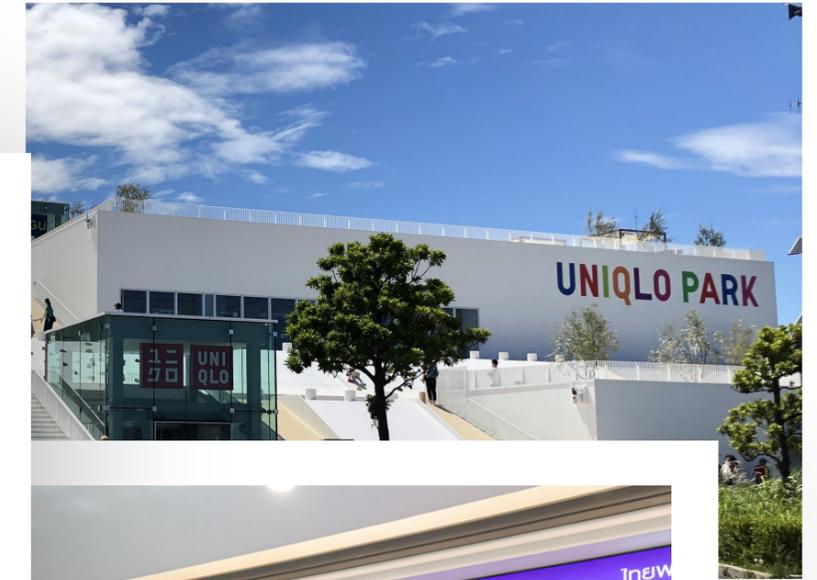




Experience Mavericks 2023



A look at the top 5 visionary
APAC companies in
customer experience

Who is an Experience Maverick



A company who has exceeded expectations of providing what is considered as traditionally good customer experience (CX) and redefined the art of curating such experiences. While we are all familiar with the building blocks of good customer journeys – efficient customer service, a digitalised interface, personalised interactions, an experience maverick breaks these boundaries and wows customers with above and beyond experiences.

We define an experience maverick as a company that is:



Doing the unexpected

Companies that reinvent the norm achieve this by by creating unique and unforgettable ideas, cultures, environments (all in all, experiences) – setting them apart from the rest of the competition



Taking risks to accomplish the outcome

Companies that are taking calculated risks create their own business paths – utilising their creativity, expertise and insights for everlasting impressions on their customers

Research Methodology

The team conducted a comprehensive analysis across 13 countries in APAC to identify the top 5 experience mavericks. Specifically, twimbit:



Reviewed existing CX studies, company profiles and annual reports (if applicable) to identify exemplary performers in CX



Engaged with several industry experts to validate insights and perspectives



The Top 5

Experience Mavericks in APAC

(In alphabetical order)



Bacha Coffee Food & Beverage | Singapore

Transformed coffee consumption into a luxury experience, complete with exquisite interior and world-class service

Bajaj Allianz General Insurance Insurance | India

Created Care Angels, an industry-first initiative to elevate the hospitalisation journey

Gentle Monster Retail | South Korea

Reinvented the retail experience by transforming its stores into futuristic art museums

Siam Commercial Bank (SCB) Banking | Thailand

Radically transformed each customer journey with unique industry-specific apps

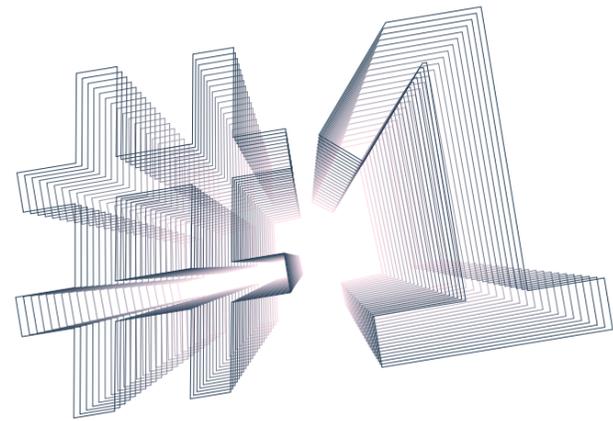
Uniqlo Retail | Japan

Designed purposeful stores, attracting customers to spend quality time with families and local communities



