



MAIA-**BE**

The new reference
for Customer Experience in Retail!



Human Great Again in Customer Experience !



70%

Luxury Customers consider that memorable experience is about **human**

Tech for Retail 2023



44%

Luxury Customers are **satisfied** by their experience with luxury brands

BCG X Altagamma July 2023

Pursuing **customer happiness** is the new paradigm to create memorable experiences!



Maia-BE P.E.A.K Model for transformative experiences & happy customers



ANCHORED IN BEHAVIORAL SCIENCES & POSITIVE PSYCHOLOGY

P

PRIDE

Feel unique & recognized

A

ALIGNEMENT

Connect around common
values, belong to a community

E

ELEVATION

Surprise, Creativity, Entertainment

K

KNOWLEDGE

Fuel curiosity & Stimulate intellect



The P.E.A.K Model has been created in 2021 by the co-founders of MAIA-BE expert in consumer behaviors



CAROLINE EGAL



KANTAR



ANNE-LAURE DE BROISSIA

SciencesPo



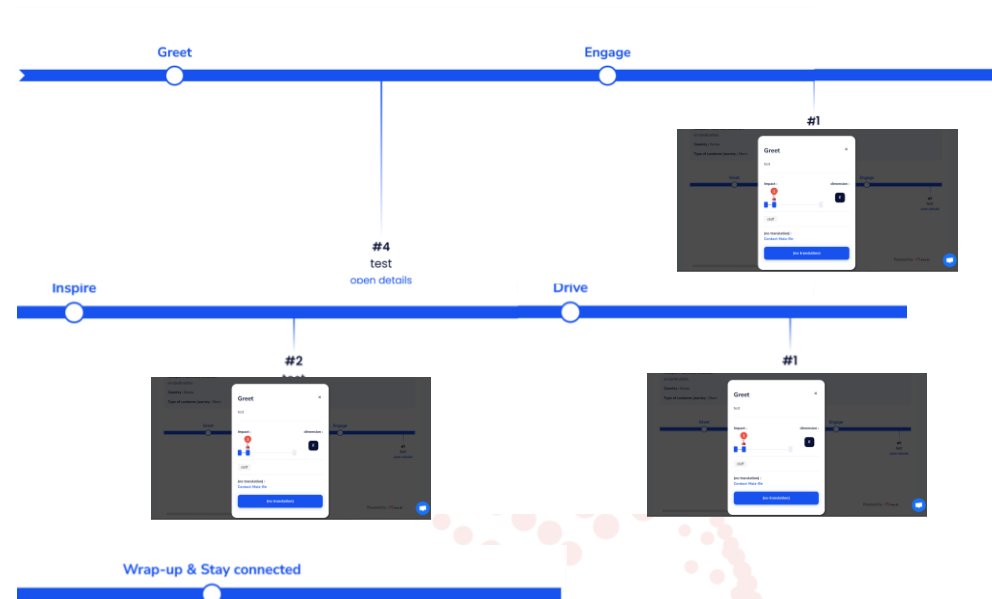
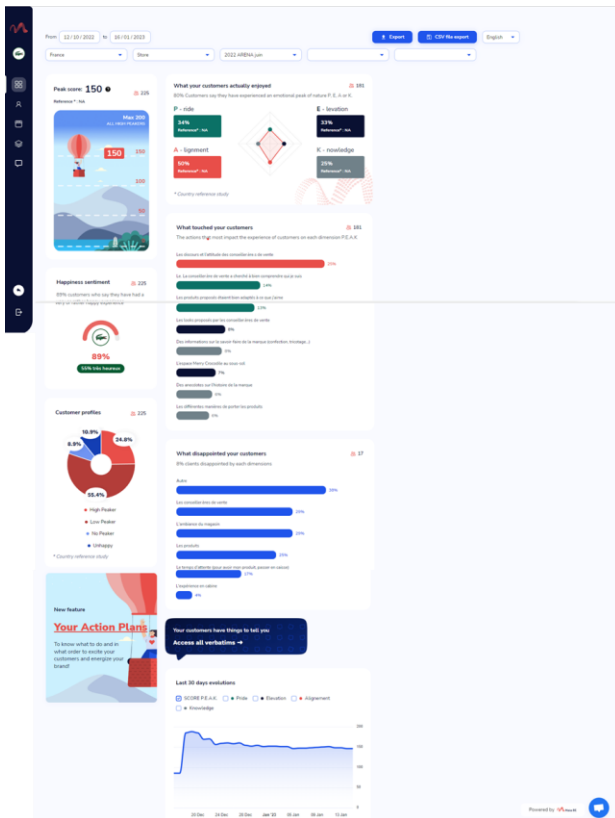


