



# Will You Be Remembered?


## Enhancing the Claims Experience

June 13, 2018



**DENNIS MOSELEY-WILLIAMS**  
STRATEGIC CONSULTING

SERIOUS**SHIFT**



ALL WORK IS THEATRE AND EVERY  
BUSINESS IS A STAGE



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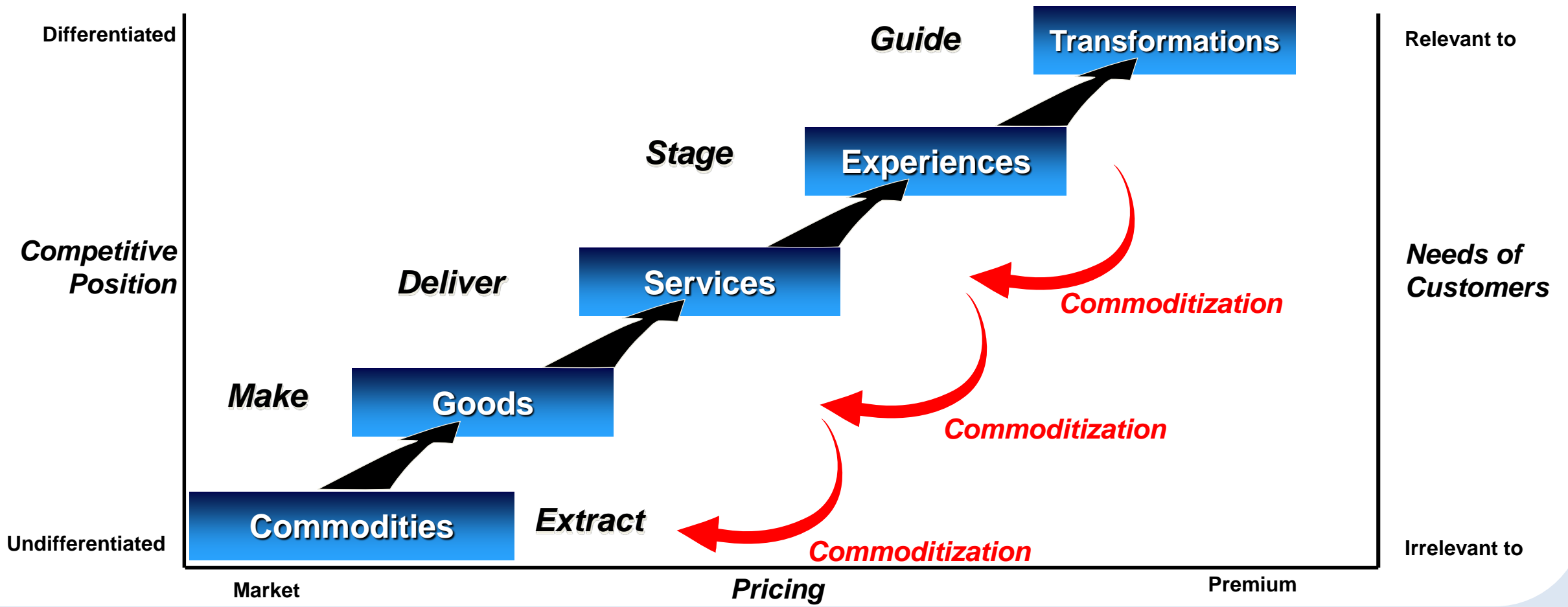
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# The Three Truths

