

PRINT4ALL

More than the sum of the parts.

4 - 7 MAGGIO 2021
FIERA MILANO RHO

**IMMERSE YOURSELF IN
THE WORLD OF PRINT**

INDUSTRIAL
PRINTING

CONVERTING, PACKAGE
PRINTING, LABELLING

PRINTING &
COMMUNICATION

Da Evento di Settore a Piattaforma Integrata
di Business e Contenuti per la filiera della Stampa Professionale

THE FUTURE OF... CUSTOMER EXPERIENCE

How can innovation come to a help to listen and understand mutant market demand?

| The complexity related to understanding and profiling customers

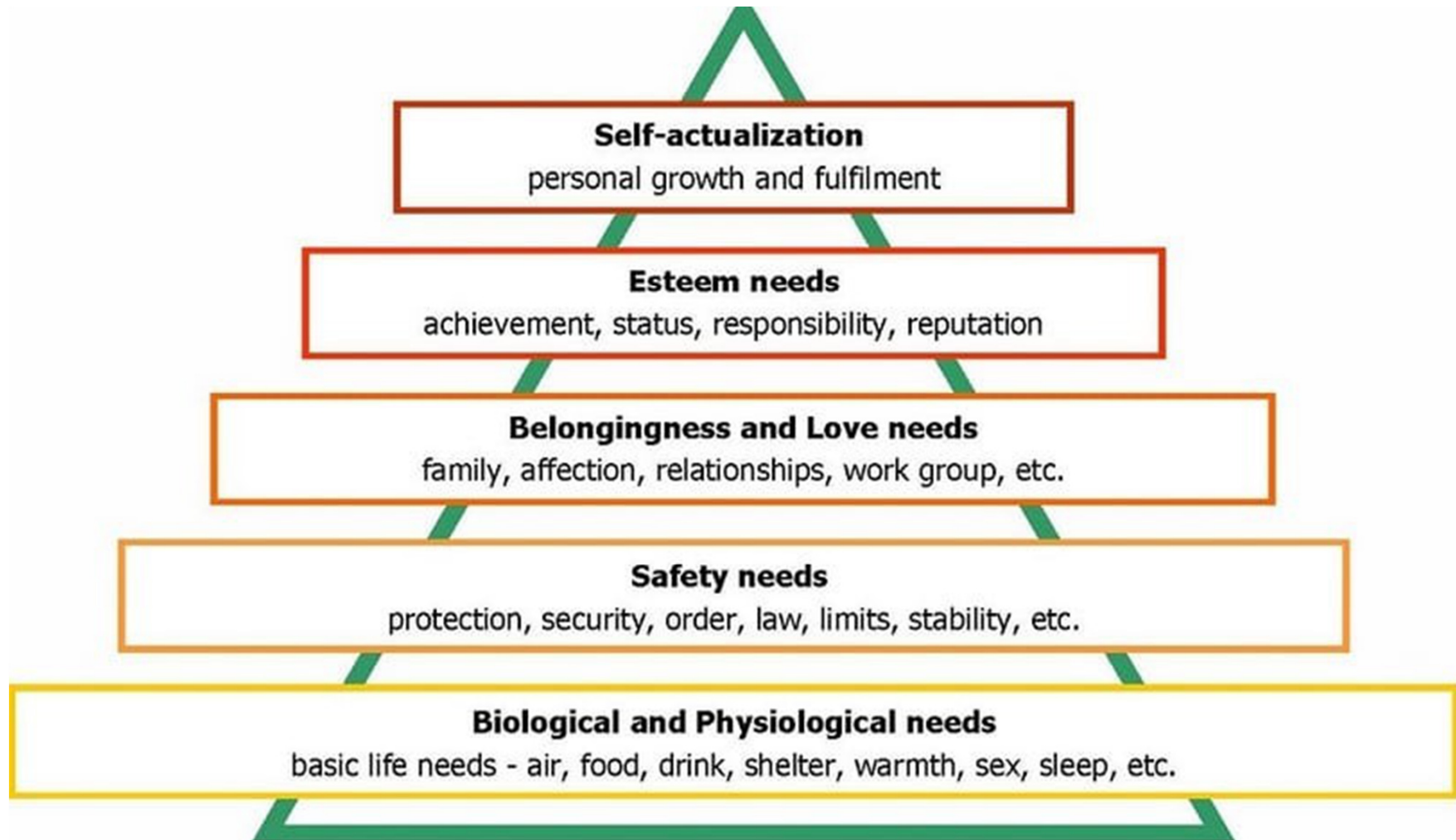
| Evolution in models

| Change in roles between companies and customers
