

THE FUTURE OF
**Customer
Experience**



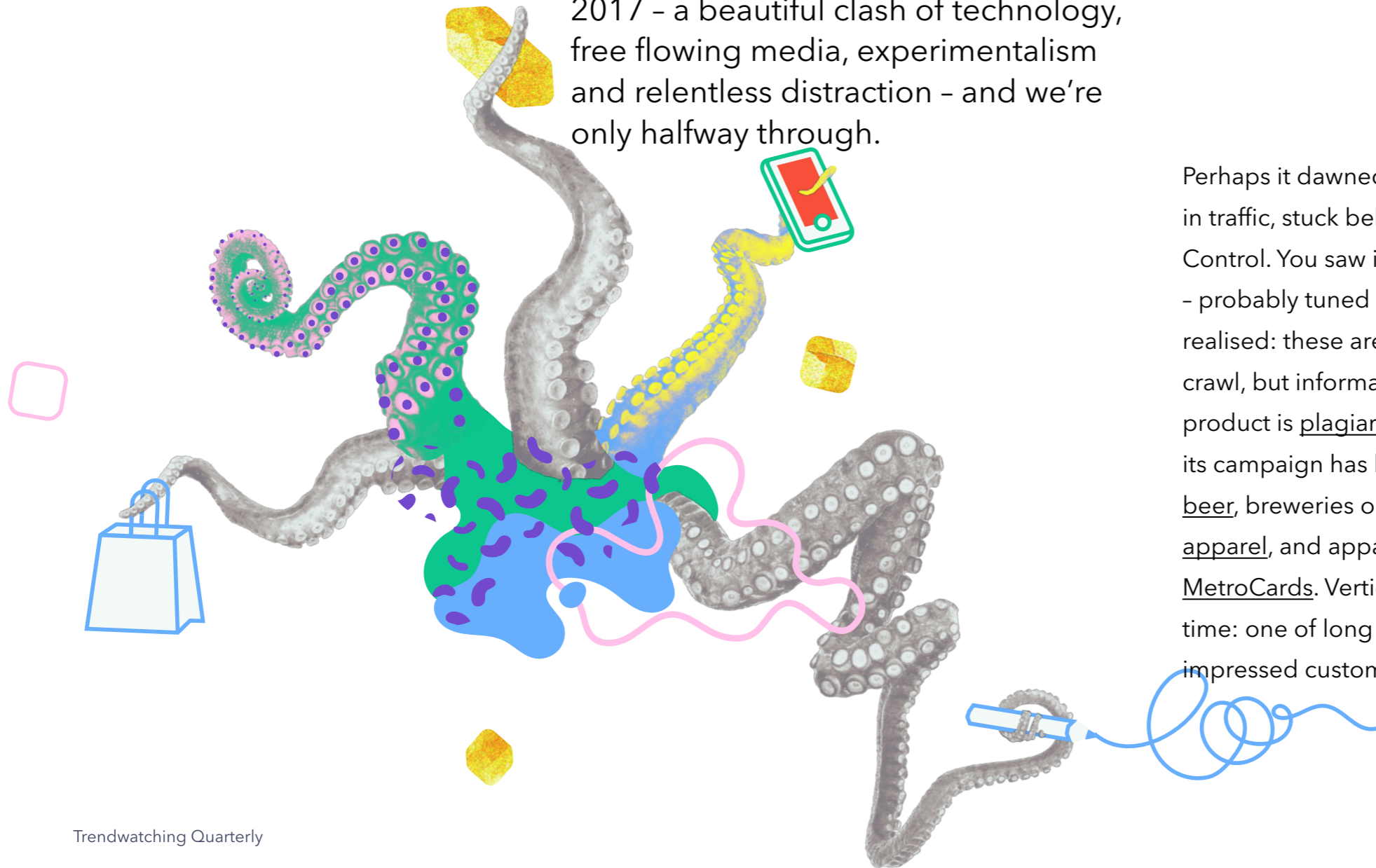


PART 1

The Future of CX

Attention Saving
Attention Seizing

2017 - a beautiful clash of technology, free flowing media, experimentalism and relentless distraction - and we're only halfway through.



Perhaps it dawned on you while you were sitting in traffic, stuck behind a car using Adaptive Cruise Control. You saw its driver sitting dozily at the wheel - probably tuned into a mindfulness podcast - and realised: these are different times. Traffic moves at a crawl, but information moves so fast that a Kickstarter product is plagiarized and produced in Shenzhen before its campaign has been funded. Meanwhile, Vice brews beer, breweries open hotels, hotels launch designer apparel, and apparel brands sell bricks, stones and MetroCards. Verticals are artifacts from a more timid time: one of long corporate lifespans and easily impressed customers.



You can't sit out the **21st Century Customer Experience Wars**. Shots are fired every second. From Oslo to Ottawa, from Seattle to Santiago. No brand is safe. No wonder, then, that 86% of business leaders agree that customer experience is vital for success (Harvard Business Review, January 2017). **Time to get to know the rules of engagement...**