Experience Mavericks 2023

twimbit



Sip in style with Bacha Coffee

The epitome of beverage luxury



When Customers

think about the coffee culture, 2 perspectives come to mind – the first is the on-the-go coffee offered by massive coffee chains like Starbucks. Normalised by busy city life, chains like these sell coffee to patrons rushing to places with the focus placed on speed and convenience. The other is the slow, café experience where customers get to sit down in a comfortable environment and sip coffee over brunch.

Founded in

1910 Marrakech

Bacha Coffee transcends both of these cultures. It marries its Arabican-coffee expertise with its rich history and offers unmatched luxury coffee experiences in one of the most expensive locations – positioning itself alongside luxury brands like Louis Vuitton, Dior, Chanel and the like.



What makes

Bacha Coffee a Maverick?

The coffee brand created a blue ocean strategy to sell the experience of buying and consuming coffee. Its experience centre is created to flood the senses with exquisite interior, the aromatics of premium quality coffee and world-class service.

Located in Changi Airport, Singapore, Bacha Coffee's largest retail space is not competing with the other coffee joints or bakeries. In fact, it is competing with the perfume, cosmetics and liquor category – becoming the must-stop location in the airport.

The boutique:



Is illuminated by glass arches, revealing a dreamy library of coffee canisters that are 11-metres tall spread across the 7000 sq ft space



Presents a breathtaking hand-painted stained glass ceiling, filling the space with colours



Offers over 200 varieties of premium coffee from around the world for travellers (e.g. Sidamo Mountain Coffee, Seville Orange Coffee, Mount Kenya Coffee, 1910 Coffee, Singapore Morning Coffee etc.)

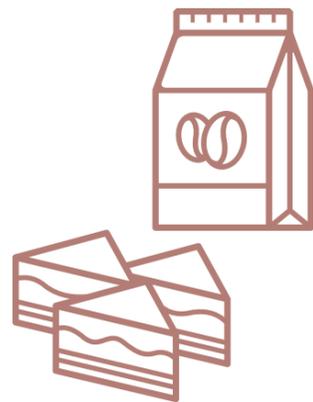


Offers a range of signature croissants, kouglof and pound cakes served in a tray with vanilla bean Chantilly cream



Bacha Coffee's flagship store – The Arch

Other notable features



Offers a coffee recommender feature that identifies coffee variation to better pinpoint the customer's preferences

- Such as the time of day, type of coffee (single origin, fine blended, fine flavoured), flavour (biscuit, chocolate, citrus, floral, fruity), origin and strength



Collaborations with other brands to create one-of-a-kind experiences like Bulgari

Outcomes



Distinct market identity as a world-leading luxury coffee brand within 24 months

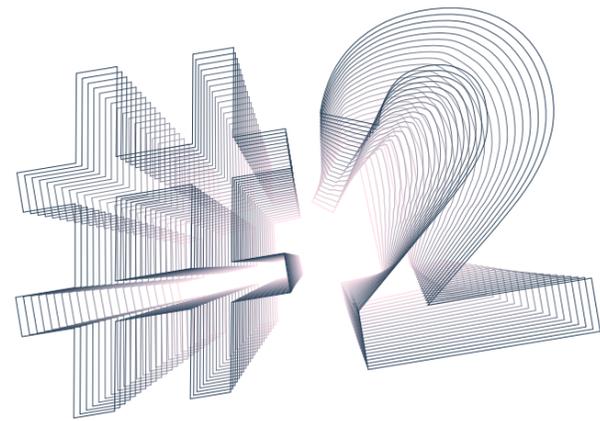


Fastest growing retail store in Changi Airport



Multiple award winner across categories for coffee and luxury





Insuring with Heart

Bajaj Allianz revolutionises
the insurance industry with a
people-first practice

LIFE GOALS. DONE.