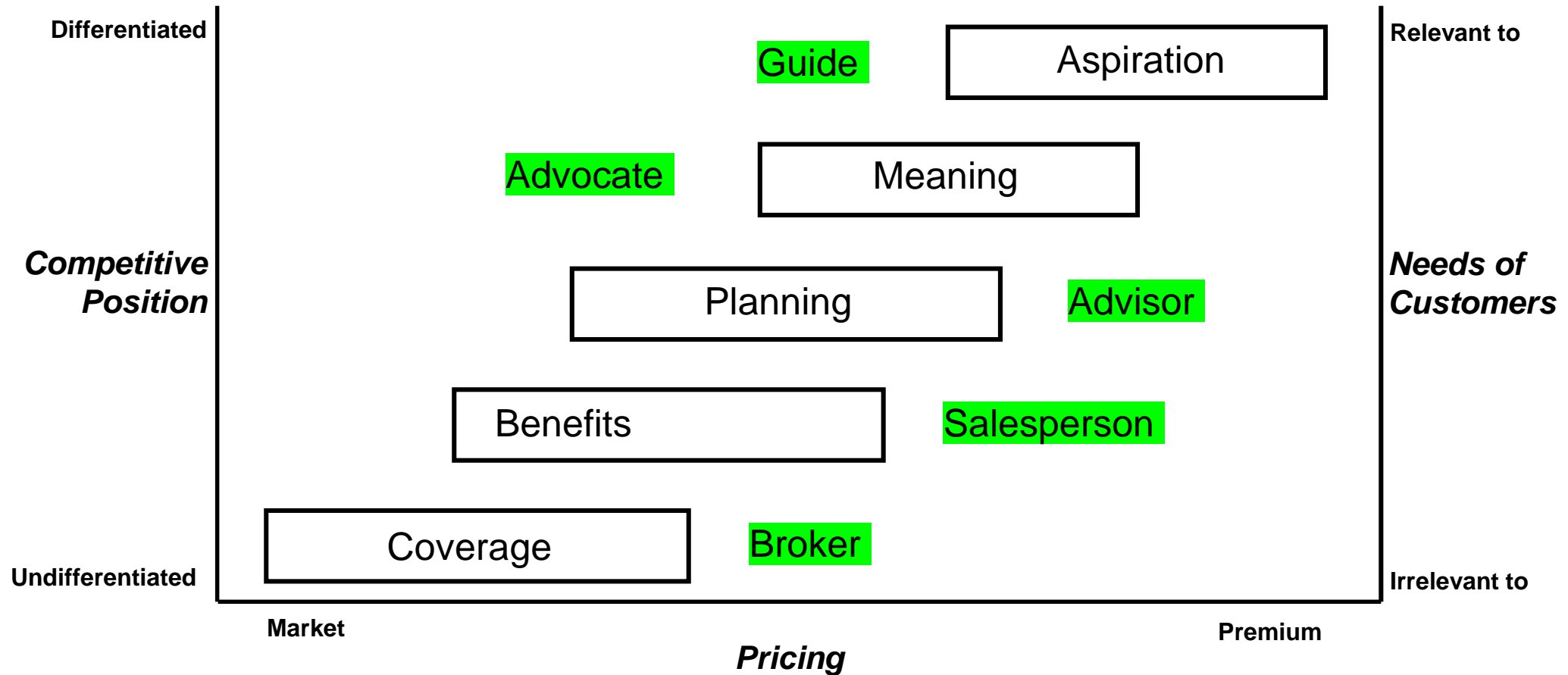
- Services are not Experiences
  - Experience is a separate Economic Offering
- Time is the currency of experience
- The customer is the product
  - Experiences lead to guided transformation



