The Experience Economy

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Coffee Progression

Commodities

Goods

Services

Experiences
CEM vs. EE

Customer Experience Management
- Nice
- Easy
- Convenient

Experiences as distinct economic offering
- Memorable
- Personal
- Revealed over a duration of time
The Progression of Economic Value

- Extract Commodities
- Make Goods
- Deliver Services
- Experiences Stage

Customization

Commoditization

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Essence of Mass Customization

Portfolio of Customers

Portfolio of Capabilities

Design Tool

Customer Needs

Customer-Unique Experience Chain

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The Known Universe

(Actual Events)

Time

Matter
(Material Substances)

Space
(Real Places)

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The Multiverse

- No-Matter (Digital Substances)
- No-Space (Virtual Places)
- No-Time (Autonomous Events)
- Space (Real Places)
- Matter (Material Substances)