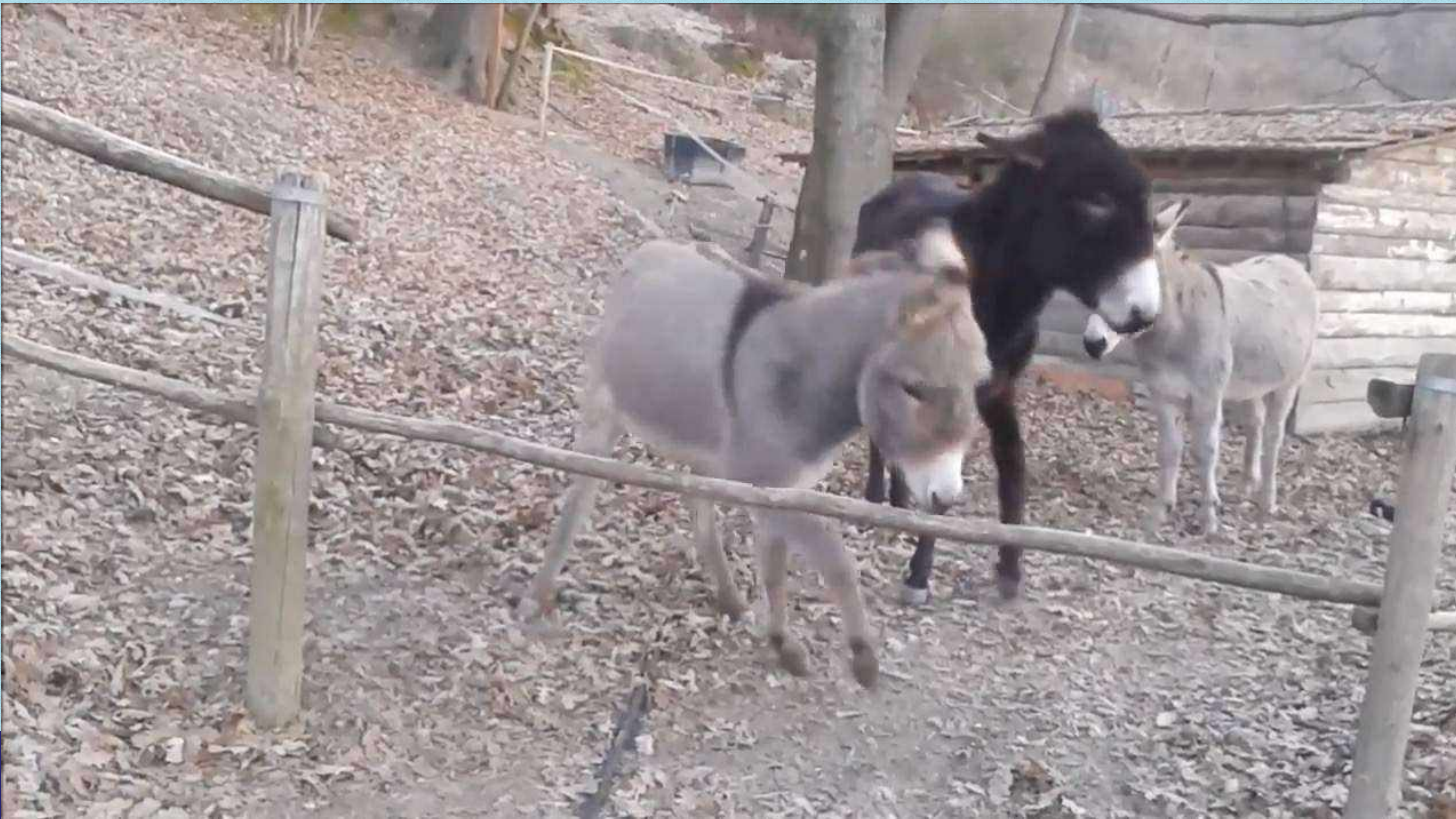


become a fr⚡ction hunter

Steven Van Belleghem





become a fr⚡ction hunter

Steven Van Belleghem



minimum demand 2021



digital



good product



service & price

the offer you can't refuse

What if customers want more than excellent service?