Market evolution

| New, sustainable ways to explore market demand



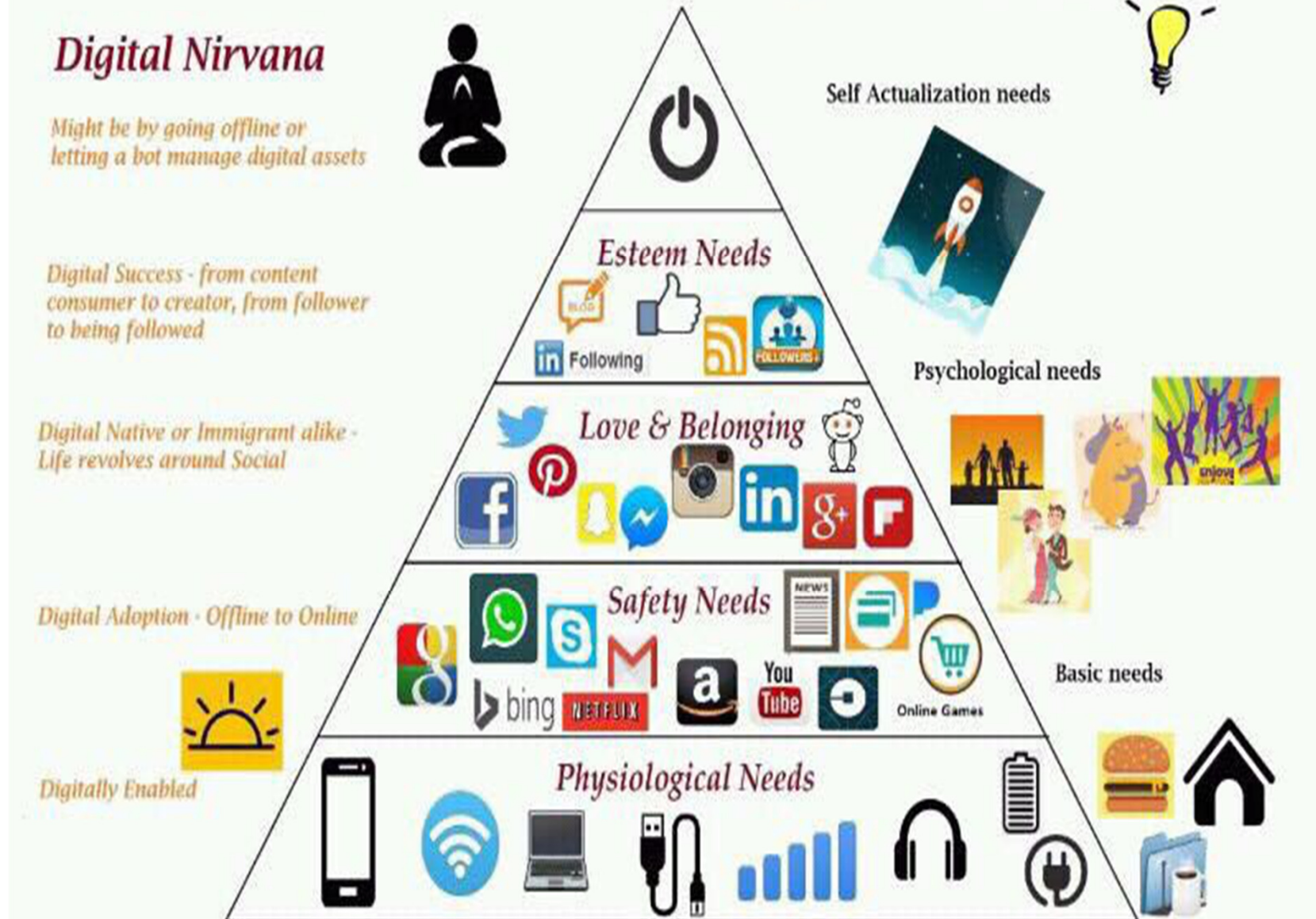
customers' needs



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Maslow's hierarchy of Digital Needs by Samir Konnur



how
can
we
cope
with
this?



balance

generations



let's experiment new paths



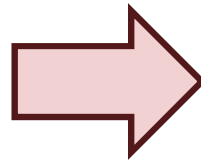
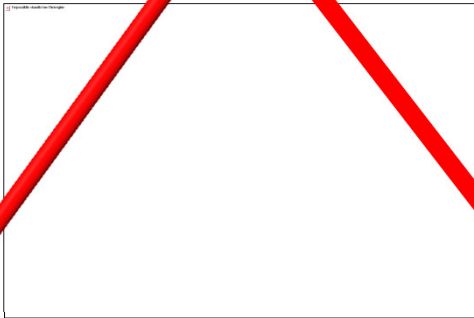
Reverse Mentoring

Reverse Mentoring



Virginia Soana – CEO
www.neogenes.it

What Neogenes is...



Baby clothes supply service, in renting, with periodical change and in circular economy

