

Maslow's Hierarchy of (Omnichannel Customer) Needs



Hi there!



Women of Email

UMSL Business
University of Missouri–St. Louis

SPARK  **POST**
A MessageBird company



MessageBird

How are you doing?

Several years ago...

Departures













**What
motivates
people?**

Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs



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You have received this mandatory email service announcement to update you about important information regarding your Google Account.

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Save 25%.

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	Plus 5GB/week	Pro 20GB/week	Business 5TB No weekly limits	Premium 7TB No weekly limits
Privacy	●	●	●	●
Advanced video analytics	●	●	●	●
Unlimited video creation		●	●	●
Review tools		●	●	●
Private teams		3 members	10 members	10 members
Video marketing tools			●	●
Live streaming				●
	Get Plus	Get Pro	Get Business	Get Premium

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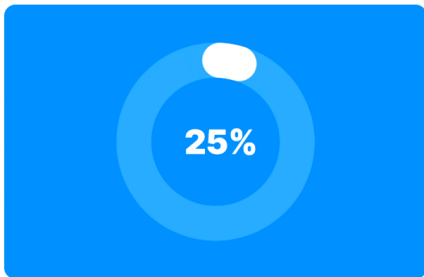
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You're almost there, Smiles Davis!



Finish setting up the **Smiles Davis**'s team in Framer. You're just a few steps away from seamless collaboration on your prototypes.

Name your team

Upload your team avatar

Organize your work in a folder

Invite team members

Finish setting up your team

Need help figuring out where to start? Check out the [Framer Team Handbook](#) to find essential resources, workflow tips, and great ways to use your design system in Framer.

Was this email helpful? or

25%

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Was this email helpful? or

Current store stock ×



Sonos Move (Black)
WiFi Speaker

€399

Expert Diemen
Diemerplein 142 Diemen

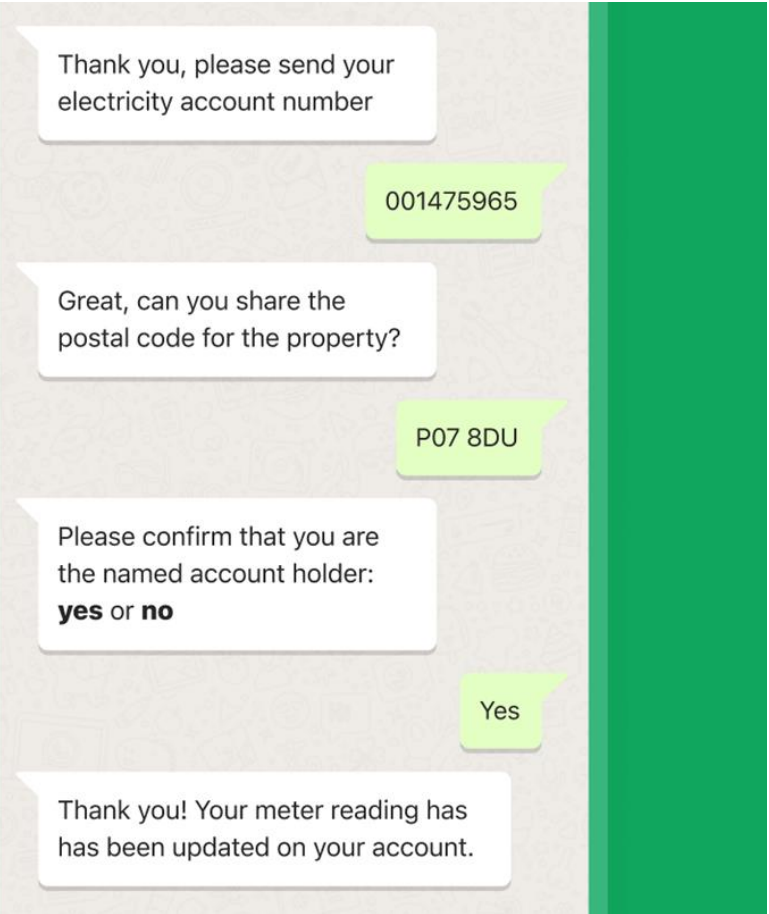
✓ **In stock**



Ask a question about this product

Hello! Does the Sonos Move Speaker support optic audio cables?