Steven Van Belleghem

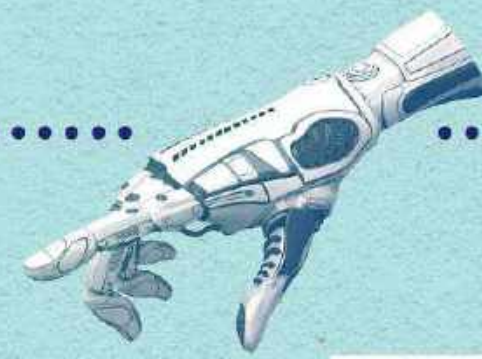
minimum demand 2021



social responsibility



partner in life



digital



good product



service & price



social
responsibility



partner
in life



social
responsibility



society first,
customer second



the offer you
can't refuse

minimum
demand

emotional
convenience



partner
in life

the offer you can't refuse



partner in life

digital



good product

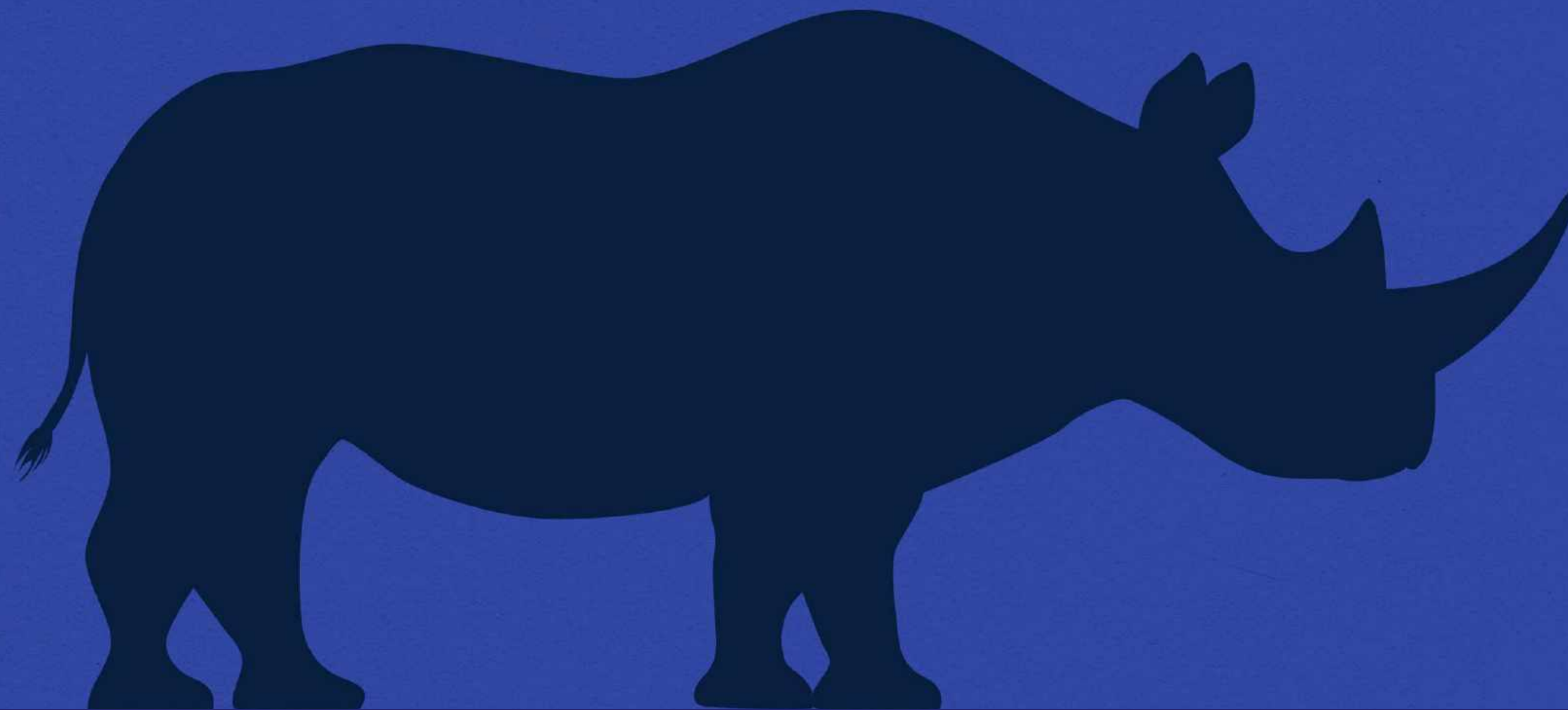


service & price



the offer you can't refuse

Steven Van Belleghem



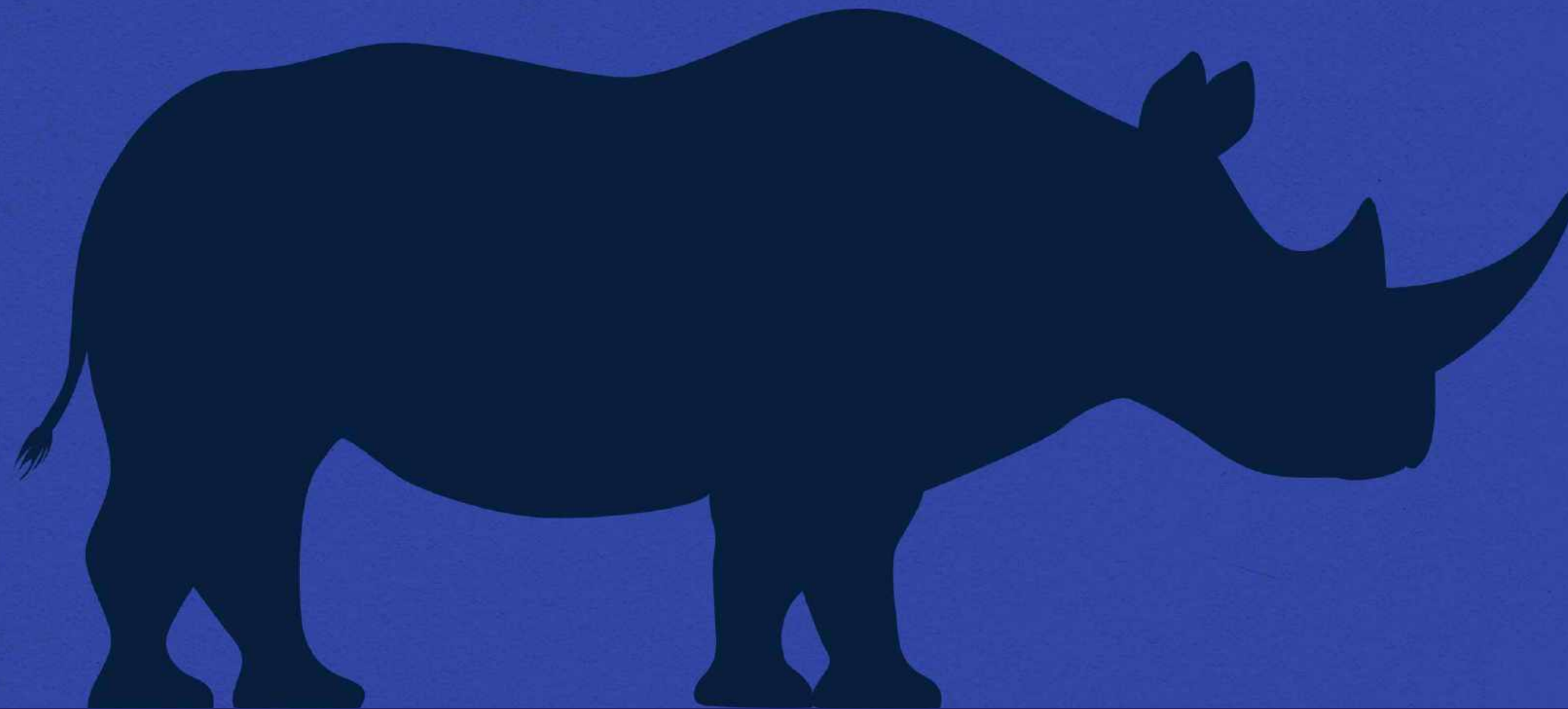
the 🤔ffer 🙌🌍ou can't refuse 🌱

Steven Van Belleghem

health

safety

food



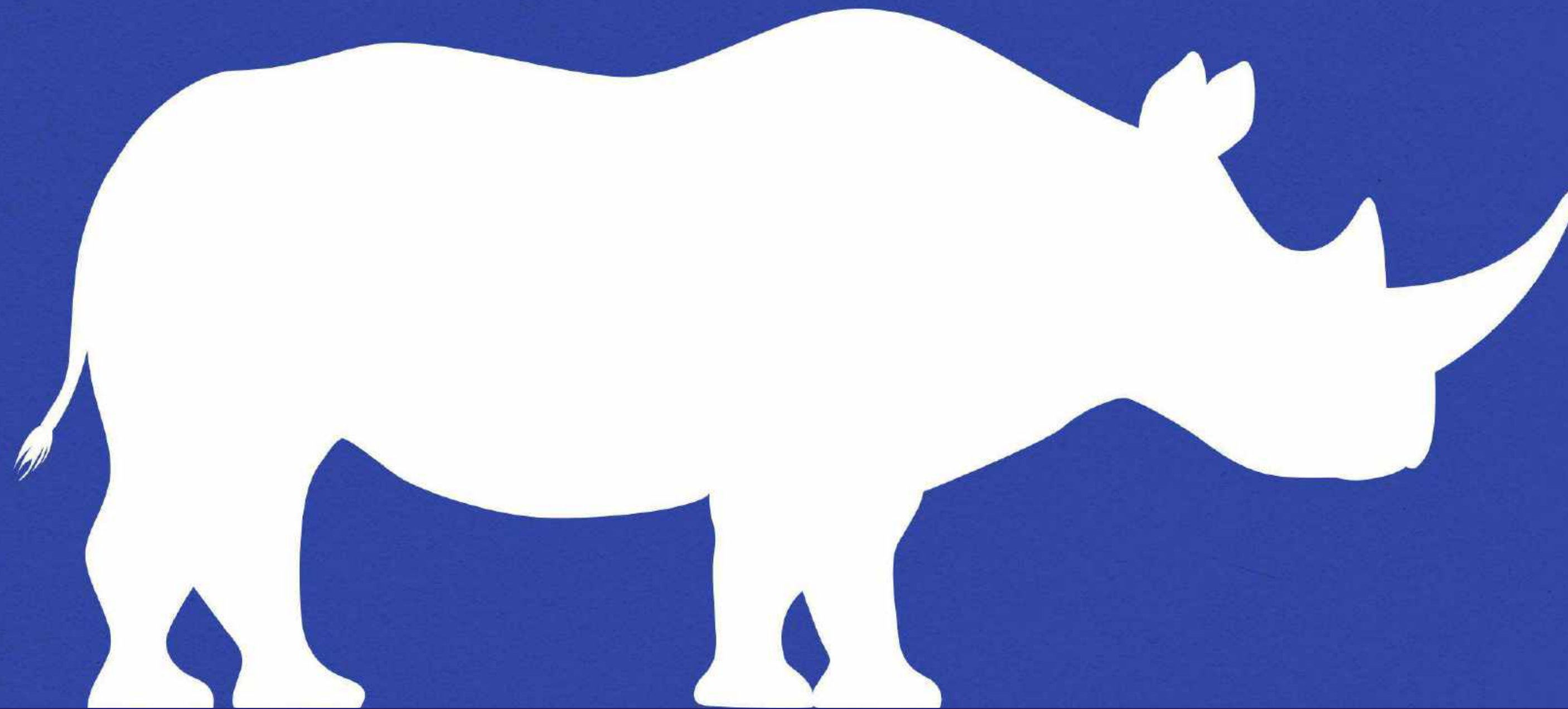
the 🍌ffer 🙌🌍ou can't refuse 🌱

Steven Van Belleghem

health

safety

food



the 🍌ffer 🙌🌍 you can't refuse 🌱

Steven Van Belleghem

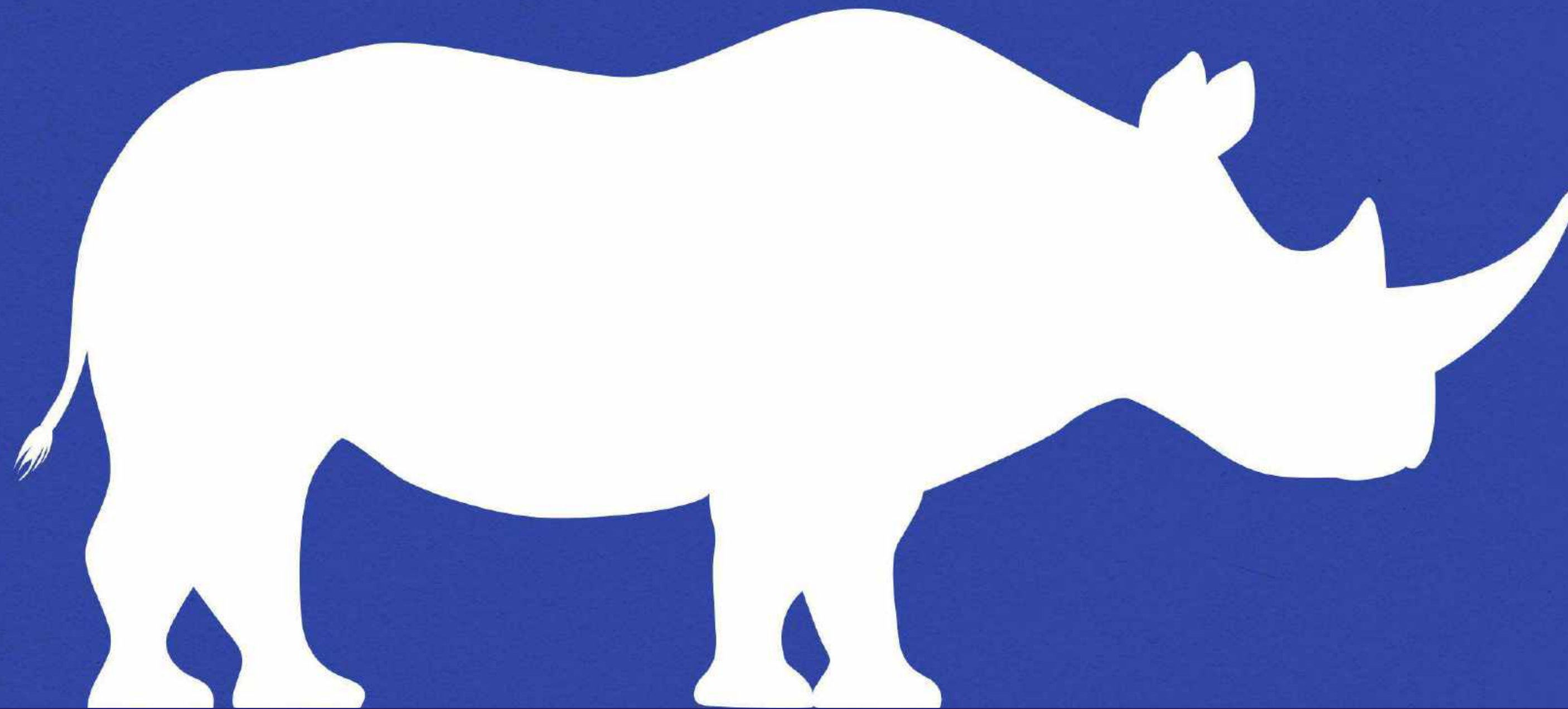




health

safety

food



the 🤪ffer 🙌🌍ou can't ⚡refuse🌱


Steven Van Belleghem



the offer 🙌 you can't refuse 🌱

Steven Van Belleghem

APR 12, 2020 5:04 AM PDT

Share 

Oxpeckers May Help Black Rhinos Avoid Humans

WRITTEN BY: [Anthony Bouchard](#)



If you're a rhino of any kind, then you'd probably always want to keep your distance from humans. Rhinos have a long history of being prime targets for animal poaching because of their valuable facial horns, and so the last thing they want is any entanglement with one of us. Fortunately, these majestic creatures may get assistance from another type of animal when it comes to shying away.