MAIA-BE platform supports Retail Directors in their decision-making process, relying on customer-centric data & user-centric roadmaps

PERFORMANCE & INSIGHTS

ROADMAP

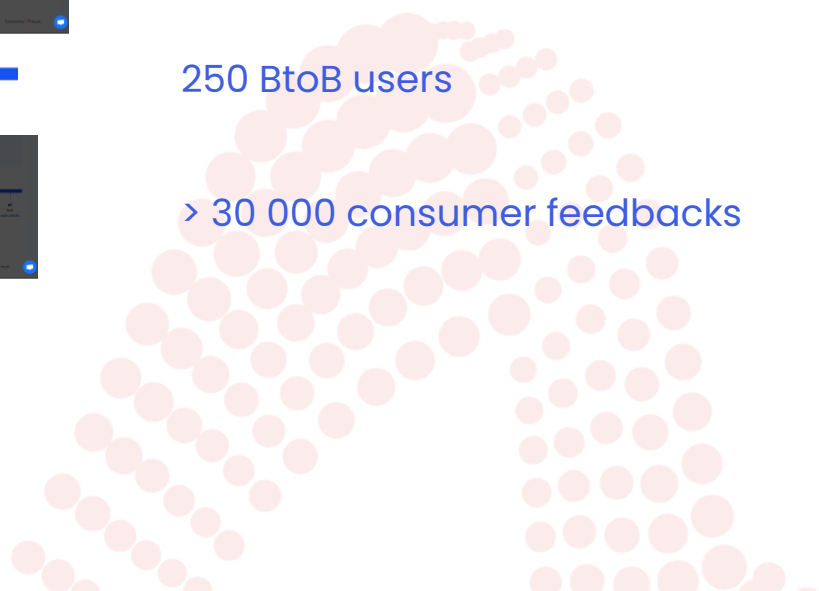
Nouvelle fonctionnalité



5 Countries / 3 Continents

250 BtoB users

> 30 000 consumer feedbacks



Expanded Use of the Model

CX EDUCATION

Spread a common client culture

CX INNOVATION

Design P.E.A.K experiences

CX MANAGEMENT

Activate P.E.A.K experiences



What our clients like about MAIA-BE



Creativity

Innovation

« A new perspective, very relevant to tackle our upcoming challenges.»
Isabelle D.
Client Strategy Director



CLARINS



Method

Excellence

« It's been very easy for the team to get familiar with the P.E.A.K Model. Some managers have already integrated those four dimensions into their team's objectives. »
Sandrine D.
Global Director of Insights

BALZAC
paris

LVMH

TUMI



Christofle
PARIS

nexity



A dynamic & growing MAIA-BE Client Community



Personal Branding

 Anne-Laure de Broissia Co-Founder @ Maia-BE / La solution qui facilite la prise de décision en Retail pour délivrer en contin...	 Caroline Egal Co-founder @Maia-BE - La data émotionnelle pour des expériences qui comptent vraiment ! / Incubé...
	



Customer Experience Events – in collaboration with brands



Maia-Buzz Newsletter



Customer Experience School
Conferences, meetings, networking breakfasts,

