

# Transforming the Agency Model in a Digital, Post COVID-19 World

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CEO & Founding Partner  
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# Christoffer Erichsen

**Founding Partner, Human Inc**  
**Keynote Speaker**

- **25+ years of experience** in the fields of **innovation, design and organisational development**
- Chris launched his first venture at the age of 16 & has founded multiple successful ventures since
- In the last few years, he has impacted **10,000+** professionals to drive customer-centric innovation working across a range of industries
- Mentoring leaders, brands and startups to **humanise business**





# Driving Corporate Innovation and Customer Experience



## Innovation Strategy

Creating new value for your customers

## Innovation Culture

Re-skilling your people

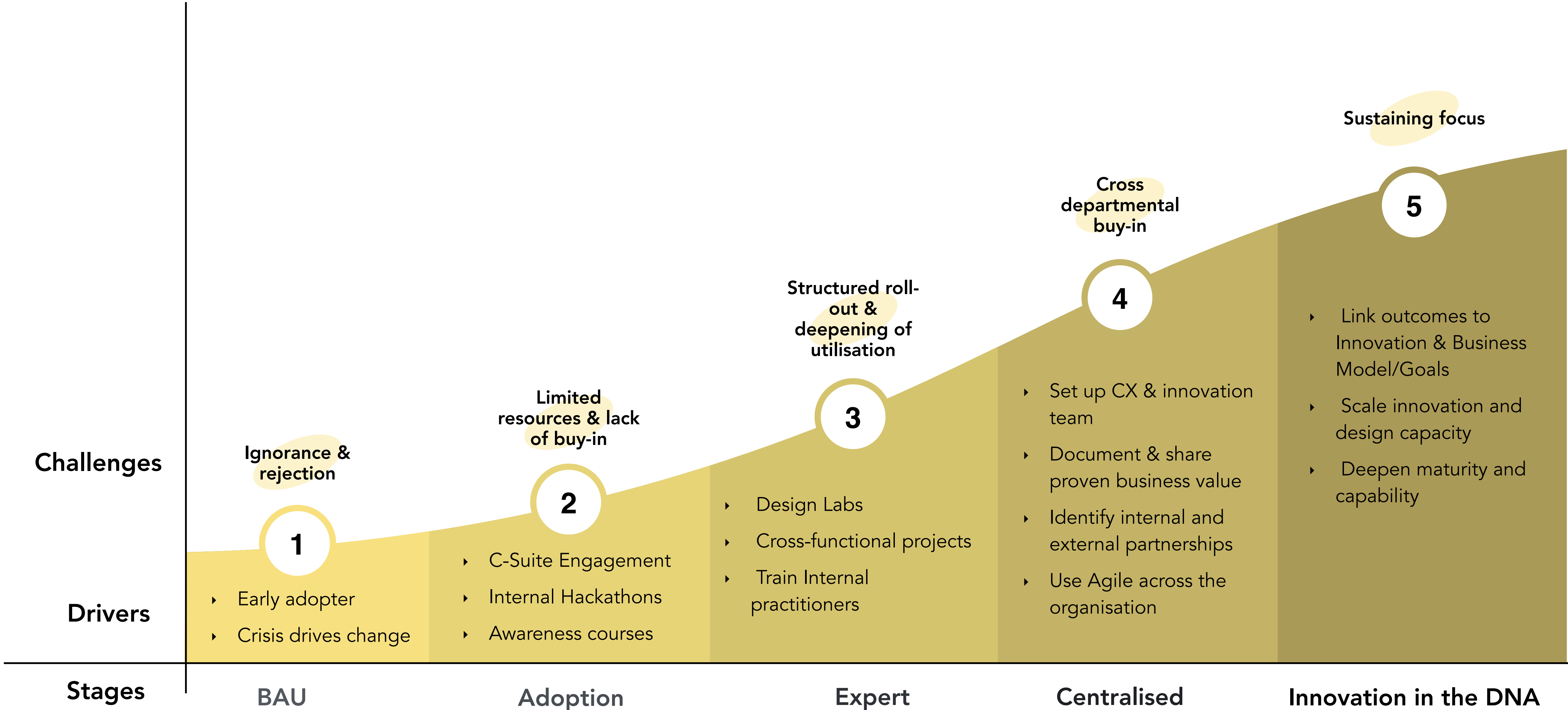
## Solution Design

Revamping your offerings



# Supporting your innovation journey

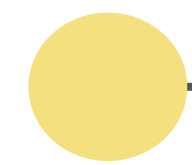
We will support you at each stage and can tailor-make programmes based on the unique needs of your organisation.



# Brands we have helped innovate

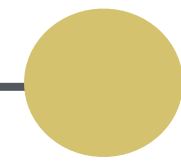


# Transforming the Agency Model in a Digital, Post COVID-19 World



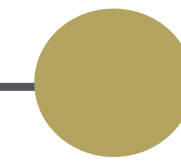
01

Empathy & the next normal



02

The empathy opportunity



03

Using Design to transform





*Why  
Empathy  
is so critical in the next  
normal*



# COVID-19's Impact on Life Insurance in 3 Waves



**1. Reducing Demand**



**2. Rising Claims**

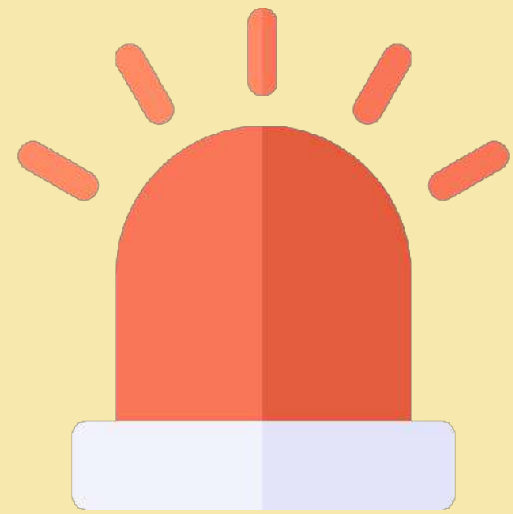


**3. Increase in Latent Demand**



# RESPONDING TO COVID-19 & RECESSION

Defence Mode



**MANAGING CRISIS**  
**- CASH FLOW**  
**- OPERATIONS**



Attack Mode



**OPPORTUNITIES FOR GROWTH**

Boost Customer Experience  
with EMPATHY through  
DESIGN!



A stylized illustration of a person's head and shoulders in dark blue. The head is tilted slightly to the right. Inside the head, a red brain is depicted with a complex network of lines. To the right of the brain, a large red heart is shown. The person's arms are outstretched to the sides. The background is a solid dark grey. In the top left corner, there is a yellow curved shape. In the bottom right corner, there is a yellow semi-circle.

# *The Empathy Opportunity*



# Why Leaders Invest in Customer Experience CX?

86%

of buyers are willing to pay  
more for good CX

*Source: Walker Study*

22%

more product purchases  
from engaged  
policyholders

*Source: All Roads*

1 in 26

customers complain of a poor  
CX - the rest just **leave**

*Source: Salesforce*

*“Customer experience itself is proving to be the  
only truly durable competitive advantage”*

Jake Sorofman,  
Research VP, Gartner

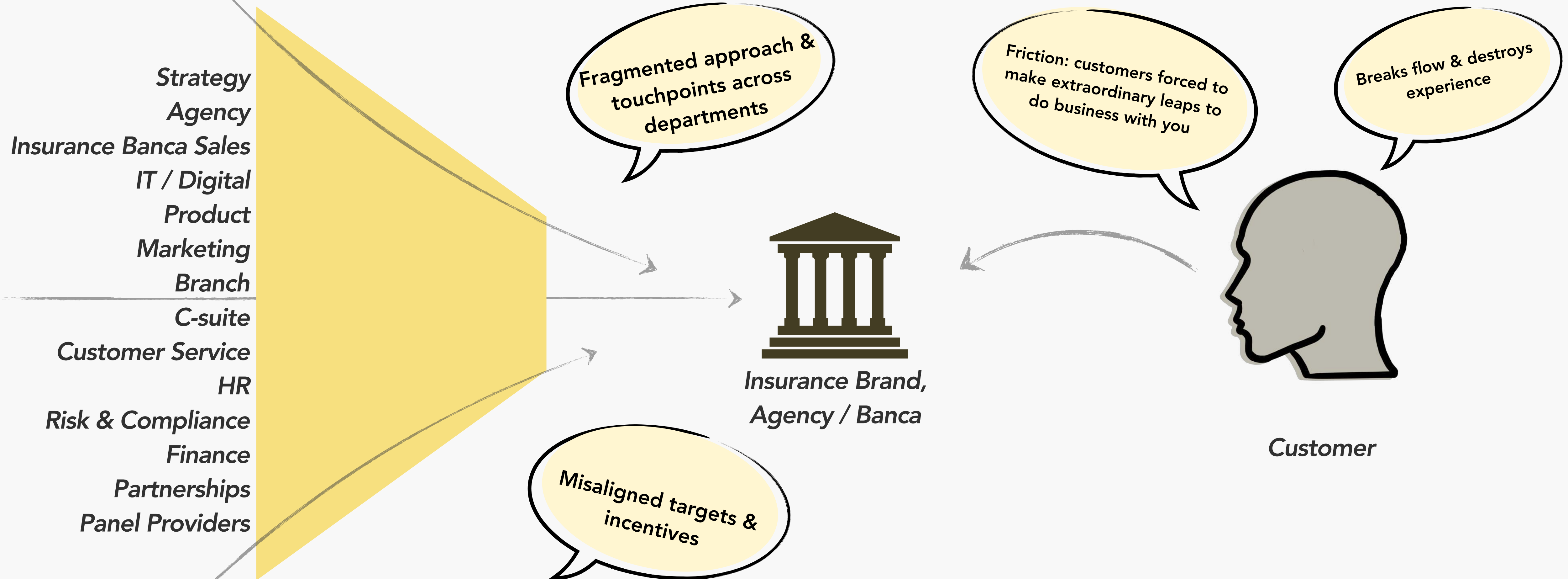


A low-angle shot of a crowd of people celebrating in front of an Apple Store. The store's glass facade features a large, illuminated Apple logo. The crowd, consisting of people of various ages and ethnicities, is cheering with their arms raised. Many are wearing blue hoodies, and some are wearing green baseball caps. The background shows tall city buildings under a clear sky.