Life goals mein Health
rukawat na banein
SAMJHO HO GAYA.

Bajaj Allianz Life Health Care Goal

- Covers 36 Critical Illness Including Heart & Cancer
- Return of Premium (ROP) at maturity[^]
- Family cover includes spouse and dependent children[^]



Empathy for the consumer

For consumers in India, the process of purchasing insurance and making claims can be complicated and tedious. The complex customer journeys, extensive documentations and the lack of transparency is often frustrating but sadly accepted by customers.

Bajaj Allianz breaks the status quo of insurance experience by not only acknowledging customer frustrations but also by providing innovative customer-centric approaches in insurance. It firmly believes in going above and beyond, creating ecosystems of support for every customer. Bajaj Allianz is awarded with one of the highest NPS scores in the insurance industry worldwide.



What makes Bajaj Allianz a Maverick?

By constantly listening to customers, the company created one of the world's most unique initiative in insurance. It identified that the tedious administrative work is one of the most stressful parts of the hospitalisation process in India.

As such, the insurer created a program where it deploys Care Angels to provide personalised support to patients, helping them navigate these aggravating tasks, so they can fully focus on getting better.

Outstanding feature – Care Angels program

On top of feeling unwell, patients need to worry about figuring out paperwork, financial support, medical expenses and claims. The Care Angels program by Bajaj Allianz is created to relieve patients from administrative stressors and celebrate their journey to recovery.

These are the key aspects of the program:



Angels get trained in a holistic and stringent 21-day program to cultivate a deep sense of compassion and empathy



Angels support patients and hospital staffs through all hurdles that is typically encountered in the hospitalisation journey



The Angels to patient ratio is kept small (1 to 4) to ensure that all patients' needs are being methodically and empathetically met



Angels are empowered to celebrate patients and make them feel valued in the often -challenging recovery journey

Patients are often surprised by how easy and warm the usual stressful hospital experience becomes with Care Angels, while the hospital finds them extremely helpful as they free their administrators from having to manage these tedious tasks.

Other notable features



Bajaj Allianz's Farmitra app for farmers

Digitalises the claims experience and provides transparency to customers. Utilises AI & ML to process claims, bypassing traditional methods of having an insurance agent facilitate the process, providing quotes in a more efficient manner.

Creating people-first application-based ecosystems in farming and wellness:

- Farmitra – Provides AI, ML and expert-supported crop advisory to enhance the farming experience. Tracks real-time crop health based on satellite imagery, soil moisture sensors, pest infestations and more to provide personalised farming solutions. Forms a support system of agricultural practitioners.
- Digi-swasth – Comprehensive digital health and wellness platform supported by AI and ML. Tracks personal health vitals and stores it in a Health Vault where medical practitioners can monitor in real-time. Offers personalised wellness plans based on user health data and guidance from health coaches and nutritionists.

bajajallianzlife.com

Outcomes



General Insurance Company of the Year at India Insurance Summit & Awards 2022



157% enhanced productivity in policy assurance for farmers



Customer Service Provider of the Year 2020 – 2021



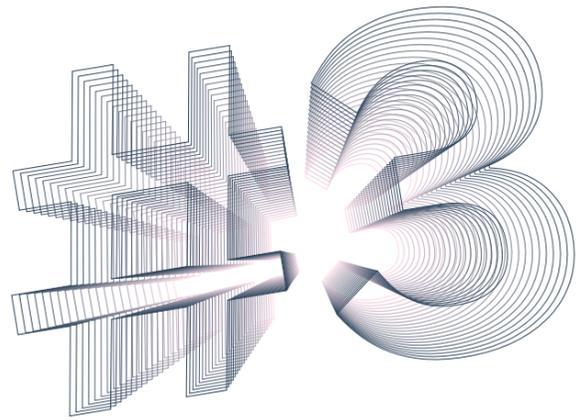
95% of policies digitally delivered



Employee Driven CX of the Year 2023



Top 50 most trusted BFSI brands in India



Art meets Fashion

Gentle Monster
breaks boundaries with
experiential retail



Popularly Known for its unique designs in eyewear and art exhibition-like stores, Gentle Monster was founded in 2011 by Hankook Kim and a small team of designers. Kim was driven by his passion in design and technology, leading to the creation of functional and avant-garde eyewear. Being in a niche market, Gentle Monster finally made its big breakthrough in the fashion industry when its first flagship store opened in Seoul.