86%
of business leaders agree that customer experience is vital for success

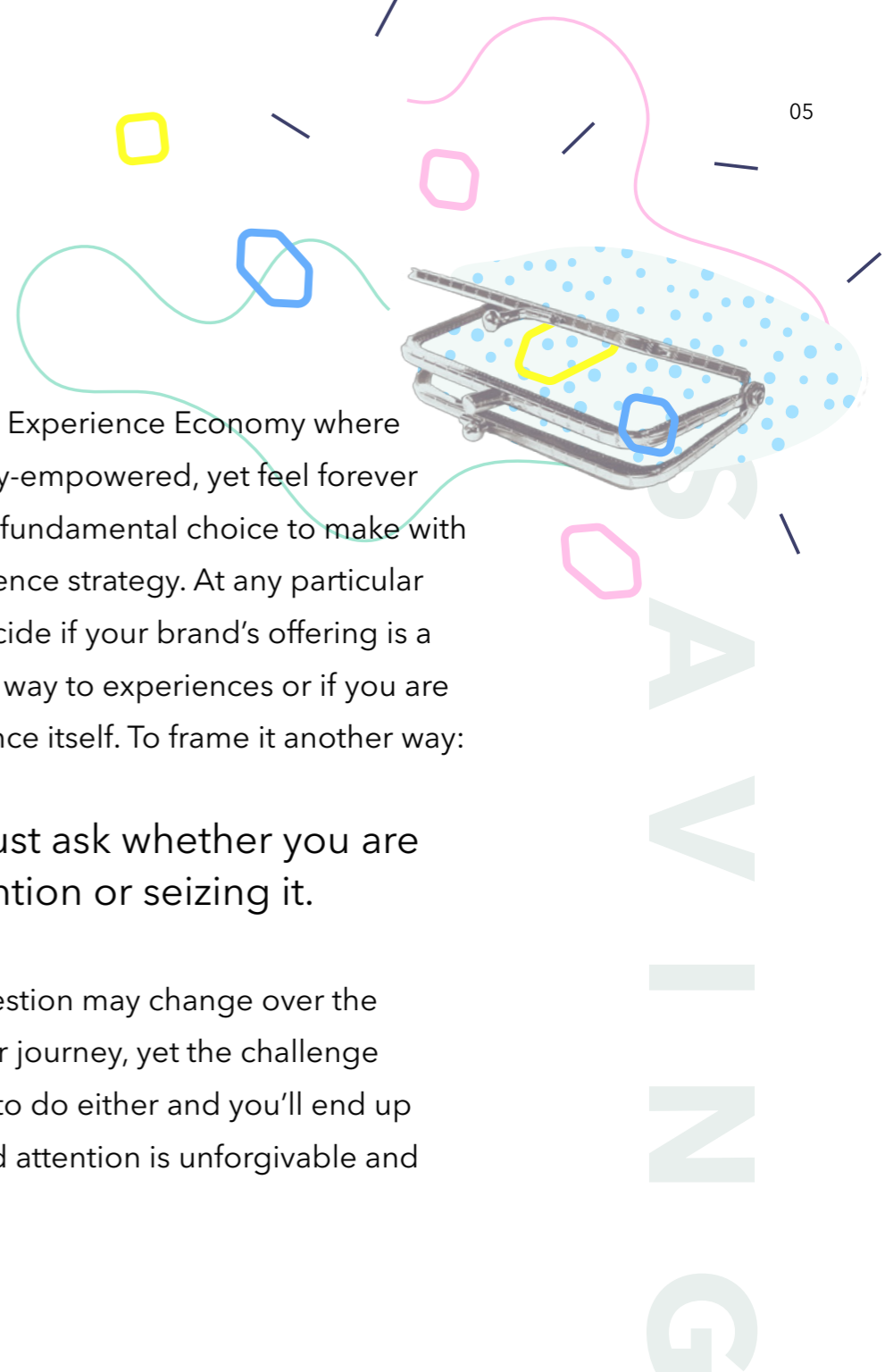
The Fundamental Question:



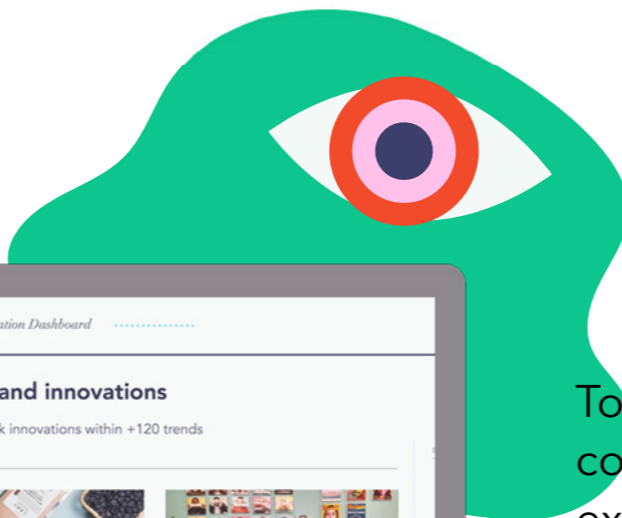
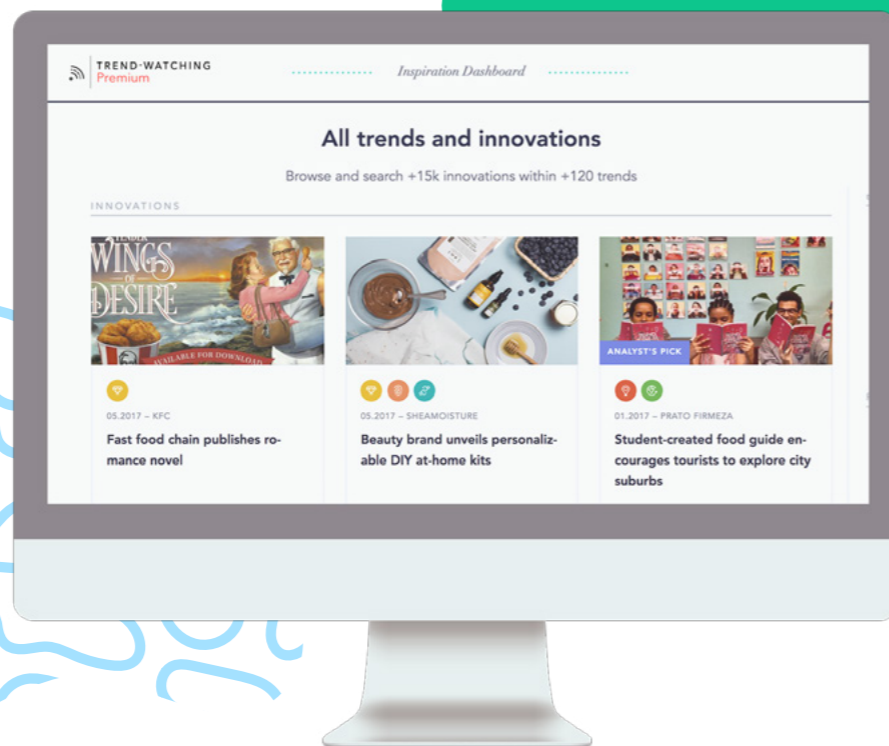
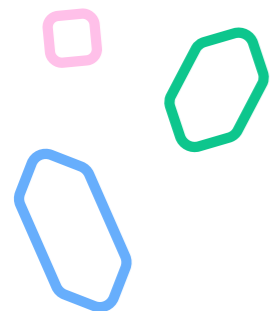
In a hyper-competitive Experience Economy where consumers are digitally-empowered, yet feel forever time-starved, there's a fundamental choice to make with your Customer Experience strategy. At any particular moment, you must decide if your brand's offering is a stepping-stone on the way to experiences or if you are providing the experience itself. To frame it another way:

At every encounter you must ask whether you are saving the customer's attention or seizing it.

The answer to that question may change over the course of the customer journey, yet the challenge remains constant. Fail to do either and you'll end up wasting it - and wasted attention is unforgivable and unsustainable.