the offer you can't refuse

Steven Van Belleghem



always
around

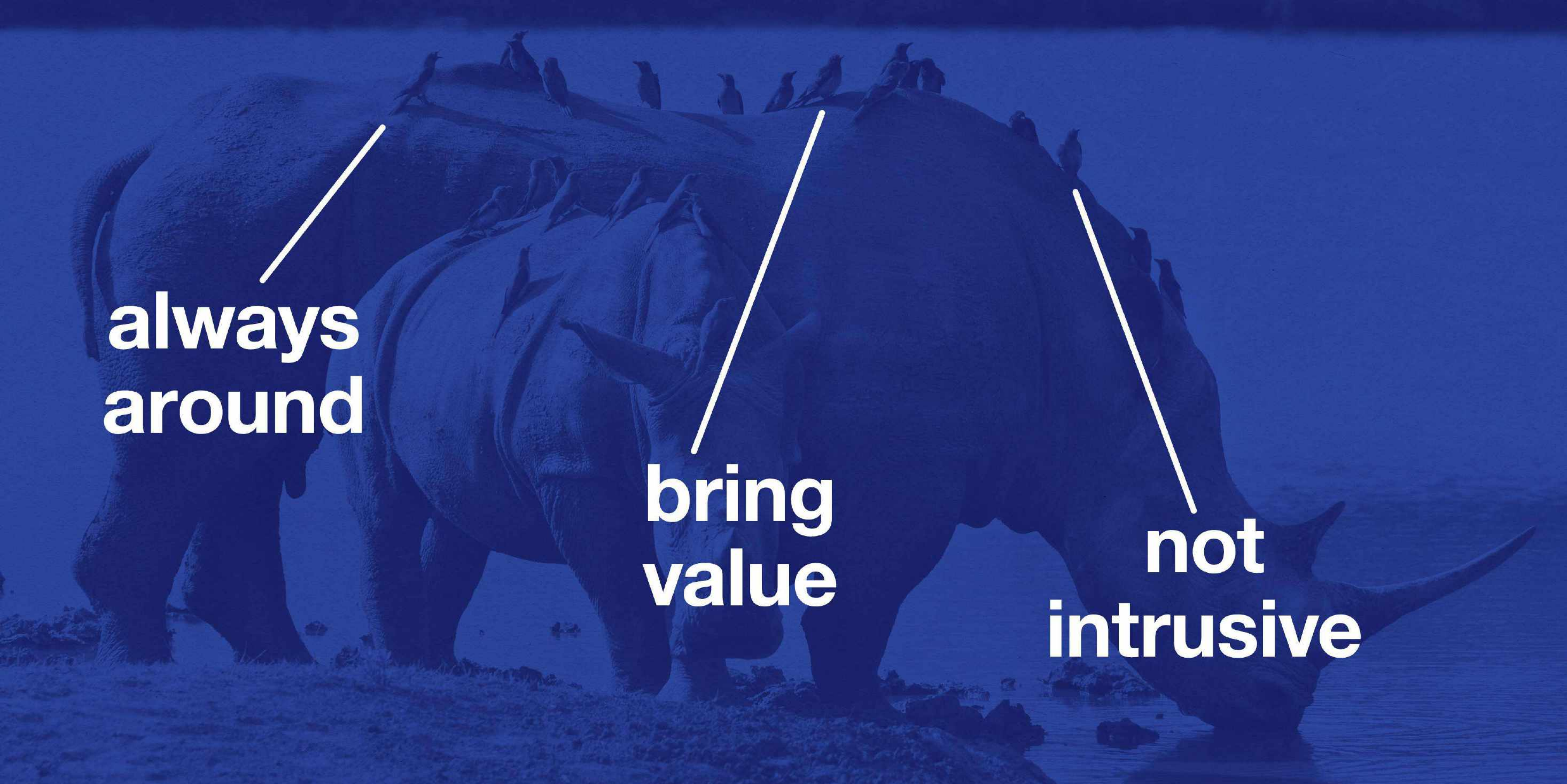
the 🍌ffer 🙌🌍ou can't refuse 🌱

Steven Van Belleghem



always
around

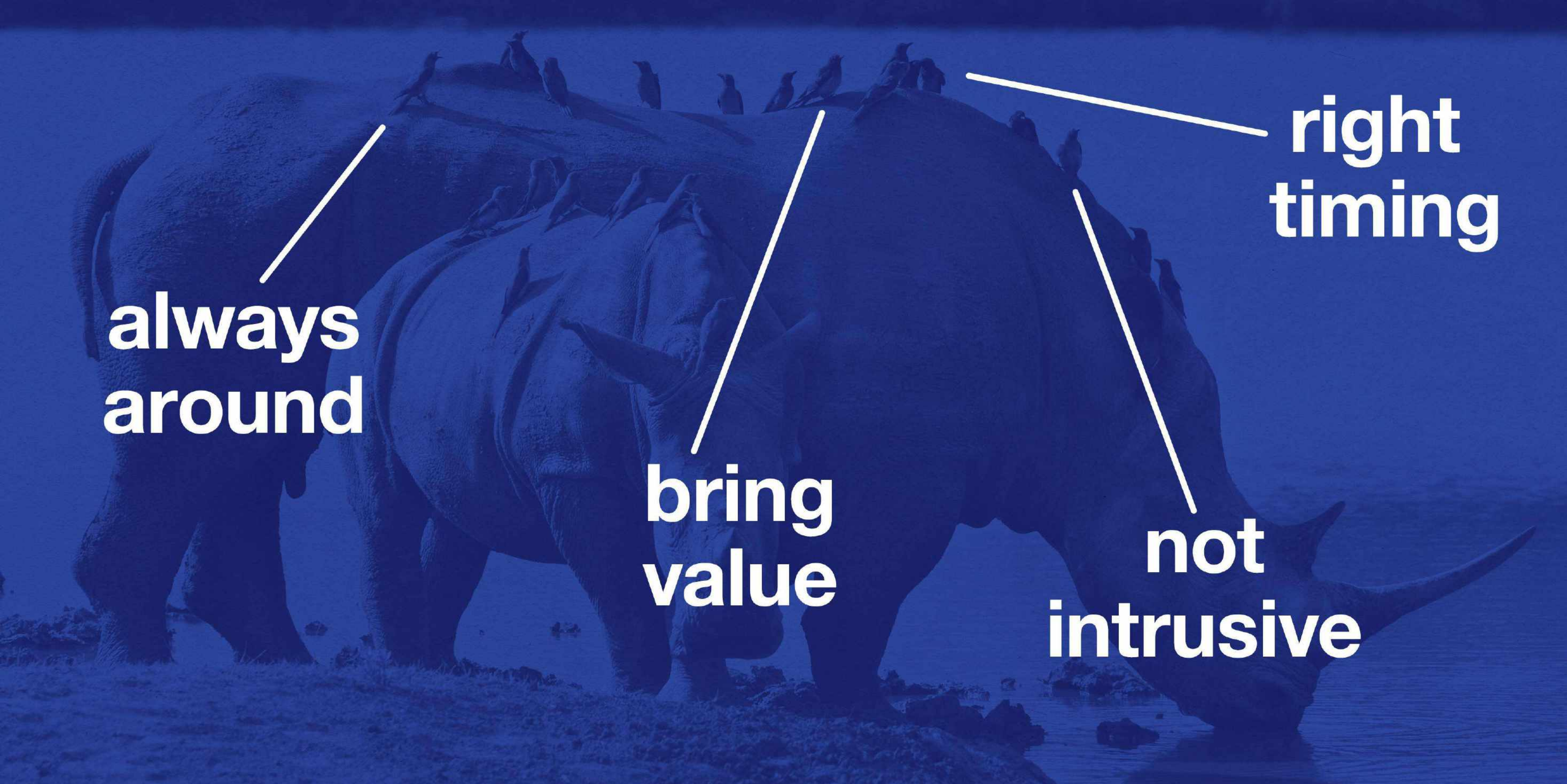
not
intrusive



**always
around**

**bring
value**

**not
intrusive**



**always
around**

**bring
value**

**not
intrusive**

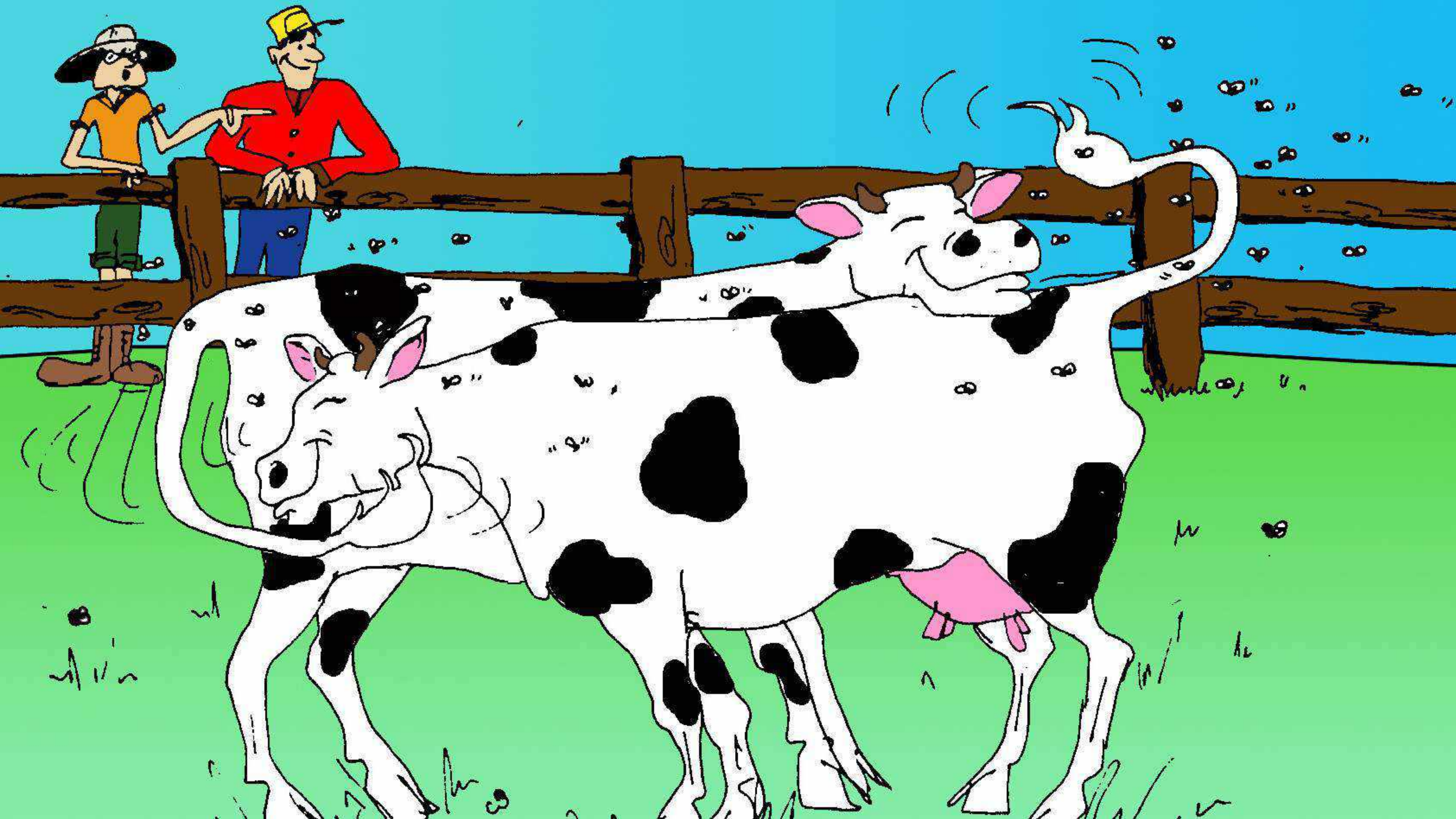
**right
timing**



always
around

the 🤗 offer 🙌🌍 you can't ⚡ refuse 🌱

Steven Van Belleghem





the offer you can't refuse

Steven Van Belleghem

**always
around**


no value

**always
intrusive**



the offer you can't refuse

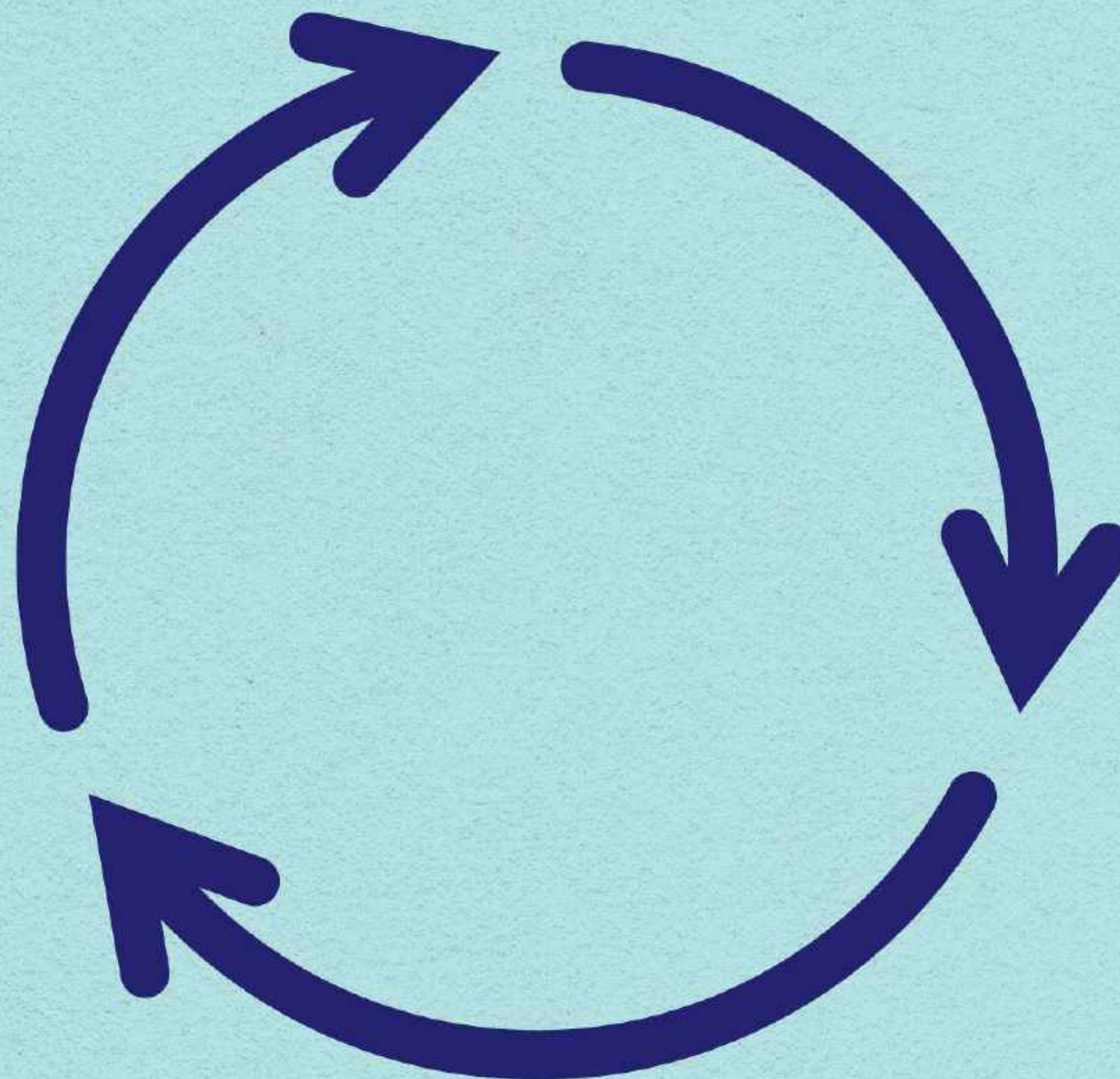
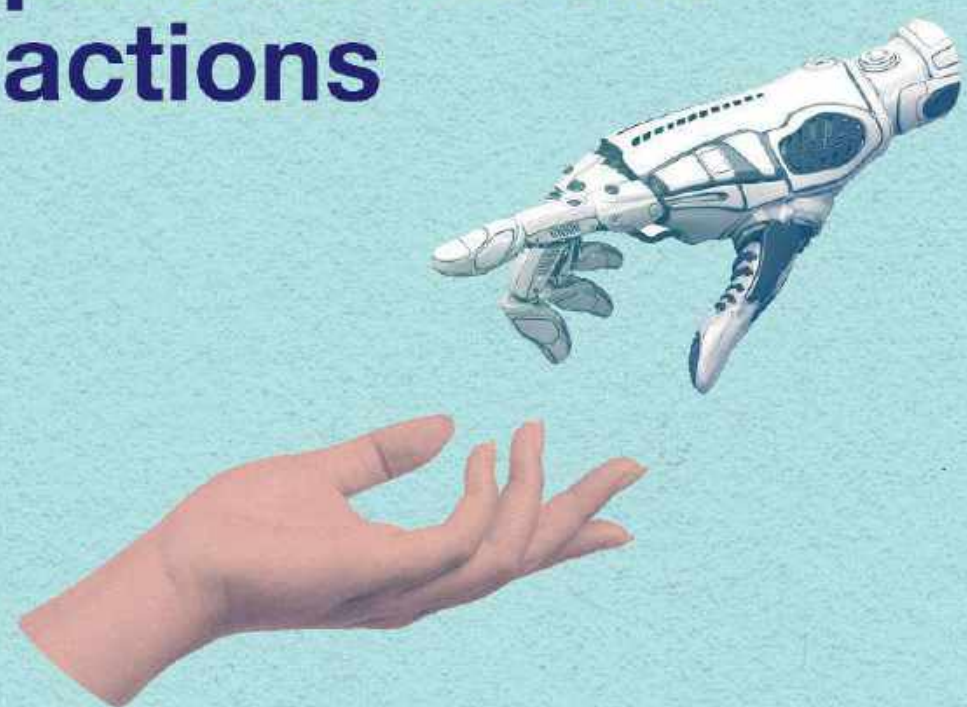
Steven Van Belleghem

this is about
the human 
behind the
customer



the human behind
the customer

implementing
partner-in-life
actions



mapping out their
life journey in detail

from customer journey
to life journey

the offer you can't refuse

Steven Van Belleghem



selling cars



**selling
cars**



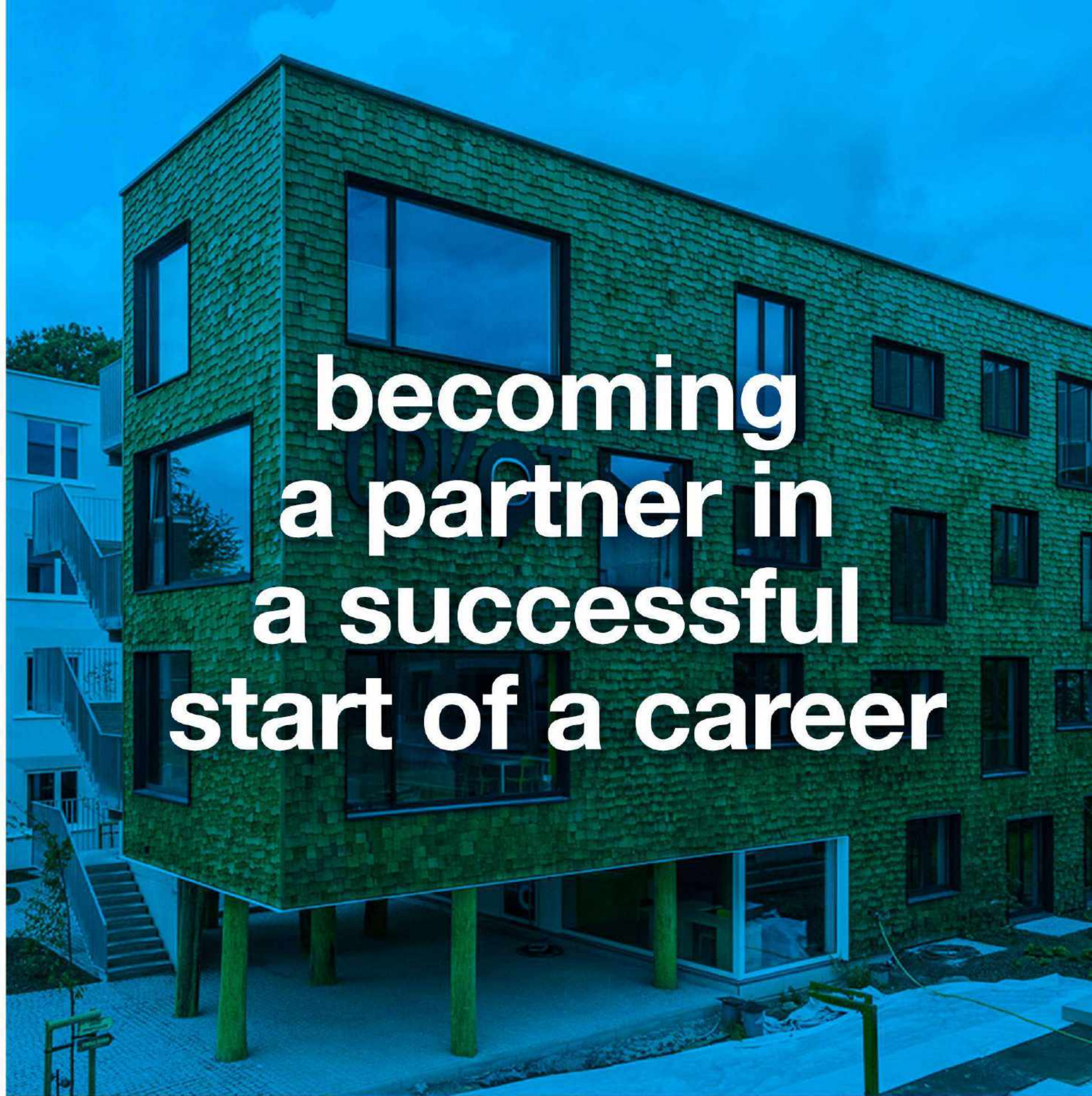
**becoming a
mobility partner**

A photograph of a student apartment, likely a dormitory, with a blue color overlay. The room features two sets of metal bunk beds with white linens. A desk on the left is cluttered with books and papers. A person is standing in the center background near a doorway. A striped blanket hangs from a rack on the right. The text 'renting out student apartments' is overlaid in white.

