

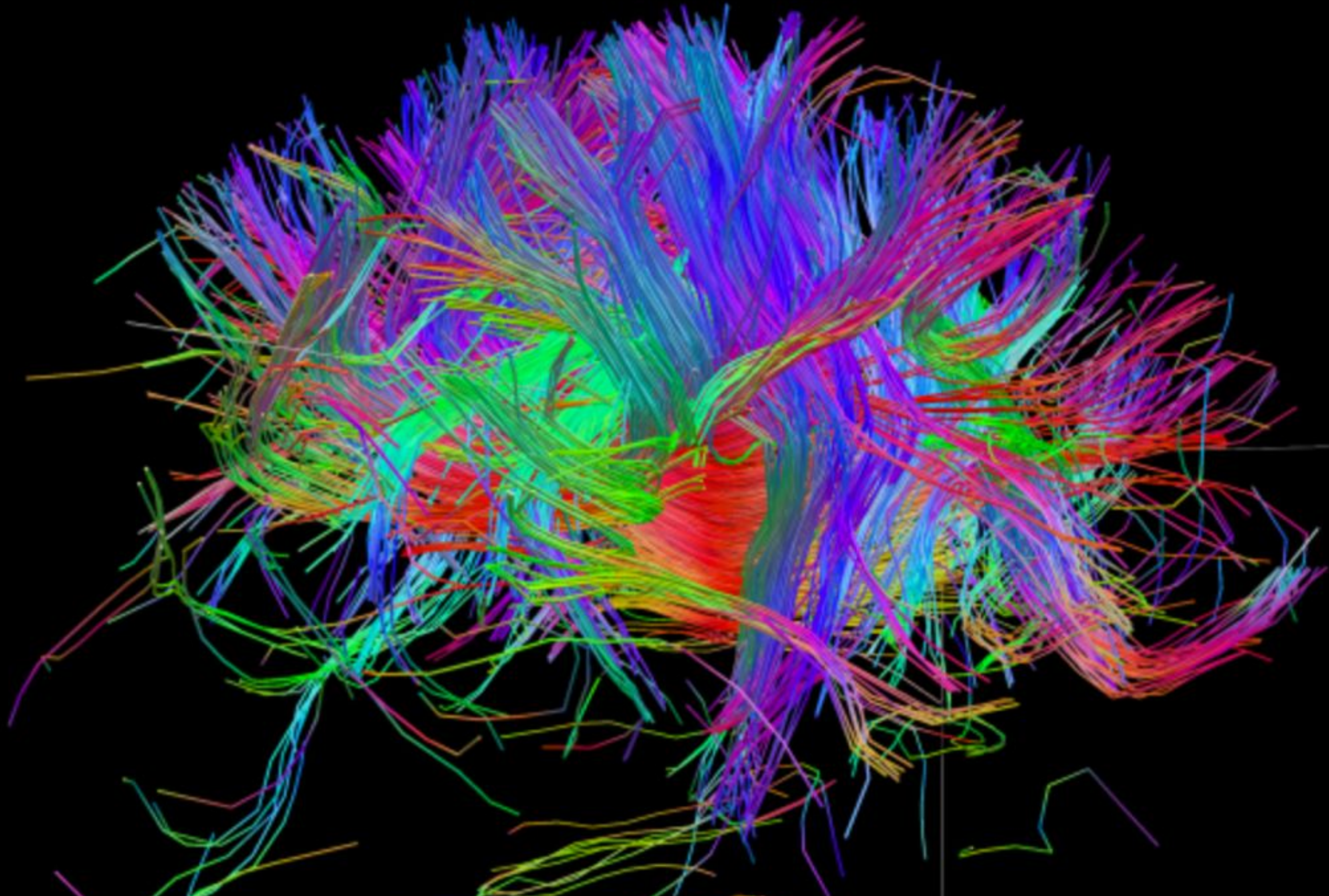


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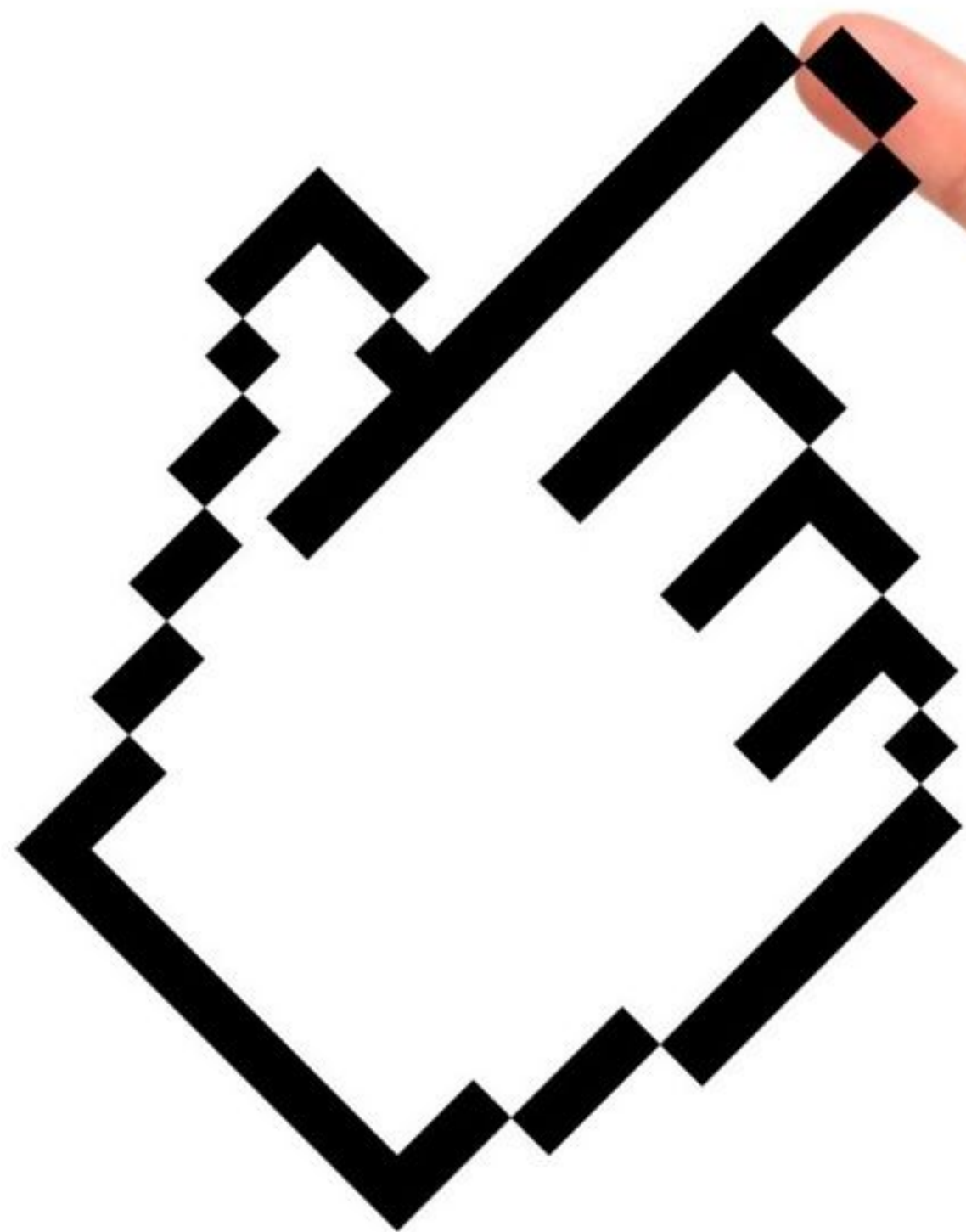