The retail space resembled a **futuristic and multi-sensory art**

installation rather than a regular retail store. It exceeded customers' expectations on what an eye-glass store could look like, quickly garnering interests and popularity. To further grow its customer base, the brand pulled out all the stops by collaborating with renowned artists and designers like Alexander Wang and Jennie from Blackpink, easily pulling in their massive fanbase. These factors further solidify its position as a luxury fashion gallery of eyewear loved by both the public and celebrities alike.



What makes

Gentle Monster a Maverick?

Gentle Monster deepens its connections with its customers by creating immersive and memorable retail experiences, such as its unique eyewear designs and mesmerising, futuristic art installations to capture the customer's senses and attention.



Outstanding feature – Multi-sensory art exhibitions

Gentle Monster has stores in over 30 countries with each space coordinated to display distinct and free art installations every 21 days, creating a fresh retail experience for its visitors.

The in-store art installations and its' Haus Concepts (combination of sister brands in multi-floor, futuristic displays) revolutionise retail shopping by resembling art exhibitions. Gentle Monster:



Plays with your senses of sight, hearing and smell to transport you to another reality jam-packed with fresh and new experiences – creating a unique and memorable shopping experience



Encourages you to share your experiences of the exhibition on social media by providing instagrammable moments everywhere – improving its public brand image



Pays respects to the local culture by incorporating elements of art, architecture, and technology into their installations, creating a sense of belonging

Other notable features



Gentle Monster's collaboration with **Maison Margiela**, a popular Parisian couture brand

Gentle Monster's Jentle Garden collaboration with **Jennie from Blackpink**



Personal styling services and in-store customisation help fickle-minded customers, alleviate their stress from needing to choose the right frames or designs to suit their faces.



Limited-edition collections from artistic collaborations merge art and fashion while reinforcing the brand's position as a reputable and creative fashion outlet.



Outcomes



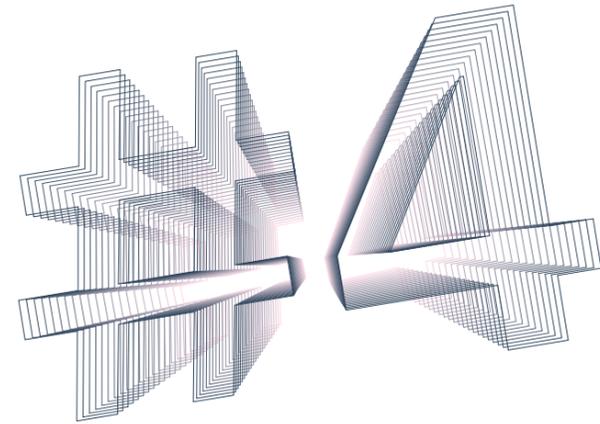
Investment from L Catterton, one of the world's largest consumer-focused private equity firms in 2019



USD\$160 million increase in sales within the past 4 years



Recognised as 2021's Fast Company's "Most Innovative Companies"



SCB builds community-centric financial solutions

for the overlooked Thai population



Siam Commercial Bank (SCB)

is a 110-year-old bank from Thailand that is in the midst of reinvention to enhance its competitiveness in today's digital era.

As SCB transforms, **the bank shows that it keeps its communities at the heart**

of everything they do. Pushing the boundaries of technology, SCB crafts services and builds cutting-edge digital platforms for underserved communities, mentors local and Southeast Asian startups with big potential. It also invests in disruptive innovations globally – going above and beyond for the Thai people.