CXperts be warned...



This isn't your typical Customer Experience whitepaper. We aren't covering journey mapping, customer surveys, design thinking or empathy. This report is built on our core belief:

To better understand your customers, stop watching consumers and start watching businesses. The expectations of tomorrow's customer are being set by today's innovations.

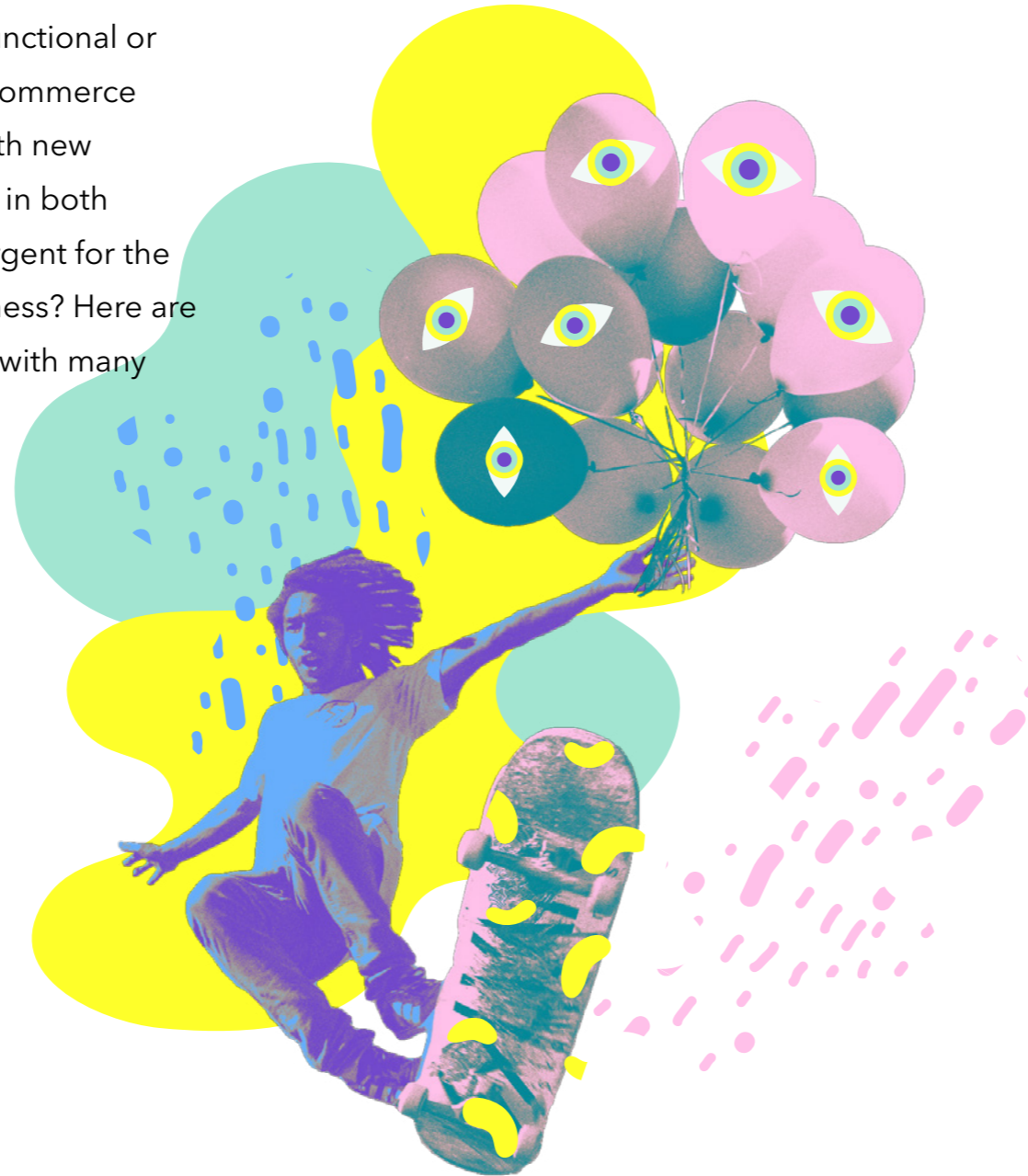
We collected best-in-class initiatives that heighten expectations around the customer experience, be they product, service, marketing, experience or business model-focused. Use the innovations below to inspire creative thinking about where to take YOUR next customer experience initiatives.

What brought us to this fork in the Attention Road?

With the ever-heightening transparency of the marketplace and the blossoming diversity of product, service, and experience choice (excusing a few stubborn monopolies), today's customer is extremely fortunate. Yet they feel that **if they have to 'pay' attention to anything, it's a real cost.**



The question, “are you functional or delightful?” is as old as commerce itself. Why is this split, with new extremes of competition in both spheres, becoming so urgent for the customer and your business? Here are some high-level drivers (with many more to follow):



- Digitally-supercharged business models deliver everything on-demand, from baby food to life advice, and battle to maximize efficiency.
- Connected devices (with image and voice recognition and more built in) actually work. Meanwhile, machine learning and massive data trails empower brands to make better decisions on the customer’s behalf.
- The switch to ephemeral social sharing poured gasoline on the Experience Economy.
- A chorus of purpose-driven brands, big and small, promise (and increasingly deliver) a path to self-actualization.

Some brands will specialize and either seize or save attention. Others are a hybrid, varying at each touchpoint. However, you must know exactly where you stand in this dichotomy or both you and your customer will suffer the consequences.

Have we got your attention?





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ATTENTION



SAVING

ATTENTION SAVING

Automated, data-powered, seamless and happily forgotten: A CX strategy for the future.

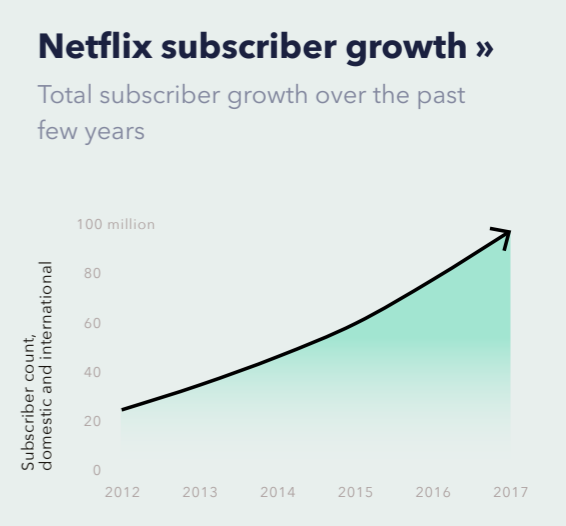
In the 2017 customer journey, attention saving moments are frequently invisible. And the customer will only appreciate them the first time around. Delightful solutions quickly become routine, noticed only when broken.

