

The Future Of Customer Experience

REPORT SNAPSHOT

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How To Impact



Welcome to **The Future Of Customer Experience**

- a thought-provoking topic that permeates all of our lives and drives us to constantly challenge norms and welcome rapid change.

It's no secret that the consumer landscape has undergone significant changes over the past few years.

Technology continues to advance at an increasingly rapid pace, and many smaller, more agile brands are emerging and thriving as a result – leaving larger, well-established brands in their wake.

What are you doing to adapt and grow in this rapidly changing consumer landscape?

How are you going to surprise and delight your consumers next?

We have identified **Three Drivers of Change and Nine Individual Trends** that shed light on the future state of customer expectations and experience, along with a raft of 'best in class' examples from the real world to inspire you... and some thought provoking provocations to help you think differently about how these macro trends might filter down to your sector and your business.



Three Drivers of Change



The End Of Loyalty

Obsolescence Becomes the New Norm
Age of Instant Gratification
Adoption Picks Up Pace

The Consumers Take Control

Community Matters
Segments of One
Information Overload

The Death of Shopping As We Know It

Era of Exploration
Invisible Transactions
Frictionless Experiences



Three Drivers of Change



Explore a Snapshot on the Following Pages

In this abridged report, we take a look at just one of the nine identified trends:

Segments of One.

Use it as a leaping-off point to spark new thinking and **get in touch for access to the full report where we unpack all nine!**



Segments of One



Segments of One

Who is your target market? This is probably the most frequently asked question in innovation, product development and marketing, and yet it is starting to feel outdated.

The era of personalisation is well and truly here, and consumers are demanding that brands treat them like individuals and not 'segments'.

Consumers are actively rejecting brands that portray them as stereotypes and generalisations. Forget the "busy mum" or the "millennial" – many brands are having to take stock and reconsider how to best communicate under this new wave of consumer awareness... and how to deliver true authentic, personalisation at scale.

There is however a dark side to this new area of individuality. Whilst treating consumers as individuals helps to unpick unique needs, the absence of a group identity means that consumers are left feeling alienated from peers or similar people, and an identity crisis may be looming – *'if I'm not a Millennial, then what am I?'* – leading to weaker social connections, a disparate society and inherent loneliness.

Do we need more 'social glue'?





A Deloitte study found that 1 in 4 consumers are willing to pay more to receive a personalised product or service, and 48% were willing to wait longer for that personalised product or service.



Hyper-personalised products are becoming mainstream, with 94% of marketers claiming to focus on personalisation technology and personalised experiences.

More and more brands are even using DNA to craft their offerings.



We're becoming increasingly disparate as a society.

Single-person households are expected to rise 63% over the next 25 years.

A lifeline survey showed that 33% of people in Australia did not have someone to confide in.



Photo: [Kentaro Takahashi/Bloomberg](#)

BEST IN CLASS EXAMPLE

NESTLE

Nestle Japan is developing personalised nutrition programs for the growing number of consumers who are concerned with their health & wellbeing.

The “Nestle Wellness Ambassador” program blends AI & DNA technology with the consumer desire for ‘me-first’ personalisation. Users of the program share pictures of their meals, complete a blood & DNA home tests and are then sent nutrition kits containing capsules to make nutrient-rich smoothies and snacks, specifically tailored to the user’s dietary requirement and pre-dispositions to certain illnesses.



BEST IN CLASS EXAMPLE

CABINSENSE

Israeli-based Eyesight Technologies have developed a new suite of in-car monitoring systems capable of recognising who's in the car... and adjusting the environment to match.

Marketed as the CabinSense In-car Occupancy Monitoring System, Eyesight's AI powered programs use cameras to visually track users before automatically making smart adjustments – so if the kids are in the car the music might shift to 'family friendly' for instance.

In the future, it's hoped that this tech could also improve in-built safety features, like air bags... ensuring that the system is deployed in a way that is tailored to the best safety protocols for each passenger, from newborns to the elderly.



Photo: [Mashable Australia](#)

Photo: [Nike](#)

BEST IN CLASS EXAMPLE

NIKE

Putting its own unique twist on hyper-personalisation at scale, Nike created an entire menswear collection by taking performance data collected from athletes and feeding that data into a knitting machine.

The process incorporates the apparel company's proprietary Flyknit technology – a nylon-spandex yarn that can be woven into any desired footwear or piece of clothing virtually seamlessly. The resultant collection – known as the Advanced Apparel Exploration 1.0 – is a series of high-performance garments that provide ventilation, coverage and movement as dictated by the data.

BEST IN CLASS EXAMPLE

MEANTIME GENETIC BREWS

London-based brewery Meantime is experimenting with a bespoke offering that creates a personalised brew based on your genetic profile.

Using data provided by personal genetics company 23andMe, the brewers will analyse your genetic taste profile and create a custom brew with just the right amount of bitterness.



Photo: [News Shopper](#)



SO WHAT?



How can you find creative ways of reaching and engaging all these individuals?

How can you create a common ground between a disparate set of people?

How can you bring segment of one's together without treating all the segment the same?

If this snapshot leaves you wanting more, we'd love to help you deliver exceptional customer experience that make an impact.

Contact lara.dolz@howtoimpact.com for access to the full report, or to find out more about how we can help you future-proof your Customer Experience – for 2020 and beyond.

Let's make something amazing together.

Contact

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About Us

How To Impact is one of Australia's founding innovation consultancies, having opened our doors in 2008. Since then, we have helped drive innovation for and with a wide variety of clients and partners across business model innovation, disruptive innovation, experience and service design, category & product design and many rapid prototyping projects.

We put consumers at the heart of everything we do. We are constantly on-the-ground, immersing ourselves in the lives of consumers, as well as engaging in social listening at a national and global level. This has allowed us to truly tap into consumer needs and desires, to help brands and organisations deliver disruptive customer experiences.

One of our favourite customer experience challenges actually appeared in this report - the Canon Customer Experience Centre. You can read more about how we undertook this challenge here:

<https://www.howtoimpact.com/canon-customer-experience-centre>.

