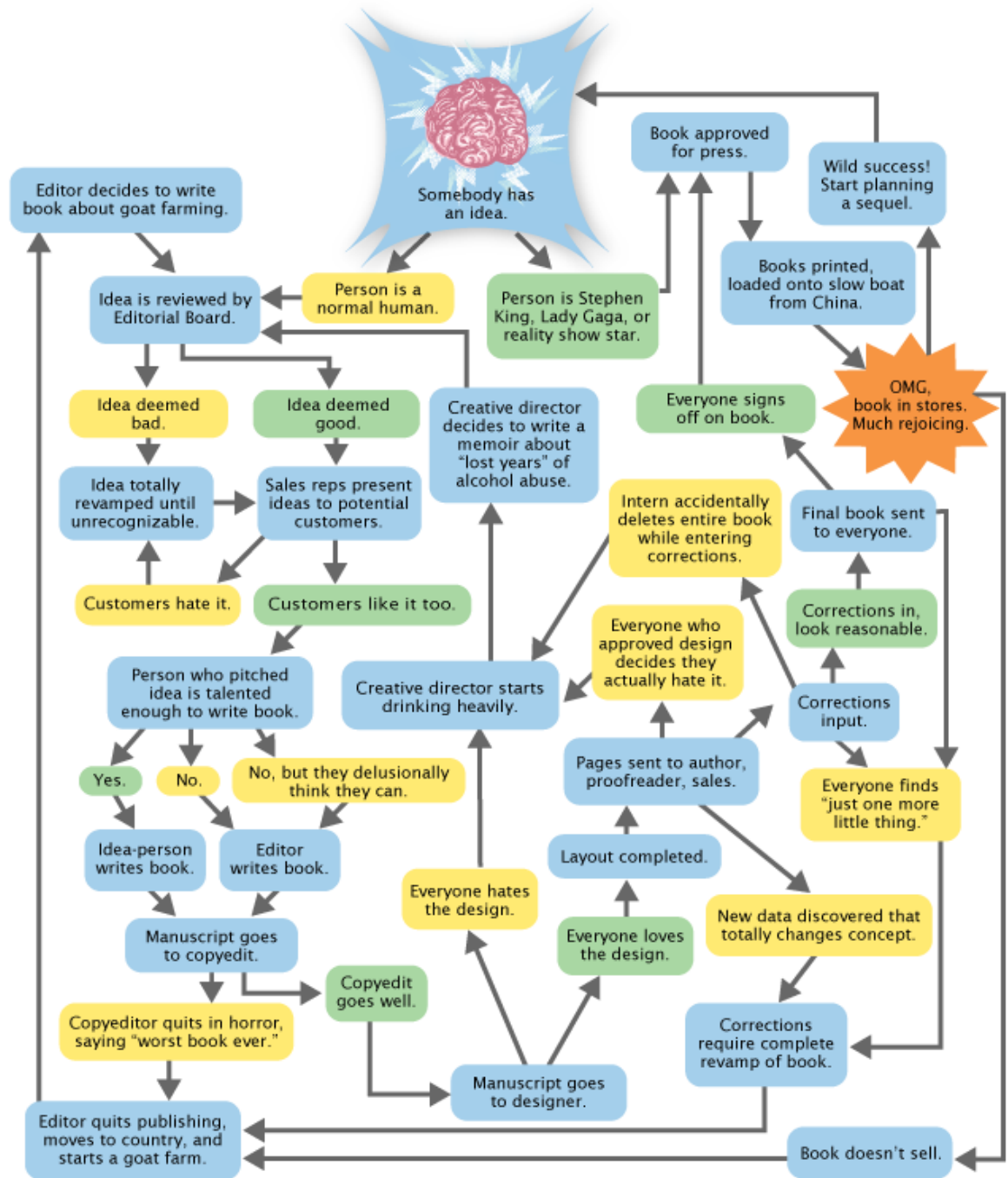
#IDPF

It's about what, when, & how they want it



And at the price they want it too

+ They don't care about our limitations, processes, territories, fears, concerns, workflows, rights, or profits.



**+ They
DO care
about
ease of use,
price,
narrative,
quality,
novelty,
imagination,
and word
of mouth.**



Takeaway

+ Your CUSTOMER is in charge

You must become
customer anthropologists

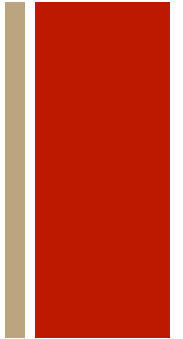


How?

“Most people do not listen with
the intent to understand; they
+
listen with the intent to reply.”

