

The Ultimate Economic Offering

- ## The Ultimate Economic Shift
- Premium price for a created experience that promotes transformation
 - The basis of success for the transformation economy relies on how well companies understand business and understand the unique individual approach of their clients/customers
 - Example: Freight Trainers
- Guiding transformation, achieving goals,
The obvious development is the customer evolves.

The reciprocal nature of the transformation economy



What's Next?

- What's Next:**
- Theoretical studies for unity
 - Continued experiments
 - Choosing the best way to achieve
 - Continued work and engineering development
- Continued & Probable in the Future

Hierarchy of business imperatives and consumer sensibilities



Critiques/Challenges

- Is it over-trusted business philosophy?
- Is it sustainable during economic instability? (GFC)
- Treasuries of fire insurance company were well established before Pine & Gilmore
- Consumers pay a price premium for "unwarmed" experience



Pine and Gilmore: Experience Realms – 4E's
Thecasesolutions.com



Pine and Gilmore: Key experience-design principles



Characteristics of experience
Therapiesolutions.com

Experience economy

- Experience economy



Argument: J. Pine and J. Gilmore (Cont.)
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- The cases solutions**
- **Business case:** a business case is a justification for a project or investment.
 - **Cost-benefit analysis:** a cost-benefit analysis is a technique for comparing the costs and benefits of a project or investment.
 - **Cost-effectiveness analysis:** a cost-effectiveness analysis is a technique for comparing the costs and effectiveness of a project or investment.
 - **Cost-utility analysis:** a cost-utility analysis is a technique for comparing the costs and utility of a project or investment.
 - **Health economic evaluation:** a health economic evaluation is a technique for comparing the costs and benefits of a health intervention.



The importance of training for customer representative management



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La Cuisine
Francaise: The
InnoCentive
Experience

Experience economy?

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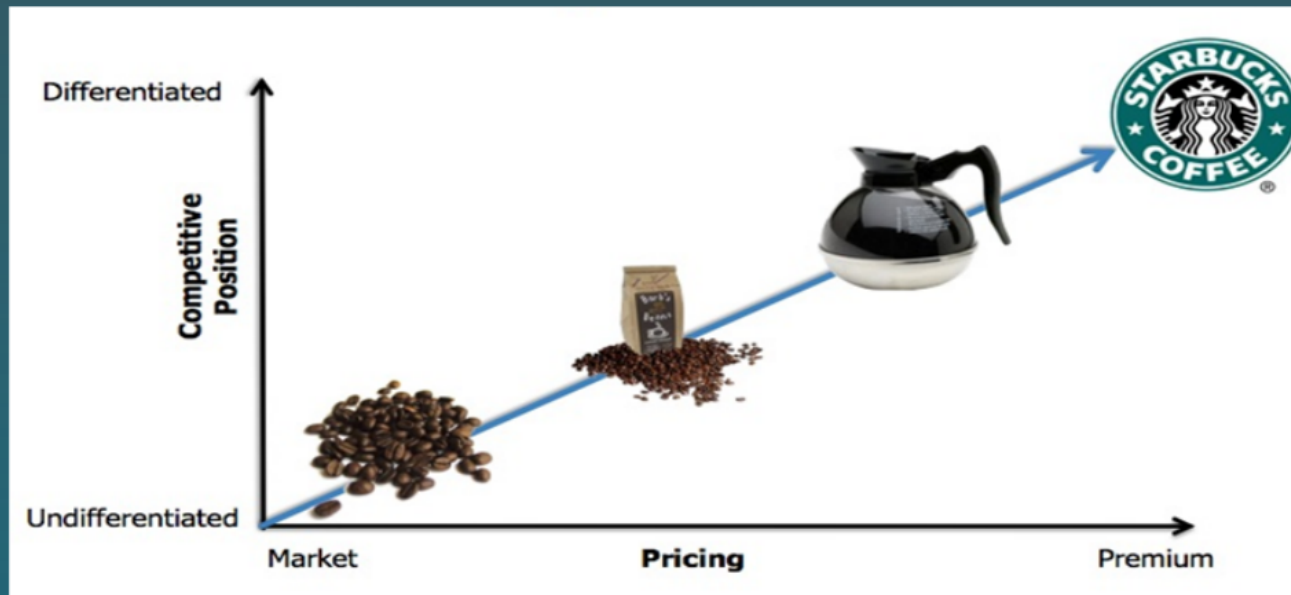
Experience Economy is an economic offering, that has emerged as the 4th stage in the economic evolution.