renting out student apartments



renting out
student
apartments



becoming
a partner in
a successful
start of a career



financial transactions

**financial
transactions**

**helping people
with a worry free
financial planning**

from customer journey
to life journey

the offer you can't refuse

Steven Van Belleghem



Home > Technology

Independent research shows: 'KBC Mobile the best banking app in the world' – Aroged



by [Aroged](#) — September 23, 2021 in Technology



Parkeerplaats betalen

Maaltijd- & ecocheques checken

Deel-fietsen huren*

Trein-tram-busticket fixen

Dienstencheques bestellen*

Bank van het Jaar 2019
Bankshopper.be

App van het Jaar 2019
Bankshopper.be

KBC MOBILE. DE APP WAARMEE U NIET ALLEEN BANKIERT.

Word klant en download KBC Mobile.

kbc.be/mobile

KBC

* Deze extra diensten zijn afhankelijk van beschikbaarheid bij KBC Mobile.



Time is your customer's
most valuable resource



Betalen Sparen Beleggen Lenen Verzekeren Particulier leasen



KBC Live

Aanmelden

Q-Park: parkeren zonder ticketje

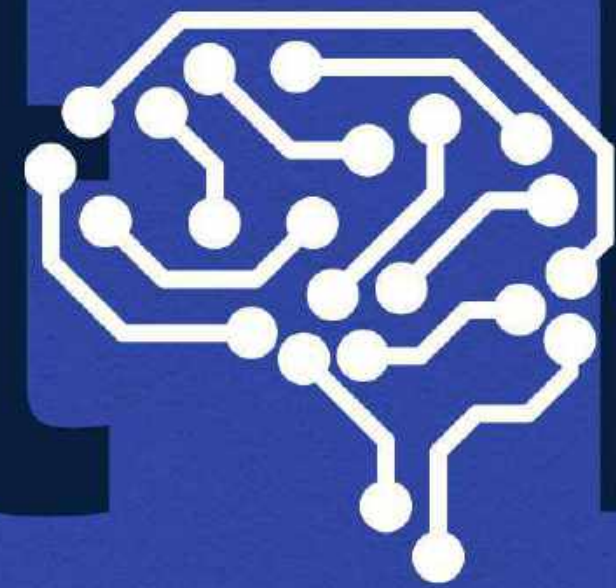
Parkeer zónder ticketje in een Q-Park-parking. Dankzij nummerplaatherkenning rijd je vlot in en uit de parking. Zonder wachttijden en aan het standaardtarief.

[Bekijk hoe je vlot parkeert met KBC Mobile en Q-Park](#)



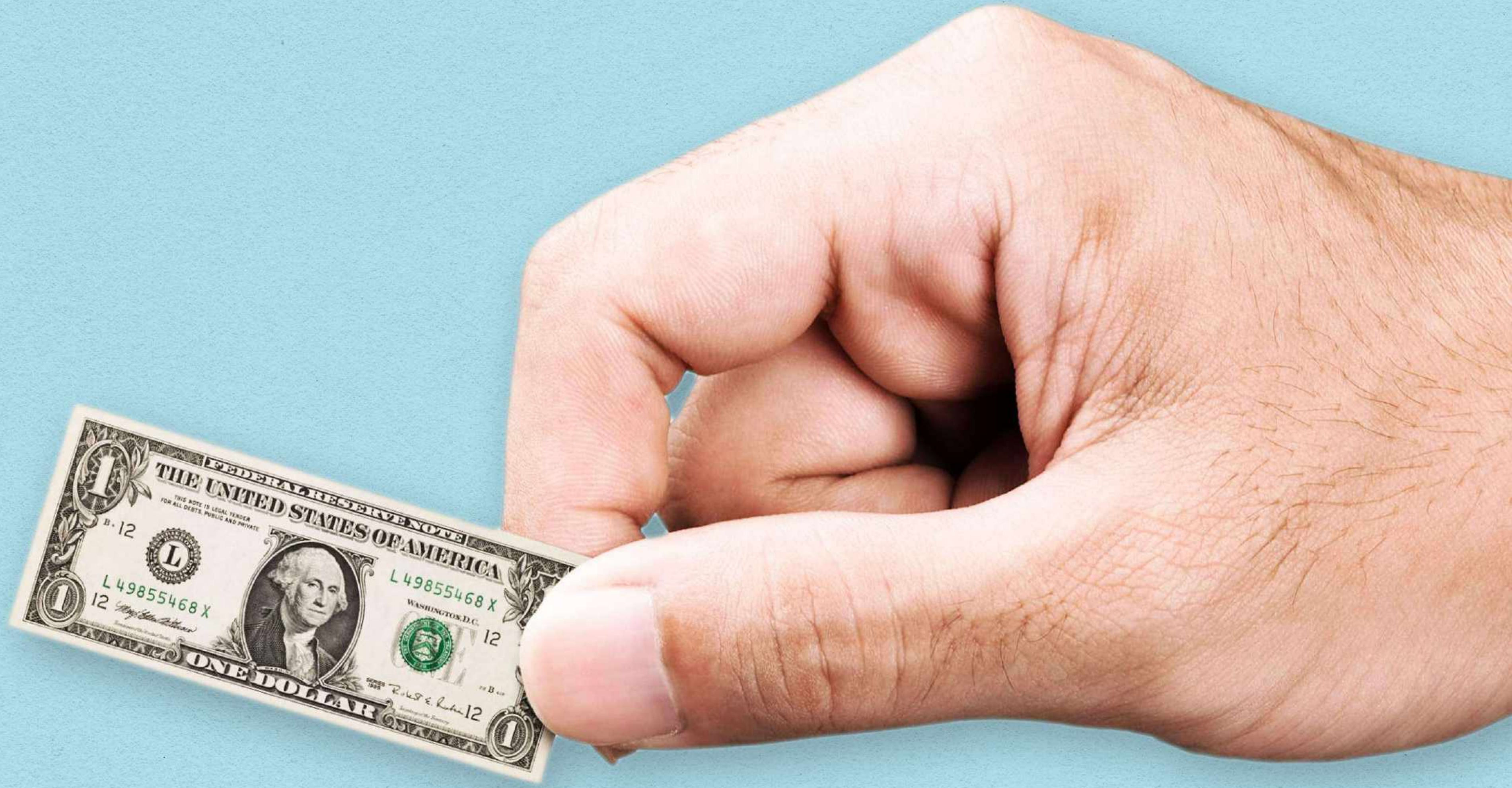


artificial intelligence



the 🤖 offer 🌍 you can't ⚡ refuse 🌱

Steven Van Belleghem



the offer you can't refuse

Steven Van Belleghem



Hallo,
ik ben **Kate!**
Ik bespaar
je tijd en
geld. Je
vindt me in
KBC Mobile.



Ontdek Kate hier
in KBC Mobile!



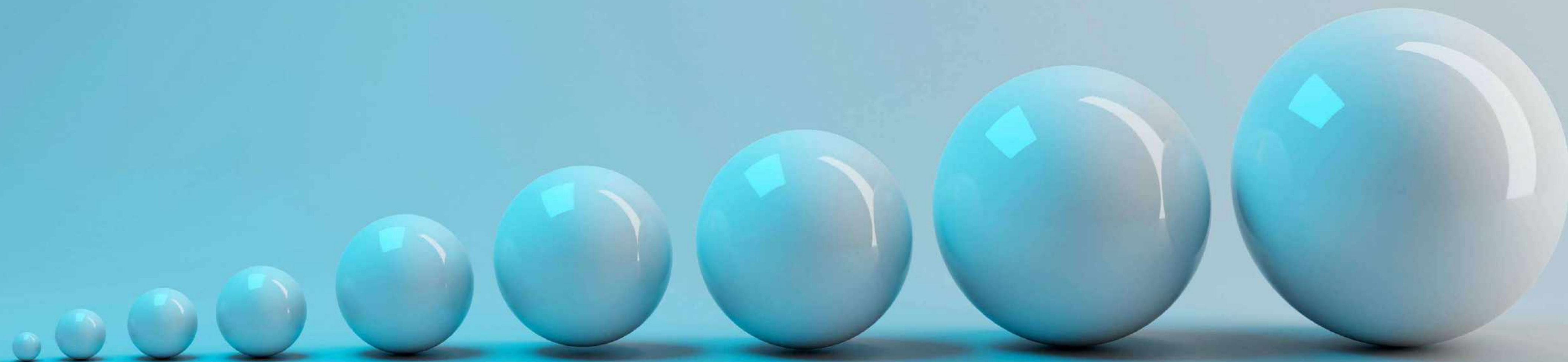
Home > Technology

Independent research shows: 'KBC Mobile the best banking app in the world' – Aroged

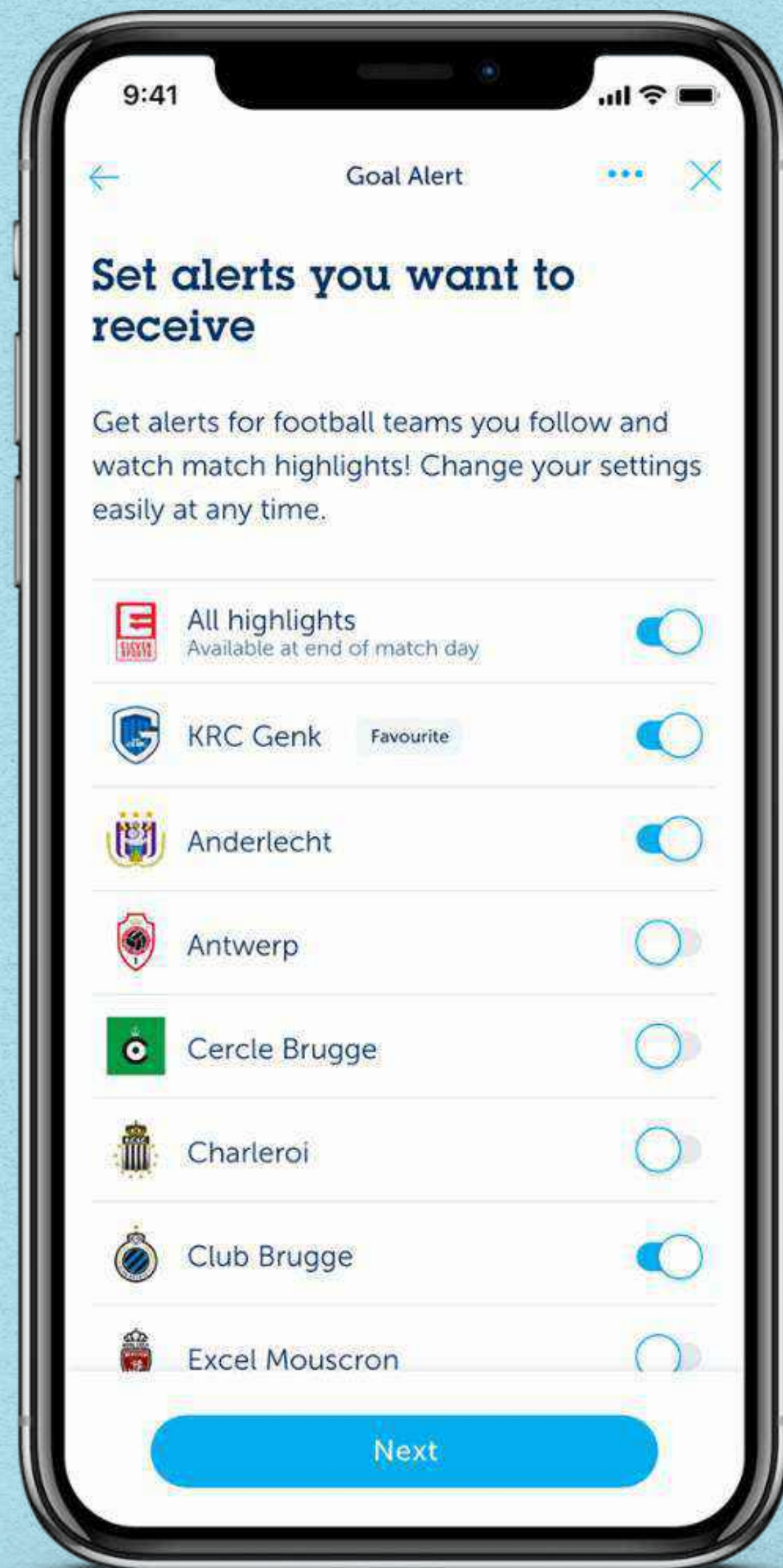


by [Aroged](#) — September 23, 2021 in [Technology](#)











Belgische groeiers op weg naar topkwartaal | Grote bedrijven halveren kantoren in Brussel | Nieuwe fase in oorlog Oekraïne



TikTok wint strijd om aandacht jongeren



Zow
natu
tege

‘We zijn een bank: we gaan de Ronde van Vlaanderen niet uitzenden’



the 🤪ffer 🙌🌍ou can't refuse 🌱

Steven Van Belleghem

from customer journey
to life journey

the offer you can't refuse

Steven Van Belleghem



the offer you can't refuse

Steven Van Belleghem



DO WE STILL NEED HUMANS?



