Chapter 10

Brand Experience in the Internet of Things:
Development of an Experience Interface (ExI)

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ABSTRACT

The internet of things, as well as data from connected devices and other digital technologies, can facilitate seamless customer service, rapid problem-solving, and the more efficient deployment of skilled resources – they can offer unique and emotional brand experiences. This chapter discusses what experiences are, how the promise of experience is made, how to develop an experience interface (ExI), and why it will be in the future critical to the success of brand experiences in the internet of things.

INTRODUCTION

In the 21st century, the Internet has created the greatest treasure in human history. About 50 billion devices connected to the Internet, there is an unlimited amount of information that grows by 2.5 quintillion bytes of data per day, and every person on Earth creates 1.7 MB of data every second (Domo (2017, 2018, 2019). So the Internet of Things opens up new opportunities for brands to communicate and interact with their customers, go above and beyond traditional customer experience to anticipate needs and become truly embedded in the consumer's experience world. But there is still a massive gap between potentially available information and actual extracted information by analyzing the data. However, it can be done by understanding the consumer's experience world and using artificial intelligence, machine learning, sensors, and automation to communicate the brands experience promise. This chapter presents the need and development of an Experience Interface (ExI) in the Internet of Things that analyzes customer experiences and predicts customer behavior based on neural networks. Due to the high complexity of the

topic, the chapter gives a general overview of what experiences are, how evaluations and decisions are made, what role human motives play, and what influence they have on consumer behavior. Based on the knowledge gained, the Experience Interface (ExI) will be developed, its control options described and the ethical framework for the use of an ExI - which are summarized in the Digital Codex – will be elaborate.

Information Processing and its Evaluation and Decision-Making Processes

Science and practice agree that communication works best when they trigger strong and uniquely attractive experiences *(Esch (2008), Scheier/Held (2012), Herbst/Musiolik (2015)*.

When we act, we want to avoid bad things - "No, leave that!" – furthermore, experience good things: "Yes, do that!". When people are faced with a decision, consider the possible alternatives that will give them the strongest and best experience. This comparison happens in parallel and unconsciously *(Damasio 2004)*. O2, E-Plus, Telekom? Even more: People put the expected experience physically short ago to avoid the risk, wrong to decide: They scream themselves with happiness (Zalando) and imagine the sight of the Magnum display, biting into the bite of chocolate:

"Every time an action is planned or realized, nerve cell networks come into action in the brain, registering how their implementation into the act would feel physical." (Bauer (2005), p. 41).

The company that promises us the most substantial experience, we prefer. Therefore, people opt for those companies that trigger uniquely attractive experiences - BMW, Porsche, Volvo. Small and medium-sized companies are also loved by their customers, valued by journalists and courted by financiers.

Experiences can be differentiated into two categories of individual experiences. So there is an experience from an affective1 (it generates affects and emotions) and intellectual (it stimulates to think) sphere. Therefore, it becomes clear that experiences consist of two related individual experiences based on the reaction and interaction of the seven senses to an individual (seeing, hearing, touching, tasting, smelling, balancing and moving) *(Musiolik (2017), Musiolik/Karunanayaka/Cheok (2019))*.

Affective: Affective experiences should provide a rewarding body sensation associated with the brand. The goal of this module is to trigger a sense of well-being and approach behavior at every conceivable touchpoint of the consumer with the brand. Cap affective experiences, let themselves be strong emotions such as joy or pride. The key criterion is how positive somatic markers can be generated and how feelings can be triggered consistentlynd reliable in different situations in different people.

Cognitive: Cognitive experiences appeal to the intellect of a human being and stimulates the mind to deal with the brand intellectually. The approach can be used, for example, through provocation, surprise, or fascination and is often used in the technology sector.

The affective brand experience shapes the brand judgment even before higher-order cognitive processes, such as the processing of content-related information, are activated. Research shows that we make decisions mostly by following our emotions. Emotion is the human drive's fundamental force: we avoid bad feelings and search for good ones. We move through the (digital) world open to brands that offer positive feelings. The work of world-renowned neurologist Antonio Damasio proves that emotions are preconditions for rational decision-making: patients with neural damage to the emotional part of the brain were unable to make any decisions (*Damasio (2004)*).

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