**Experience** is the new **brand**.  
The **future** is **Experience**.



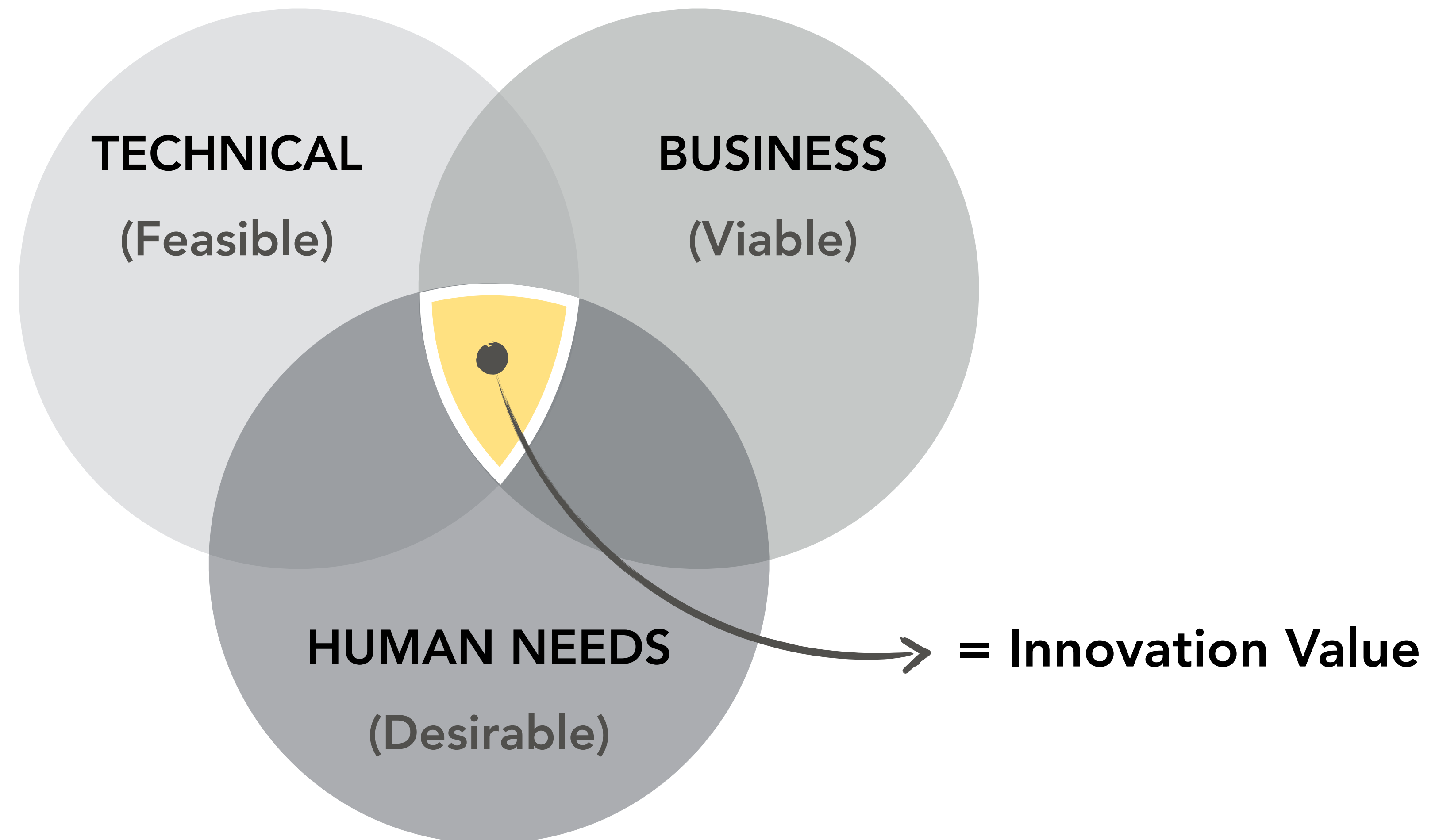
# Fragmented Experience = Poor CX





# Digital is all about humans

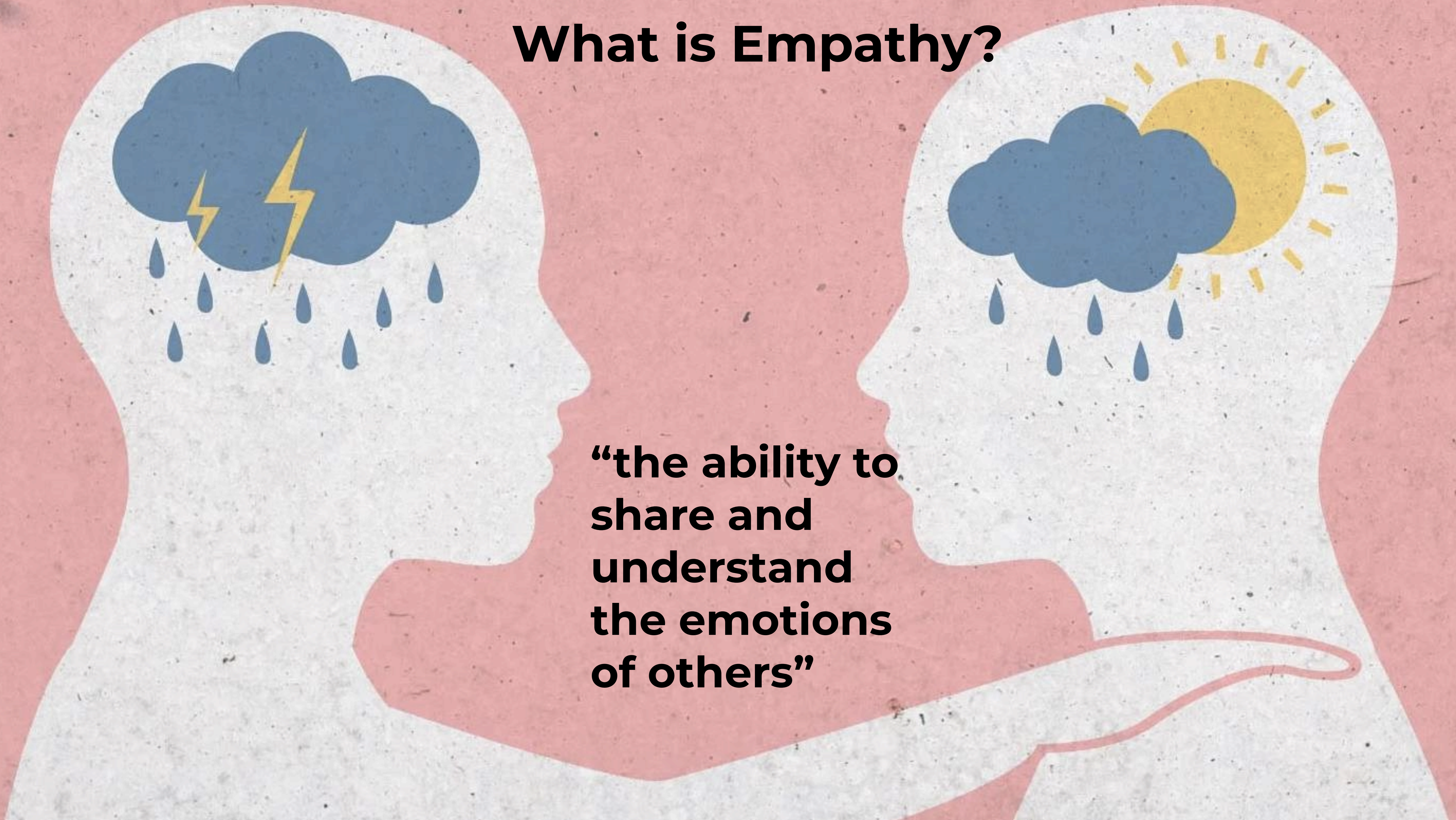
Integrate desirability, feasibility and viability





# What is Empathy?

**“the ability to  
share and  
understand  
the emotions  
of others”**





# Empathy In Action: Agile Product Rollout Targeting New Customer Needs



## Insurance protection for COVID-19 volunteers in China

Tencent WeSure and Tencent Foundation will offer insurance protection for COVID-19 volunteers in China.



## New initiative for Cured COVID-19 Patients in Wuhan

Provide insurance protection to 2,600 cured COVID-19 patients in Wuhan, who are classified as high risk and cannot be insured within two years following infection.