Thanks for reaching out.
We'll connect you with the right agent to answer your question.



Physiological Needs Questions

- What are the opportunities to make our transactional communications better?
- Are there points when we get a lot of customer questions in support that can be handled proactively with our messages?
- How can we make the basics like pricing and services easier to understand?
- Can we open up more channels to make communicating over critical services easier?

Maslow's Hierarchy of Needs



hers

Day 14, stick with it

1 30 60 90

trust the process

Right about now, you might be asking yourself, "Why is my skin more flaky and irritated than when I started? Why are there more pimples?" Some people call it "the purge," and it's actually a sign that your skincare treatment is working. During this temporary phase (repeat, temporary). Don't freak out. Follow the tips below to help your skin calm down.

how to minimize acne flare & skin irritation



just a little

To reduce the chance of over-irritation, only use a pea-sized amount of your treatment on your face.



use sunscreen, seriously

The sun's rays can make your treatment feel extra harsh so wear SPF sunscreen (30+) and avoid direct sunlight.



look, don't touch

We know it can be tempting to pop pimples. But the more you can leave skin alone, the faster it will heal.



check in with your provider

If you have any questions about how your skin is reacting or side effects you may be experiencing, [message a medical provider](#) to get quick answers.

Whoever said "good things come to those who wait," knew what they were talking about. You're doing an amazing job with your new skincare habit. Keep it up!

SHOP SEX HAIR SKIN SUPPLEMENTS

need support? check out our [online help center](#)

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hers

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To reduce the chance of over-irritation, only

View as a Web Page



Confirmation #: GULQUD

SEE WHAT'S REQUIRED FOR YOUR TRIP



With your trip just a few days away, we're here to help you prepare and make sure you've got everything you need before arrival at AMS. Here are travel requirements for your destination – with three easy steps to ensure you're ready to go.

STL → AMS

Open With Restrictions

	Unvaccinated	Vaccinated
🚫 Quarantine	Not Required	Not Required
☑️ COVID-19 Test	May Be Required	Not Required
📄 Forms or Applications	May Be Required	May Be Required
🏠 Health Insurance	Not Required	Not Required
🧑‍🦺 Social Distancing	Not Required	Not Required
🧢 Face Coverings	Not Required	Not Required

These entry requirements can vary based on your vaccination status, nationality, and place of residency. Check the [Delta Discover Map](#) for more details.



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Source: [Uber Engineering Blog](#)

Safety Needs Questions

- Are there points of anxiety for our customers that have gone unaddressed, maybe even ones they aren't consciously considering?
- How can we reassure our customers about a topic/service/product that is important to them?

Maslow's Hierarchy of Needs





Doe alsof je thuis bent



De beste reistips, gastvrijheid en geweldige ervaringen worden mogelijk gemaakt door Airbnb verhuurders over de hele wereld. Ga naar het buitenland of boek een korte vakantie in eigen land. Nu kan iedereen reizen.

Ontdek Airbnb

Populaire bestemmingen voor een weekendje weg



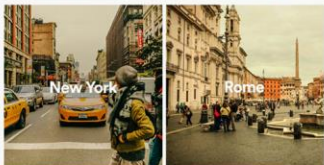
[Beleg beschikbare plaatsen >](#)

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Vertrouwen met * door Airbnb Ireland
The Williamstown Building, South Lotts Road,
Ringsend, Dublin 4, V04 number 0037394,
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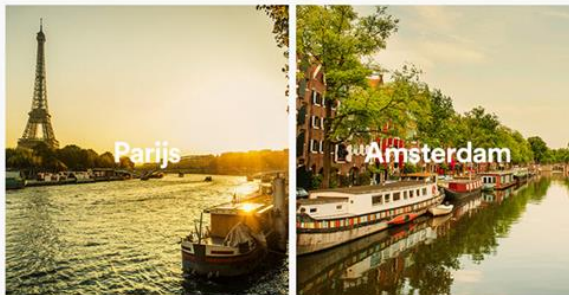
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Ontdek Airbnb

Populaire bestemmingen voor een weekendje weg



BEVESTIGING.

