

Customer Experience Disruptors

12 Predictions for the 2020s

JANUARY 2020

How To Impact



01

Decline of 'Ownership', Rise of 'Access'

While the 2010s saw the emergence of subscription services visionaries like Netflix and Co, the 20s will see their diffusion into all facets of our lives as more and more sectors move away from 'acquisition' models to 'access' business models.

Imagine subscribing to your favourite brands and having rotating access to a fresh choice of everything from clothes to devices, appliances and furniture.

How will things change?

- Fewer and fewer owned assets
- More flexibility and freedom to switch products
- Increase in accessibility of 'luxury' products
- Amplified focus on 'always on' customer relationships
- Growing focus on built-in upgrades as part of every purchase decision
- Emergence of a 2 tier economy; the owners and own-nots



02

Shopping Goes 4-D

Forget AR and VR shopping. Over the next decade, we'll see a convergence of emerging experiential technologies that bring together sight, sound, touch and smell.

Think retail experiences that let shoppers test products in different settings, with all of the sensory feedback loops to genuinely simulate their real-world usage. A true 'try before you buy', right there in store!



How will things change?

- Amplified focus on lifestyle and product-fit to drive conversion
- Emergence of hyper-personalised retail models that use pre-purchase feedback loops to match product and individual usage
- De-risked purchase decisions for consumers – showing 'in situ' usage experience



03

Death of the Till... and the 'Retail Worker'

Just like the VCR, the checkout will soon be part of generations past. As frictionless shopper journeys become a retail hygiene factor, all stores will offer walk-out purchase experiences.

At the same time, human retail workers will find themselves in an 'adapt or die-out' moment as their core responsibilities shift to digital.



How will things change?

- Decline in transactional retail roles in favour of 'retail facilitators' with exceptional customer service 'heart' skills
- Emergence of a new wave of membership models – where signing up becomes a requirement to shop
- Rise in data sharing by necessity (not choice) as every transaction becomes a connected digital experience – whether online and in-store



04

Emergence of New Data Equations

Imagine knowingly 'selling' your personal data for a discount on products or services. Or brands that deliver goods and services as 'loss leaders' in exchange for deeper behavioural insights.

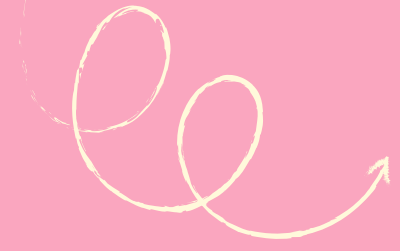
As data literacy grows amongst consumers and organisations continue to hunt for models that unlock and amplify the latent value in their existing data pool, we'll see two converging forces re-shape the economics of data ownership.

How will things change?

- Growing empowerment of the individual – with consumers demanding ownership of their data
- Proliferation of two-way value-extraction models that allow brands AND consumer to monetize their data
- Emergence of new marketplaces for data transactions
- Rise of new business models that monetise data first (while products and services take a back seat on their bottom line)



05



Rise of a 'Buy-cycle' Economy

The 'buy-use-throw-away' economy is no longer sustainable and the 20's will see a growth in circular economies across every good and service.

Think '**Zero-Net Consumption**' supply chains that put the onus on the seller to manage the end of a product's lifecycle, or '**Upcycle-First**' social models that put the pressure on the end-consumer to bring recyclables as a qualification for purchase.

How will things change?

Zero-Net Consumption:

- Formalised responsibility for 'end-of-lifecycle' becomes the remit of the mass producer who first sold the product
- Introduction of tariffs or financial penalties for organisations who mismanage 'waste'
- Normalisation of integrated recycle services that make it effortless for consumers to 'swap' used goods when new ones are acquired

Upcycle-First:

- Increased social and political pressure on the consumer to divert their used goods from landfill
- Productisation of alternative manufacturing processes (like 3-D printing) that enable upcycling of old material into 'new' products for consumption



06

Personalised Wellness Wipes Out the Fad-Diet



Would you think twice about the latest keto-fad or boutique HIIT gym if you knew for sure that your body actually performed at its peak on a high-fibre diet with endurance exercise?

From exercise to food, sleep and supplements; expect to see the normalization of DNA-driven wellness regimes overtake short-term fads.

How will things change?

- Proliferation of next-gen wellness products and services centered around new niche exercise and diet 'archetypes'
- Mainstreaming of the personalised drug cupboard
- Decline in mass produced supplements
- Death of the celebrity health influencer



07

On-Demand Production Kills the Stock Warehouse

Once relegated to the novelty or luxury, bespoke retail solutions are finding their feet in the mainstream and set to upend the mass-production norms of modern consumer culture,

In this new world of 'made-to-order' retail, why would we produce hundreds of units of stock and have them sitting in a warehouse waiting to be bought?

How will things change?

- Mainstreaming of personalisation
- Amplified backlash against 'fast fashion'
- Emergence of new value propositions promoting 'slow fashion' and delayed shopper gratification for perfect product fit
- Growth of fast turn-around, bespoke manufacturing solutions
- Re-imagined supply chains built around on-demand production models



08

'Subconscious' Loyalty Drives 'Unconscious' Consumption

Loyalty will be taken to the next level, as consumers continue to entrust brands with more and more of their purchase and usage decisions.

Expect the mass adoption of 'unconscious' consumption in a trade-off for the convenience that comes with predictive product recommendations, subscription services, automated refills.