Competitors (within and outside your industry) are working around the clock to reduce friction through incremental improvements and radical shortcuts. If you're not up to speed on changing expectations you will trigger disappointment, frustration and even a little rage. Yikes.

Why customer expectations around attention saving are climbing higher than ever:

THE ON-DEMAND DECADE

No category has remained untouched by on-demand expectations. This is the decade where mobile-wielding masses have embraced everything from Narcos to narcotics on-demand.



Source: Netflix Quarterly Reports, 2017



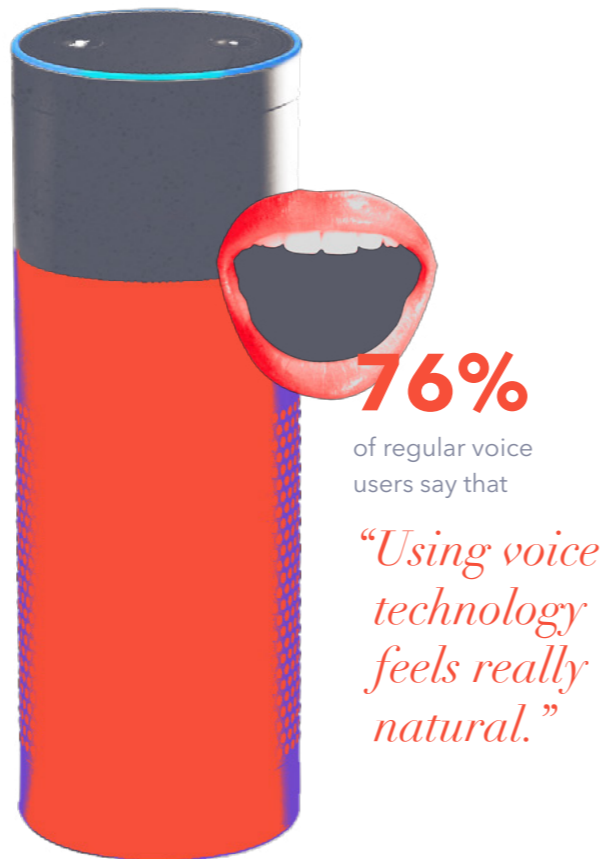
Source: scmp.com, 2017



Source: Amazon, April 2017

VERBAL INTELLIGENCE

Alexa, Siri and other virtual assistants have harnessed developments in voice recognition, natural language processing and cloud-based intelligence to leap from novelty to revolutionary. As platforms, they offer a growing range of access to proprietary and third party services. Along with their awkward cousins, chatbots, they are rewriting expectations around brand interactions: from complex to casual.



Source: JWT Speak Easy survey, February 2017

Skippable Ads

When YouTube videos feature a skippable ad, Gen Z hits the skip button 3 seconds faster than Gen X.



Source: Kantar Millward Brown, January 2017

STATUS VIA BUSYNESS

With connected lifestyles the office never closes, as any modern knowledge worker knows. Research published in the Journal of Consumer Research found: “status inferences are driven by the belief that the busy individual has higher human capital characteristics and is scarcer and more in demand.” In plain English: an epic cultural shift has occurred, whereby leisure time isn’t always the status symbol it once was. On the contrary, being so busy one needs time-saving apps, within-the-hour services (and not-so-smart juicers) to survive is a sign that the individual is a very big deal.

3 WAYS TO SAVE ATTENTION

Thinking: Outsourced

Your customer is already benefiting from brands that utilize relevant data to deploy hidden intelligence and recommend (or make) decisions on their behalf. This frees up attention in the customer journey, from discovery to purchase, to maintenance and beyond.

Customer Journeys: Shortened

Brands will continue to look at the customer journey and ask how they might incrementally improve the experience at each step. The boldest will work to eradicate certain steps altogether and redefine expectations in the process.

Pain Points: Eradicated

Considerate brands now strive to eliminate attention-hogging pain points in their customer's lives, even if they are outside the brand's 'responsibility'. Meanwhile, a wave of entrepreneurial startups continues to launch *new solutions for old problems*.

Thinking: Outsourced

AMAZON ECHO

Voice-activated selfie camera dispenses fashion advice

Life in 2017 means an avalanche of daily micro-decisions. If you can allow consumers to outsource some of them - however small - you'll earn some love.

Announced in April 2017, the Echo Look adds camera functionality to the Amazon Echo ecosystem. A Style Check feature takes hands-free selfies of the user in different outfits. It then uses machine learning, current trends and an analysis of the wearer's shape to pick a favorite. Why is Amazon the world's most influential force on customer expectations? A handy clue from Jeff Bezos' [letter to shareholders](#): "Even when they don't yet know it, customers want something better". The retailer is also working on [Amazon Go](#)'s checkout-free retail initiative.



TREND FRAMEWORK »



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 FASHION

Thinking: Outsourced

 PIRELLI

Sensor and mobile app automatically track tire data

How about putting new technologies to work to ease the burdens of ownership: maintenance, tracking, safety checks and more?

Unveiled in March 2017, the [Pirelli Connesso](#) system adds smart technology to car tires. Working with various Pirelli tire models, a sensor fits onto tires and connects to a mobile app that displays information such as pressure, temperature, wear and how many miles each tire has covered. The system functions both when the car is being driven or has been parked.