Voelt goed.

Hoi JA,

Bedankt voor je bestelling met ordernummer 62292036. In deze mail lees je wat je kunt verwachten voor de levering. Leun daarna lekker achterover en geniet van de voorpret!

Zodra je bestelling verzonden is, krijg je een verzendbevestiging met daarin je factuur.

Bezoegdag

Zaterdag 2 april 2022

De Track & Trace-link vind je in de verzendbevestiging.

[Bekijk je bestelling](#)

Bezoeggegevens

emailmonday

JA van Rijn







[Klopt er iets niet? Laat het ons weten](#)



Belangrijk om te weten

Bestelling annuleren of wijzigen

Dat kan alleen als we je bestelling nog niet verzonden hebben. Annuleren kan via [Mijn Coolblue](#), voor wijzigingen kan je bellen naar 010 7988999.

Je bestelling met ordernummer 62292036



Philips Senseo Original Plus CSA210/60 Zwart

€ 69,99

Verzendkosten

Gratis

Subtotaal

€ 57,84

Btw

€ 12,15

Totaal

€ 69,99

Betaald met IDEAL

€ 69,99

Nog te voldoen

€ 0,00

Factuuradres



Wat je verder van ons mag verwachten



Wachttherapie

Via [Mijn Coolblue](#) kun je de bestelling volgen. Heb je een hekel aan wachten? Je kunt bij ons in [wachttherapie](#).



Garantie en retourneren

Toch niet tevreden over je product? Bij Coolblue krijg je 30 dagen bedenktijd. [Bekijk onze retourvoorwaarden of retourneer direct.](#)

Veel plezier met je aankoop!

Met vriendelijke groet,
Coolblue

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[Wijzig je gegevens](#)



Vragen?
Klantenservice



Mijn Coolblue
Regel't zelf



Download onze app
Android & iOS



Philips Senseo Original Plus CSA210/60 Zwart

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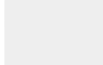
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Vragen?
Klantenservice



Mijn Coolblue
Regel't zelf



Download onze app
Android & iOS

WAITING THERAPY.

And exhale.

Relaxed

Yes! You have ordered a package. You just have to wait a little while until your order is with you. But don't panic. We help you through these unbearable hours with our waiting therapy.



1

Garland

So that the delivery person can easily find your house.

[▶ print garland](#)

2

Music on hold

Put on a nice tune.

[▶ Listen to music](#)

