



There is no more
B2B or B2C.
It's H2H:
Human to Human.



28º Digital Business Congress

CCB

Setembro 2018

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ISCTE-IUL

Mudança



A mudança parece ser a única constante

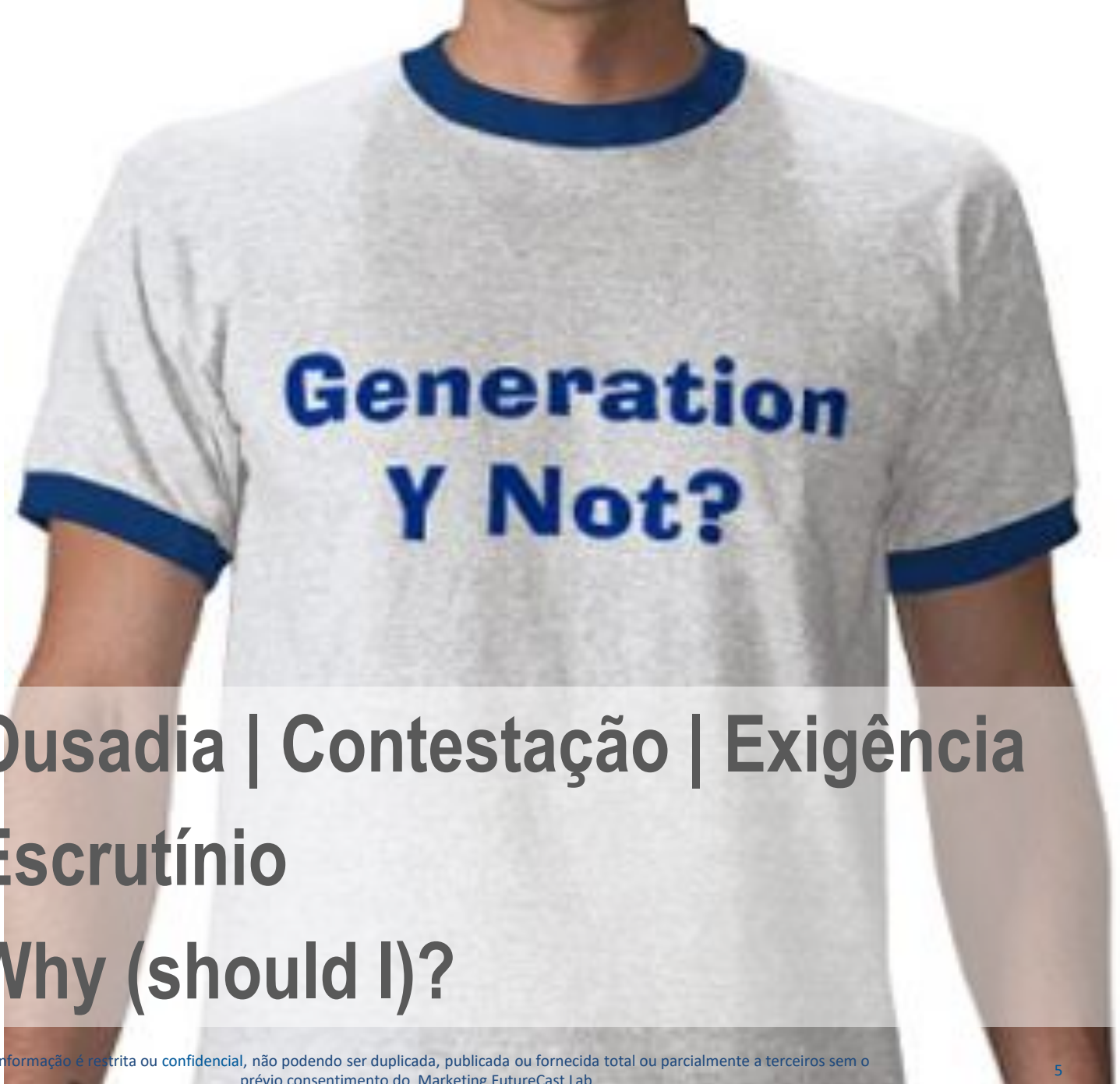
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Um “novo” Cliente





Geração Why



Ousadia | Contestação | Exigência
Escrutínio
Why (should I)?

**Um cliente
interventivo e que
coloca a fasquia
sempre mais
elevada**

**As marcas
(também) são de
quem as
consome/compra
!**

Exigente



Exigente



We waited
30 min
NO SERVICE

The image shows a wooden cutting board on a kitchen counter. On the board, the words "We waited", "30 min", and "NO SERVICE" are written in a cursive script using ketchup. Each line of text is underlined with a single stroke of ketchup. In the background, there are condiment bottles (ketchup and mustard) and a metal container, likely for napkins or paper towels.

Tecnológico



Geração que não vive sem tecnologia
Nativos digitais ou emigrantes digitais

Geração C

Conteúdos
Criativa
Connectada
Comunicativa
Co-criadora
Conversadora
No Controlo

Geração C

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Geração que participa e intervém









OBRIGADA!