— Stephen R. Covey, *The 7 Habits of Highly Effective People*

+ Option 1: Market Research



+ Option 2: Social Campaigns

goodreads

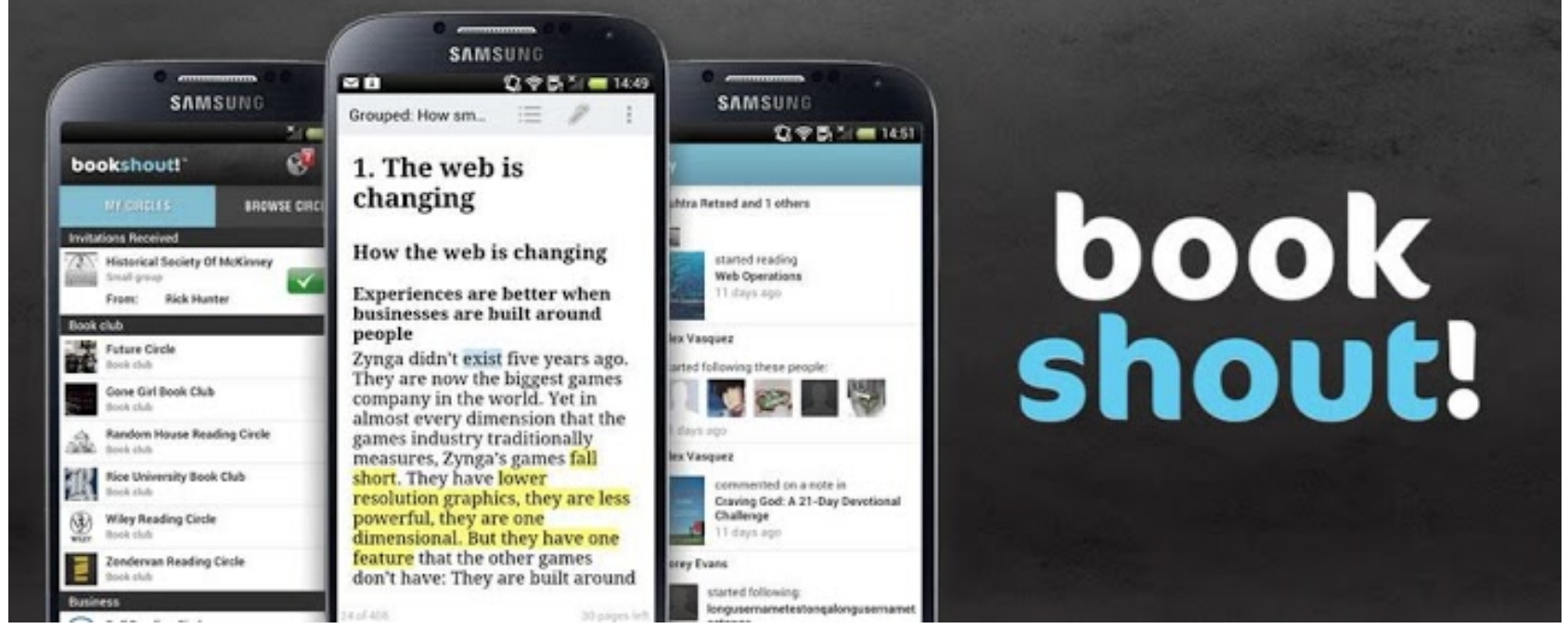
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+ BookShout

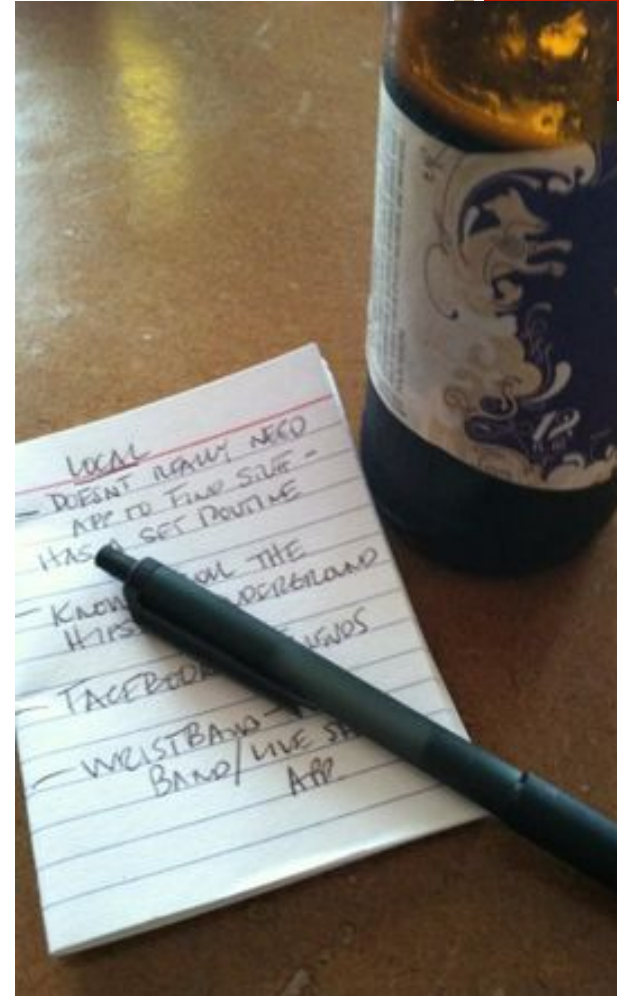


Read with friends. Anytime. Anywhere.



book
shout!