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ATTRACT



FIND YOU



VISITOR

CONVERT



EVALUATE YOU



LEAD

SELL



CHOOSE YOU



CUSTOMER

DELIGHT



LOVE YOU



ADVOCATE





16

17

24

25



50

55

9

3

25

0

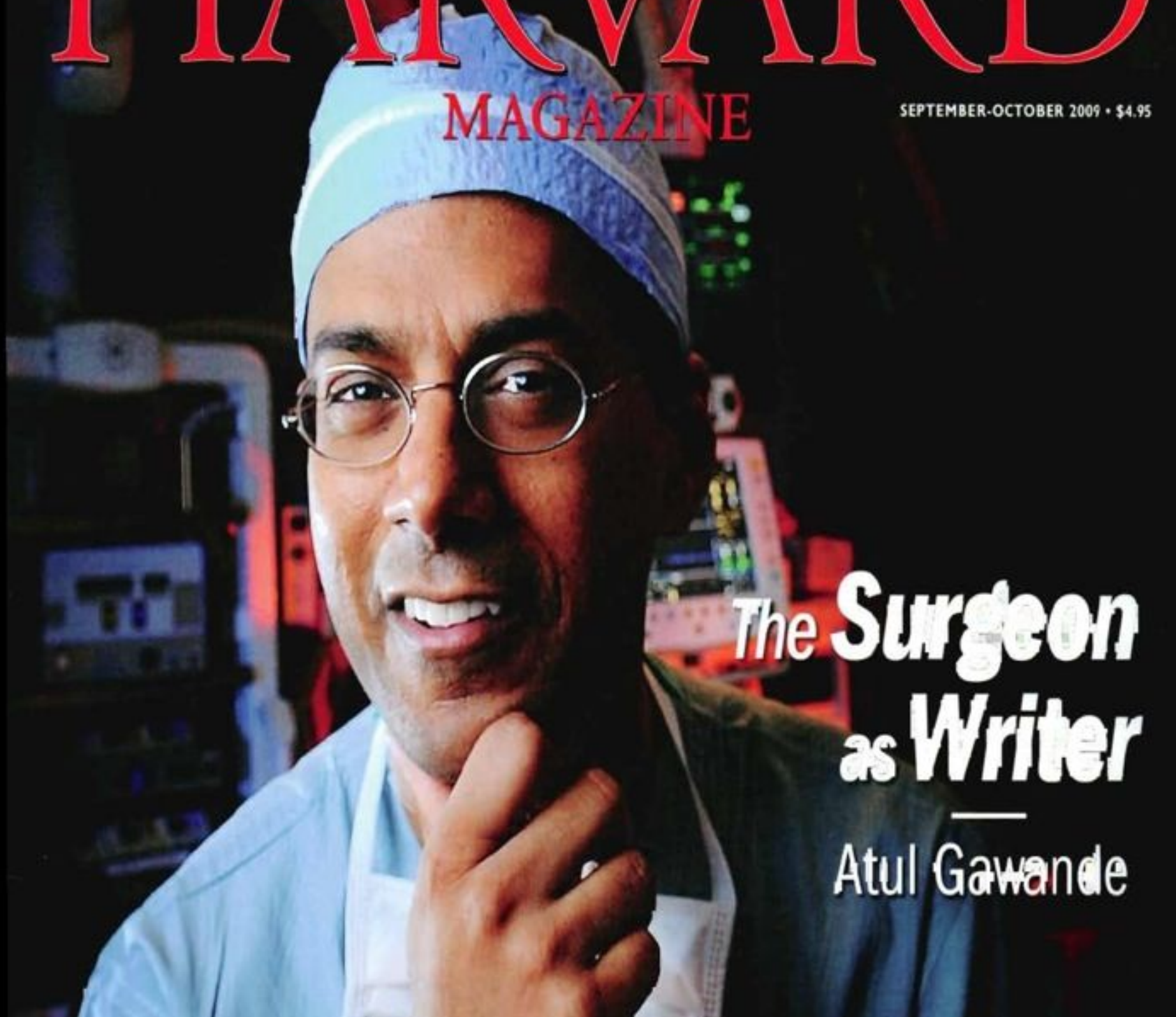
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Privacy Imperiled • Fixing Financial Regulation • *Opinion's* "Pundit"

HARVARD

MAGAZINE

SEPTEMBER-OCTOBER 2009 • \$4.95



The **Surgeon**
as Writer

—
Atul Gawande



B-747

NORMAL CHECK LIST

B-747

OCTOBER 15, 1980

AFTER TAKEOFF

Gear	Up & Off	E
Ignition	Off	E
Pitot Heat	Checked	E
Landing Lights	Off	E
(INBD Lights Off at 10,000')		
Flaps	Up, Lights Off	E
Grd. SAF Relay ON Lt.	Off	E
Air Cond. & Press	Checked	E
Fuel Management	Checked	E
No Smoking	Off	E

ENROUTE CLIMB

Radar Altimeter (3000')	Set	E
INBD Landing Lts. (10,000')	Off	E
Altimeters (Transition)	Reset	E
Pressurization	Checked	E
Seat Belt	Off	E

IN RANGE

(Below 18,000')

Arrival Briefing	Completed	E
Electrical, Fuel & Hyd	Set for Landing	E
Circuit Breakers	Checked	E
Radio/Ins Swts.	Radio	E

Landing Data & Bugs	Checked	CFE
Altimeters	Checked	CFE
Auto Brakes	As Desired	C

(Departing 10,000')

Shoulder Harness	Installed	E
Cockpit Speakers	Off	E
INBD Landing Lts.	On	E
Logo Lights (Night Operation)	On	E
Seat Belt	On	E
No Smoking	On	E

BEFORE LANDING

Flight Inst.	Checked	CF
Nav. & Auto Fit. Panel	Checked	CF
Gear	Down & Green	F
Speed Brake	Armed	C
Flaps	Green	F

Hydraulics	Checked	E
Ignition	Fit. Start	E

NOTE

Flight Engineer will make P.A. announcement, "PREPARE FOR LANDING."

AFTER LANDING

Body Gear Steering	Armed	E
Ignition	Off	E
Anti-Ice	Off	E
Probe Heat	Off	E
Window Heat	Off	E
INBD Landing Lights **	Off	E
Radar & Transponder	Off	E
Aft Cargo Heat	Off	E
APU	As Required	E
Speed Brake & Flaps	Retracted	E
Stabilizer Trim	3 Units N/U	E

**Daylight Flights Only

NOTE

As Aircraft comes to final stop at ramp, Flight Engineer will make P.A. announcement,

"PREPARE FOR ARRIVAL."

