

Embracing Technology



Samantha Rufo



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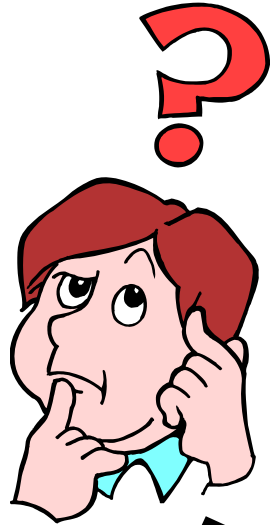
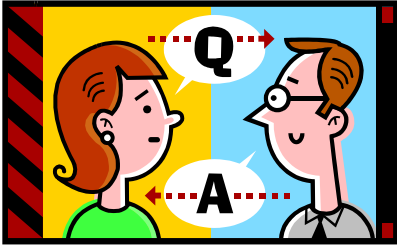
A quick story...



Faulty Customer Assumptions

- They know about you
- They inherently care
- They will tolerate complexity
- They will do as you wish/conform to your needs
- They just want a complete list of what you offer (let them figure out which feature or benefit they need)
- They are predisposed to your brand = loyal

The typical customer experience...



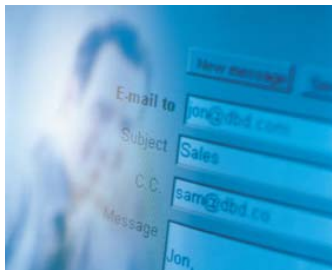
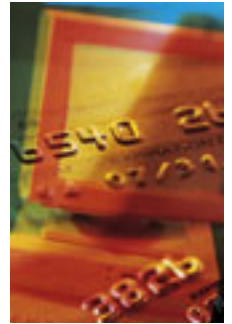
To sum up

Technology delivers what marketing motivates.
So, offer info & access to attract more customers.



Customer Focused Examples

- Using ecommerce instead of forms
 - Convenience when they want it



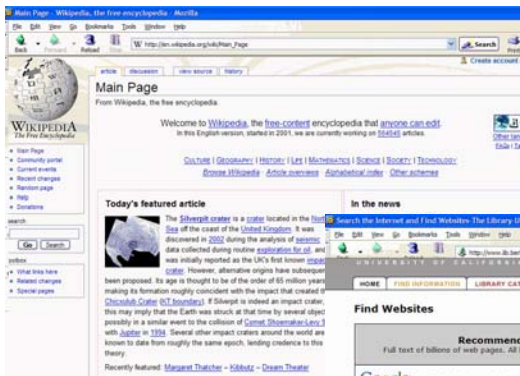
- Using email instead of direct mail
 - Easy to keep in touch more often

- Using a blog or forum for instant info delivery & feedback
 - Targeted programs that are more effective



Resources- my favorite places on the web

- **General questions:** www.wikipedia.org (free online encyclopedia) or
- **Searching:** ww.lib.berkeley.edu/Help/search.html
- **Technology Trends:** www.wired.com (trends driving technology & how impacts business)
- **Everything else:** www.nxtConcepts.com
(articles, tutorials, guides, ideas for ski areas using technology, links to industry trends)



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Have you hugged your
computer today?



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