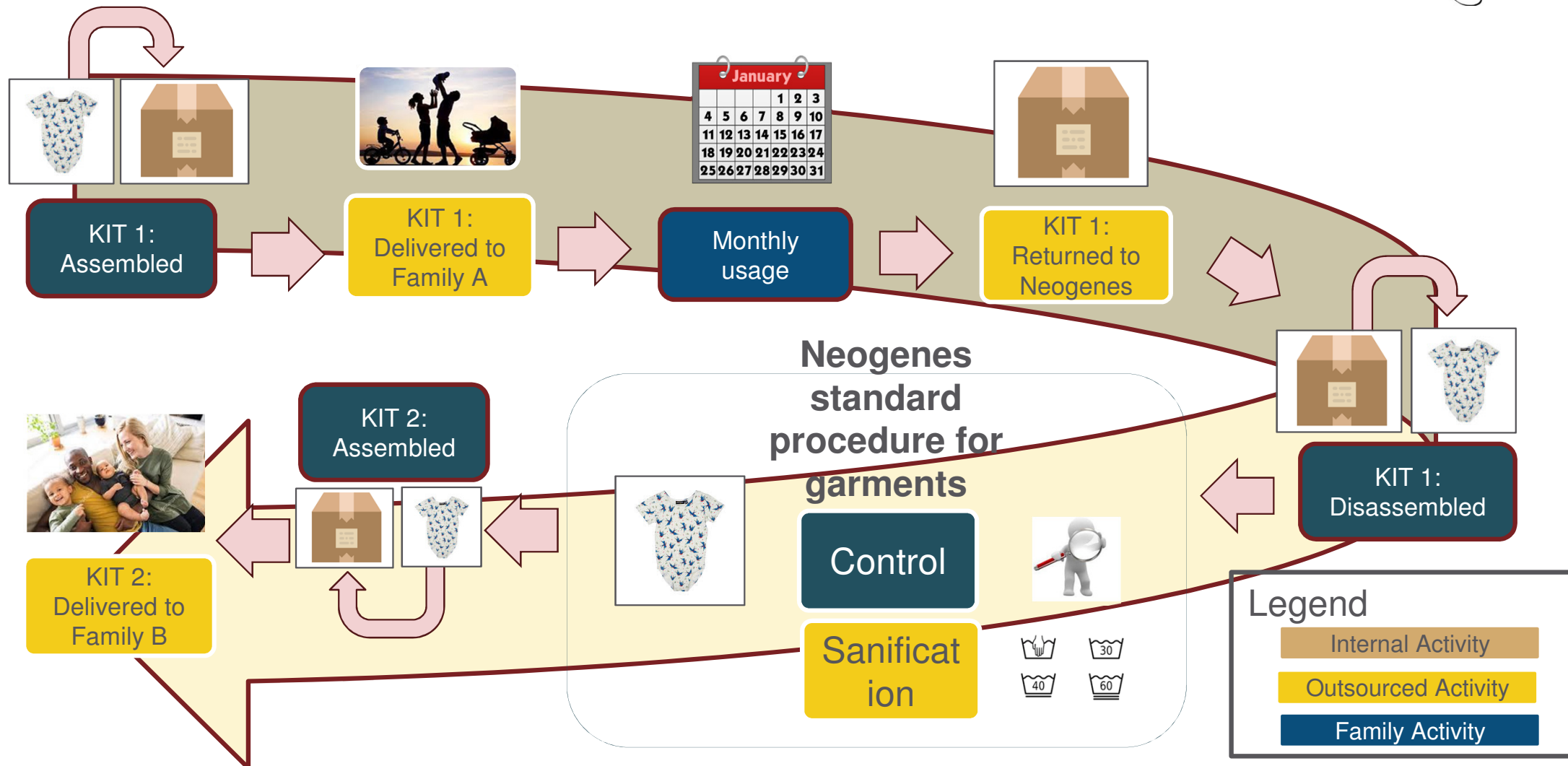


Average **cost reduction** vs. apparel purchase: **24%**

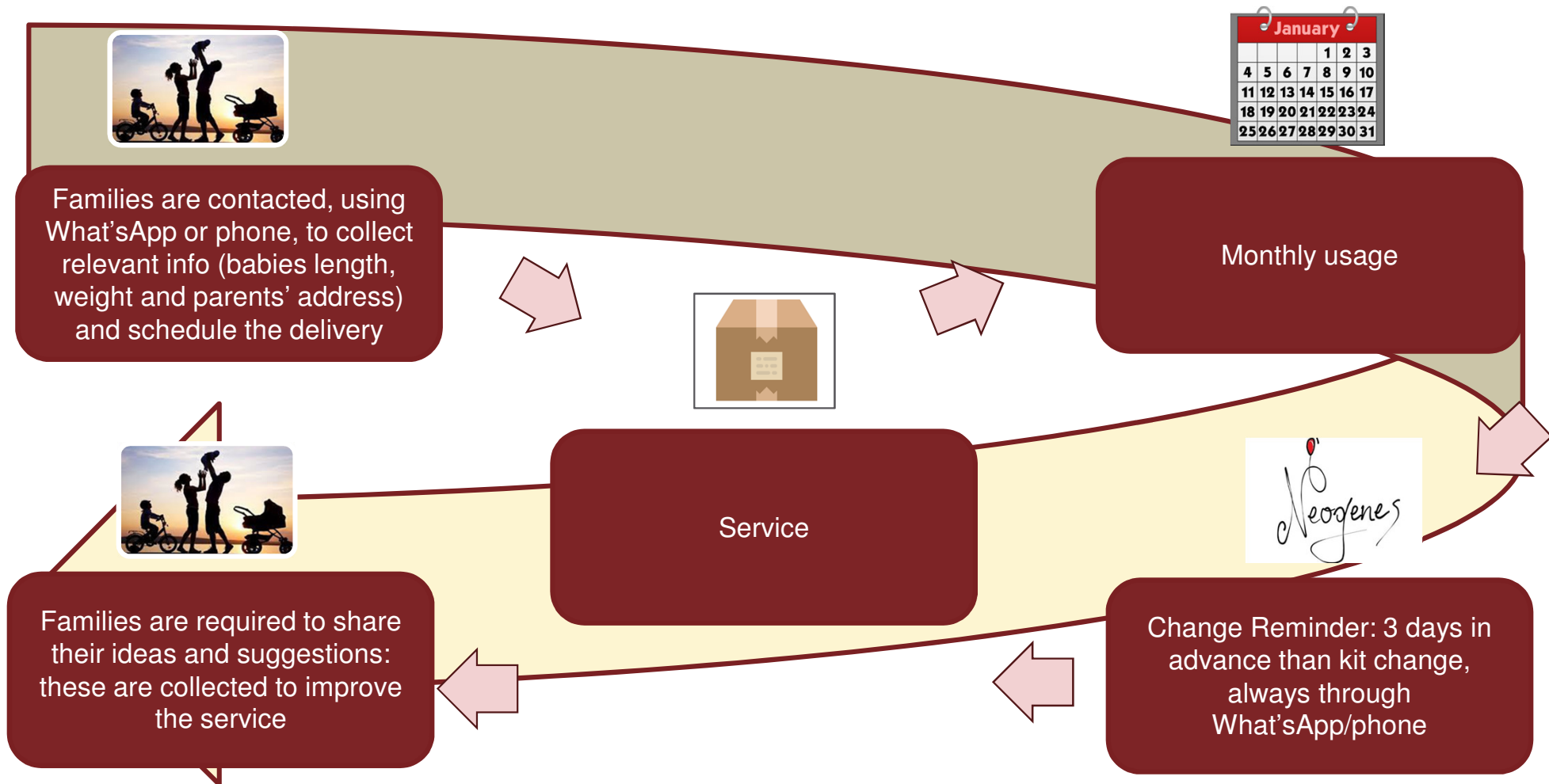


~1700 tons of CO₂ delayed
(in 5 years **937 tons** of cloths with delayed disposal)

How Neogenes works...



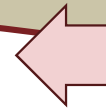
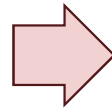
Customer experience as is now... MVP



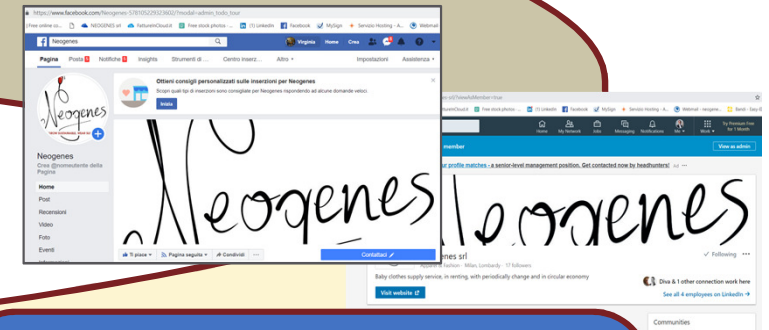
Customer experience in one month...



User friendly web
site



Social networks



Service subscription

- Name and Surname
- Mail address & phone
- Child length and weight
- Kit choice (sizes and composition)
 - Payment
 - Blog
- Customer service

- Information
 - News