# The Progression of Economic Value



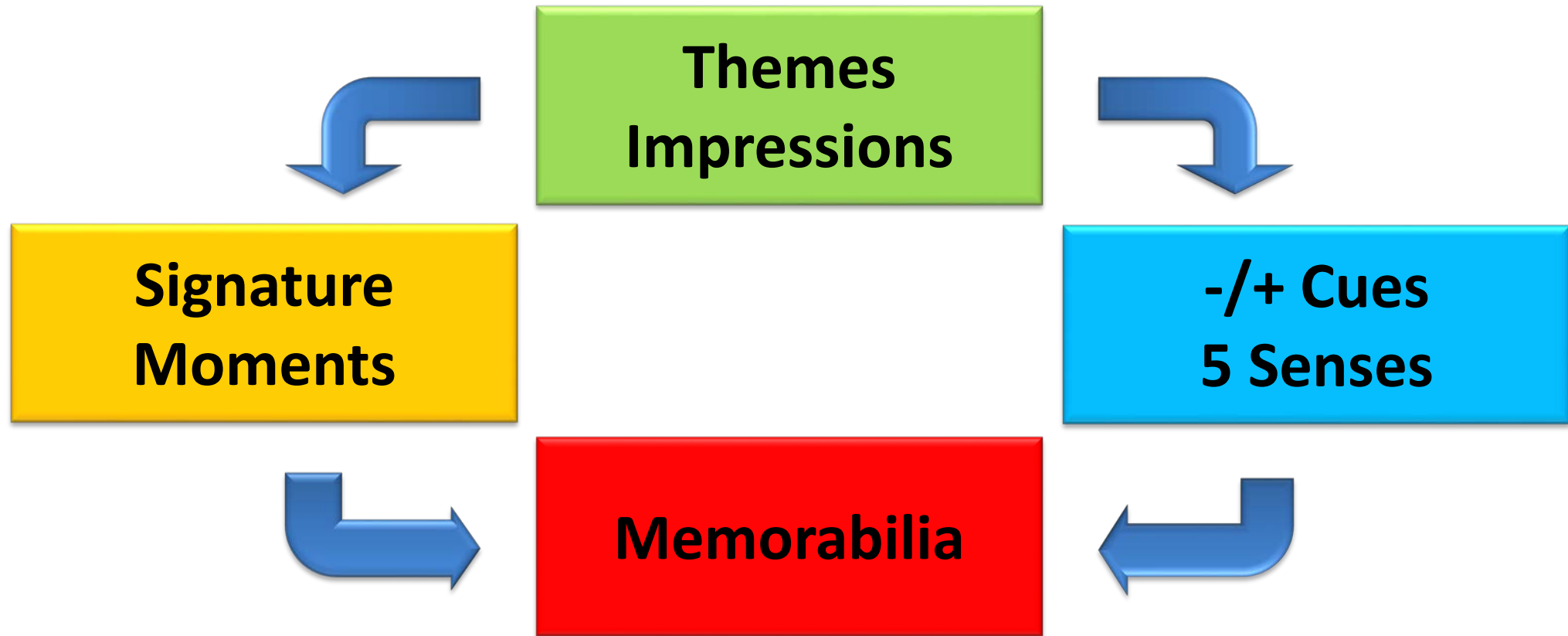
# The Progression of Economic Value



# WHO DO THEY WANT TO BE?



# Theme Scheme



A large, solid orange circle is positioned in the center of the slide, partially overlapping the text.

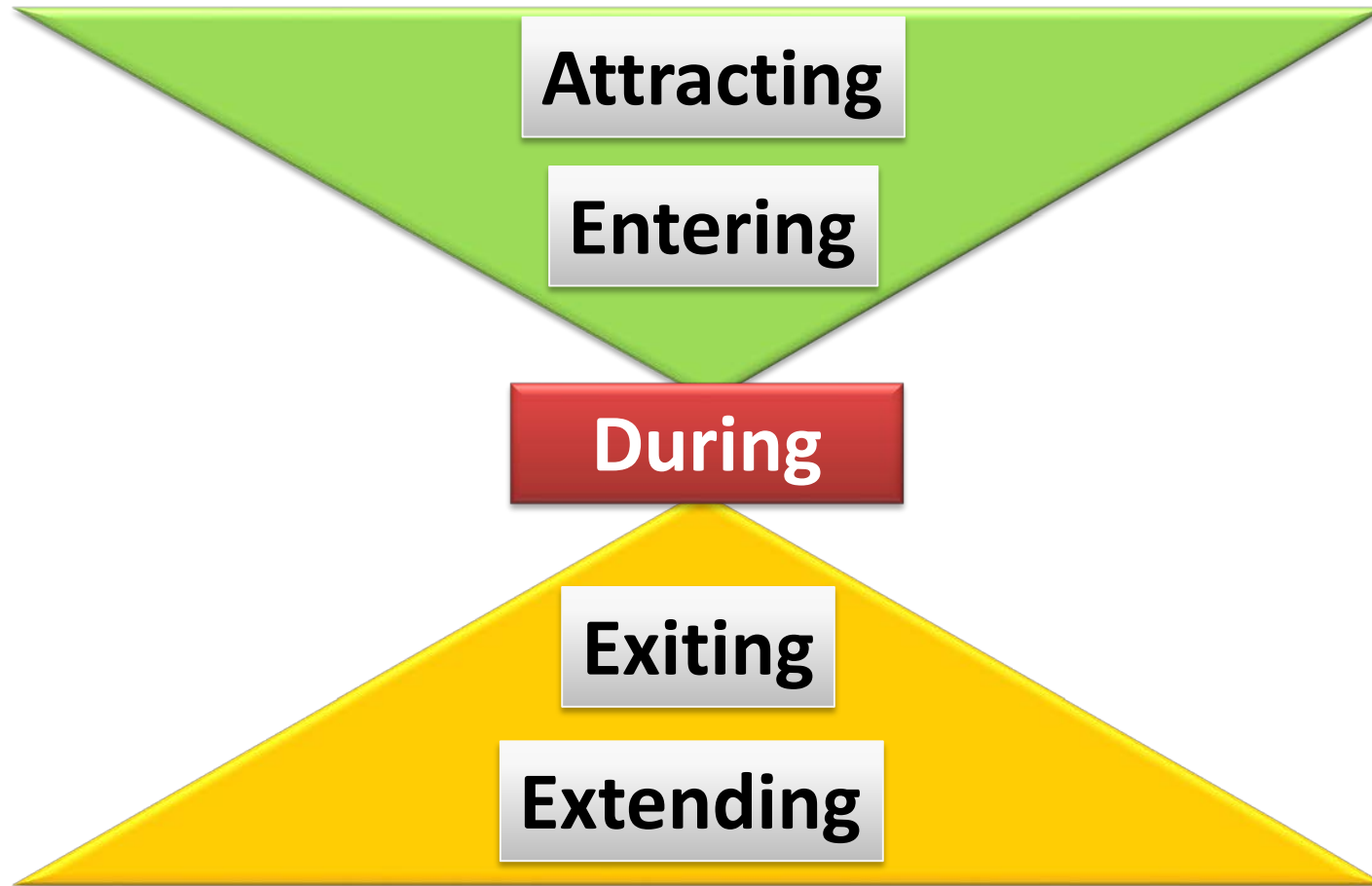
CREATE TIME WELL SPENT



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# Stages of Experience





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# Enter the Lizard



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# Thank You



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