It refers to a structural change in our economy that has been going on in the last decades.

Term was first described by Pine & Gilmore

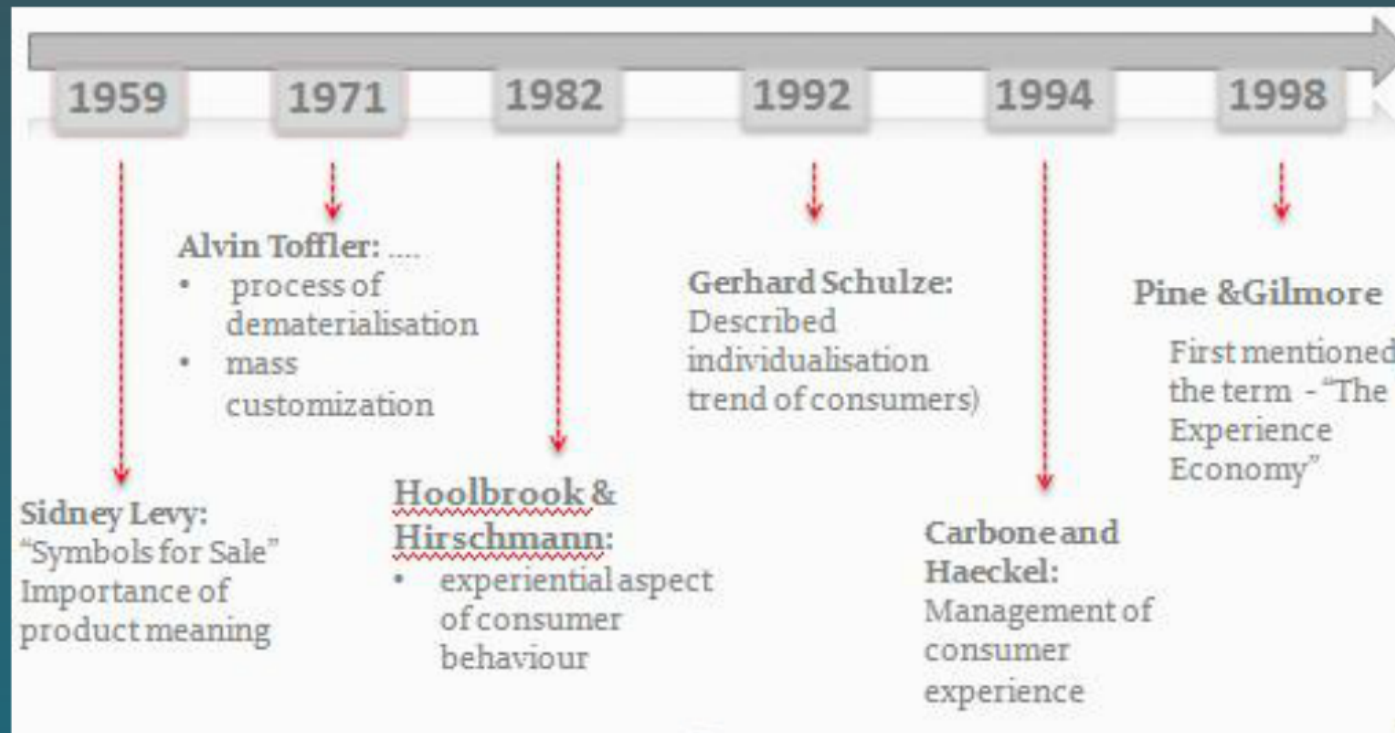
PROGRESS OF ECONOMIC VALUE

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TIME LINE – PIONEERS OF THE IDEA

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Argument: J.Pine and J. Gilmore

Refer to experience as a new source of value creation
Customer need to perceive experiential value
Quality of goods & services
Interactions with people and places (co-creation)
Experiences need to be seen as distinct offers (not in combination with services)

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Differentiation and competitive advantage

Argument: J.Pine and J. Gilmore (Cont.)

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Experiential value can be added to all types of product

Customer need to be charged for experiences

In the Experience Economy every business is a stage and therefore work is a theatre
(Pine and Gilmore, 1998) (in experience economy book on p. 53)

Characteristics of experiences

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2 DIMENSION

- Customer participation
 - Active participation
 - Passive participation
- Connection
 - Absorption
 - Immersion

Pine and Gilmore: Experience Realms – 4E's

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