3

Intensive session

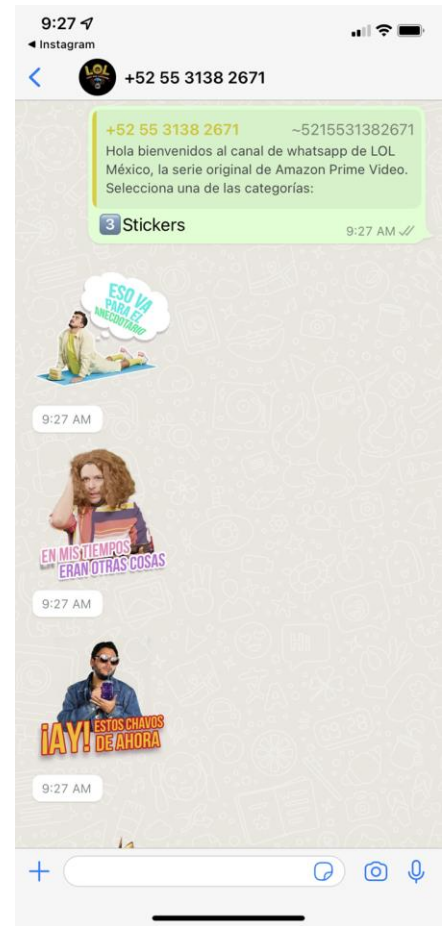
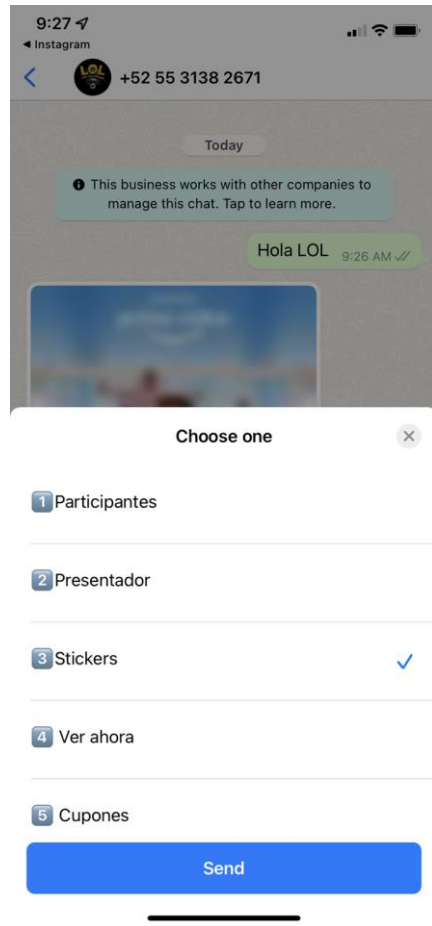
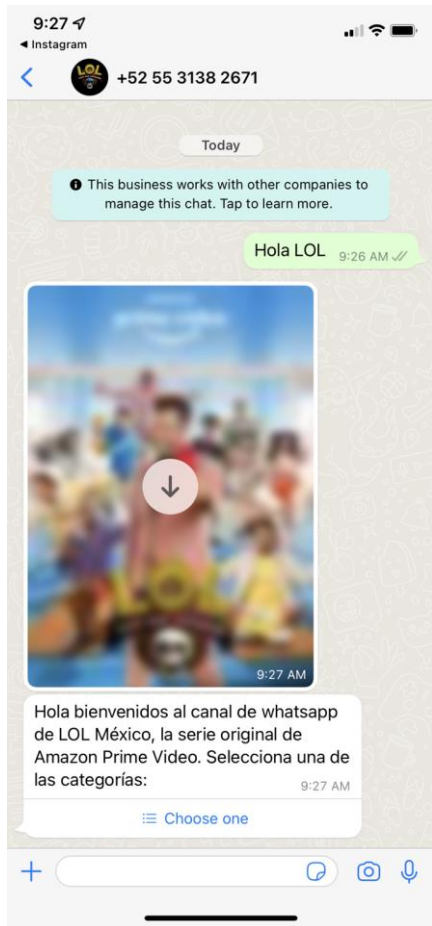
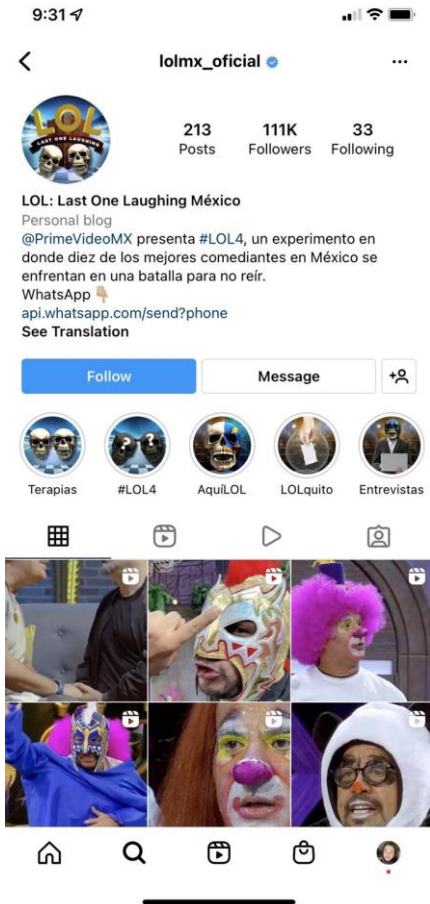
Legs up, eyes closed and surrender.