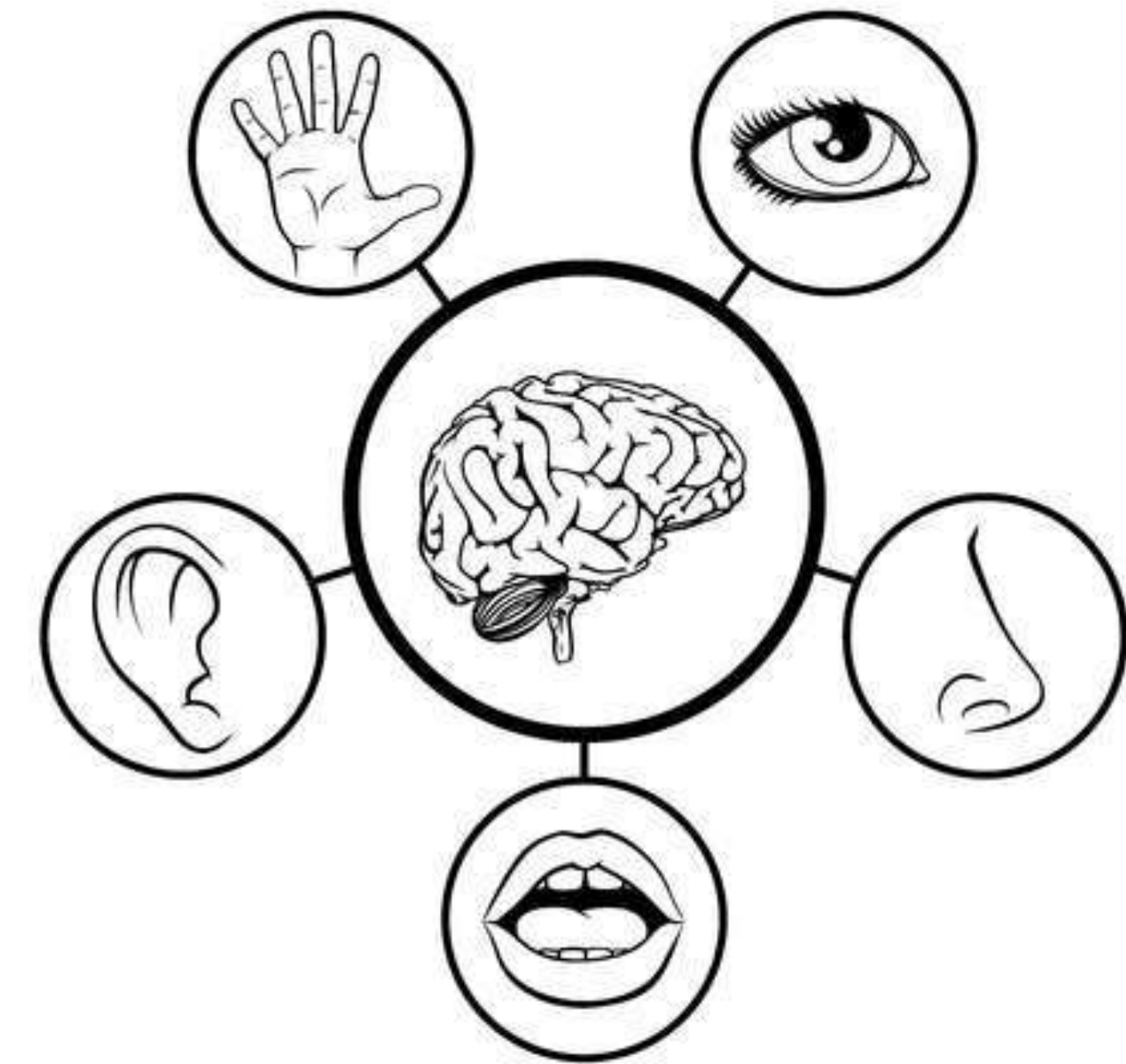


# Value



What the user wants to achieve

# Experience



How service is experienced by the user



# Empathy in Action: Redesigning Customer Experience for a Low Touch Market



AXA Asia accelerates tele-health rollout to support people dealing with social distancing, lockdowns, and isolation during the spread of COVID-19



企鵝杏仁





A man with glasses and a beard, wearing a checkered shirt, is pointing at a wall covered in colorful sticky notes. A woman is visible in the background, looking thoughtful. The image is overlaid with a dark semi-transparent layer and large yellow circular graphic elements in the corners.