- Blog and articles
- Discounts and offers
- Opinions and ideas sharing
- Feedbacks collection



«I saw your website and I am interested in subscribing to the service. That's a very good way to save money and time»

Manuela P., Potential Client

«The program is very interesting.
This idea is great!»

Giulia P., Potential Client





InnoVits
we make innovation for passion

CORNER
STONES

daniele.pes@cornerstones.it



Personas



BACKGROUND

- 29 years old
- Married with Giorgio and mother of Celeste, 9 months
- She lives in San Giuliano Mil.se in a renting flat
- Bachelor degree in Languages: she works as secretary in a lawyer firm

ECONOMICAL SITUATION

- Sonia earns around 26K yearly but house renting, cars instalments and expenses affect the money savings.
- Giorgio her husband, is a warehouse worker at Ikea: family expenses are managed by both of the.
- Sonia manages the house

SOCIAL MEDIA/IT HABITS

- Sonia has few time for herself: she goes to shopping when she can but she uses Internet also to purchase.
- She has FB, Twitter and Instagram profiles and she follows Mums and Dads and yoga groups

**Sonia
Anselmi**



WHAT MATTERS:

- Sonia cares about her boss' opinion
- She wants to be a good mother and she would like to have more time to share with Celeste and Giorgio but daily duties and family's expenses can't allow her to reduce her job effort.

