



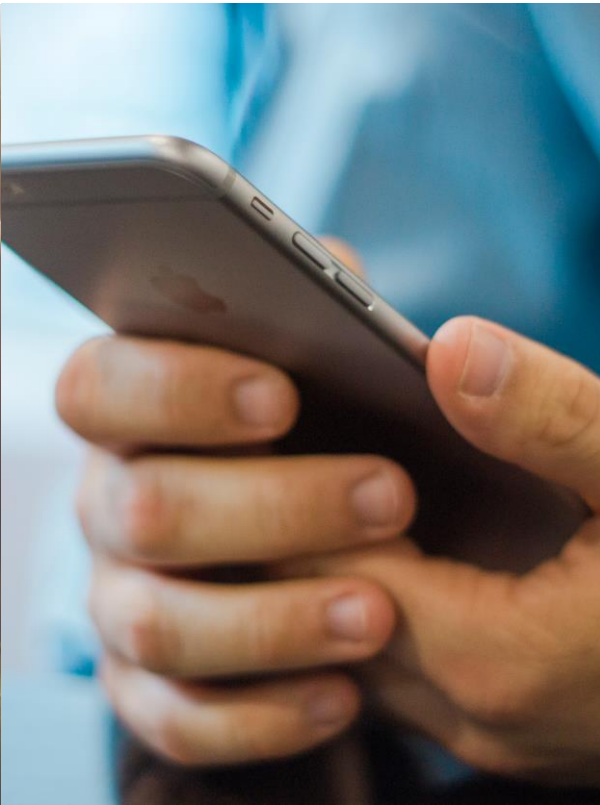
# THE EXPONENTIAL PROSUMER: A QUEST FOR PURPOSE IN A DIGITAL WORLD

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# EVER MORE CONNECTED CUSTOMERS

**78% of users check their phones less than 15' after waking up**



**52% of users check their phones less than 5' before sleep**



# MARKETING & CUSTOMER RELATION STANDARDS ARE NOW SET BY DOMINANT DIGITAL COMPANIES



# TRADITIONAL COMPANIES HAVE A HARD TIME ADAPTING

## Retail customer satisfaction in the UK

From 78% in 2013...



... to 53% in 2014

## Customer experience DOES matter

**49%**

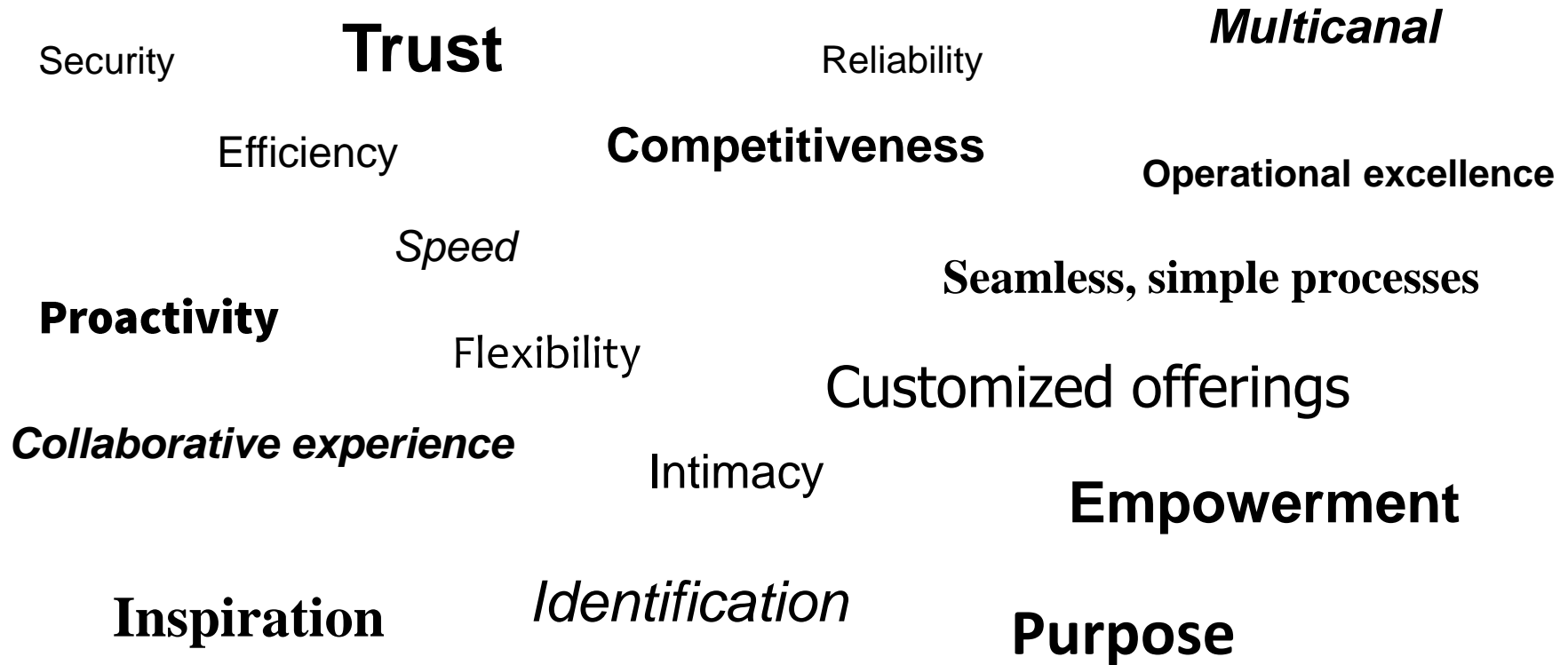
of execs believe  
customers will  
switch brands  
due to poor CX<sup>1</sup>