# *Using Design to transform business*



# What is design?

**“The transformation of existing conditions into preferred ones”**

**Unmet Need**



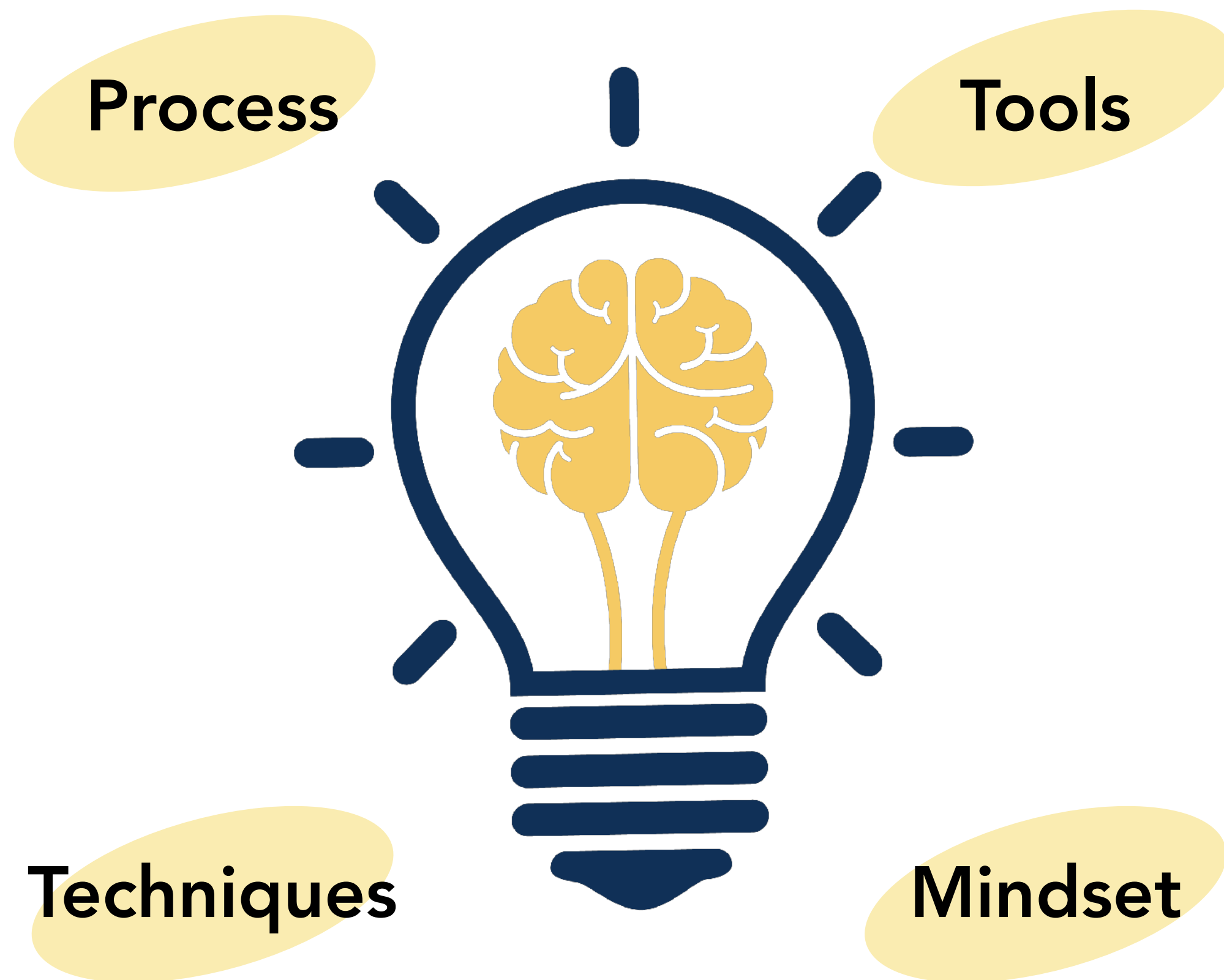
Innovation

**Solution**





# Design Thinking



**Creative problem solving methodology**

that **drives innovation**

by **understanding users**  
on a **deeper level.**



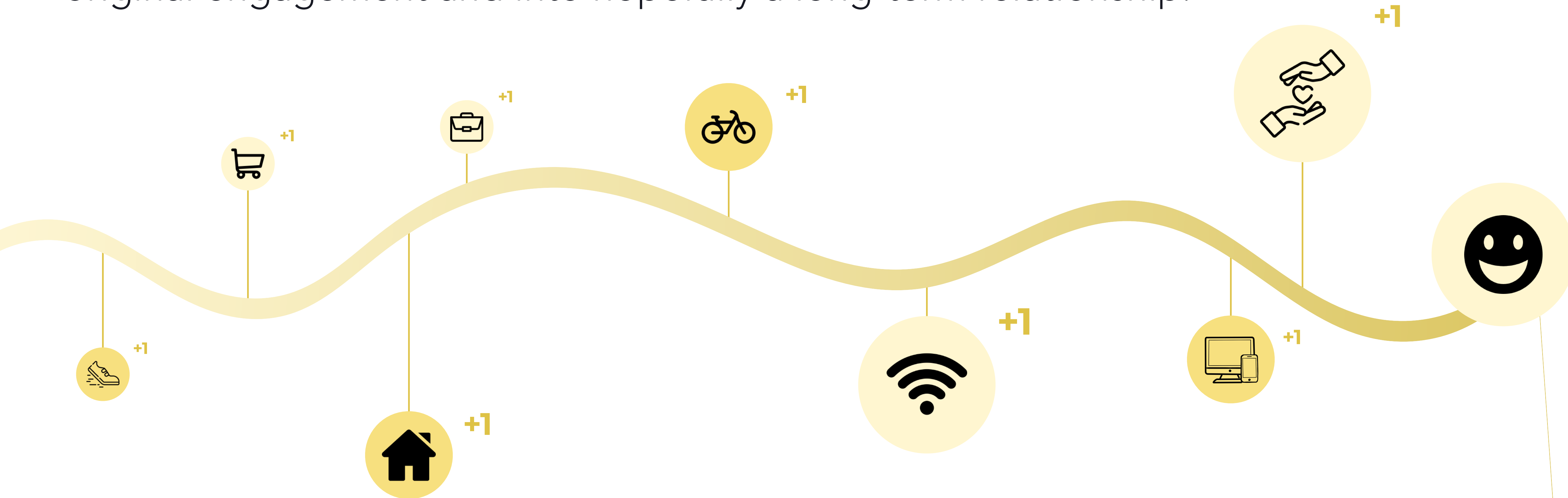
# Design increases ROI by 219%





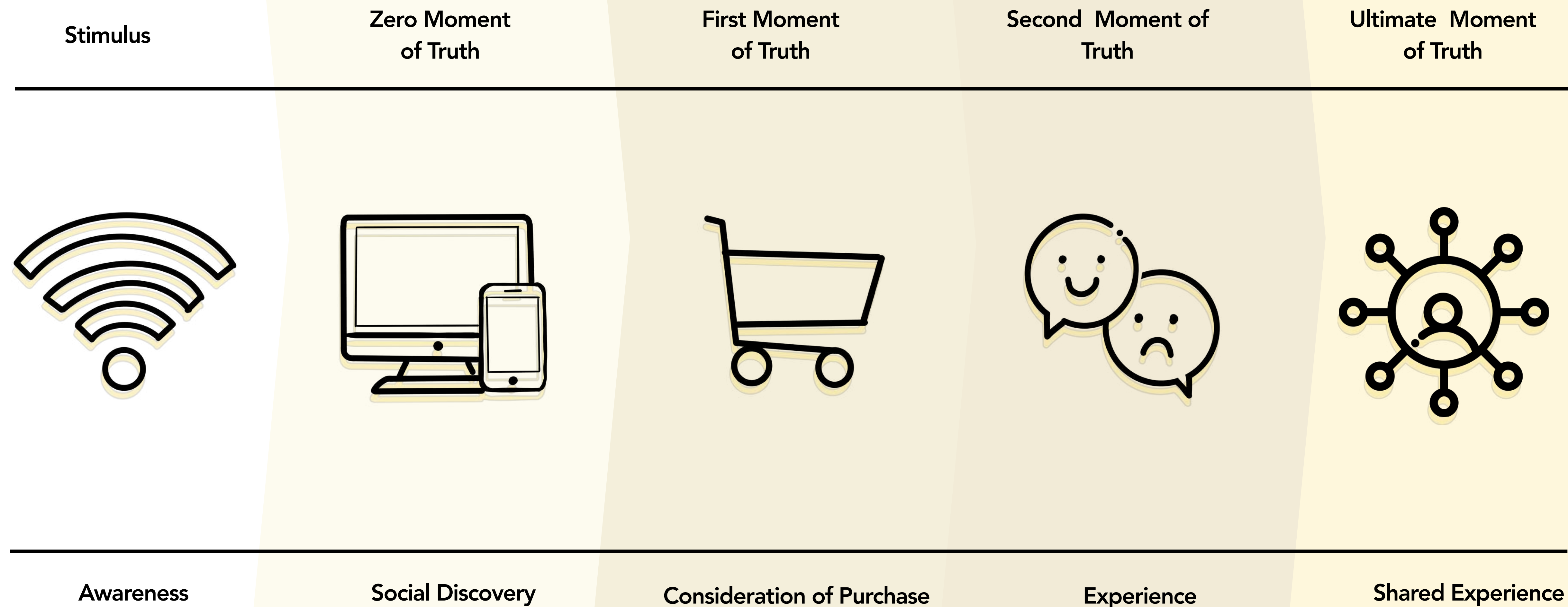
# What is a customer journey map?

Is a visual representation of every experience your **customers** have with you. It helps to tell the story of a **customer's** experience with your brand from original engagement and into hopefully a long-term relationship.





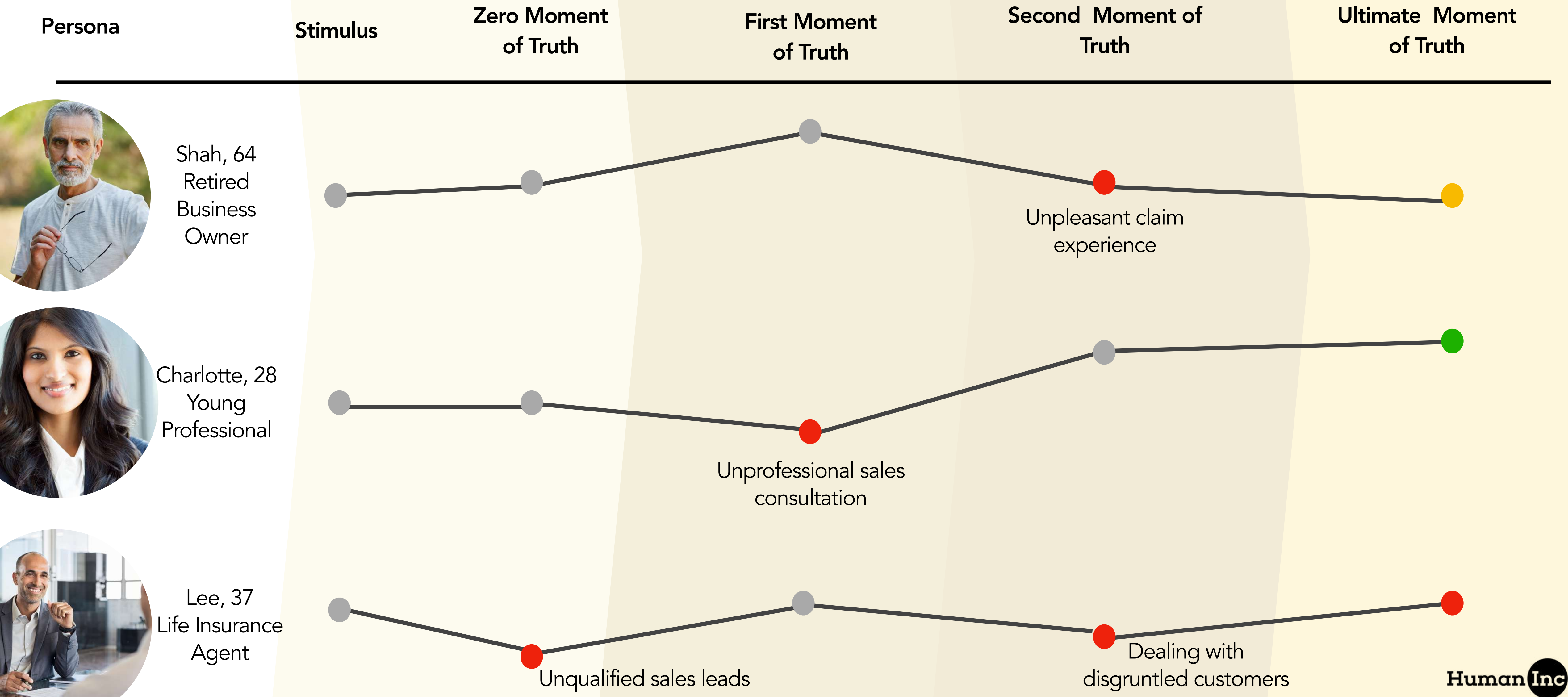
# The Social Customer Journey





# The Empathy Opportunity

What innovation opportunities lie along the customer journey of our Personas?





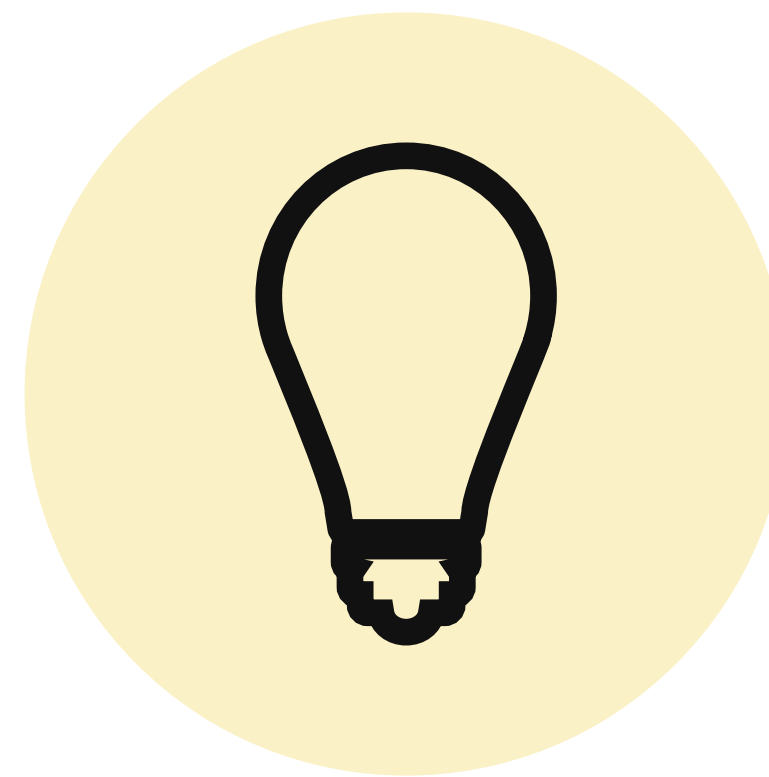
# How to design a creative solution for your agency business?