What makes SCB a Maverick?

SCB leverages its digital capabilities as a mechanism to reimagine banking by focusing on solving the customers' biggest challenges.

It has developed unique journey-specific apps to radically transform customer outcomes. From its industry-leading Robinhood superapp for food delivery to financing the underserved Thai community, SCB always puts the customer first.

Outstanding feature – Robinhood

Robinhood is a lifestyle non-profit superapp built specifically to give back to society.



Encouraging sellers who were initially gatekept by high platform fees to enter the crucial e-commerce space and offer more at better qualities

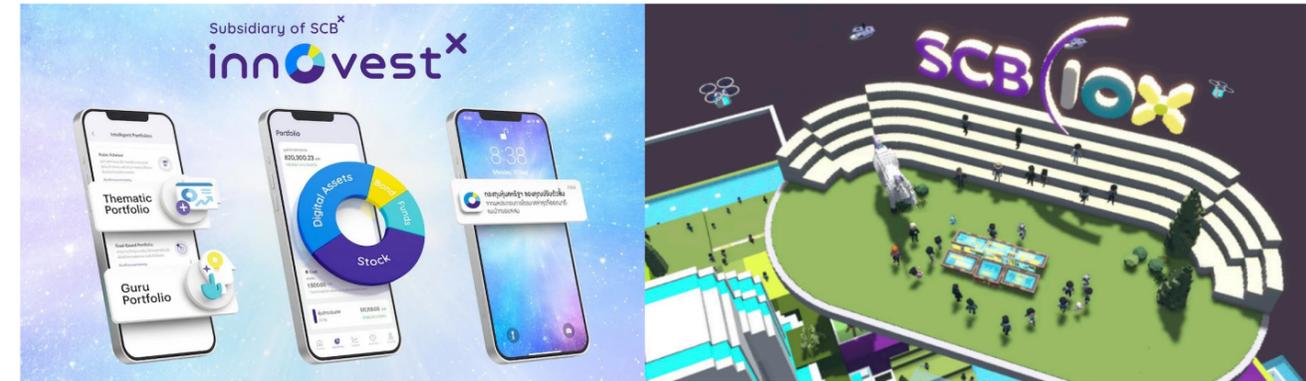


Creating jobs and wage gains for delivery personnels



Robinhood's app and delivery personnel

Other notable features

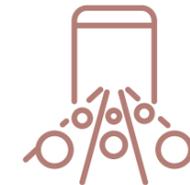


Innovest app and SCB10X's Metaverse Headquarters



Rearchitecting traditional customer journeys with digital platforms

- AutoX – Digital car purchasing platform that skips the hassle of researching for different lenders and eliminates the physical loan process
- InnovestX – Investment superapp that houses all investment assets, including digital assets, on a single platform, supported by artificial intelligence
- SCB Abacus – Microloan platform created specifically for the underserved Thai population such as the small merchants requiring capital, the self-employed in need of emergency funds, and the first-time workers with limited financial history



Set up headquarters in the metaverse, offering 3 interactive and beautiful spaces for SCB's businesses and its communities



Owns a capital venture arm that invests in early-stage businesses that are situated in promising technology areas across Southeast Asia, Thailand, China and Israel

Outcomes



3.1M+ users on Robinhood; 92K SCB customers acquired



250K merchants onboarded on Robinhood



26% fee income to revenue contribution



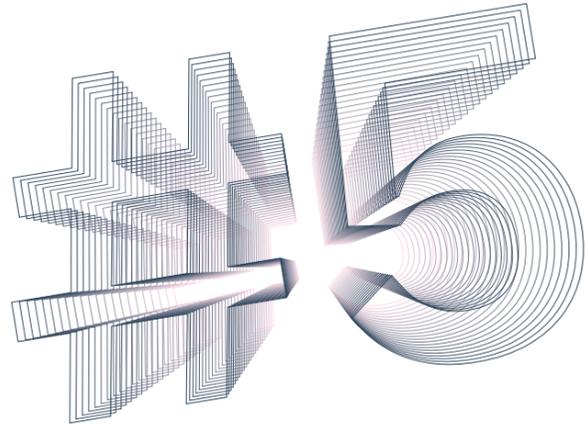
~50% more transactions with SCB by Robinhood users



