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# **Personalizing Experiences in an Increasingly Connected World**

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# EPIC MIX GUIDE

CREATE YOUR PERFECT DAY ON THE MOUNTAIN

**epic**  
SEASON PASS

ROBIN RYERSON  
107303245

epicpass.com  
NOT TRANSFERABLE // This is yours and yours alone.



LOOKING FOR INTERMEDIATE  
(green/blue, may be groomed/moderate)

SKIING FOR A HALF DAY

CREATE IT.

- Born Free Express (#1) exit right &
- Cuba Weg (Groomed)
- Ascent Express (#2) exit left for

Save Guide

SAVE IT.

Track It

TRACK IT.

**BoyneRewards**<sup>SM</sup>

**Earn Points with Purchase.**



Interactions beyond the slopes

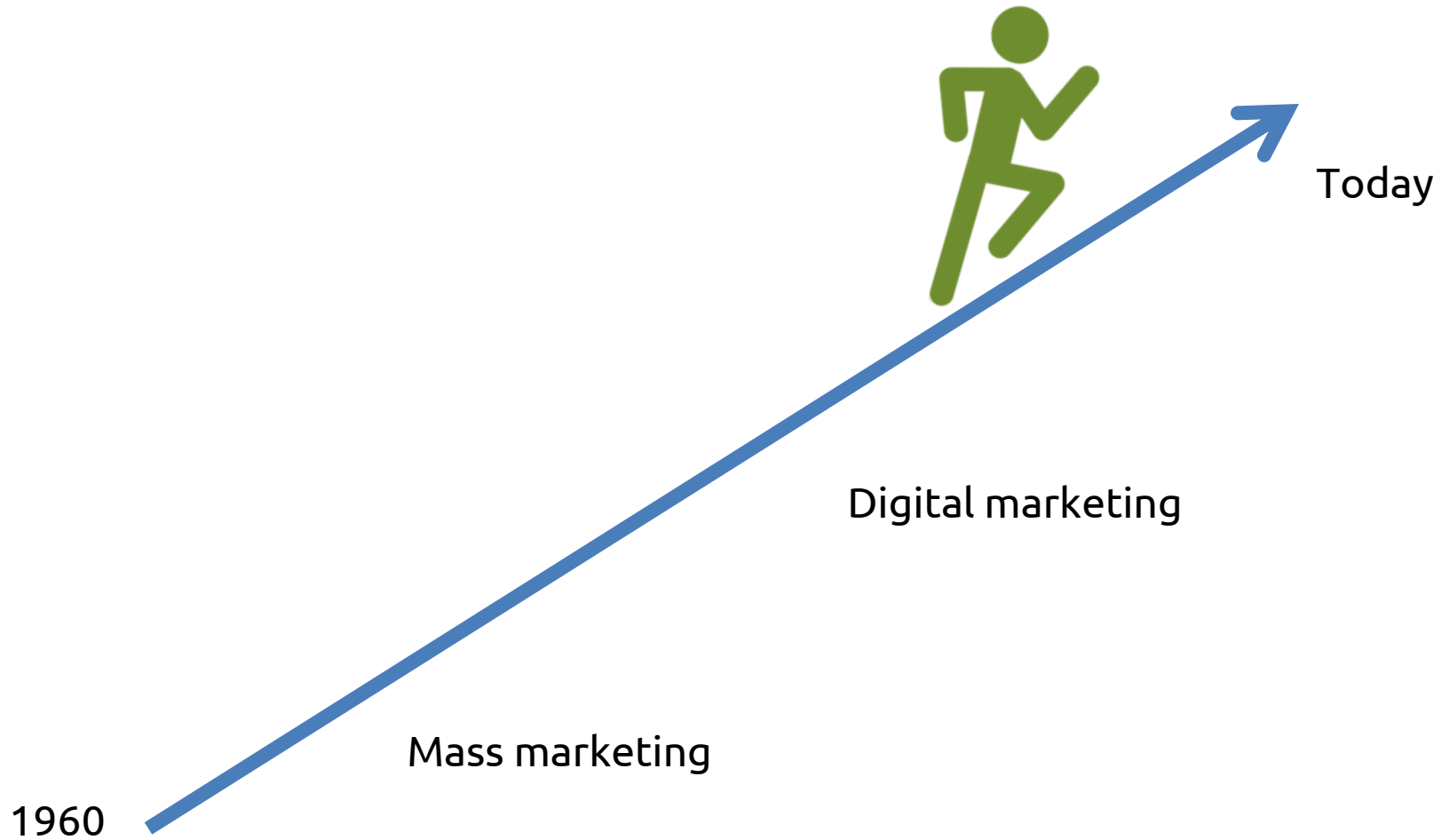


Enjoy Yourself at our Resorts  
Earn Points Towards Rewards



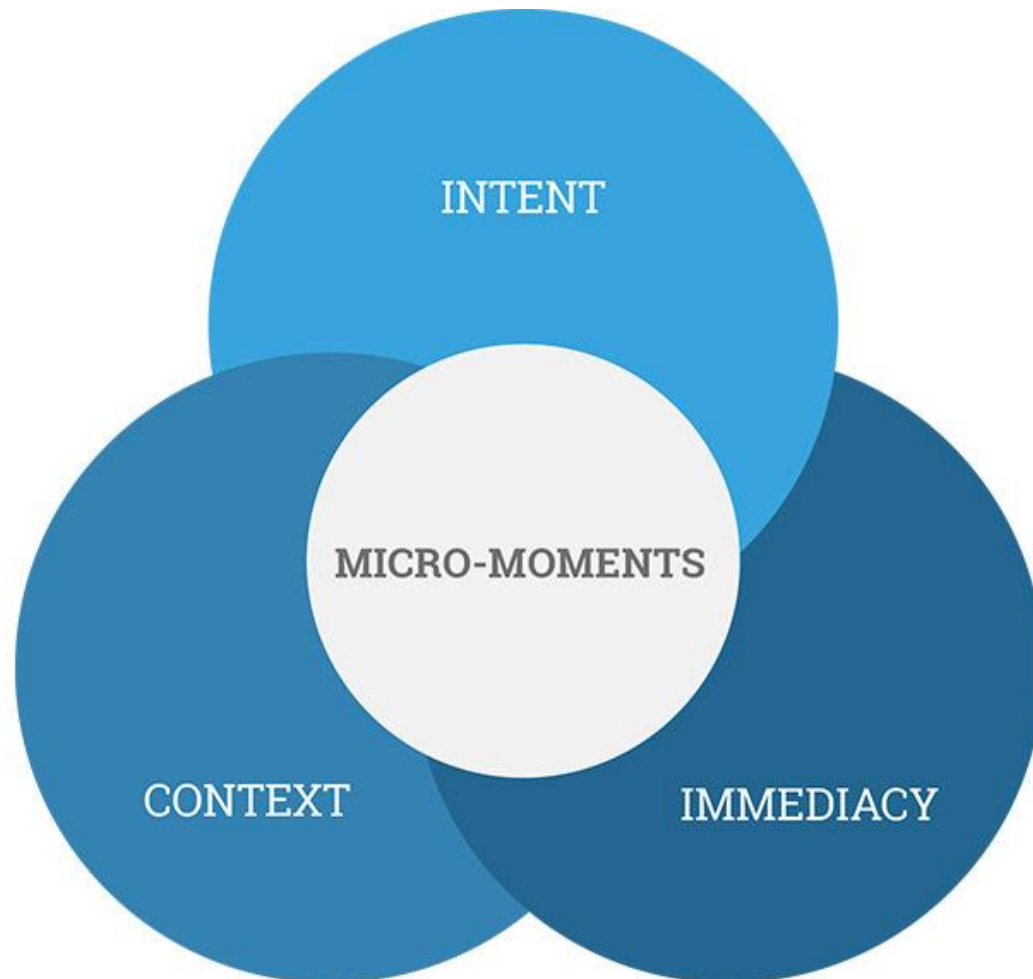
# However, customer expectations are also on the rise

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Customers want  
what they want,  
where and when  
they want it.