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 **AUTOMOTIVE**

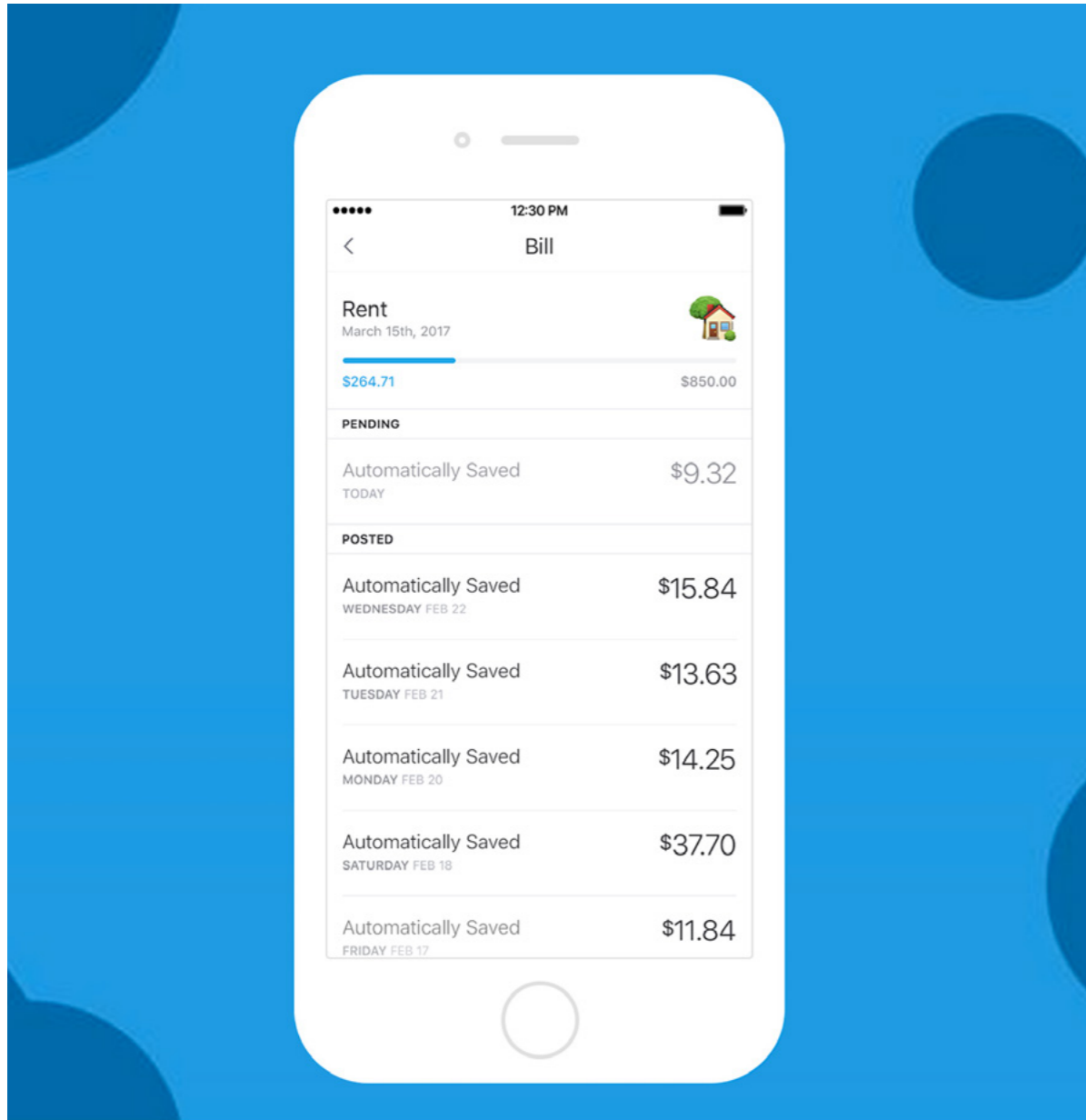
Thinking: Outsourced

 DIGIT

Service that automatically manages savings reaches half-billion dollar mark

Consumers are on an endless, status-fueled quest for self-improvement. Now Smart services will let them outsource some of the effort needed to meet personal goals.

Digit promises to help users "Save money, without thinking about it." Depending on personal spending patterns, the US-based finance app automatically transfers small amounts of money from a user's checking accounts into a savings account. A new feature lets customers set specific savings goals using emojis, such as saving for rent or a vacation. As of March 2017, the app has collectively saved customers over **USD 500,000 million**. Other fintech startups around the world are also tackling the desire for outsourced financial responsibility: check out [Neat](#) in Hong Kong and [Koho](#) in Canada.