[▶ Follow intensive session](#)

unpacking

Are you completely relaxed? Beautiful! Now is the time to optimize your unpacking technique. We have already listed some examples for you. Check them out and prepare your own technique.





BLUME

SEND LOVE

Let's support each other

Help brighten someone's day!

Share a self care tip and/or an inspirational quote, and we'll print it and add it (anonymously) to a shipment for one of our customers this month.

ADD A LOVE NOTE



Questions?

Just reply to this email, or text us at
718 650 2535.



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ADD A LOVE NOTE



Love and Belonging Needs Questions

- How can our communications build a feeling of community?
- How can we elevate the voices of our customers?

Maslow's Hierarchy of Needs





Even small wins deserve celebrating

Take a moment to see all you've accomplished so far this year!



Task completionist

You ticked off 51 tasks. Way to go!



See how work fits together

Start using [Timeline](#) to keep work on track.



Teamwork makes the dream work

Try [inviting teammates](#) to collaborate with you.



Your next project is waiting

Try [creating a project](#) to coordinate all of your work in one place.



There's a template for that

Try [using a Template](#) to kickstart your next project.



Make Asana your own

Try adding [custom fields](#) to keep track of key details and customize projects to the way you work.



Get a bird's eye view with Portfolios

Start using [Portfolios](#) to easily track the progress of multiple projects.

Make every day more delightful

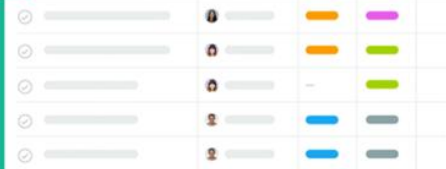
No matter what your team is tackling or where you're working from, we'll be here to cheer you on. Turn on celebrations, hacks, and more in your Asana settings today.



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you're the best

We're celebrating our 10th anniversary with a look back at your DAVIDsTEA journey. Thanks for being so amazing!



we first met on
January 13, 2018

welcomed by our team at
Harvard Square - JFK Street

you've bought enough tea to outweigh
3
chipmunks



your go-to is
Organic Mother's Little Helper

you've steeped over
12 cups

if you were a tea,
you'd be a
Super zen herbal



It's been a wild ride.
we're so glad you exist!

FREE SHIPPING FOR ORDERS OVER \$50

3 FREE SAMPLES WITH EVERY ONLINE ORDER

FIND A STORE



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you've bought enough tea to outweigh
3
chipmunks



your go-to is
Organic Mother's Little Helper

you've steeped over
12 cups

if you were a tea,
you'd be a
Super zen herbal



It's been a wild ride.
we're so glad you exist!

FREE SHIPPING FOR ORDERS OVER \$50

2021
Really Good Emails

Watch a year of our best work, and the community we built.

Your 2021 snapshot

205.5K Watch time minutes
34.6K Total views

Really Good Email Design Trends
Past, Present, and Future

Really Good Email Design Trends Past, Present, and Future Webinar

You're connecting with fans

Your top countries for channel views

United States
United Kingdom
Canada

70
Comments received

March
Month with most views

Thank you fans for #MyYearOnYouTube

Thank you for your support in 2021. We're grateful for all the amazing content you've shared with us. We'll be back with more content in 2022. #MyYearOnYouTube

Thank you for 747 likes, 70 comments, and your support this year!