BACKGROUND

- 37 years old
- Separated and mother of Anna, 15 months
- She lives in Milan and she owns her flat
- Master degree in Medicine: she works as a surgeon at Fatebenefratelli
- She is member of several social and environmental associations and she volunteers in Recup

ECONOMICAL SITUATION

- Irene earns around 100K yearly
- She has a 3 days weekly housekeeper + a nanny for Anna
- She is alone in Milan: her family lives in Lecce.

SOCIAL MEDIA/IT HABITS

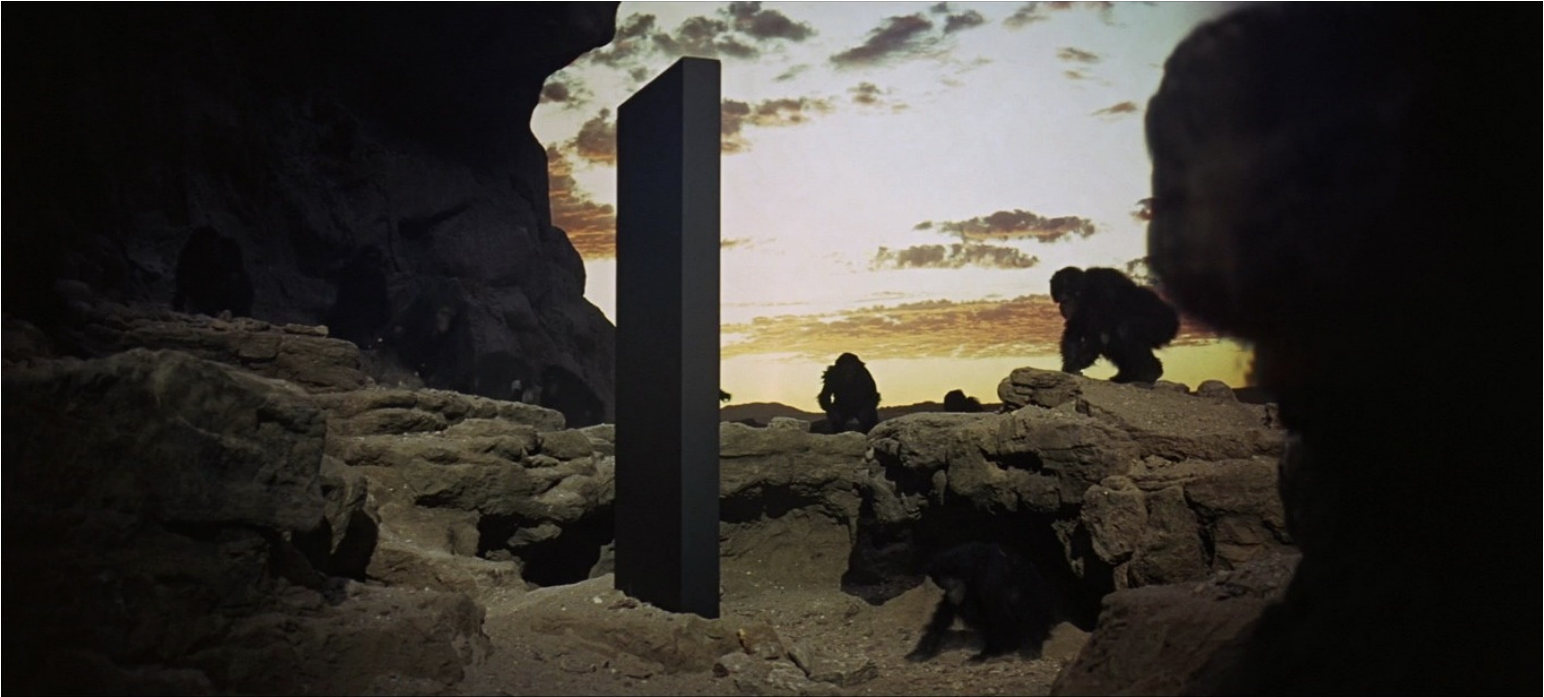
- Irene has very few time for herself: internet is her best friend. 70% of her purchases (personal, Anna's and home) are made on internet. She loves Amazon and Zalando.
- She has FB and Twitter but her life is too busy to be spent on social medias