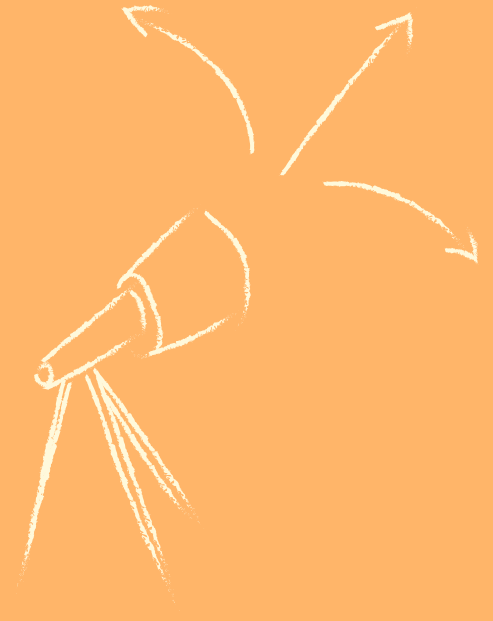
How will things change?

- Mainstreaming of branded 'lifestyle' concierges taking over conscious purchase and usage decisions for customers
- Proliferation of subscription models for all facets of life - signing away conscious decision making
- Higher barriers to switching and user acquisition as consumers get tied further into the ecosystem of their 'default' brands
- Growing backlash from 'conscious' shoppers looking to hack their shopper journey and gain the same perks – but at a fraction of the price



09

Company 'Values' Take On New Value



As we enter the era of Conscious Consumption, expect new value equations come into play – where customers vote with their wallet, and only spend with the brands that embody their own ethos.

A company's values, internal culture and *how* they do business will be just as important as the utility of the products they produce, or the customer experience when you walk through their store doors.

How will things change?

- Renewed focus on embodying brand values at every touchpoint
- Emergence of norm-breaking startups; built from the ground up with a clean record and 100% transparent operations
- Radical transparency into every aspect of a company becomes an expectation – not a point of difference
- Greater investment into employee wellbeing becomes a hygiene factor

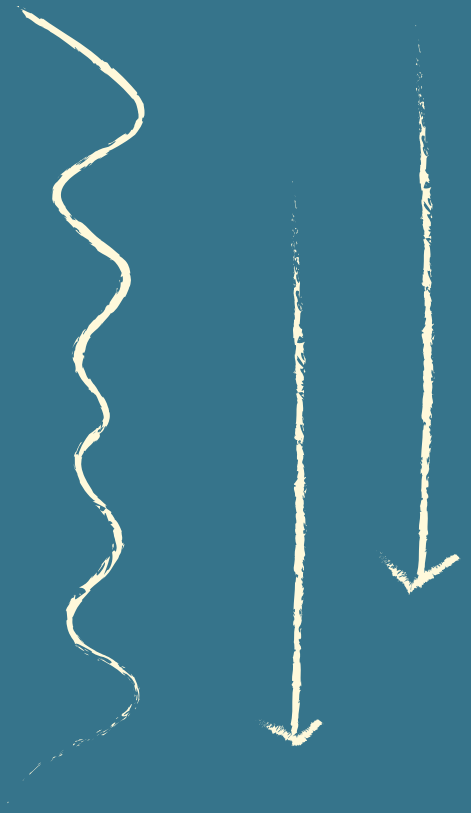


10

Individuals Replace the 'Brand'

The rules of traditional brand building go out the window; as more celebrity endorsers become celebrity creators, successful products will be those that have a well-known name as its face – while the Masterbrand comes second.

It's already happening in the fashion, beauty and wellness categories – think the likes of Yeezy's, Goop and Kylie Cosmetics. Where next?



How will things change?

- Proliferation of personality-led lifestyle brands into new categories
- Acceleration of new-entrant growth as personality-led brands scale with in-built audiences from launch
- Upending of traditional brand hierarchies as endorsers take center-stage
- Brands as enablers and manufacturers



11

Rise of 'Mood-Moderated' Shopping

Imagine a world of empathetic technology – where the devices surrounding us will read our emotions and adjust experiences in real-time.

As we enter the 20s, look out for next-gen retail solutions that track and adapt to the full spectrum of mood-markers; from body language to stress levels, hormones and tone.



How will things change?

- Rise of mood-manipulating shopper journeys: delivering the optimal purchase experience for every person, every mood
- Introduction of 'shoppable moods' via multi-sensory mood enhancing products and services
- Emergence of 'masking' products and fashion solutions that help consumer take back control and hide their 'mood cues'



12

Retail Moves 'In Situ'

While future of traditional bricks and mortar retail may hang in the balance, branded-retail is evolving at pace. With a focus on new physical touch points that create more meaningful moments of trial and connection in the real world, in the 20s nowhere will be safe from product placement!

Expect 'take-over' partnerships and 'shop-in-shop' collaborations to reach saturation point.

How will things change?


- Decline of the 'traditional' shopping mall
- Rise of showrooming spaces, built for trial and demo first – not purchase
- Increasing competition between brands vying for attention everywhere you turn (not just in store)
- Convergence of business models as our neighbourhoods place-makers and communal meeting-spaces (like cafes) unlock alternative revenue streams through branded retail partnerships



If these predictions leave you wanting more, we'd love to help you future-proof your Customer Experience – for 2020 and beyond.

Get in touch to find out more about our Customer Experience Workshops, or check out our [Future of Customer Experience Report](#) for more thought-starters and inspiration.

Let's make something amazing together.



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