**Find relevant users**  
**Talk to them**



**Understand user needs**  
**Identify problems to be solved**



**Generate ideas**  
**Converge and diverge to select most desirable solution**



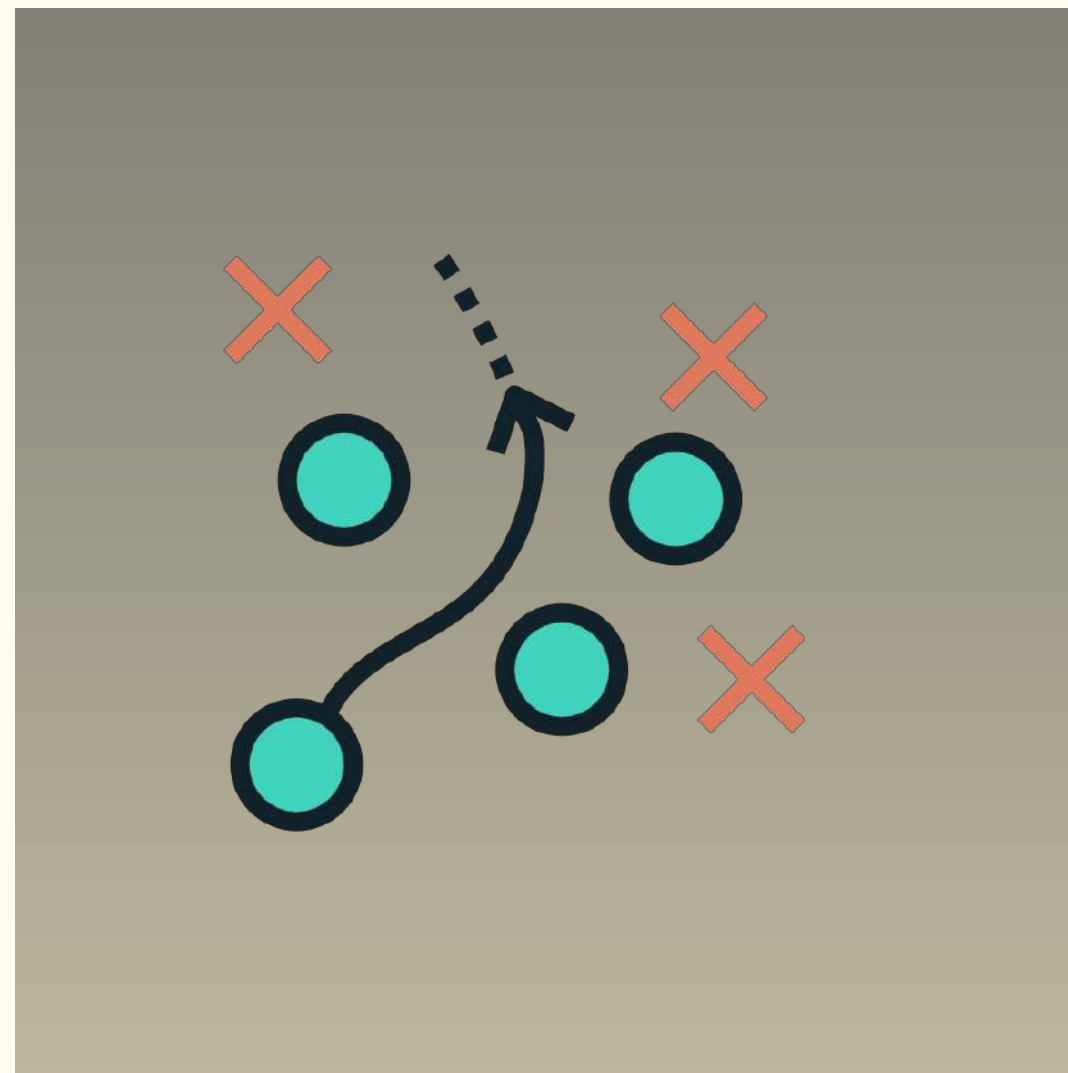
**Creating quick prototypes of solutions**



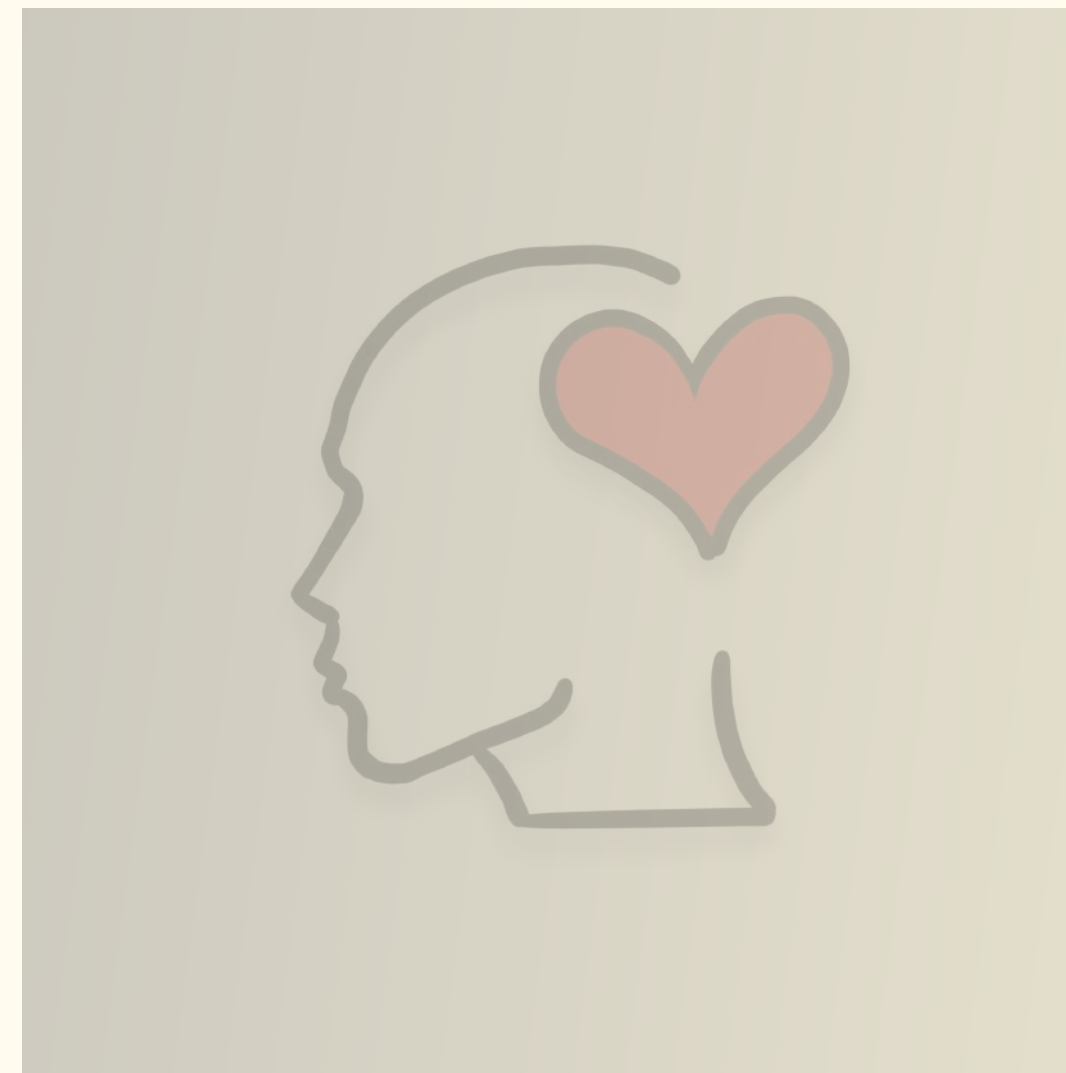
**Testing with real users to get feedback to learn & improve solutions**