SECURE

Parking Brakes	Set	C
Electrical Pwr	APU/EXT	E
Eng. Bleed Air Swts.	Closed	E
ADPs	Off	E
APU Bleed Air Swts.	Open	E
Start Levers	Off	C
Beacon	Off	C
Seat Belt	Off	C
Emergency Lights	Off	C
Exterior Lights	As Required	C
FD	Off	CF
DME's	Standby	CF
O ₂ Supply Levers	Off	CFE
INS	Off	C
Parking Brakes (If Chocks in Place)	Off	C

Fuel Pumps & Valves	Off & Closed	E
Eng. Bleed Air Swts	Open	E
Air Conditioning Panel	Set	E
Upper Deck Temp. Swts	Off	E
Thrust Lvr. & T/R CB CK	Accomplished	E
Galley Power	Off	E
Standby Power	Off	E
APU	As Required	E
Battery Swt	As Required	E
Radio Master Swt	As Required	E

The Secure Checklist Shall Be Accomplished by Challenge and Response for All Boxed in Items. The F/O will Read the Challenge Portion.

Surgical Safety Checklist

Before induction of anaesthesia

(with at least nurse and anaesthetist)

Has the patient confirmed his/her identity, site, procedure, and consent?

Yes

Is the site marked?

Yes

Not applicable

Is the anaesthesia machine and medication check complete?

Yes

Is the pulse oximeter on the patient and functioning?

Yes

Does the patient have a:

Known allergy?

No

Yes

Difficult airway or aspiration risk?

No

Yes, and equipment/assistance available

Risk of >500ml blood loss (7ml/kg in children)?

No

Yes, and two IVs/central access and fluids planned

Before skin incision

(with nurse, anaesthetist and surgeon)

Confirm all team members have introduced themselves by name and role.

Confirm the patient's name, procedure, and where the incision will be made.

Has antibiotic prophylaxis been given within the last 60 minutes?

Yes

Not applicable

Anticipated Critical Events

To Surgeon:

What are the critical or non-routine steps?

How long will the case take?

What is the anticipated blood loss?

To Anaesthetist:

Are there any patient-specific concerns?

To Nursing Team:

Has sterility (including indicator results) been confirmed?

Are there equipment issues or any concerns?

Is essential imaging displayed?

Yes

Not applicable

Before patient leaves operating room

(with nurse, anaesthetist and surgeon)

Nurse Verbally Confirms:

The name of the procedure

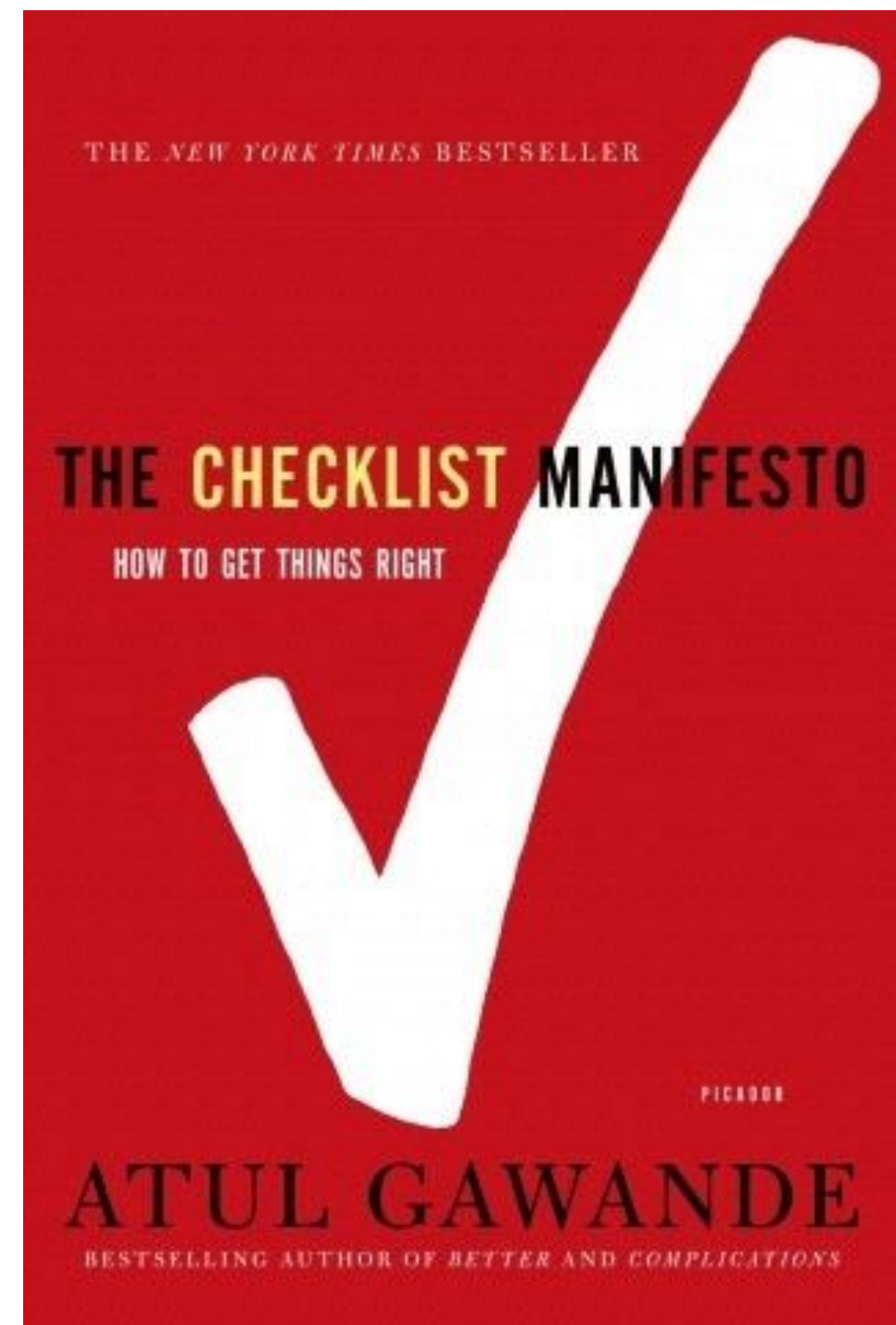