1st Global banking entity to have a headquarter in the Metaverse



SCB10X is the 2nd top VC globally for Fintech Investments in 2021



Uniqlo establishing fashion as a way of life



Uniqlo's humble beginnings

trace back to a small city in Yamaguchi, where founder Tadashi Yanai took over his father's men's clothing store in 1984 and began producing the brand's own private label clothing. Driven by the vision to be **“the first truly global clothing brand from Asia”**, Yanai propelled the brand forward, ultimately expanding it into a global powerhouse with over 2,000 stores in 25 countries.

Uniqlo's unparalleled success

is rooted in its unwavering commitment to innovation, continuously putting the needs of its customers first. Unlike other fashion brands, Uniqlo's focus on crafting long-lasting, timeless clothing that seamlessly adapts to modern lifestyles has set it apart. Embodying its "Lifewear" philosophy, Uniqlo not only prioritises style but also strives to coexist with local economies, ultimately contributing to the prosperity of communities around its stores.



What makes

Uniqlo a Maverick?

It embeds fashion into customers' lives by designing stores with a purpose - a place where customers not only visit to shop, but also to spend quality time with their families and interact with local communities.



Outstanding feature – Destination stores deeply rooted into communities

Uniqlo enables different forms of experiences in its brick-and-mortar stores, all tailored to the communities around them:



Uniqlo's flagship store in the Ginza shopping district – a lifestyle hub and museum where tourists and fans alike can delve into the brand's rich history and cutting-edge technology. Customers can also take home unique memorabilia, including customised clothing and exclusive items in collaboration with beloved stores in the Ginza community.



Yokohama store – a family-focused space, blending play and retail seamlessly. It boasts an enormous outdoor space complete with 3-story slides, jungle gyms, bouldering and climbing facilities, perfect for active children and families.



Harajuku futuristic store - Being at the epicentre of pop culture, this space specifically caters to young shoppers. It features 240 touchscreen displays on the wall, offering outfit recommendations and inspiring shoppers to explore new styles and easily locate their preferred outfits in-store.

Other notable features



Uniqlo's display regarding its sustainability efforts

Uniqlo's upcycle initiative with Sashiko embroidery technique



Encourages sustainability and helps extend the life of clothes by:

- Setting up RE.UNIQLO studios – Upcycle clothes with the traditional Japanese embroidery technique Sashiko, remaking clothes with polka dots and floral motifs
- Producing fleece jackets completely out of PET bottles – Dissolves used bottles into fine yarn for weaving fabric to produce fleece jackets (19 used PET bottles are utilised to produce one jacket)



Strong emphasis on customer feedback to aid innovation

- 35 million product and store-related comments collected in 2022; feedback is shared weekly with teams to further improvise and perfect clothing items
- The HeatTech collection has been refined over the years based on customer feedback, resulting in a softer fabric, expanded color range, and improved warmth and dryness functionalities



Unique SPA business model enables the brand to own and control the entire business process, from design and production to distribution and retail.

- The brand manufactures its own private label apparel in partnership with selected factories. It sends a team of Japanese textile industry experts to factories in China, providing invaluable technical guidance and ensuring the quality of its products.
- With complete control over the design and production process, Uniqlo is able to respond quickly to changes in consumer demand and quickly adjust product lines based on market trends and consumer preferences.



Outcomes



USD\$14.7 billion sales for FY2022



2,394 stores globally



2.4 million followers on Instagram



1.3 billion clothing items sold every year



140 million app users



USD\$6,300 sales per square meter of retail floor space

twimbit
be more

We help build and grow Purpose-Driven businesses.

How can we help?

reachus@twimbit.com