# Move past digital to deliver moments





# How do we evolve?



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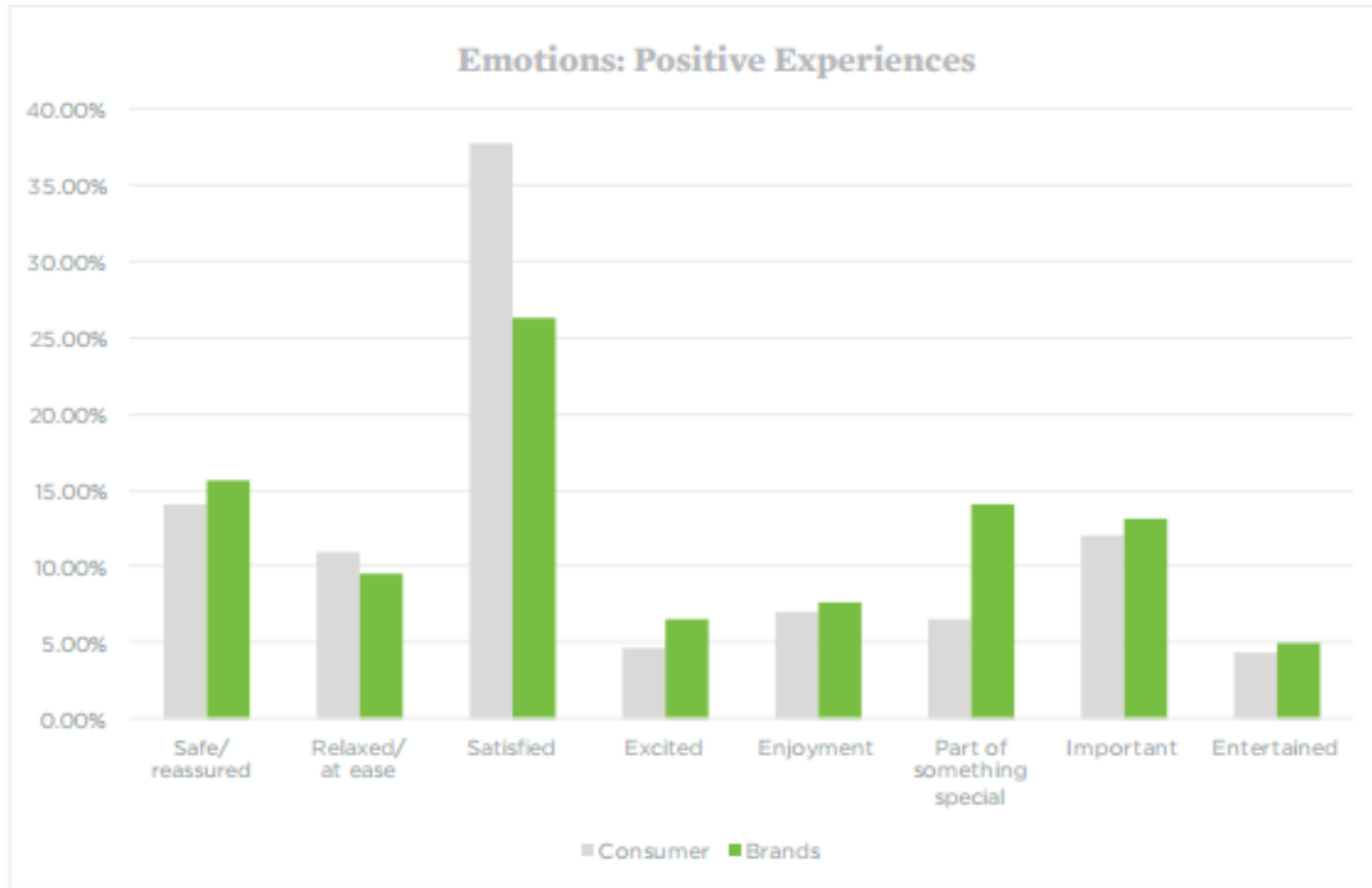