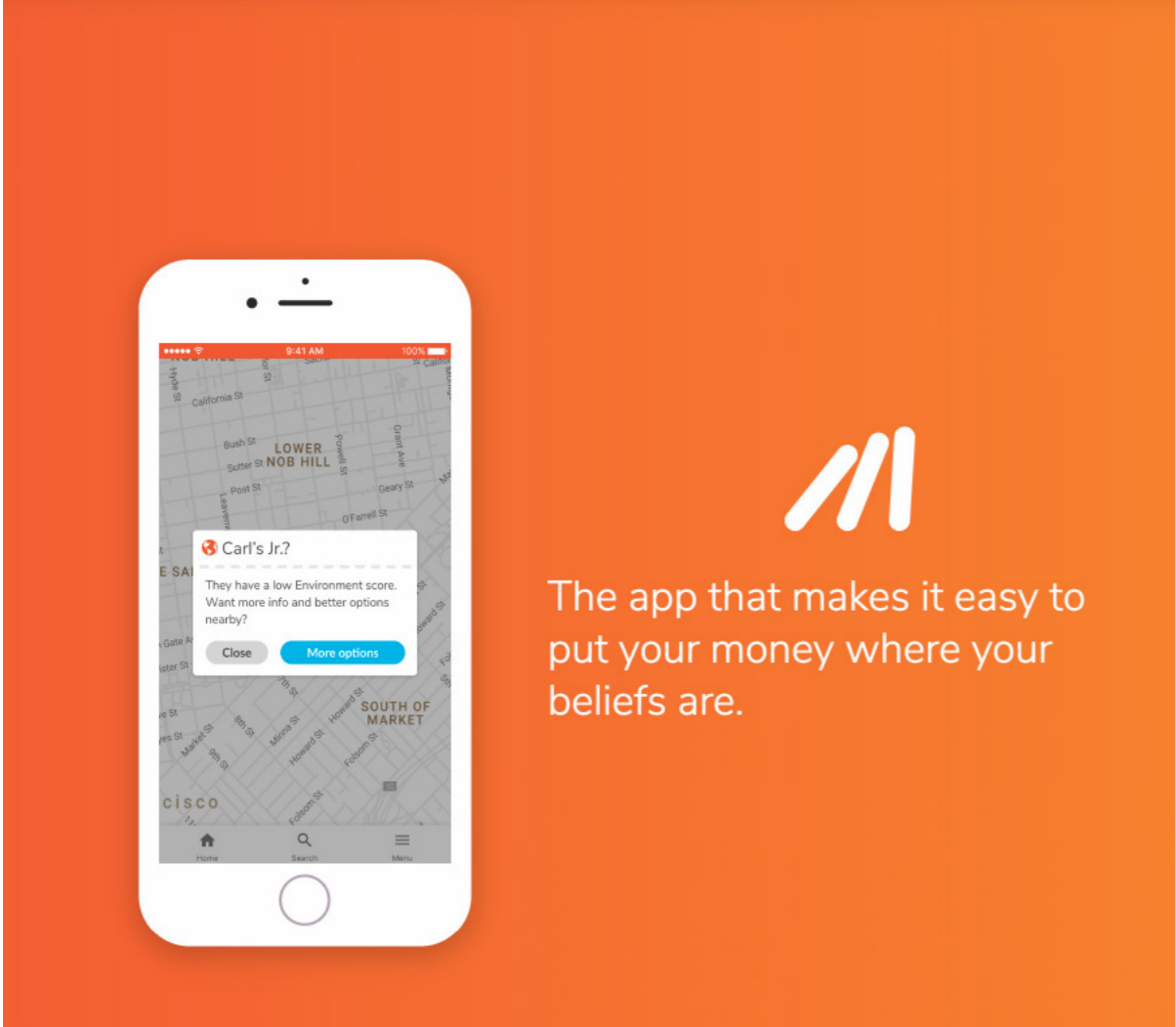


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 FINANCIAL SERVICES



The app that makes it easy to put your money where your beliefs are.

 **NUDGE FOR CHANGE**

Users alerted if they enter a business that clashes with their 'moral compass'

Trendwatching Quarterly

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Customer Journeys: Shortened



 POSTNORD, ICA AND GLUE

Groceries delivered straight into buyer's fridge

Think about *all* the tasks presented to consumers when they engage with you. How can you eliminate as many as possible? Grocery deliveries are fine, but who is going to put all that food in the fridge?

Being piloted from April 2016, **In-Fridge Delivery** is a partnership between Swedish grocery retailer ICA, delivery provider PostNord and smartlock brand Glue. Once a customer has placed an order via ICA's website, they can grant delivery staff access to their home via the Glue mobile app. The PostNord employee arriving with the package can then use their cellphone to unlock the customer's home and place their order in the refrigerator.

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Customer Journeys: Shortened



🇧🇪 SITA

Autonomous, roving robots reduce flight check-in wait times

Does automation create powerful new ways for you to interrupt and improve age-old customer processes? No one loves waiting to check in at the airport...

Aviation IT company [SITA Lab](#) debuted KATE, an autonomous check-in robot that can move itself around airports, at May 2017's Air Transport IT Summit in Brussels. The robot dispenses boarding passes and luggage tags, and was designed to eliminate long check-in lines. KATE analyzes foot traffic and flight information to determine where in the airport it's needed at a given moment, and uses obstacle-avoidance and geolocation technology to get there. KATE also follows the company's 2016 release of Leo, an autonomous baggage robot.

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TRAVEL

Customer Journeys: Shortened



 AIR BANK

World's first contactless ATM introduced in Prague

One powerful weapon when it comes to shortening a host of customer journeys? The smartphone. Bonus points if the new process is not only faster but also more secure.

Czech finance company [Air Bank](#) tested the world's first contactless ATM in Prague in February 2017. The machine doesn't have a card slot - instead customers use the contactless reader and an encrypted touchscreen for PIN entry. According to Air Bank, the contactless ATM is safer and twice as quick as standard cash machines.

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 FINANCIAL SERVICES

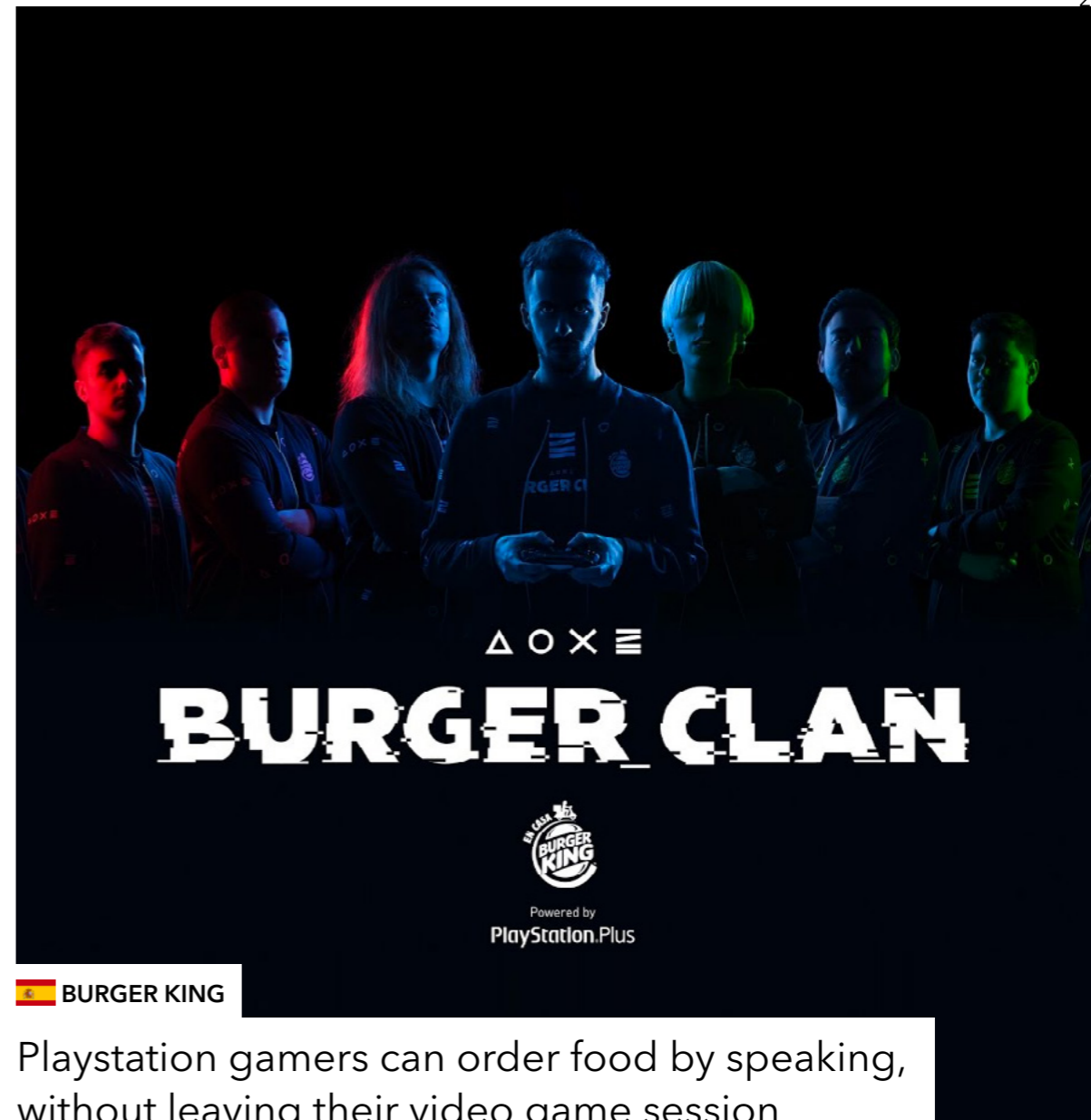


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BURGER KING

Playstation gamers can order food by speaking, without leaving their video game session