**Irene
Spedicati**



WHAT MATTERS:

- Irene is career focused: she wants to achieve the top
- She cares about Anna: she wants to offer her child the best, in every field as long as she want to create a better future for her daughter.



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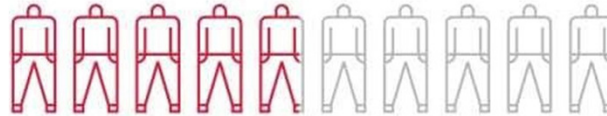


BORN **BETWEEN 1997**
AND THE **EARLY 2010s**



MAKES UP **25.9%** OF
THE **U.S. POPULATION**

49% IDENTIFY AS NON-WHITE



COMPARED TO

44% OF MILLENIALS

40% OF GEN X

28% OF BOOMERS

98%
OWN A **SMARTPHONE**



92%
HAVE A **DIGITAL**
FOOTPRINT



50%
ARE CONNECTED
ONLINE FOR
10 HOURS A DAY



70%
WATCH MORE THAN
TWO HOURS OF
YOUTUBE EACH DAY



40%
SAY **THEY'RE**
ADDICTED TO
THEIR PHONES



80%
FEEL **DISTRESSED**
WHEN KEPT AWAY
FROM PERSONAL
ELECTRONIC DEVICES

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z

who?

MILLENNIALS

Born between about

1980

&

1996

B

MOST WERE RAISED BY
BOOMERS



GREW UP DURING
AN **ECONOMIC BOOM**



TEND TO BE **IDEALISTIC**



FOCUSED ON HAVING
EXPERIENCES



MOBILE **PIONEERS**



PREFER BRANDS THAT
SHARE THEIR VALUES



PREFER **FACEBOOK
& INSTAGRAM**

GENERATION Z

Born between about

1997

&

2010s

X

MOST WERE RAISED BY
GEN XERS



GREW UP DURING
A **RECESSION**



TEND TO BE **PRAGMATIC**



FOCUSED ON
SAVING MONEY



MOBILE **NATIVES**



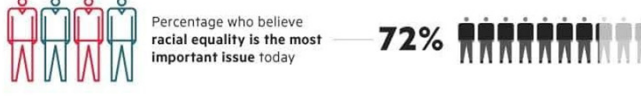
PREFER BRANDS THAT
FEEL AUTHENTIC



PREFER **SNAPCHAT
& INSTAGRAM**

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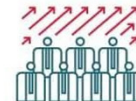
profile



Two greatest aspirations after college:
TO BE FINANCIALLY STABLE AND FIND A DREAM JOB



Two most important factors in a job:
EMPOWERING WORK CULTURE AND POTENTIAL FOR CAREER GROWTH



The two most important skills for succeeding in the workplace according to Gen Z:
COMMUNICATION AND PROBLEM SOLVING



at work

Millennials	Generation Z
Raised by Baby Boomers	Raised by Gen Xers
Grew up during an economic boom	Grew up during a recession
Tend to be idealistic	Tend to be pragmatic
Focused on having experiences	Focused on saving money
Mobile pioneers	Mobile natives
Prefer brands that share their values	Prefer brands that feel authentic
Prefer Facebook and Instagram	Prefer Snapchat and Instagram

what to expect

InnoVits
we make innovation for passion

**CORNER
STONES**

competence



risk
finance
entrepreneurship
humanism

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