The consequence of the
digital transformation?

THE HUMAN TRANSFORMATION

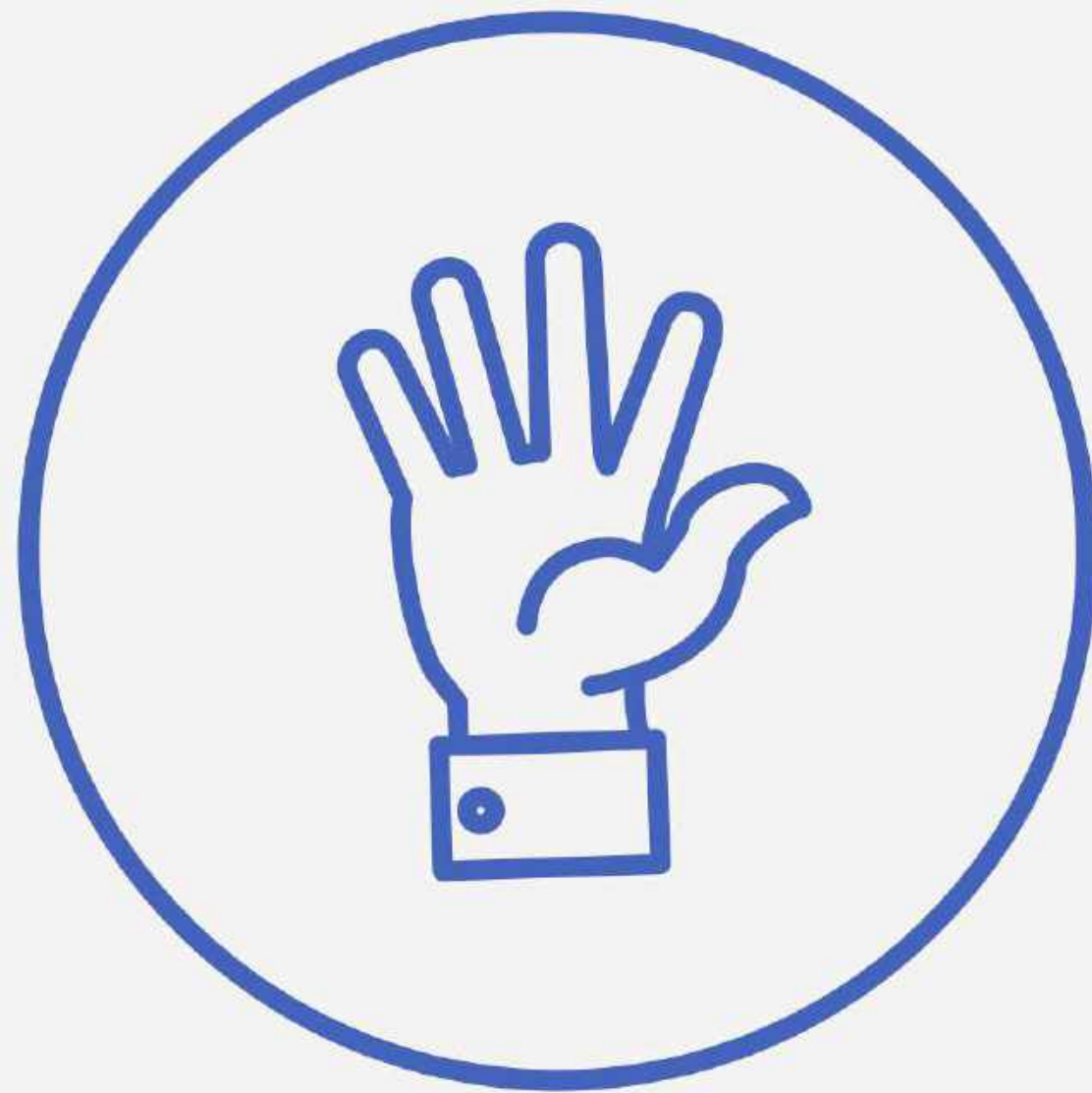
The truth is:
The human
interface will
become a
**Premium
Service**