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Creating moments –  
understand their emotional  
intent



# Emotionally Positive Experiences



Source: InMoment 2017 CX Trends Report

# Creating Empathy for the Customer

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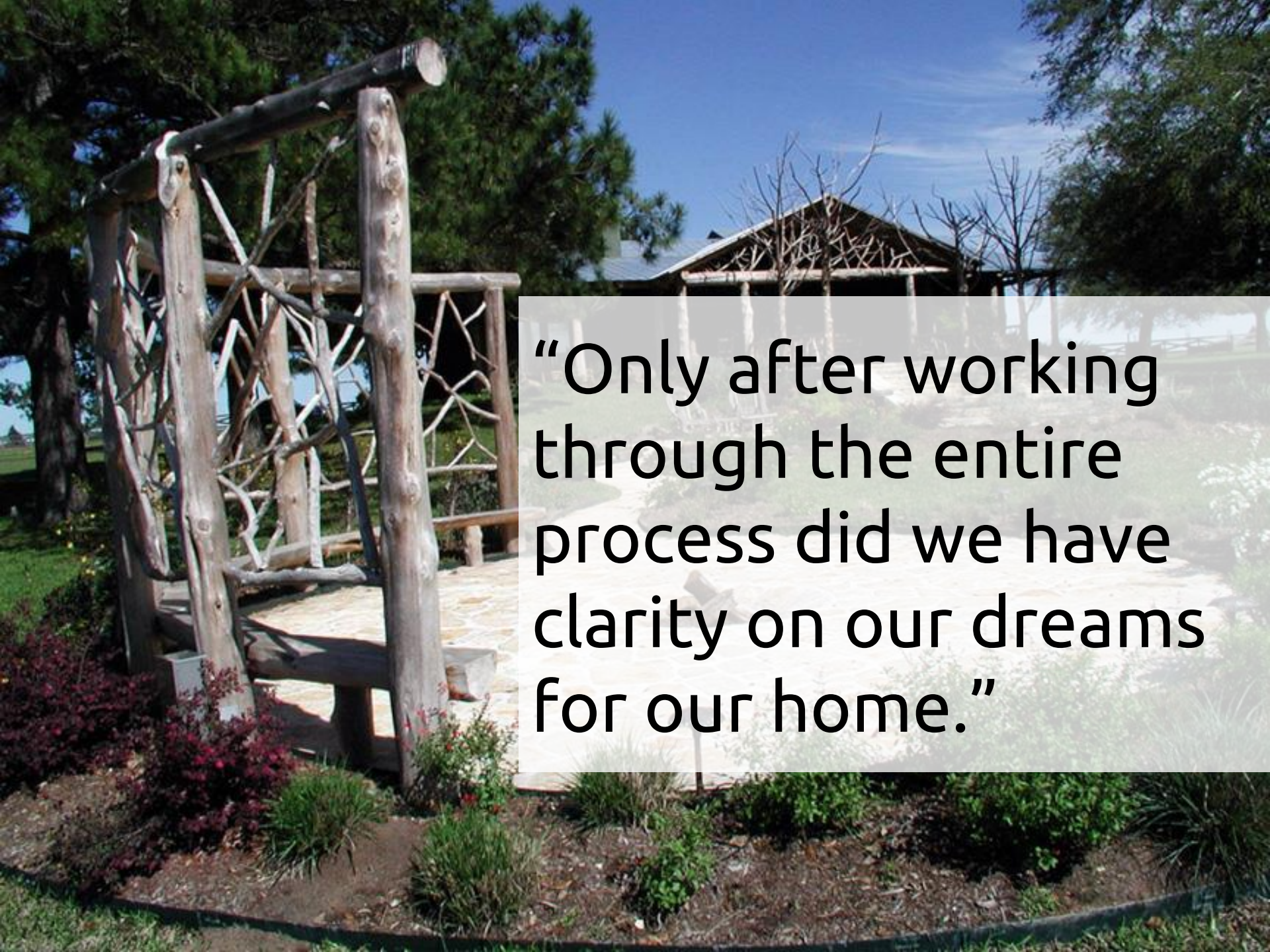
When thinking about moments that matter, build empathy for the customer by asking:

- What delights them?
- What worries them?
- What are they thinking, hearing, doing in that moment?



Creating moments – designing contextual moments that drive emotions



A rustic wooden deck with a railing made of driftwood, set in a garden with a barn in the background. The deck is built with thick, natural logs and branches. The railing is made of white driftwood, creating a lattice-like pattern. The deck is surrounded by greenery, including bushes and trees. In the background, a barn with a wooden frame is visible under a clear blue sky.

“Only after working through the entire process did we have clarity on our dreams for our home.”



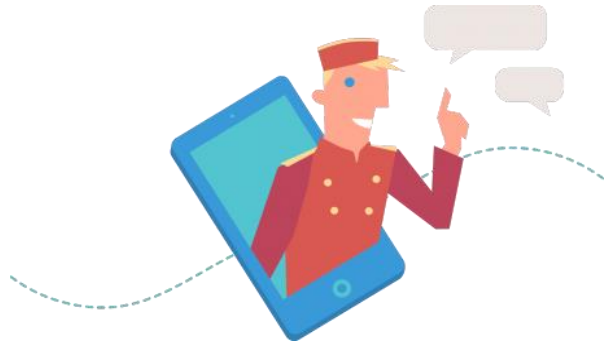


Creating moments - relate to  
your customer's context

# Mobile Paves Way for Personalization

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- Accommodate requests immediately.
- Optimize guest experiences.
- Engage with guests in more personal and meaningful ways.
- Gain an advantage over competitors.