*But ...*

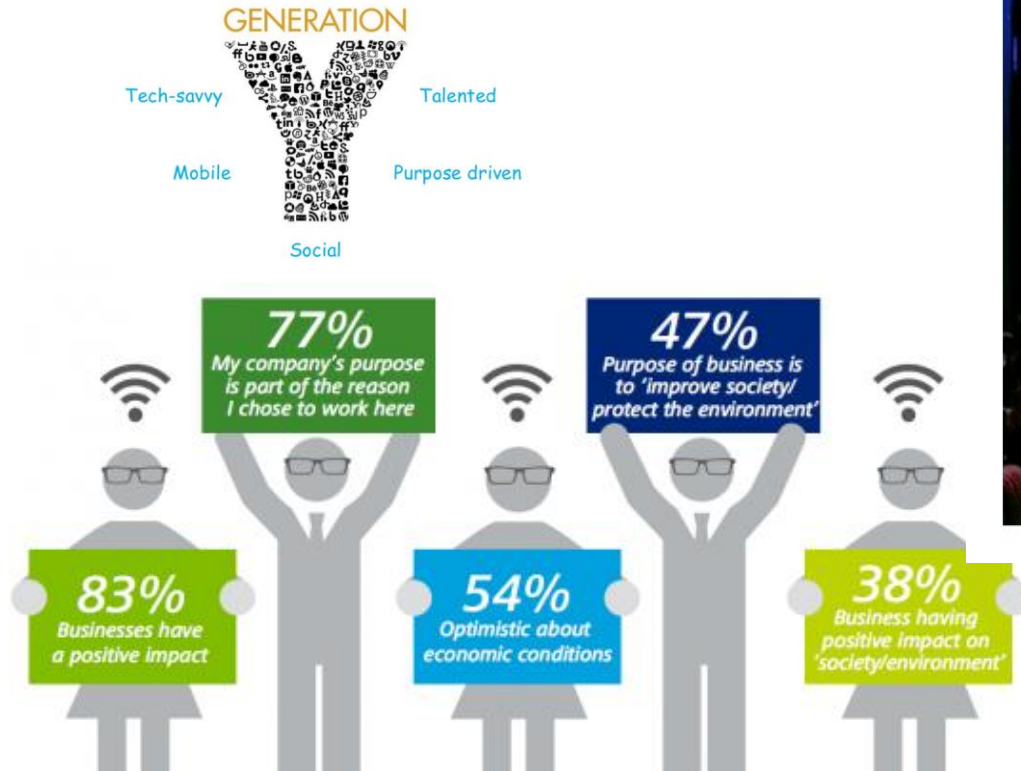
**89%**

of customers say  
they have switched  
because of poor  
CX<sup>2</sup>

# CUSTOMERS' EXPECTATIONS ARE HIGHER THAN EVER



# TOWARDS THE RULE OF PURPOSE-DRIVEN COMPANIES?



# IN A WORLD MADE TRANSPARENT, THE INSIDE MUST BE ALIGNED WITH THE OUTSIDE



Flatter corporate organizations

Transversality

New management practices

Increased openness

Ecosystems

# OPEN INNOVATION: A KEY GROWTH DRIVER



Total Gas, Renewables and Power Innovathon - April 27<sup>th</sup> 2017