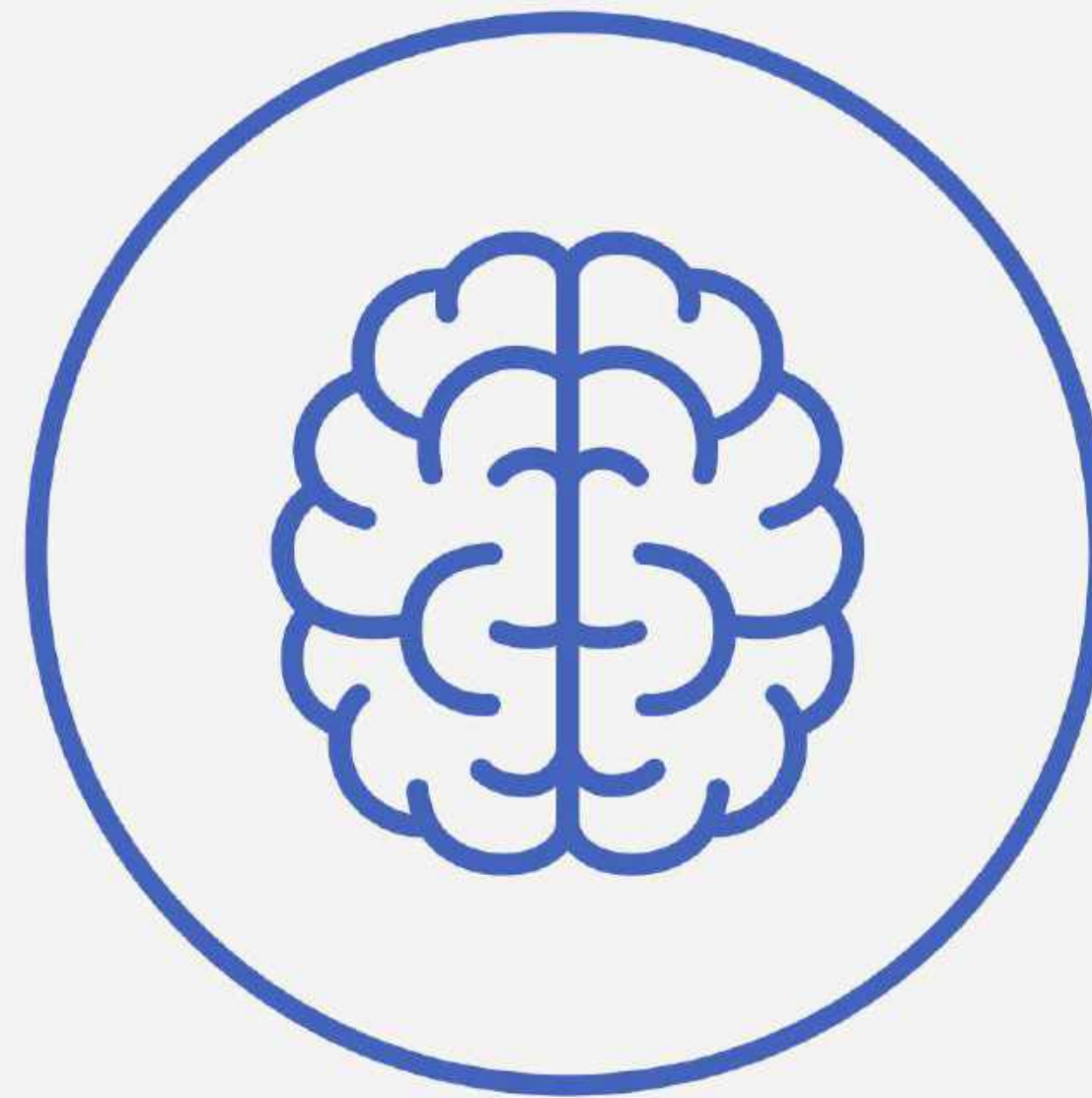
THE HUMAN INTERFACE



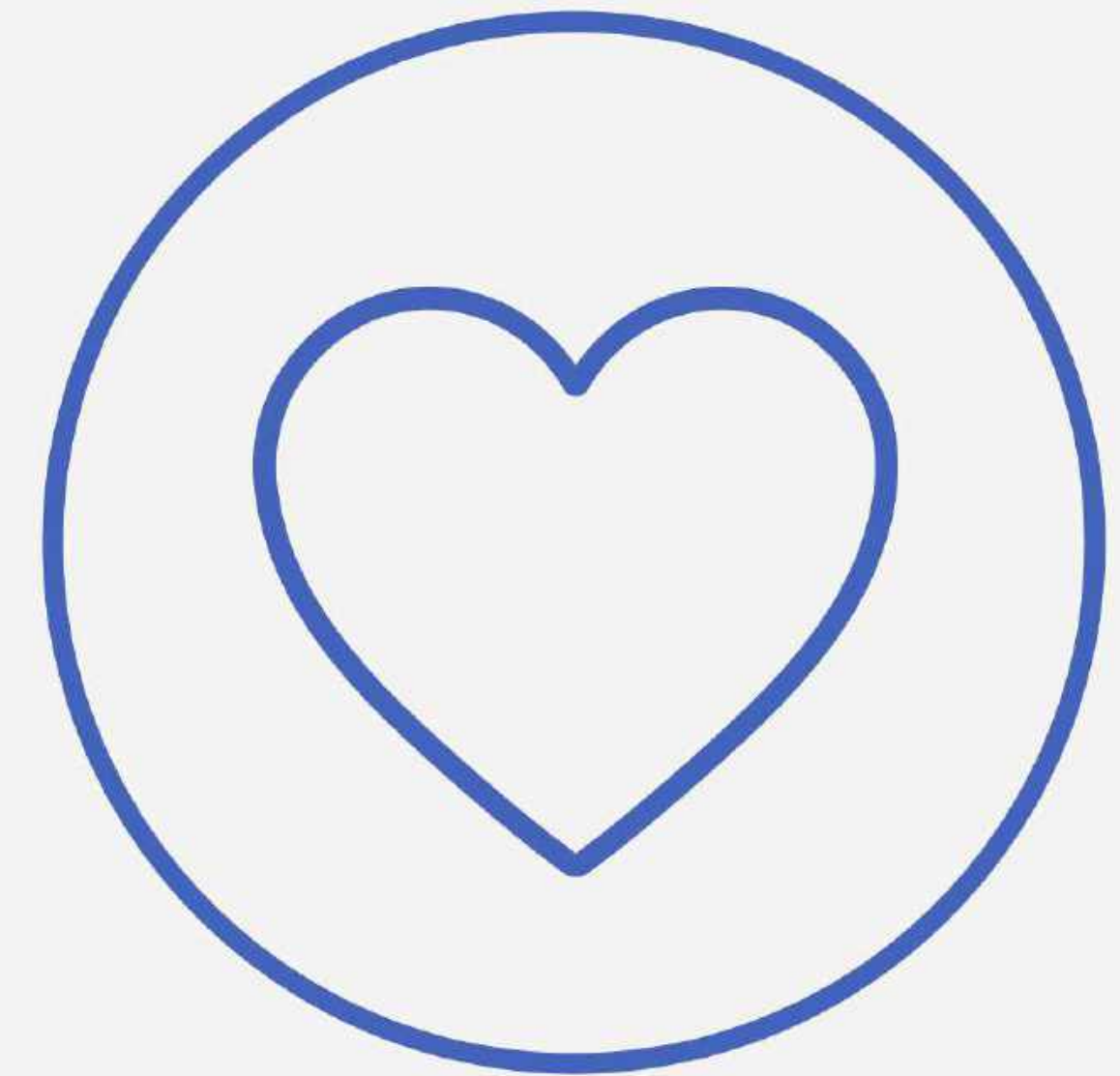
Evolution **role of humans**



Working with
our **hands**



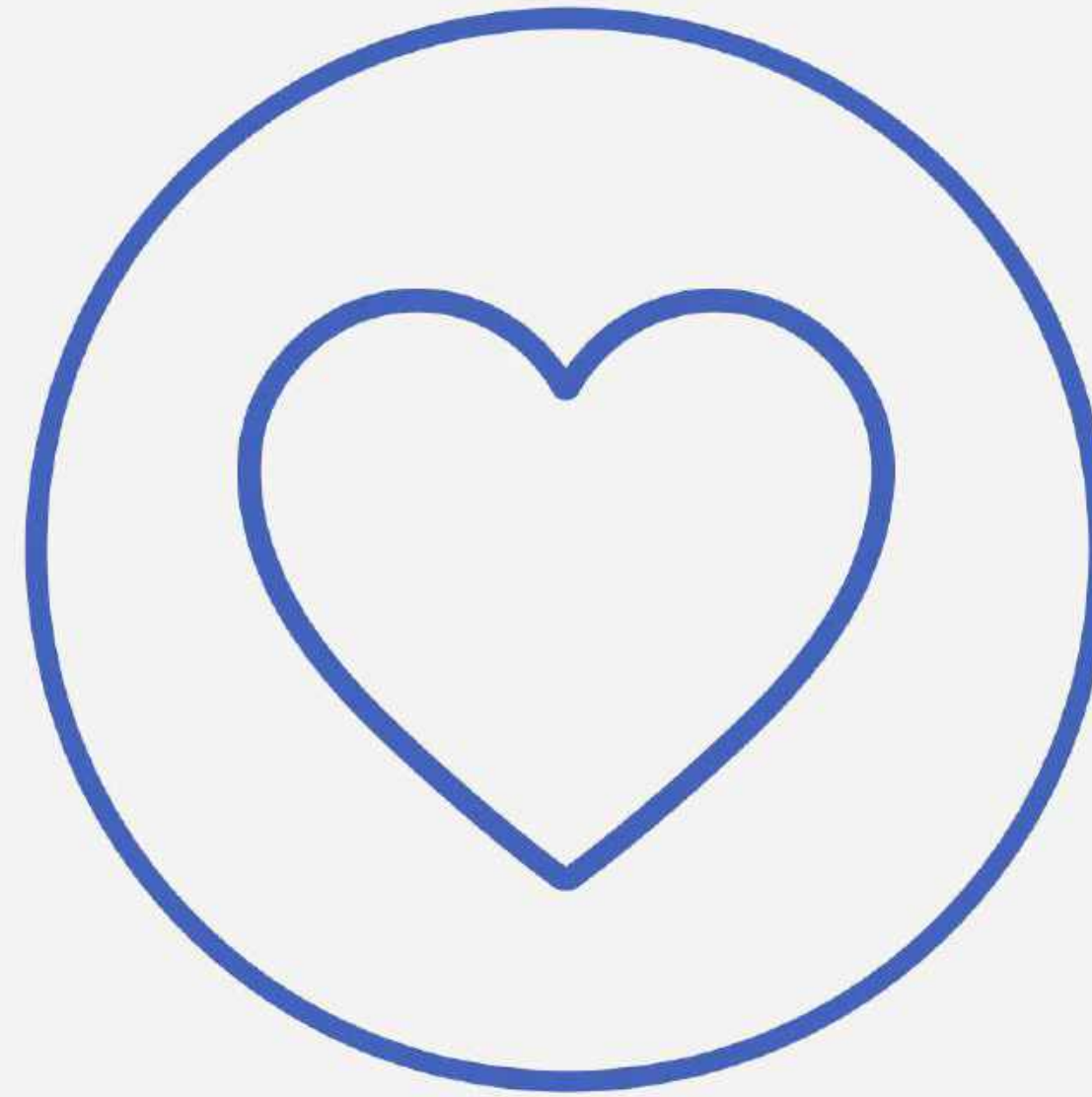
Working with
our **brain**



Working with
our **heart**



Rise of the **emotional role for humans**



Working with
our **heart**



Computers personalize, **humans make it personal**





Computers predict, **humans surprise**







the 🤪ffer 🙌🌎ou can't refuse 🌱

Steven Van Belleghem

Computers deliver, **humans over-deliver**





the offer 🌍 you can't refuse 🌱

Steven Van Belleghem



the offer 🙌 you can't refuse 🌱

Steven Van Belleghem



the offer you can't refuse

Steven Van Belleghem





R.C.M.P. OFFICIAL PROMOTION



For actions above and beyond the duty of any Mountie, and upon attaining the minimum height of 44", the following:

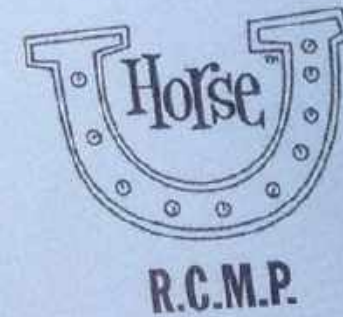
Siebe

is to be promoted to the rank of Assistant Mountie, 2nd class, and assigned to search out and capture that scoundrel Snidely Whiplash™. (Boo! Hiss!)
Upon reaching the minimum height indicated above, present this certificate to the Mounties on duty and your entire party (up to five guests) may charge to the express entrance.



Inspector Fenwick
Chief Inspector
R.C.M.P.

Dudley Do-Right
Mountie
R.C.M.P.



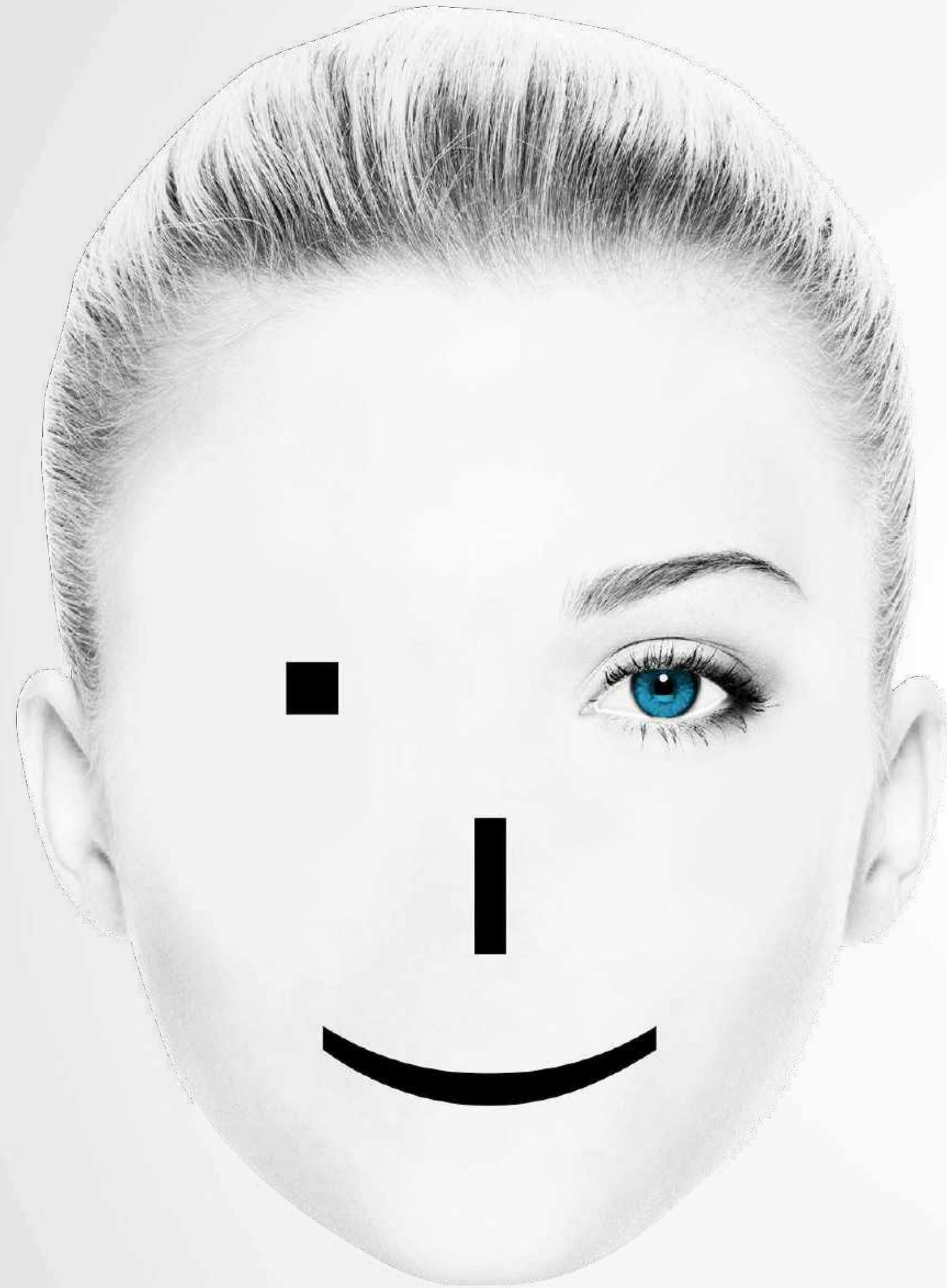
Rocky and Bullwinkle and Friends TM & © Ward Prods. Universal elements and all related indicia TM & © 2005 Universal Studios. © 2005 Universal Orlando. All rights reserved. 233066/0105/EP