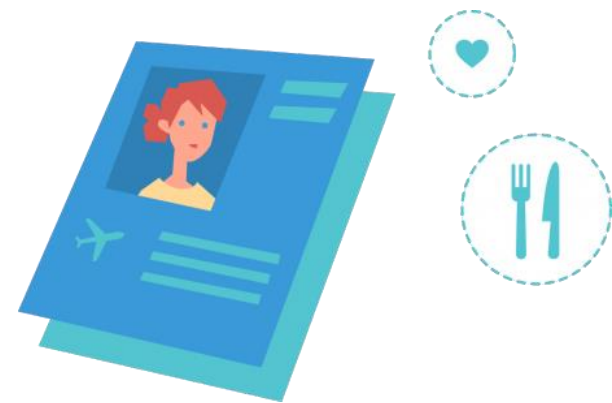
**Facilitated interaction**



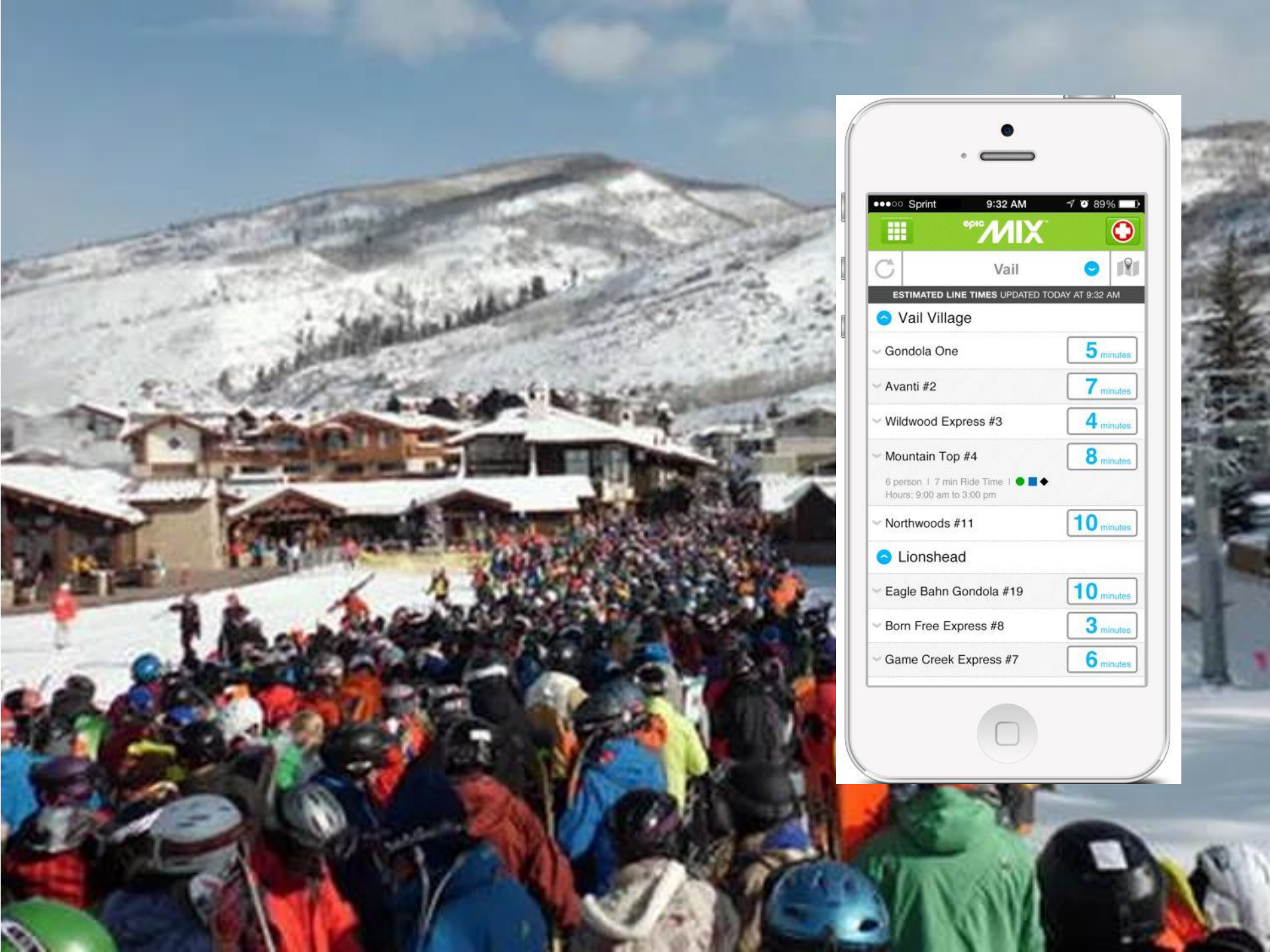
**Fluid guest journey**



**Personalized information**



**Increased guest knowledge**



Sprint 9:32 AM 89%

epic MIX

Vail

ESTIMATED LINE TIMES UPDATED TODAY AT 9:32 AM

Vail Village

- Gondola One 5 minutes
- Avanti #2 7 minutes
- Wildwood Express #3 4 minutes
- Mountain Top #4 8 minutes

6 person | 7 min Ride Time | ● ● ◆  
Hours: 9:00 am to 3:00 pm

Northwoods #11 10 minutes

Lionshead

- Eagle Bahn Gondola #19 10 minutes
- Born Free Express #8 3 minutes
- Game Creek Express #7 6 minutes

**Identify the emotional intent of your customers and the experience they want to create.**

**Create contextual moments with customers that drive those emotions.**

**Relate to your customer's context.**

# Any Questions?

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