*Strategy*



*Leadership & Culture*



*Execution*



*Process*

# 4 Steps You Can Take To Thrive in the Next Normal

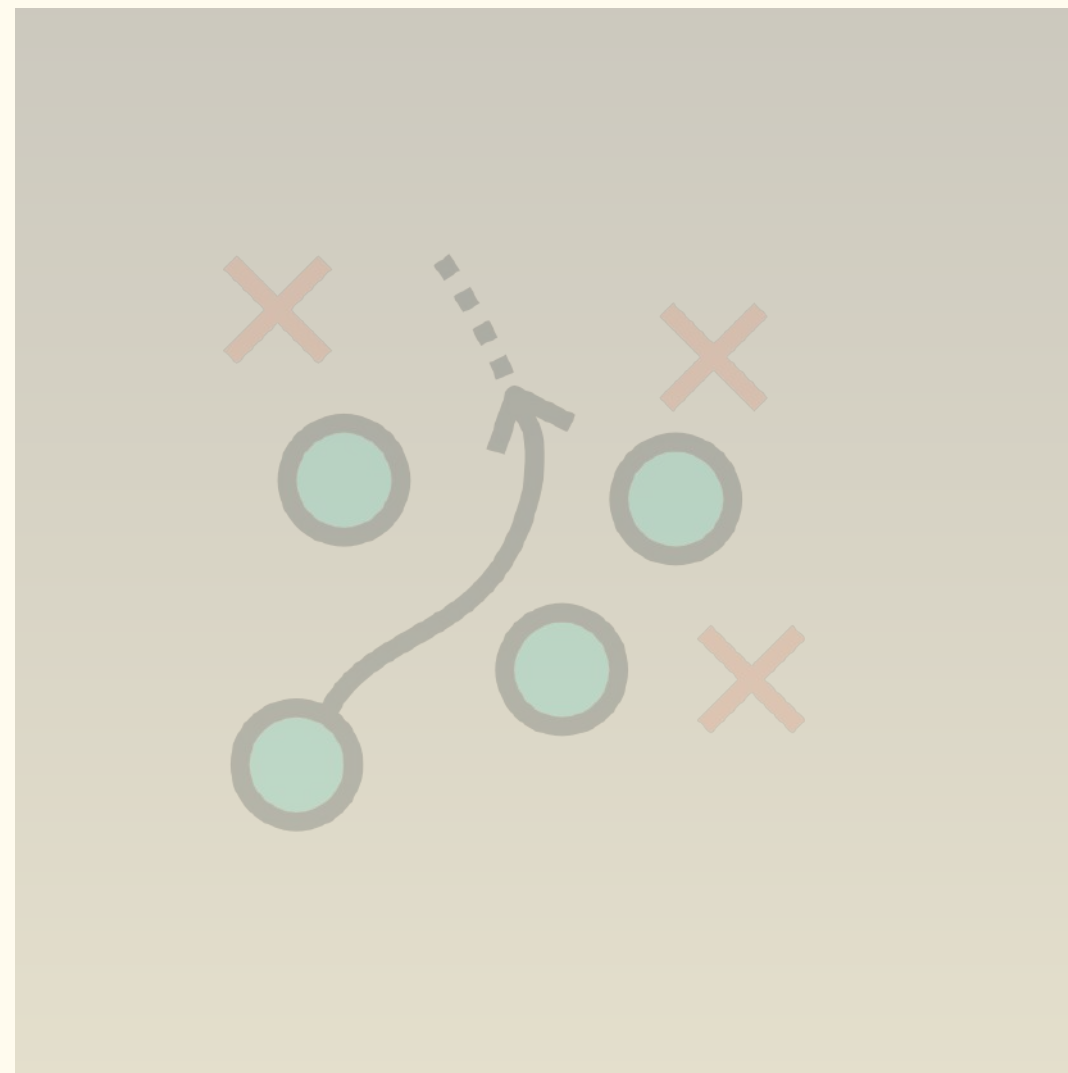
## 1. Strategy

### Recommended Action:

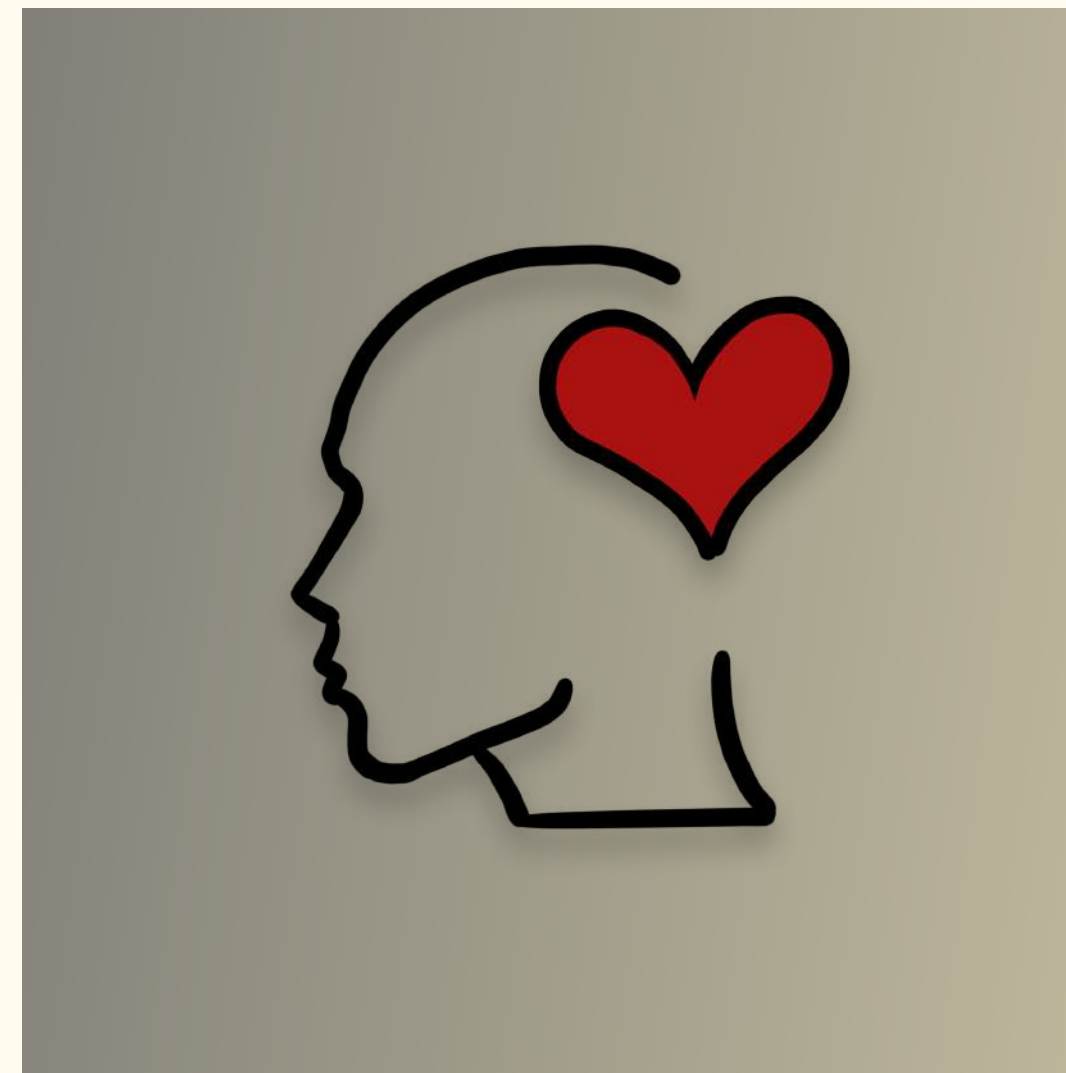
- Create a Customer-centric strategy and product portfolio
- Prioritise CX and Innovation portfolio
- Set up CX task force with clear ownership and resources
- Drive continuous improvement of CX goals



*Strategy*



*Leadership & Culture*

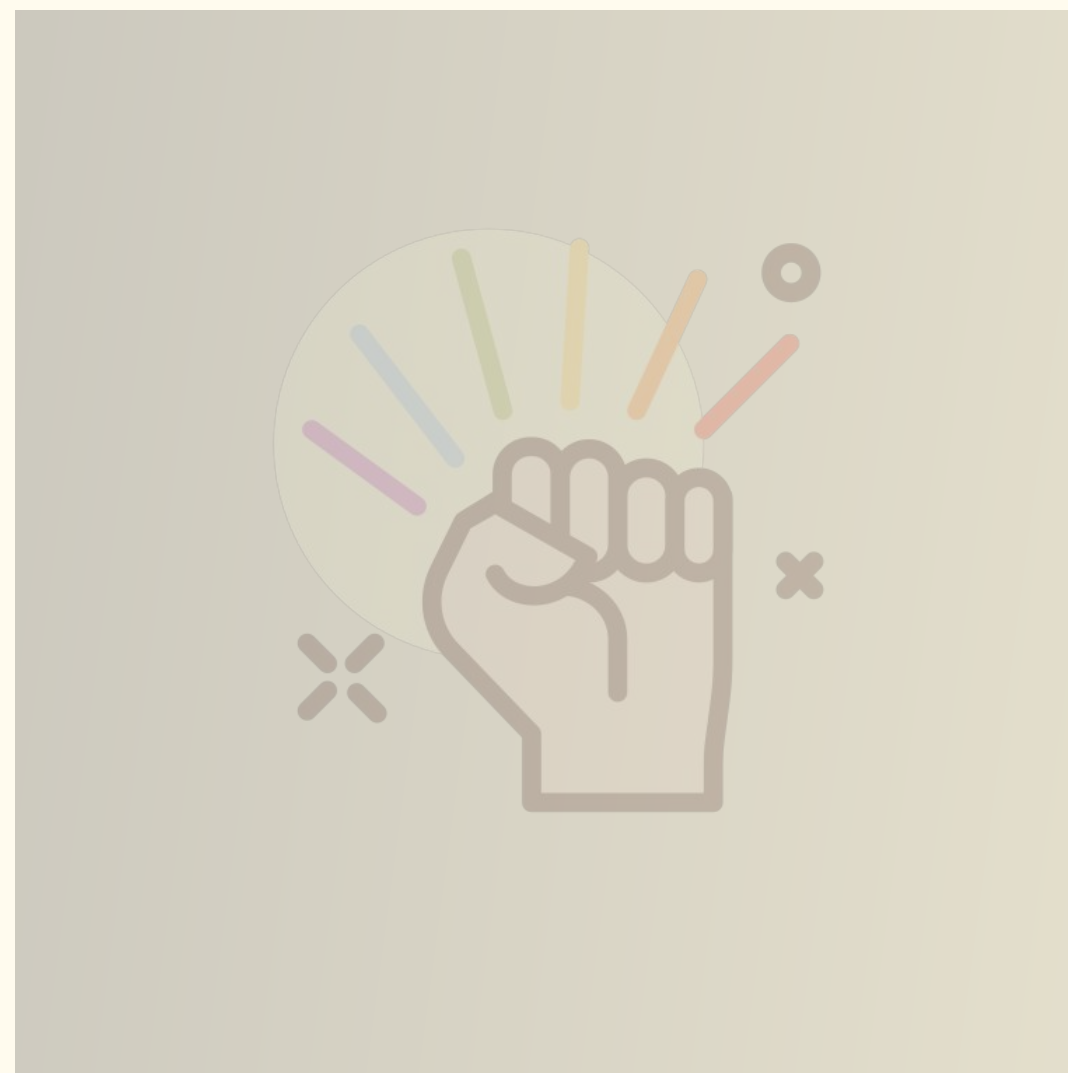


# 4 Steps You Can Take To Thrive in the Next Normal

## 2. Leadership & Culture

### Recommended Action:

- Up-Skilling (Design Thinking, Agile Teams, Creative Leadership)
- Boost Employee Experience to drive CX
- Empowerment of teams & individuals to own their share of CX