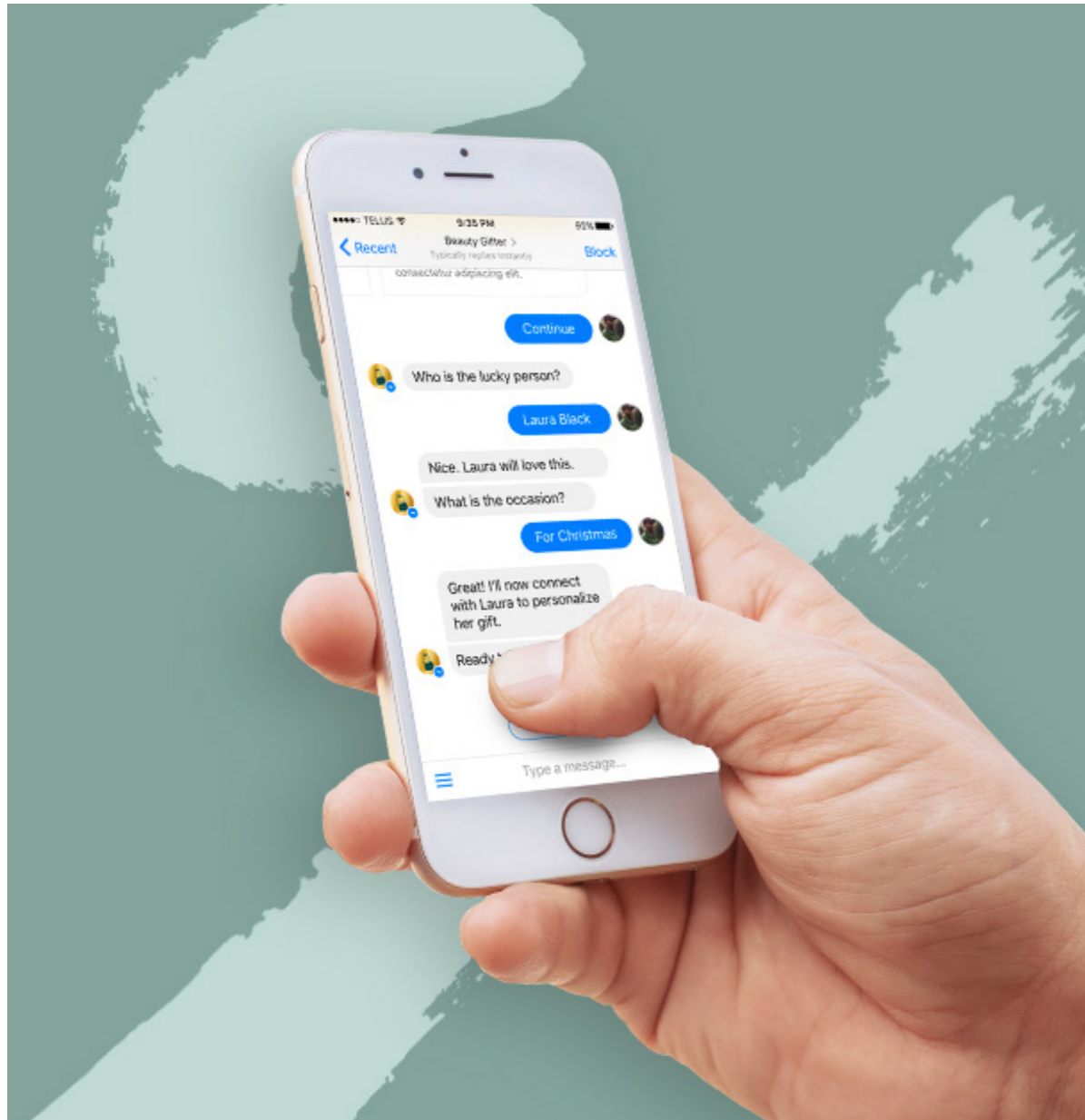
Pain Points: Eradicated

🇨🇦 L'ORÉAL

Chatbot makes finding the right gift for a friend easier

New digital services can take the pain out of a host of ordinary lifestyle tasks. Such as choosing a gift for that hard-to-please friend or relative. Hey, it's the (chatbot-fueled) thought that counts...

In May 2017, L'Oréal launched the **Beauty Gifter** chatbot in Canada. The AI-powered Facebook Messenger bot acts as an interface between those giving presents and those receiving them. In order to recommend ideal makeup and skincare gifts, the bot asks both the gift giver and the recipient questions on factors such as cost and skin tone. Beauty Gifter then uses their answers to find suitable gift options.