Computers confirm, **humans smile**



THE HUMAN INTERFACE





WHEN DIGITAL BECOMES HUMAN

Steven Van Belleghem





What is the **scarcest resource of customers?**

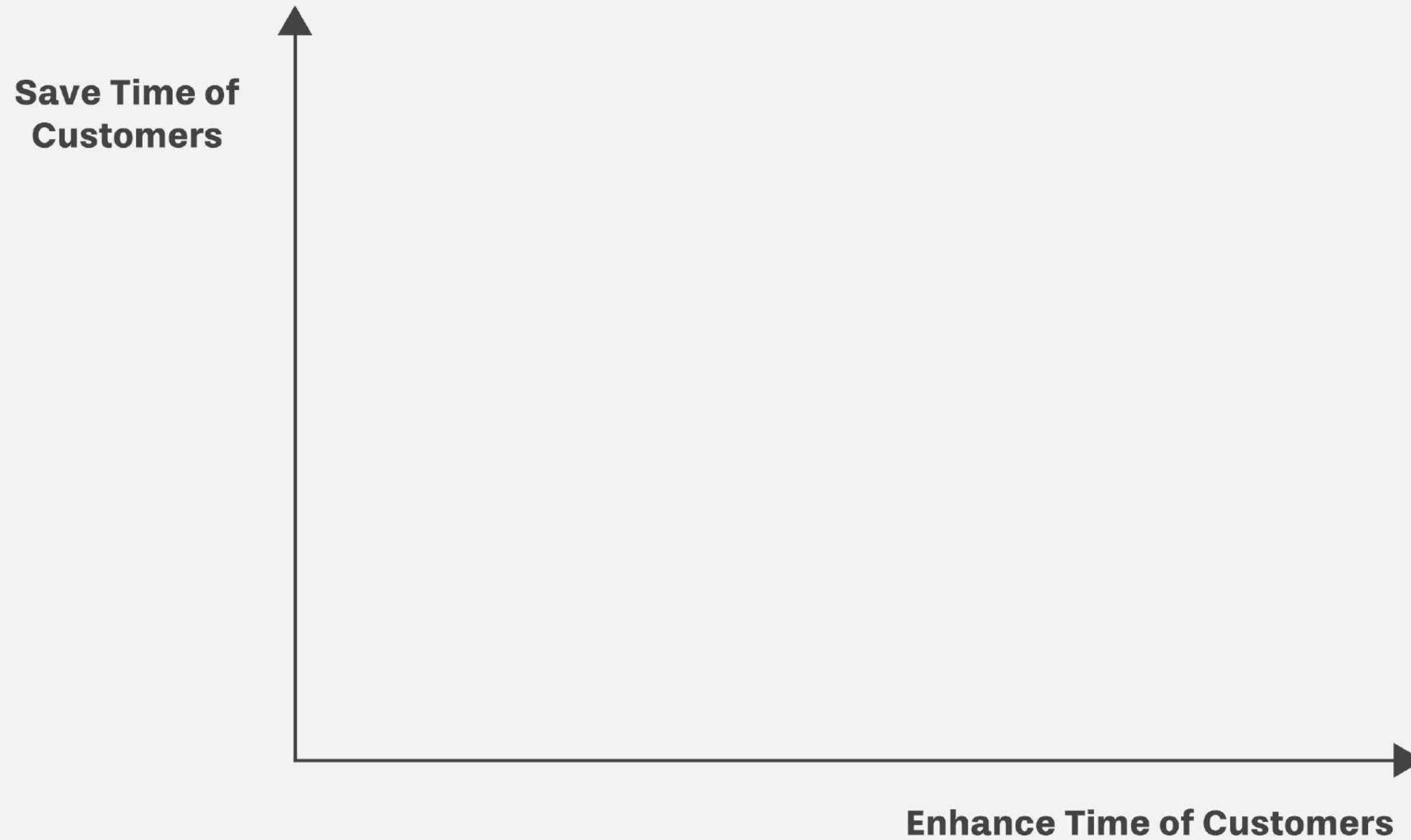


Time is your customer's
most valuable resource

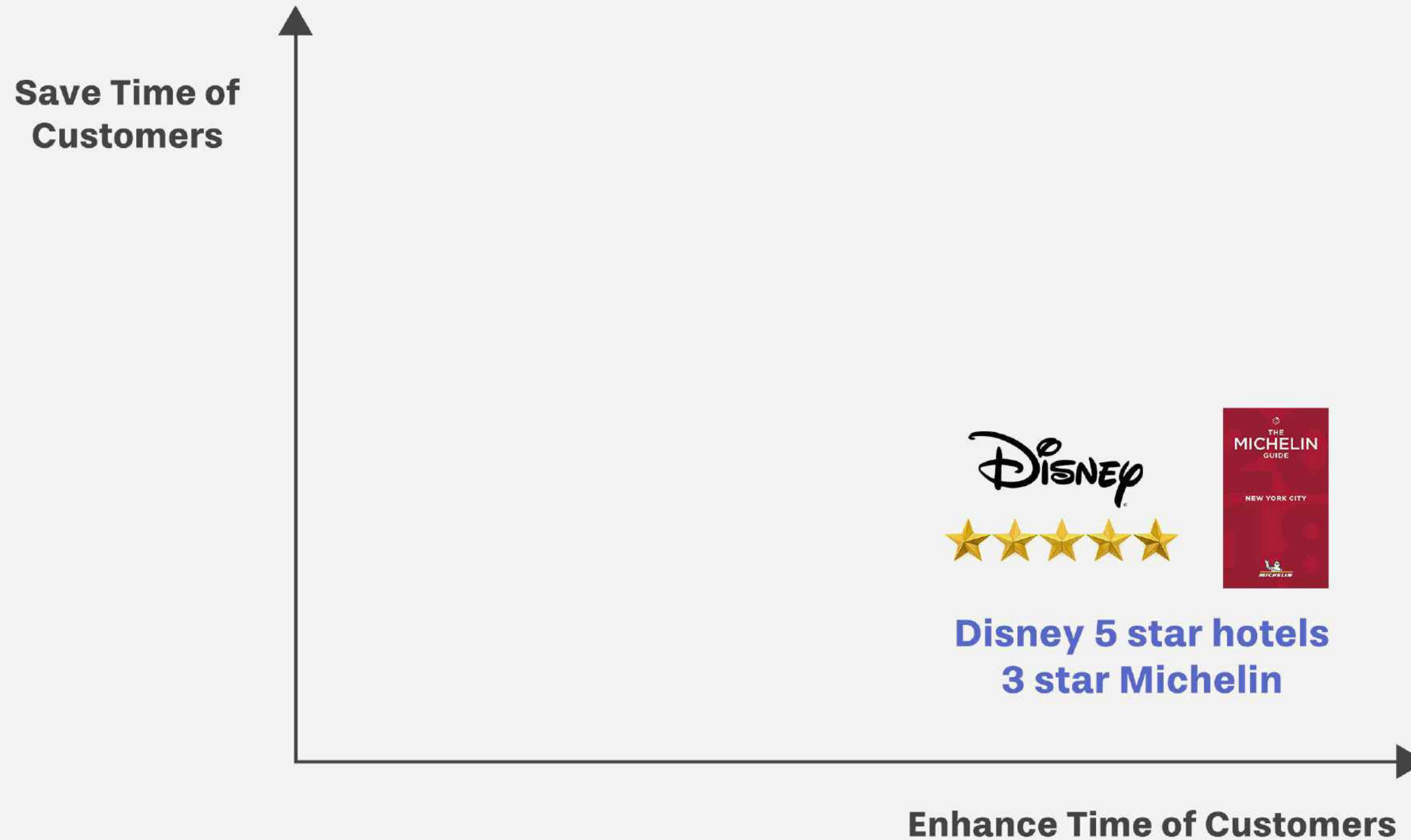
Customer Time Management



Customer Time Management



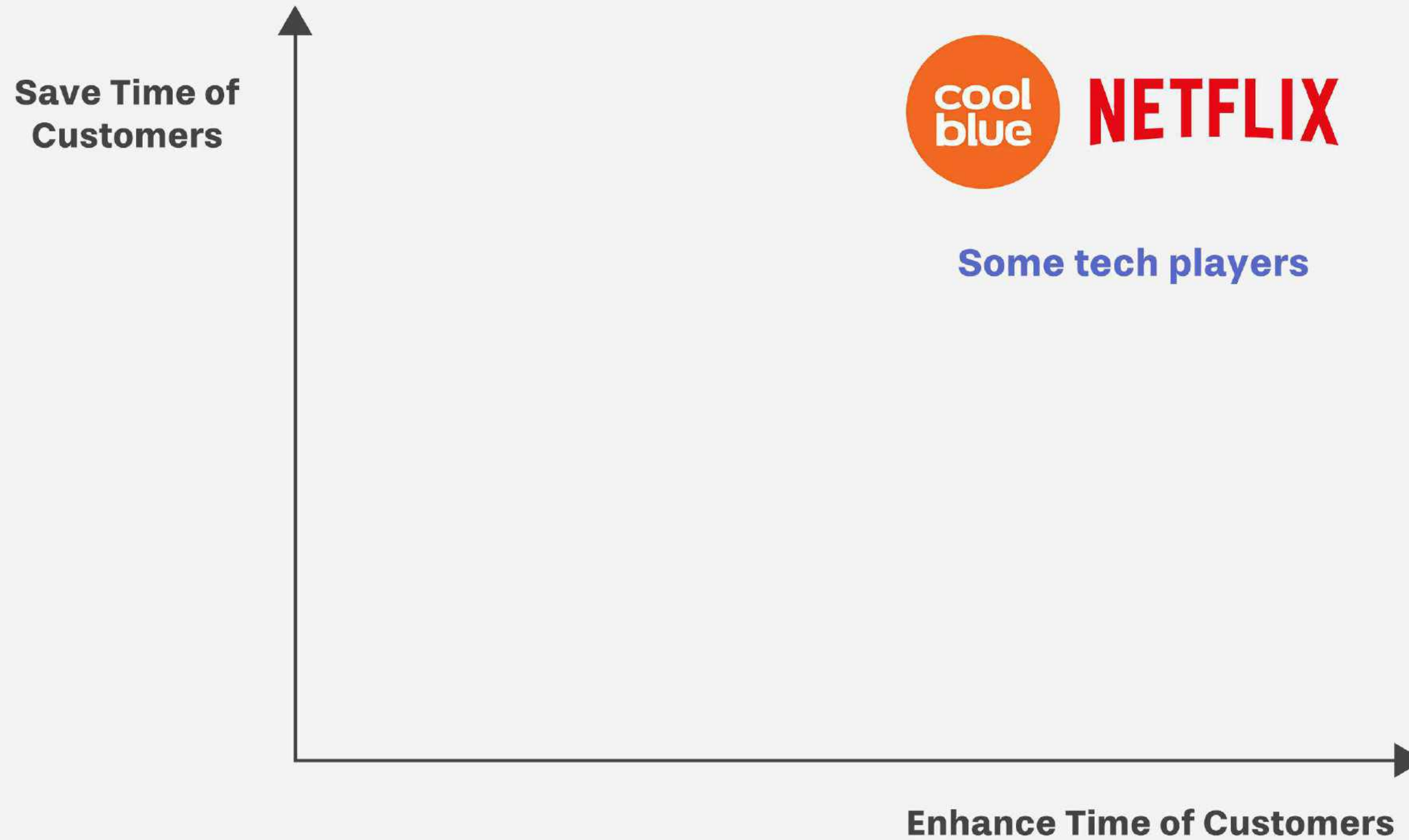
Customer Time Management



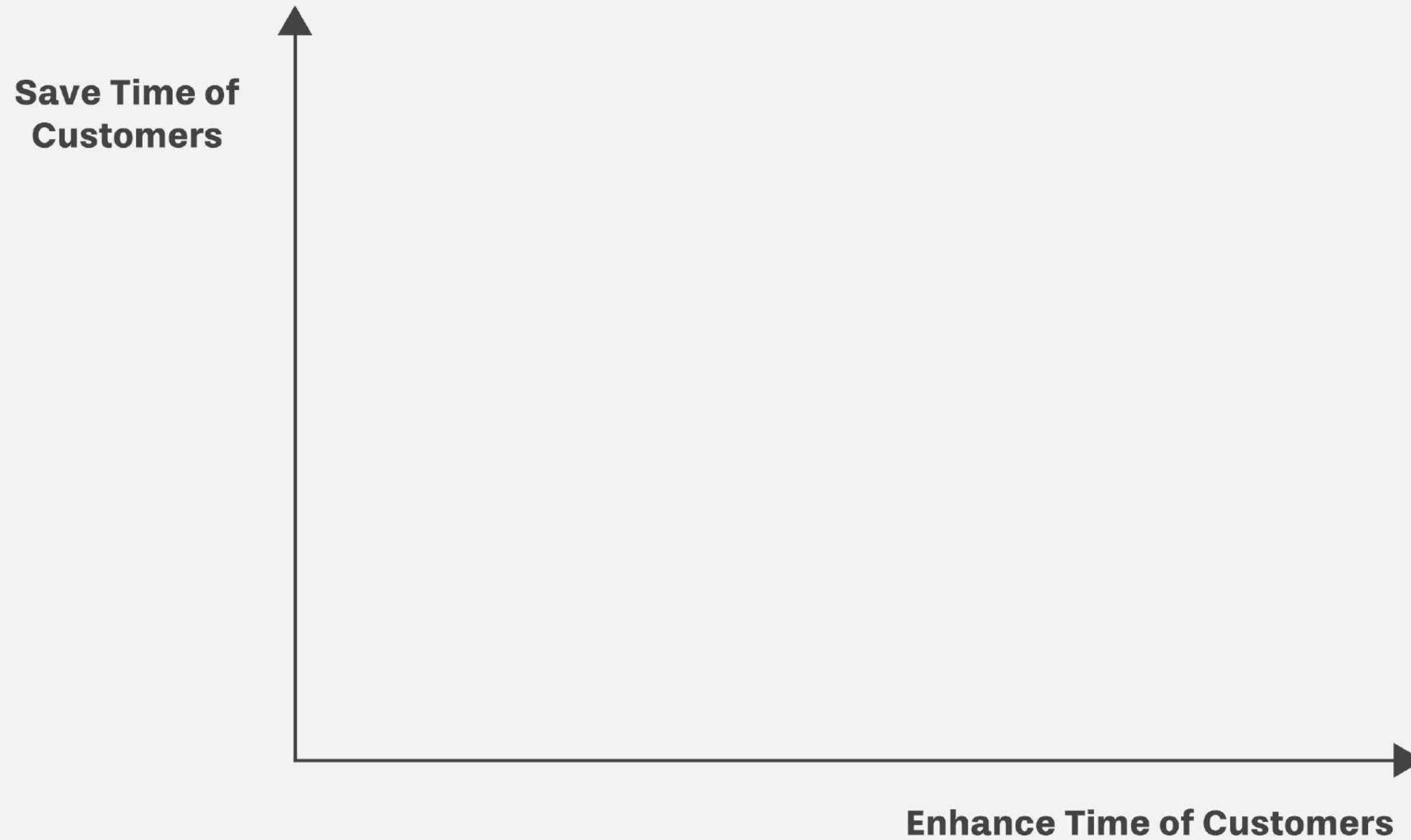
Customer Time Management



Customer Time Management



Customer Time Management

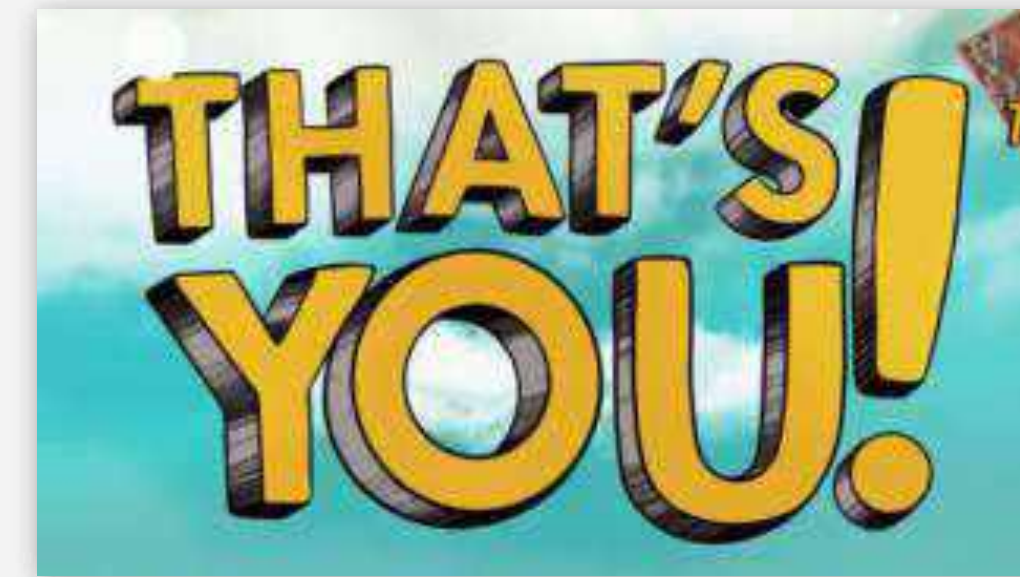
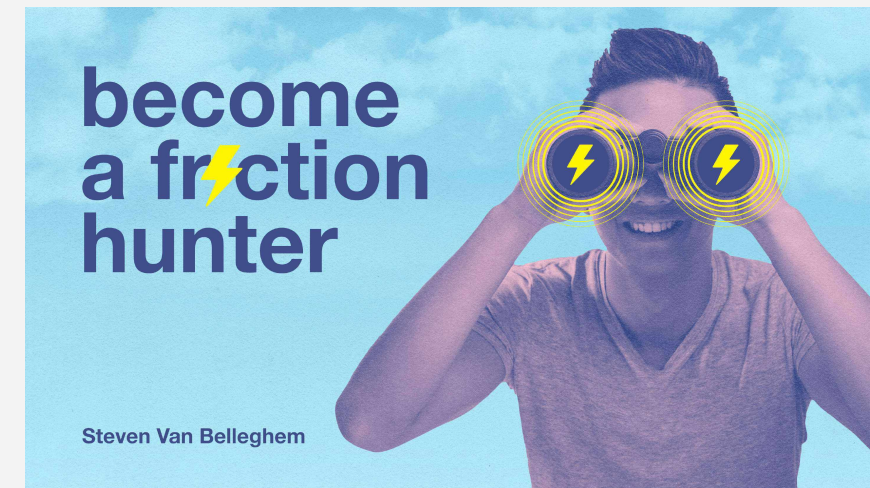


