



AskKrishna Centre For Mindfulness (P) Ltd.,

CustomerEngineering

**A mindful approach to engineering
influence over your customer, powered by data**

Over the years, businesses have become more scientific in their approach, to a point where almost every aspect is made quantifiable. Marketers have become more data driven than ever. With the adoption of AI growing rapidly, the behavior and intent of prospects and customers are driving conversations and thereby improving relevance.

Yet, to occupy the customer mind space, and engineer the experience and influence, science has to be supported by art, the art of mindfulness. It is all about being completely aware of your customer experience, moment by moment.

You might ask:

- Can mindfulness engineer customer experience?
- I'm completely data driven. Why do I need mindfulness?
- Is it about designing interventions in the customer lifecycle, in a way it actually works?

Data needs to be continuously enriched and stewarded, to make sure your predictive models work. In fact, the analytics market in itself is moving towards situational awareness. Adding mindfulness to your data driven approach, opens dimensions and opportunities that data doesn't prescribe.

The AI approach to CustomerEngineering:

Insights:

Businesses are constantly after customer insights. The word "customer insight" – getting a sight into the customer's mind. The key is to explore – what they are looking for, what their intent is, etc. The mindfulness quotient goes beyond metrics such as number of clicks, or behavioral analytics – it can create blue oceans once you understand the mind space.

Interference:

What if all your interferences can be non-intrusive? In fact, what if you could empower them to enable you? Transcend transactions, drive transformation. Enable customers and prospects identify themselves with your offering. In simple words, engineer favorable emotions in the minds of your customer.

Interpretation:

Do they identify themselves with you? Do you identify yourself fitting in their circle? Engineer interactions moment by moment. It is not about the target market, but the individuals that comprise the market.

Implementation:

Our programs aren't for intellectual entertainment. They drive results in real time. They focus on your specific pain points and identifies the actionable intelligence required. Implement the discovered solution and differentiate yourself from the competition. In fact, your customer experience (CX) is your differentiation.

A lot of people show interest in your product / service... many inquiries come in ... several hopeful conversations... But, the key question however is - Does it result in sales conversions? Does it translate to increase in user adoption and most importantly paying customers and profits? Not always, right? The linchpin to getting it right is not just about understanding your customer but being able to engineer their experiences.

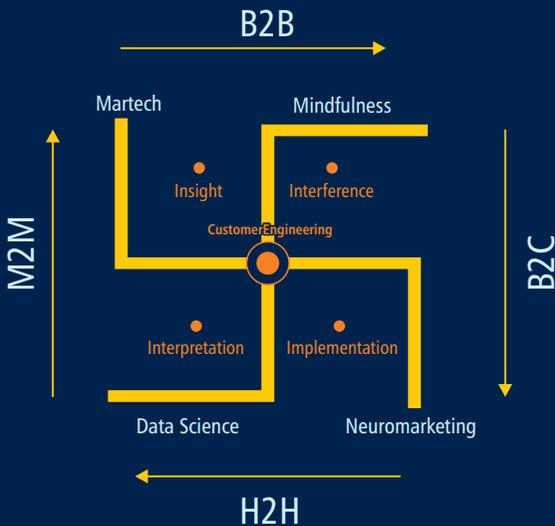
To engineer your customer's experience, you need to understand the mechanics of experience. In that essence, you need to know what drives experience, what experience is, and what it means to experience something.

Similarly, what drives the desire of your customer?
Can you engineer desire?
Is the mechanics of desire unique or universal?

By virtue of your marketing, sales, and every other customer touchpoint – you are either moving them away from you or towards you.

The CustomerEngineering module from AskKrishna Centre for Mindfulness offers an approach that combines neuromarketing, data science, mindfulness and artificial intelligence to engineer the experiences of your customer from moment to moment and rooted in reality and realtime.

The Mindfulness - in - Martech (M-in-M) approach



The intelligence and the framework is available for both B2B & B2C context. Please indicate you target audience for better understanding.

This is a game changer. Don't take us for our word, experience it. It is not in the becoming but in the being.

Don't discover, unmanifest.

* In CustomerEngineering, delivery will be done with two real time case studies and a broader framework will be looked at for specific challenges you & your organization face at the moment.

Ideators & Facilitators

Krishna is a mindfulness and leadership coach. He holds a Bachelors in Physics and Masters in Psychology, Yoga, Computer Applications, Business Administration and Educational Administration. He has over two decades of experience and has designed and delivered talk shows, training programs and L&D content for corporate and institutions based on mindfulness. He blends ideas from Psychology, Mythology, Management, and Leadership to deliver content using cognitive training approaches, anecdotal ideation, storytelling, and insight building questions.



Yaagneshwaran Ganesh is among the top 100 global martech influencers, an author, columnist, and specializes in mindfulness in marketing and branding, customer engineering, marketing technologies and more. He is the Director of Marketing at Fiind Inc. and holds a certificate in Strategy Management from IIM Kozhikode.



AskKrishna Centre For Mindfulness (P) Ltd.,