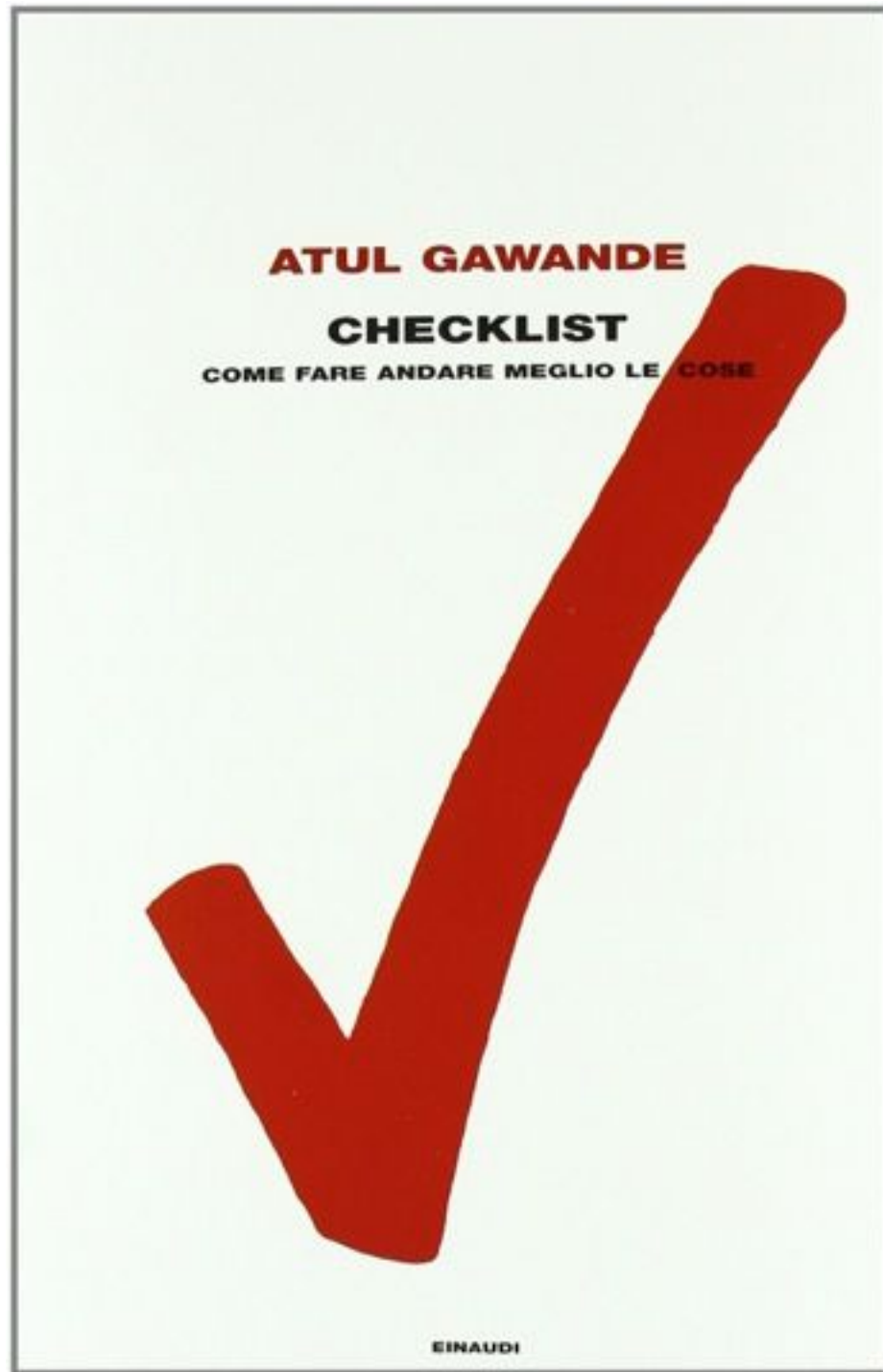
Completion of instrument, sponge and needle counts