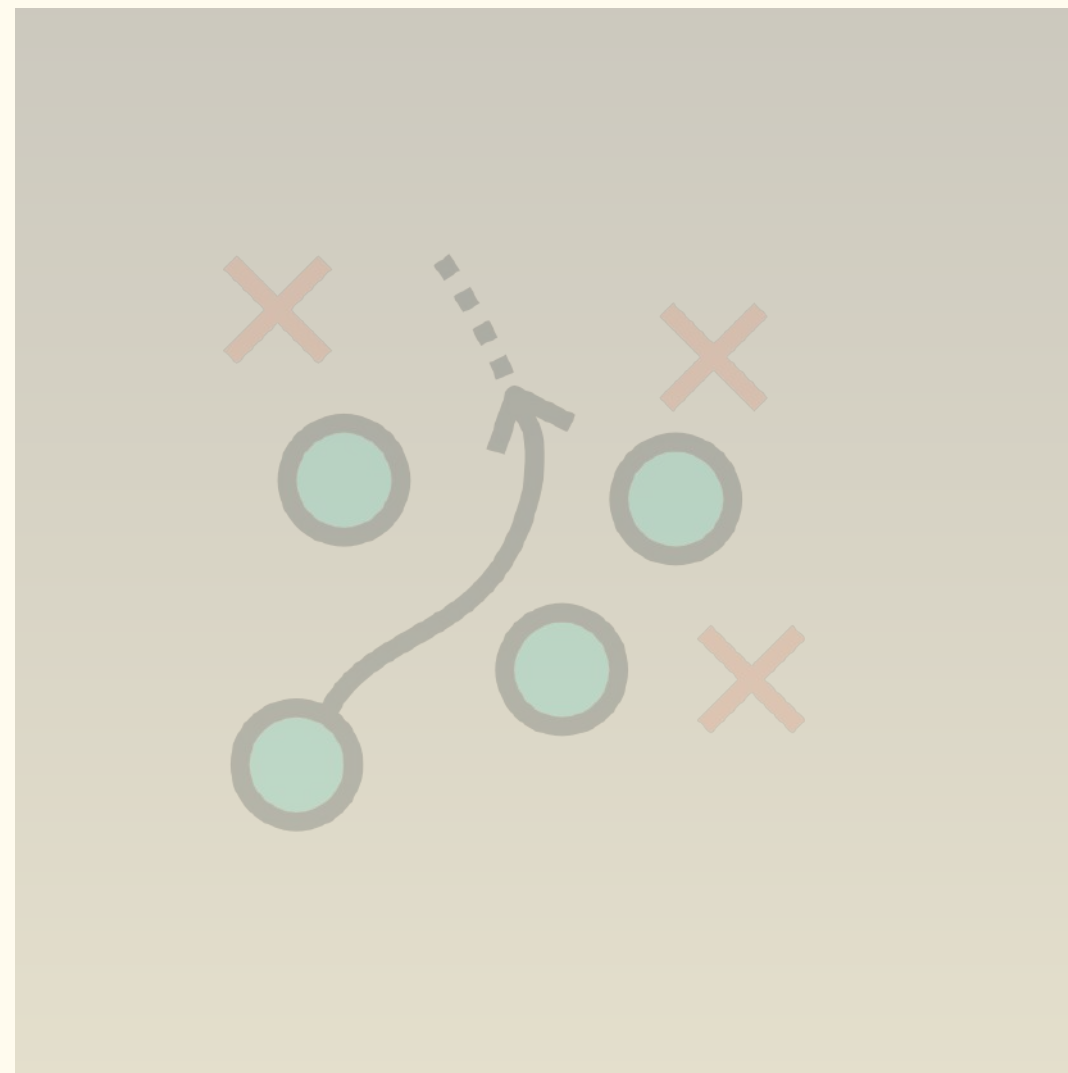
*Execution*



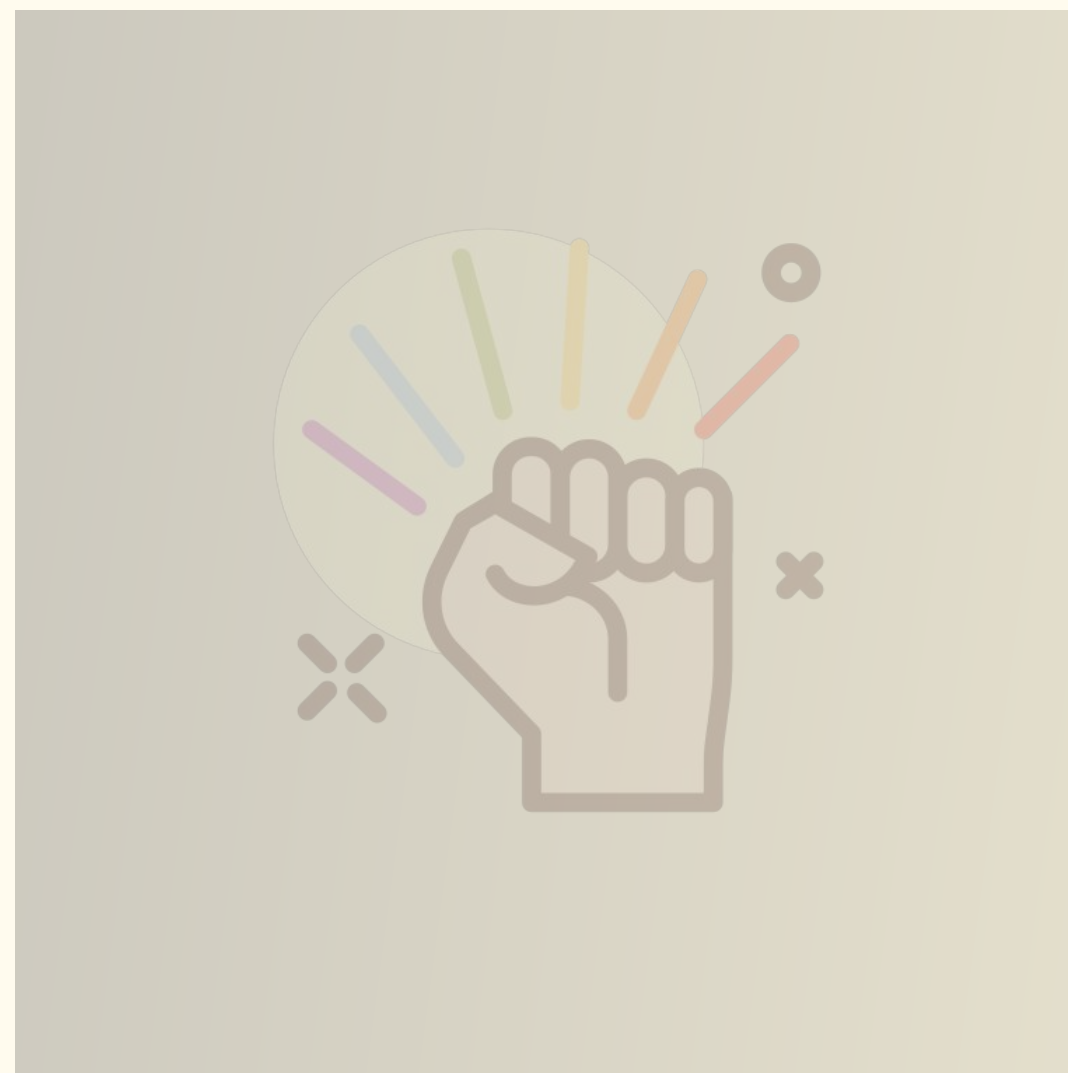
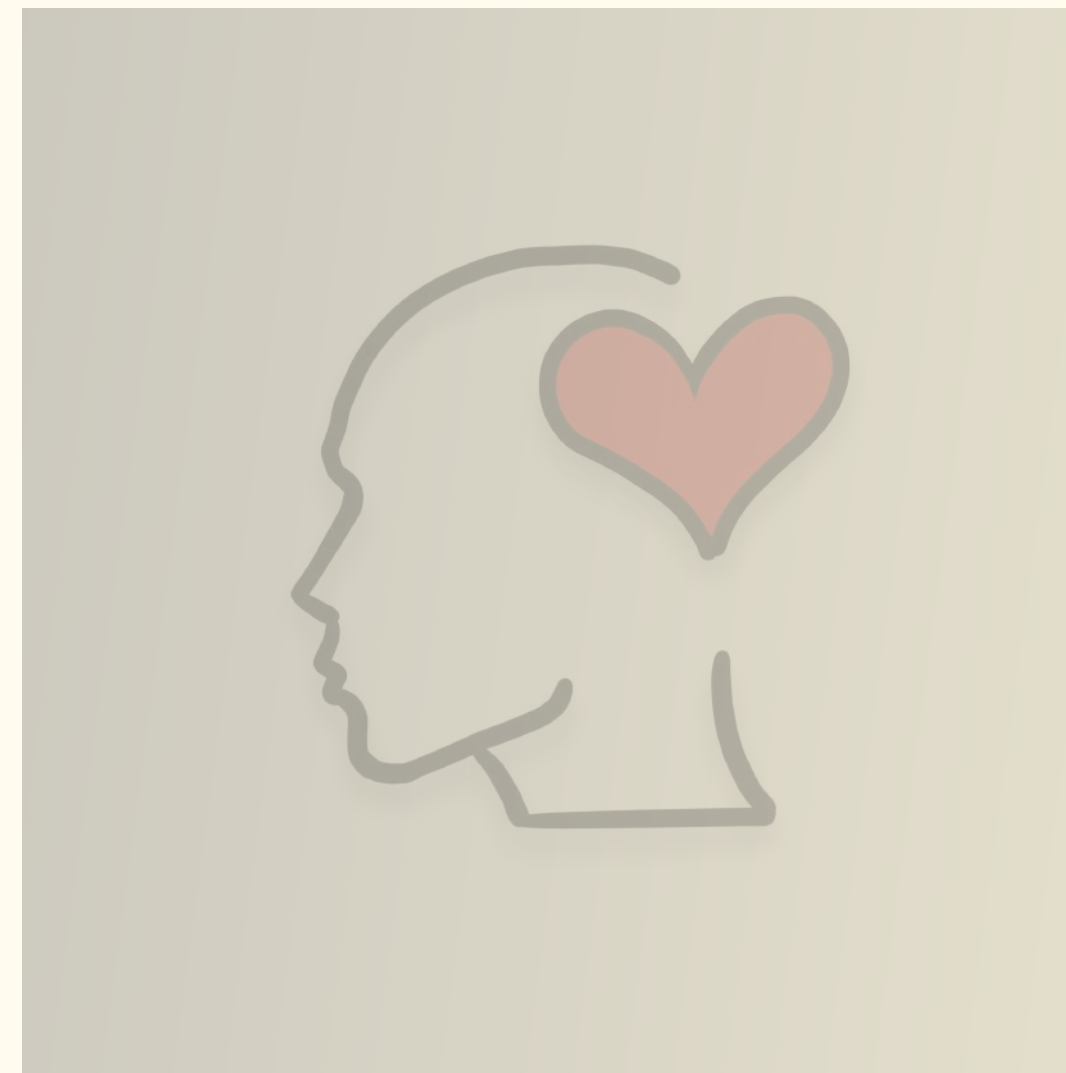
*Process*