+ Option 3: Taking it to the streets

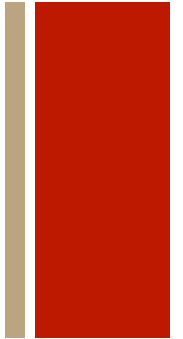


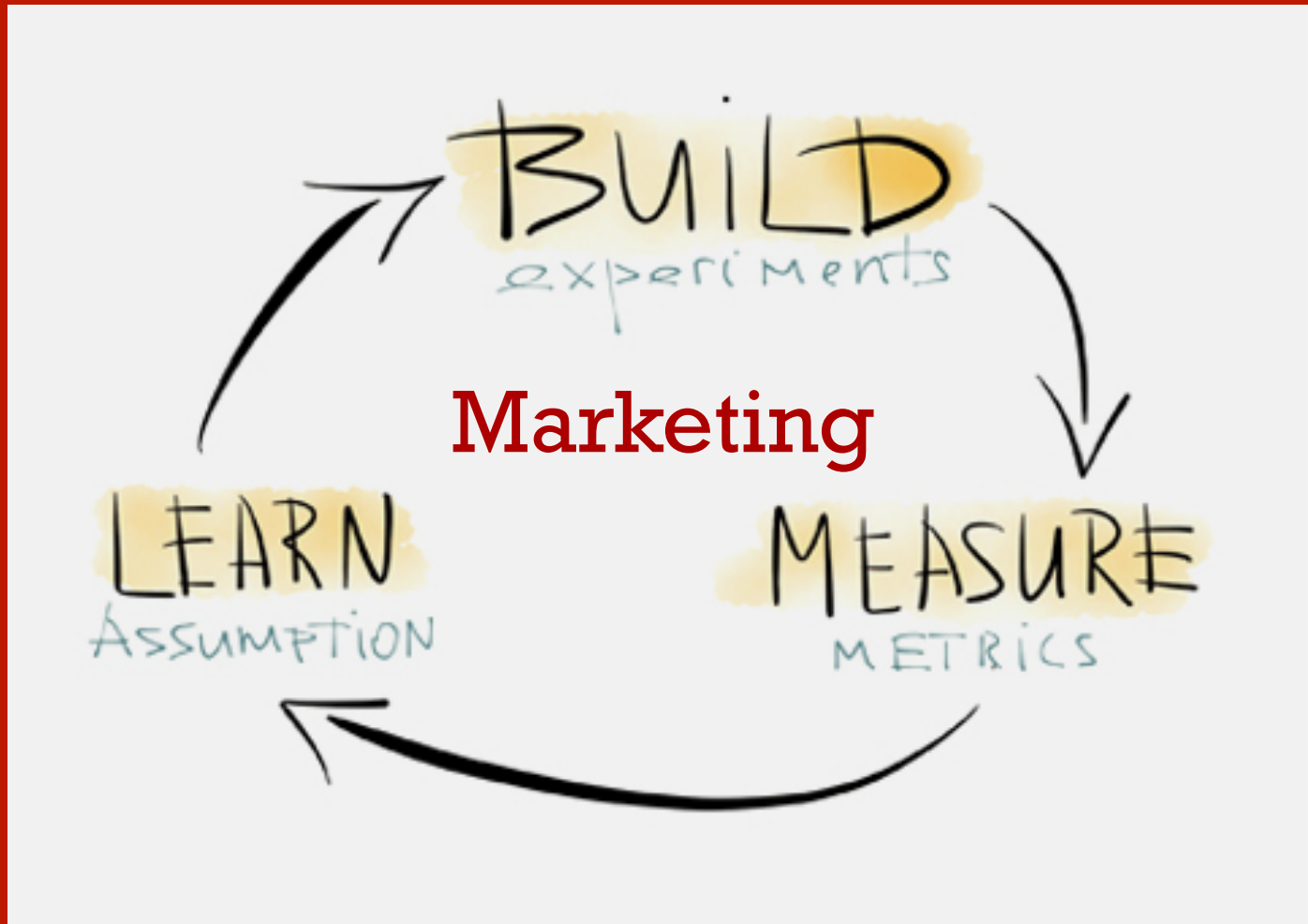
+ Fundamental Problems

- Cost – what is the actionable return?
- Don't own the channel – restricted data
- Don't own the customer – limited communication
- Not systematic – narrow or erratic feedback



+ The Mobile Factor





The Lean Cycle



The Lean Cycle



Thanks!



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