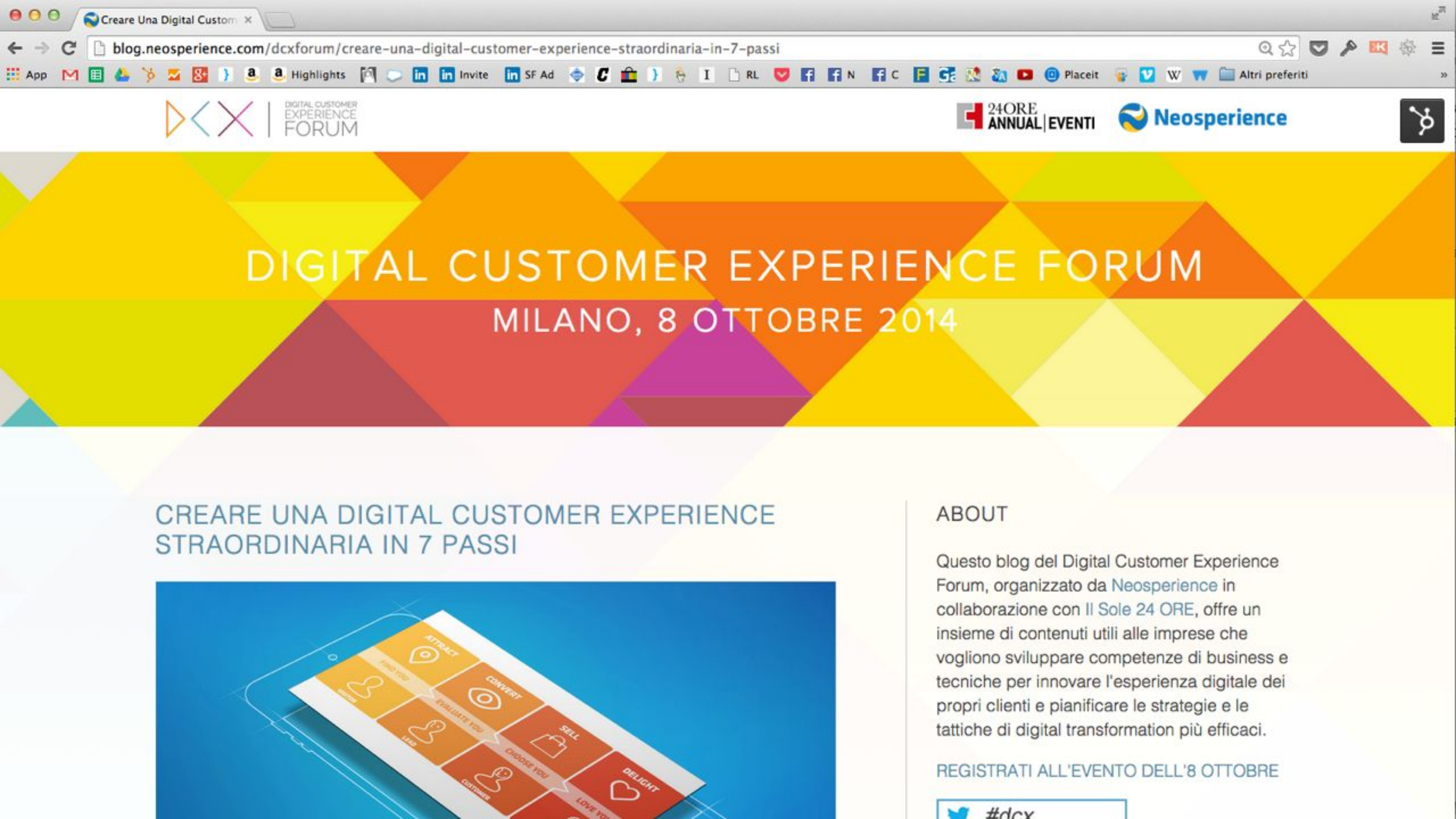
Specimen labelling (read specimen labels aloud, including patient name)

Whether there are any equipment problems to be addressed

To Surgeon, Anaesthetist and Nurse:

What are the key concerns for recovery and management of this patient?