*Strategy*



*Leadership & Culture*



*Execution*



*Process*

# 4 Steps You Can Take To Thrive in the Next Normal

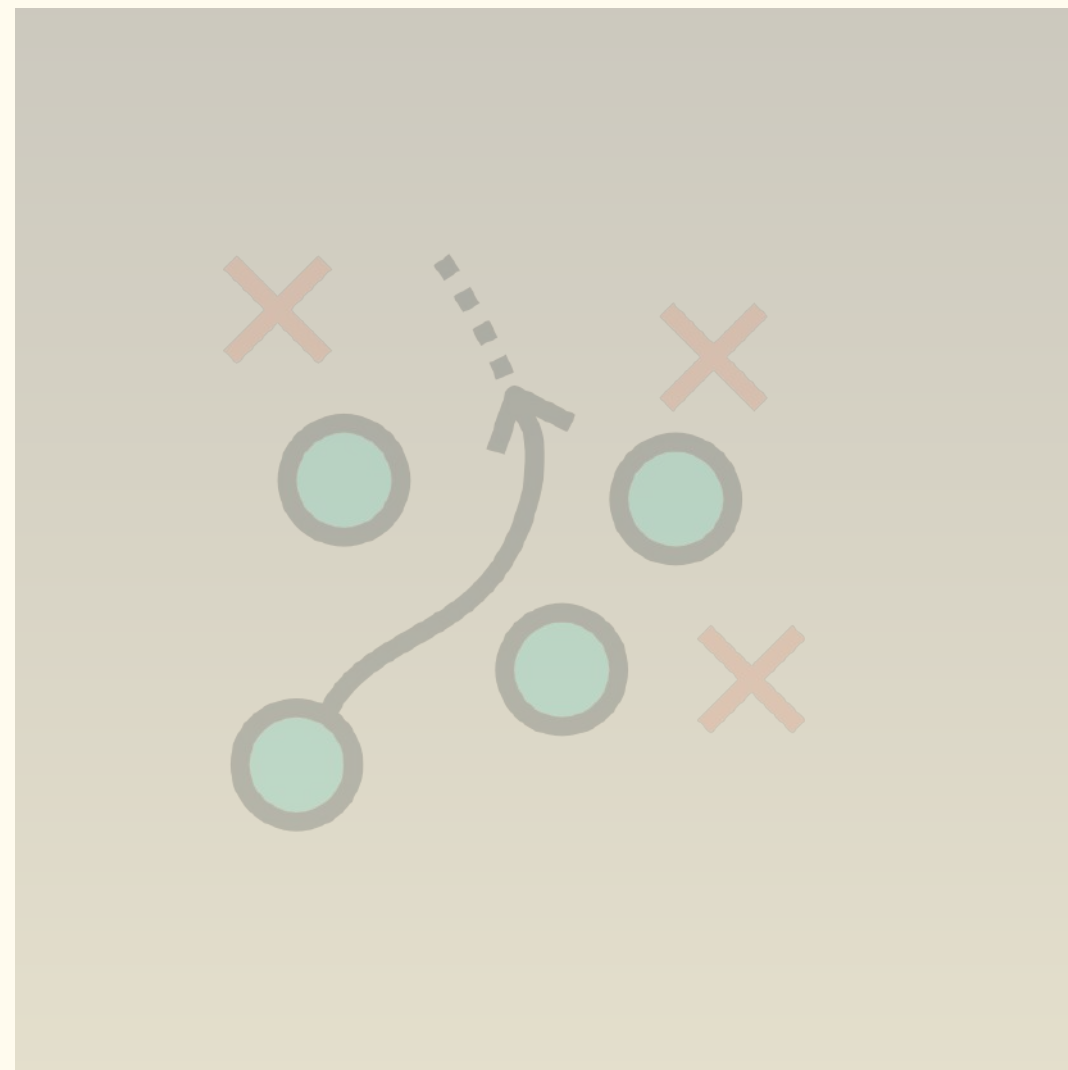
## 3. Process

### Recommended Action:

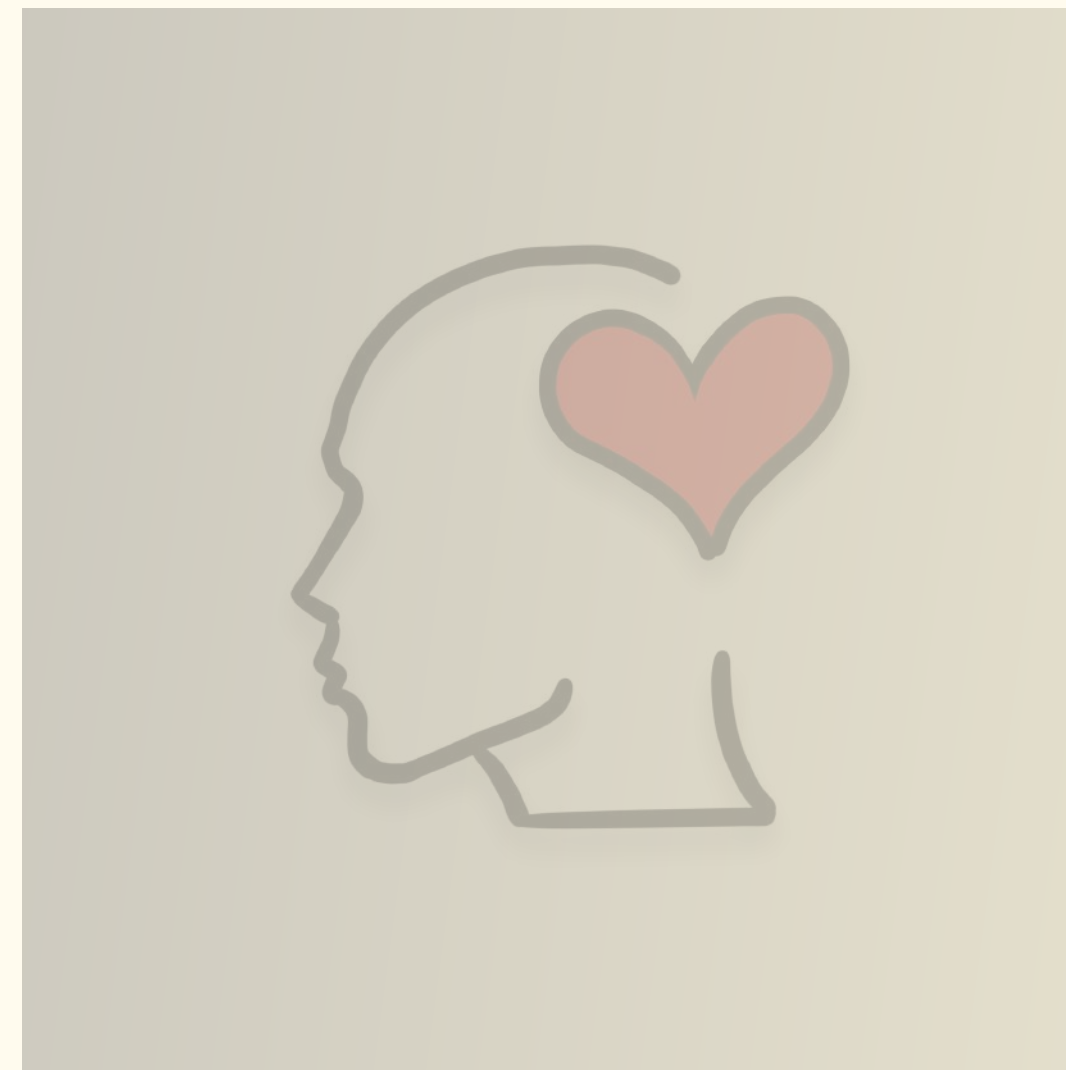
- Moving focus from internal friction to aligned vision for CX amongst stakeholder teams
- Adopting an iterative and Agile design process
- Building Agile empowered teams
- Remove organisational impediments and bureaucracy to enable Agile action taking



*Strategy*



*Leadership & Culture*



*Execution*



*Process*

# 4 Steps You Can Take To Thrive in the Next Normal

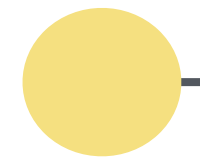
## 4. Execution

### Recommended Action:

- Embed empathy and design in the daily work
- Conduct in-depth customer research
- Map Journey insights and utilise design practices to test and iterate solutions quickly
- Agile implementation



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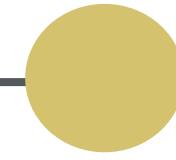


01

Empathy & the next normal

## Design

Embrace human-centred  
problem solving  
methodology

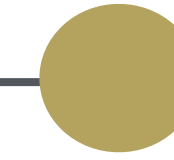


02

The empathy opportunity

## Innovation

Find specific  
opportunities to delight  
along the customer  
journey



03

Using Design to transform

## Implementation

4 Steps: Strategy,  
Leadership & Culture,  
Process, Execution



# THANK YOU!

Let's connect and continue the conversation.

**Request a complimentary assessment call or webinar for your team/company.**

Email: [ws@humaninc.co](mailto:ws@humaninc.co) to book your session.

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# Services We Offer

## Future-Ready Humans



### Design Thinking

Learn how to apply Design Thinking to drive customer-centric innovation



### Future Mindset

Learn how to lead self & others effectively through uncertainty & change, unlocking co-creation, creativity & collective breakthrough



### Agile Teams

Learn how to deliver faster value at lower costs in agile and empowered project squads



### Digital Design Thinking

Access online learning of Design Thinking anywhere, anytime and track impact to business

## Growth Through Innovation



### Strategic Change

Make sense of trends affecting your company or departments' future, build strategy to align the team and develop action plans to execute strategy



### Culture as a Growth Driver

Learn how to lead self & others effectively through uncertainty & change, unlocking co-creation, creativity & collective breakthrough



### Solution Design Labs

Facilitated sprints over 1-5 weeks where we hold the process, you decide on the content based on insights from real users



### Immersions

Observe, experience and learn how best practices are done at leading organisations through curated immersion journeys.