Really Good Emails

CREATE A SHORT

Lifetime Highlights

1164
Lifetime views

3,365
Lifetime likes

437
Lifetime comments

What's the most helpful?

YouTube logo

2021
Really Good Emails

Cheers to having such loving fans! It's time to celebrate all of your hard work, and the community you've built.

Your 2021 snapshot

205.5K Watch time minutes
34.6K Total views

Really Good Email Design Trends
Past, Present, and Future

Really Good Email Design Trends Past, Present, and Future Webinar

Your most viewed video

You're connecting with fans

Your top countries for channel views

United States
United Kingdom
Canada

70
Comments received

March
Month with most views

Esteem Needs Questions

- How can we celebrate our customers' critical milestones?
- How can we encourage customers along the way?
- How can we use customer data in ways that not only sells, but is helpful or entertaining?

Maslow's Hierarchy of Needs





Inspiration for your next presentation

We have a whole range of presentation templates for you to use, from professional pitch decks to quiz presentations and everything else in-between. So whatever you're presenting you'll find a suitable template to use. We've compiled the Top 10 presentation templates in your country to help you narrow down the search and jump straight in.



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It's not easy being an entrepreneur. You're the champion of your future and too often it can feel like you're the only cheerleader. You're not. We got ya. We wanna see your impossible made possible. We're grateful you've let us play a small part and we'll continue to help you grow your dream into a thriving reality.

Inspiration anytime you need it.



[School of Hustle](#)



[Tyson Toussant](#)



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[School of Hustle](#)



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MINDSET

LIFESTYLE

IDEAS

CAREER



SIGN UP



**GAMEPLAN A IS AN OFFICIAL ADIDAS WEBSITE WHICH IS HERE TO UPGRADE YOUR WORK
LIFE THROUGH SPORT AND CREATIVITY**

HERE'S HOW:





MOST READ

MOST DISCUSSED

LAST 3 MONTHS

4396 VIEWS



CAREER

"The Harder I Work the Luckier I Get" and 4 More Insights into a Fulfilling Career Path

3330 VIEWS



IDEAS

How adidas Has Shaped the History of World Cup Balls from 1970 to the Present Day

2884 VIEWS



CAREER

Great Leadership Begins at Home

2150 VIEWS



CAREER

Why Your Career Journey Doesn't Need a Destination [Podcast]

1798 VIEWS



1408 VIEWS



1383 VIEWS



1366 VIEWS





HERE'S A WARM "HELLO" AND "WELCOME TO THE HUDDLE".

We are thrilled you want to sign up for GamePlan A. The more the merrier. To complete your subscription and to download our free weekly planner, please click the link below.

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We hope you'll enjoy the content we'll send through and want to encourage you to be a playmaker, not a spectator. Because the more people with an athlete's heart help us to spread the word about the idea of GamePlan A, the sooner work life will be (even) better, more inspiring and more fun.

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MINDSET

LIFESTYLE

IDEAS

CAREER



SIGN UP



YOU'RE ALL SET.

Welcome to the huddle. Download our free weekly planner and start crushing your goals.

 **DOWNLOAD**

Stay tuned for our newsletter.

WILLIAM USING MIT VILLAGE

GAME PLAN A WEEKLY PLANNER

Upgrading work life through sport   

Week Starting: _____

Buddy: _____

(Find another athlete at heart and help each other to push through on your plan)

MO	TU	WED	TH	FR	SA
					SU

PRIORITIES

- _____
- _____
- _____

TO DO LIST

- _____
- _____

ATHLETE @ ♥ FOCUS AREA

(Choose one to focus on but keep them all in mind)

- Nutrition/Hydration Mindset
 Exercise _____



COMMITMENTS

(How will you improve your focus area?)

1. _____

Self-Actualization Questions

- How can we help our customers become their best selves?
- How can our brand help our customers beyond selling them products?

Priority – Focus on the neglected ends (lower levels first!)



Thanks and be well!

(and a special thanks to Jordie Van Rijn and Really Good Emails 🙌)