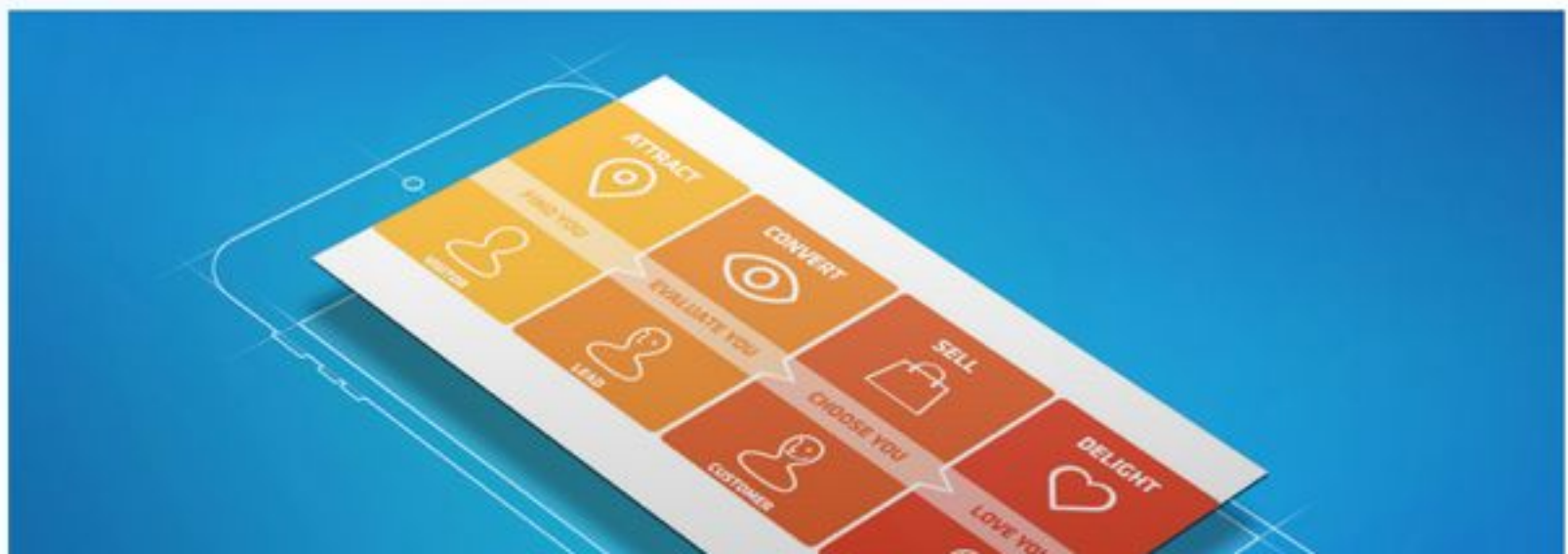




DIGITAL CUSTOMER EXPERIENCE FORUM

MILANO, 8 OTTOBRE 2014

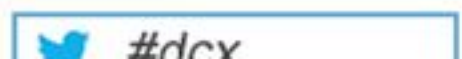
CREARE UNA DIGITAL CUSTOMER EXPERIENCE STRAORDINARIA IN 7 PASSI

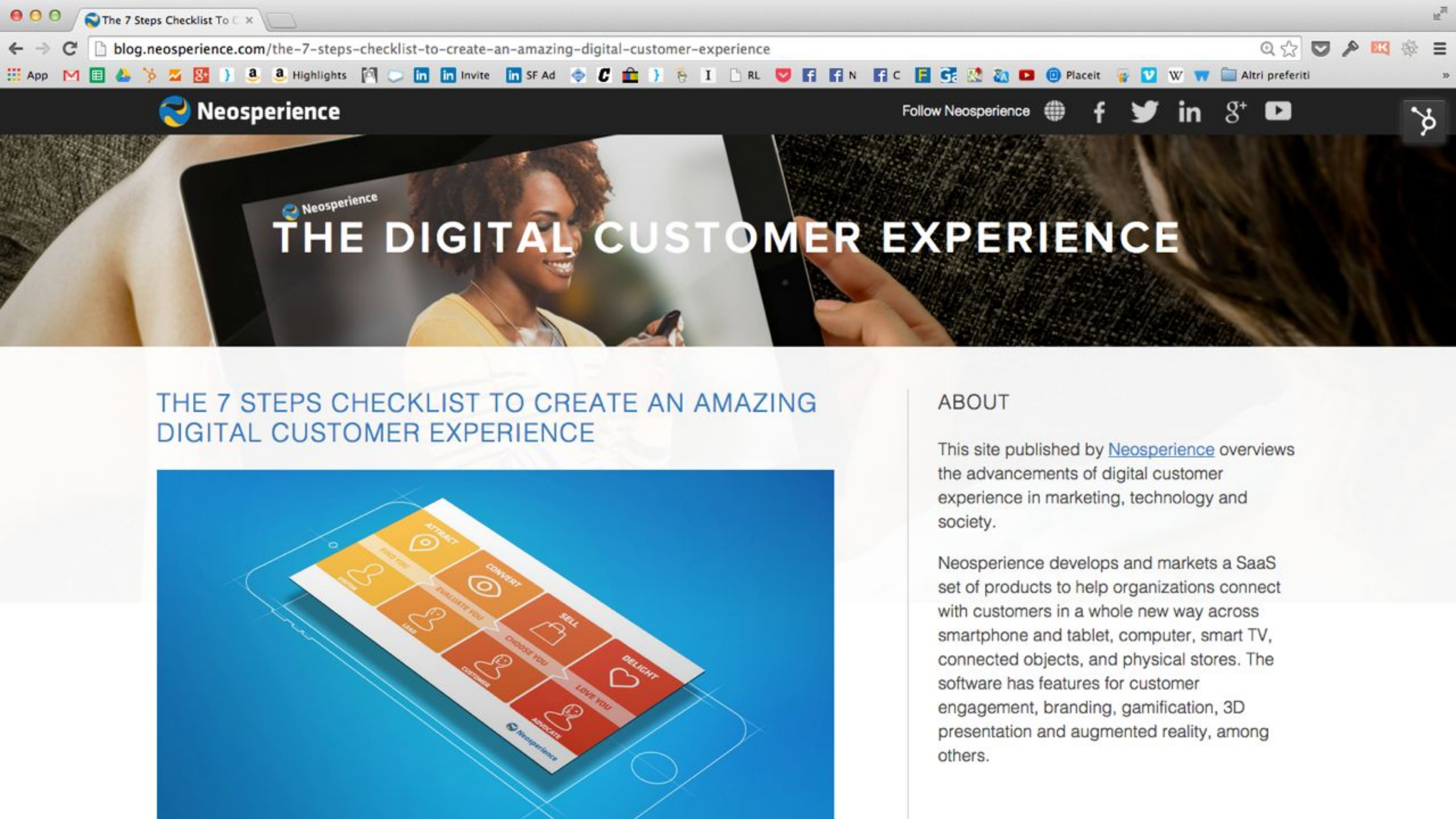


ABOUT

Questo blog del Digital Customer Experience Forum, organizzato da Neosperience in collaborazione con Il Sole 24 ORE, offre un insieme di contenuti utili alle imprese che vogliono sviluppare competenze di business e tecniche per innovare l'esperienza digitale dei propri clienti e pianificare le strategie e le tattiche di digital transformation più efficaci.

REGISTRATI ALL'EVENTO DELL'8 OTTOBRE





THE DIGITAL CUSTOMER EXPERIENCE

THE 7 STEPS CHECKLIST TO CREATE AN AMAZING DIGITAL CUSTOMER EXPERIENCE



ABOUT

This site published by [Neosperience](#) overviews the advancements of digital customer experience in marketing, technology and society.

Neosperience develops and markets a SaaS set of products to help organizations connect with customers in a whole new way across smartphone and tablet, computer, smart TV, connected objects, and physical stores. The software has features for customer engagement, branding, gamification, 3D presentation and augmented reality, among others.

A person wearing a dark blue long-sleeved shirt is holding a white rectangular sign in front of their face. Their right hand is pointing towards the text on the sign, and their left hand is holding the sign steady. The background is a light-colored brick wall.

1. Buyer Personas, Content Marketing, Storytelling



**2. Team cross-funzionale,
dialogo informale, aperto
e collaborativo**



3. Comprensione del flusso di nuove tecnologie

4. Customer Journey Map



A close-up photograph showing a hand placing a white puzzle piece into a larger assembly of white puzzle pieces. The background is a grey surface with a pattern of white puzzle piece outlines. The text is overlaid in the center of the image.

5. Metodologia e processi agili e iterativi



**6. Potenziamento dell'experience
in tutti i punti di contatto**



7. Obiettivi chiari e associati a un sistema di metriche

Hanno scelto Neosperience

Fashion, Luxury and Beauty



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Communications, Media and Services



Consumer Goods, Retail and Distribution



Financial Services, Real Estate, Transportation and Public Sector





Neosperience
The Digital Customer Experience

Thank You!

To learn more about how to create delightful digital customer experiences, subscribe to the DCX Blog, in English and in Italian; contact:

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