Customer Time Management



Customer Time Management

Save Time of Customers



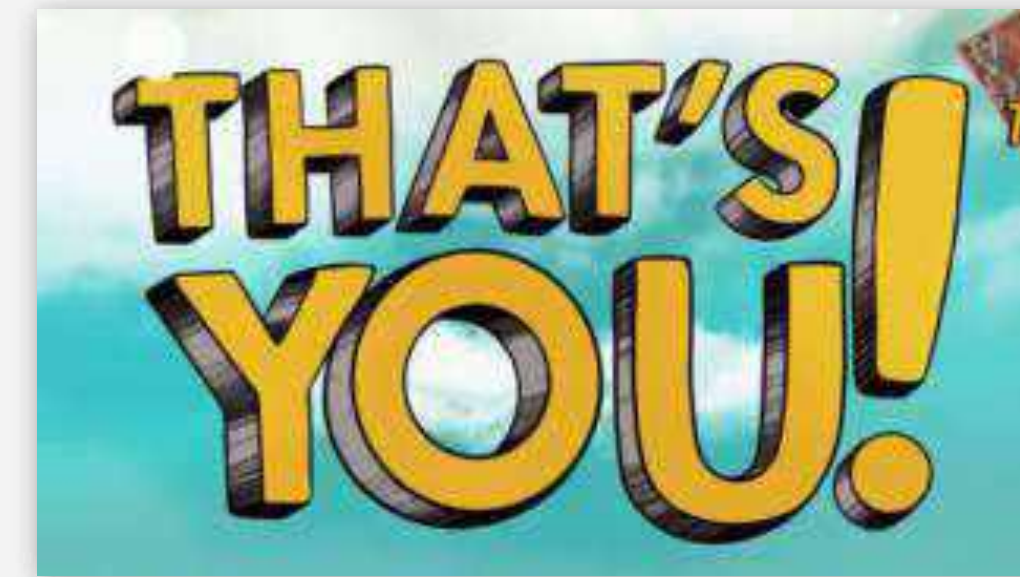
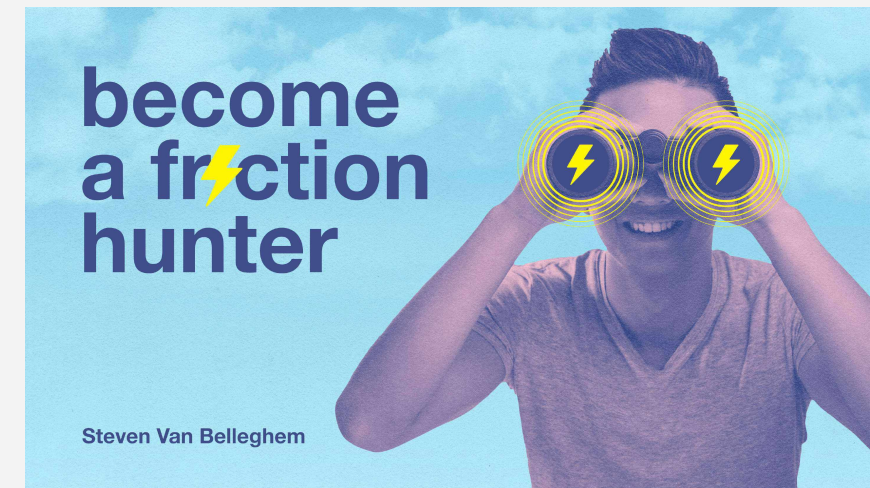
Enhance Time of Customers

Customer Time Management



Customer Time Management

Save Time of Customers



Enhance Time of Customers

Customer Time Management



the offer you can't refuse



partner in life

digital



good product



service & price

the offer
you can't
refuse



partner in life

digital

good product



service & price

from authentic
companies to
responsible
companies



try to be
part of the
solution!

the 🤝 offer 🌍 you can't ⚡ refuse 🌱

Steven Van Belleghem

leverage
y👊ur
strengths

untapped potential

Booking.com

81% of travelers say
they want to **stay in**
a sustainable
accommodation in
the upcoming year





Coronavirus (COVID-19) support

Home > Spain > Catalonia > Barcelona > Sant Martí > Barcelona Princess (Hotel) (Spain) Deals

We Price Match

Info & prices

Facilities

House rules

The fine print

Our Guests' Experiences (6,157)

Search

Destination/property name:

Barcelona

Check-in date

Wednesday, October 13, ...

Check-out date

Friday, October 15, 2021

2-night stay

2 adults · 2 children · 1 room

Hotel Barcelona Princess

Avenida Diagonal, 1, Sant Martí, 08019 Barcelona, Spain - 4.8 km from city center -

Great location - show map - Subway Access



Reserve

We Price Match



Very Good

6,156 reviews

8.4

The location is very convenient, there is a supermarket nearby, beach is 5-10 minutes of walking. The taxi stop is just around the corner.

Oleksiy Ukraine

Spain > Catalonia > Barcelona > Sant Martí > Barcelona Princess (Hotel) (Spain) Deals

Hotels Hotels Hotels Hotels

We Price Match

Info & prices Facilities House rules The fine print Our Guests' Experiences (6,157)

Barcelona Princess ★★★★★

Avenida Diagonal, 1, Sant Martí, 08019 Barcelona, Spain – 4.8 km from city center –
Great location - show map – Subway Access

Reserve

We Price Match

Very Good 8.4
6,156 reviews

The location is very convenient, there is a supermarket nearby, beach is 5-10 minutes of walking. The taxi stop is just around the corner.

Oleksiy Ukraine

Staff 8.7

PARK & STAY

61

Online-Travel-Penetration-Set-to-Soar
[18] <https://www.phocuswire.com/how-booking-gained-market-share-mirai-opinion>



MacBook Pro



Sustainability initiatives



These are the steps this property has taken to provide more sustainable and eco-friendly travel:

Waste

- Recycling bins available to guests and waste is recycled
- The property makes efforts to reduce food waste
- Single-use plastic straws not used

Water

- Option to opt out of daily room cleaning
- Option to reuse towels

Energy and greenhouse gases

- Most food provided at the property is locally sourced
- All windows are double-glazed
- Key card or motion-controlled electricity

Destination and community

- Invests a percentage of revenue back into community projects or sustainability projects
- Tours and activities organized by local guides and businesses
- Local artists are offered a platform to display their talents
- Provide guests with info about local ecosystems, history, culture, and visitor etiquette

Nature

- Bicycle rental
- Bicycle parking

untapped potential

look for
untapped
potential

from authentic
companies to
responsible
companies



the offer
you can't
refuse



partner in life

digital

good product



service & price

the offer you can't refuse

What if customers want more than excellent service?



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the offer
you can't
refuse



partner in life



digital



good product



service & price





partner in life

digital

good product



service & price

basic

good

excellent

dream





partner in life

digital

good product



service & price

basic

good

excellent

dream





partner in life

digital

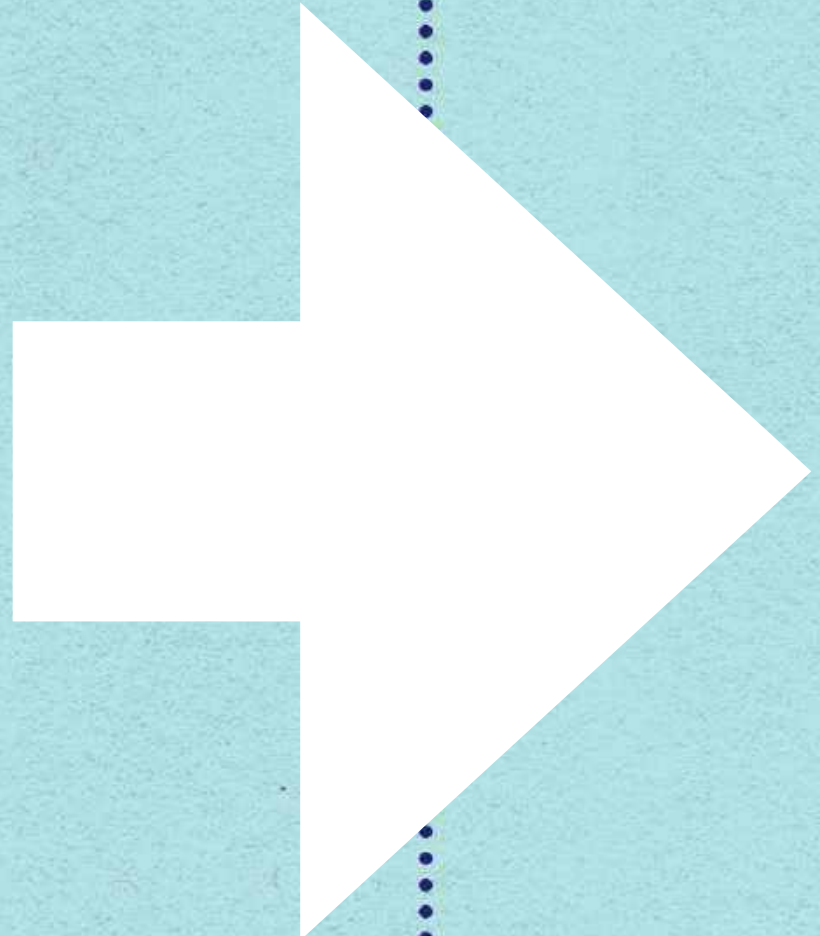
good product 😊 service & price

basic

good

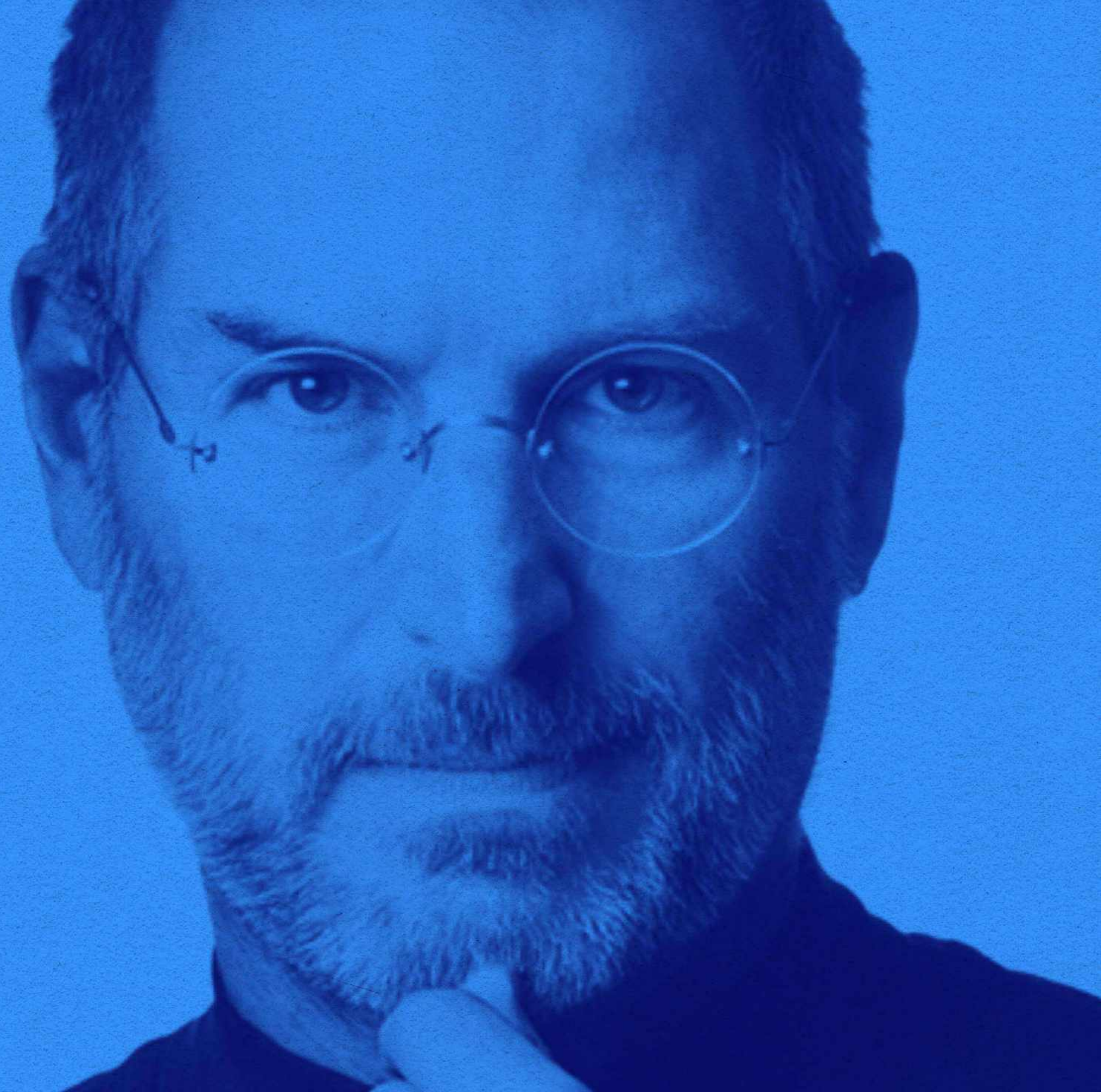
excellent

dream



*“Start with the
consumer experience,
then work backwards”*

Steve Jobs



the offer you can't refuse

What if customers want more than excellent service?



Steven Van Belleghem

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 youtube.com/StevenVanBelleghem

Follow me on Instagram



 [stevenvanbelleghem](https://instagram.com/stevenvanbelleghem)

the  offer  you can't  refuse 

Steven Van Belleghem



thank you!

brought to you by
prof Steven Van Belleghem

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 steven@vanbelleghem.biz

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 [facebook.com/theconversationmanager](https://www.facebook.com/theconversationmanager)

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