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 BEAUTY & PERSONAL CARE

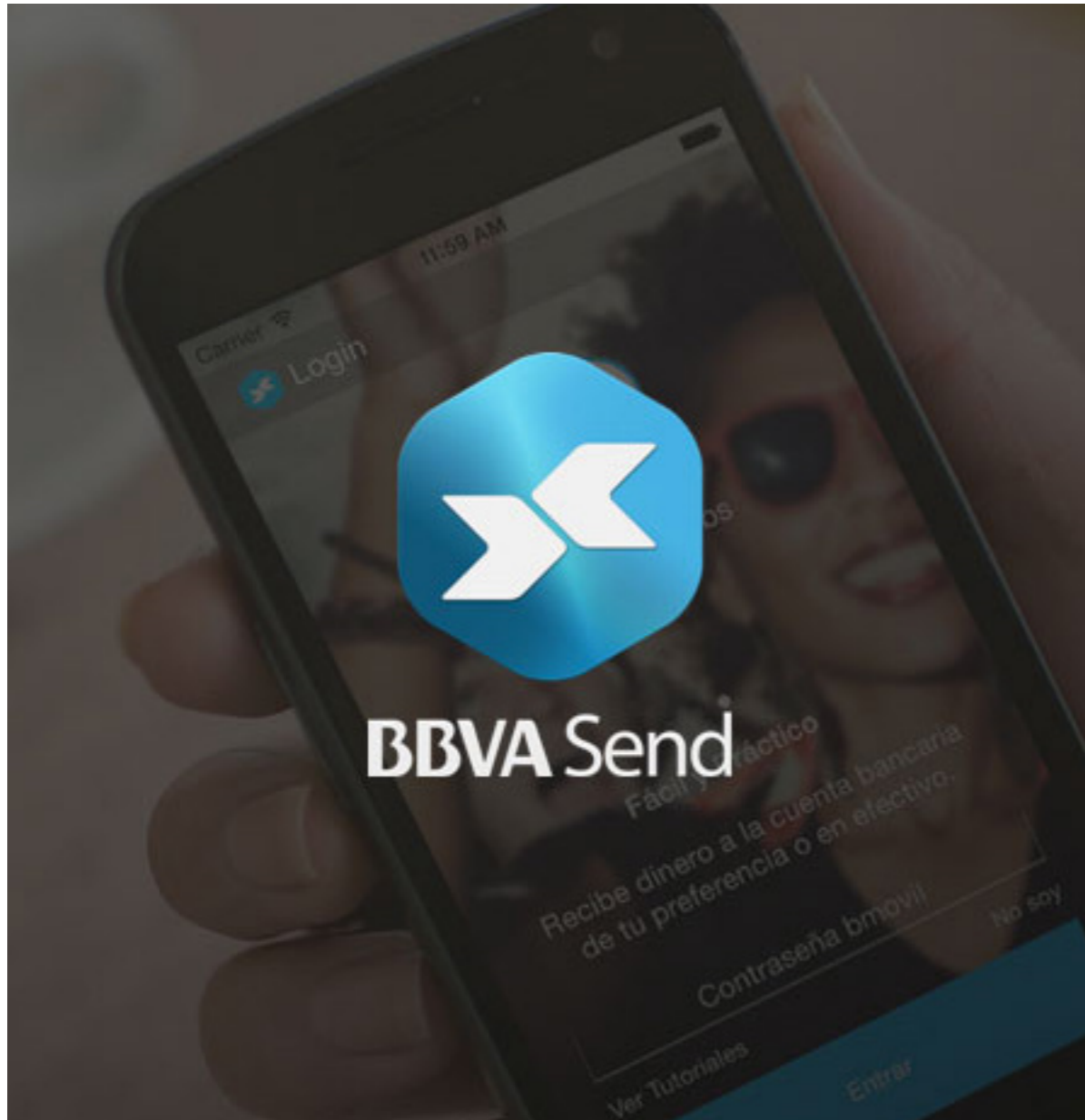
Pain Points: Eradicated

 **BBVA BANCOMER**

Bank's customers can use apps without using up any data

Eliminating daily *tasks* isn't the only way to eradicate common consumer pain points. How can you find innovative new propositions when it comes to the *value* embedded in day-to-day micro-transactions?

March 2017 saw Mexican bank [BBVA Bancomer](#) announce that customers would be able to use its mobile app without using any of their data allowance. The move is the result of a partnership with Mexican mobile networks Telcel and Movistar. Four million customers across Mexico use BBVA's apps for various banking operations which include BBVA Send, Bancomer Móvil and Wallet.



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 FINANCIAL SERVICES

 MOBILE & TELECOMS

Pain Points: Eradicated

 HERMES PARDINI

VR used to seize a child's attention and save parents from vaccination drama

Sometimes, saving the attention of one person means seizing the attention of the person they are with. Yes, we're talking about parenting!

In April 2017, Brazil-based health clinic network [Hermes Pardini](#) debuted a virtual reality experience for children who are afraid of receiving vaccinations. A VR headset is placed on the child about to receive a vaccination; a character in the virtual world then asks the child to become a 'hero' and places a 'special power' on their arm. At this moment, the clinician injects the child.



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 LOHOCLA

Startup creates drink to prevent hangover symptoms

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Where next for attention saving customer experiences?



GO OFF THE MAP

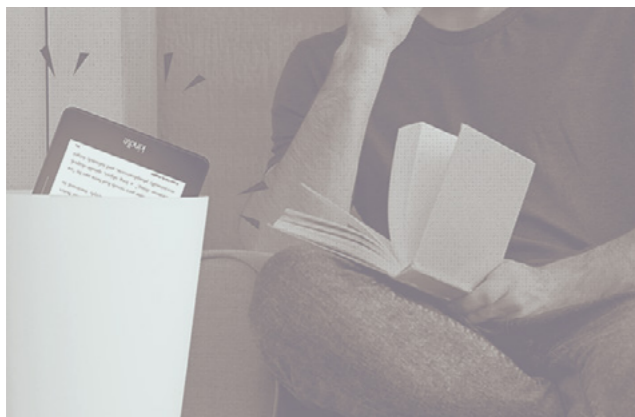
When asking which parts of the customer's experience to eradicate, think beyond the typical route of your customer's journey with your brand. What experiences, outside that journey, in daily life would do well to just disappear? Dog sh*t, traffic jams, hangovers and late fees are a start!

At Google I/O in May 2017, one of the biggest cheers was when Google Lens was shown to identify a wifi password by pointing a smartphone at a router's barcode. An internet provider didn't fix that pain point - so Google did! Take a chance off the beaten CX path of your industry. For inspiration, take a look at crowdfunding platforms, the incubators of VR 2.0 and the smartwatch. They are home to seemingly absurd (see the [knife-sharpening robot](#)), uniquely decadent (the [self-cleaning dog toilet](#)), and lazy chic (the [wearable dictaphone](#)) innovations. They tackle old tasks, but signal new expectations.

MAKE MULTITASKING EASY

While ebooks are struggling, audiobooks – alongside podcasts – are booming. Experience maximizers love to layer hands-free, eyeball-free escapism or education onto otherwise lost time, like the commute.

How might you empower customers to cram in additional experiences? Consider the time that will be unlocked by Level 4 autonomous vehicles (by 2020).



Trendwatching Quarterly



GUILT: OUTSOURCED

Even the world's most conscious customer doesn't want to stand in the supermarket aisle browsing misleading packaging and weighing up which carton of eggs came from the happiest chickens. How might you free up their attention by assuring them that the products they consume have minimally negative eco or social impacts?

DON'T BE EVIL

The dark side of easy and invisible experiences is they can entail prodding, nudging via personal data or allowing customers to overindulge or pursue harmful behavior (binge watching on Netflix, or driving for long hours on Uber) in pursuit of profit. Beyond the dangers of data, shortcuts in developing economies may rely on exploitative practices behind the scenes.





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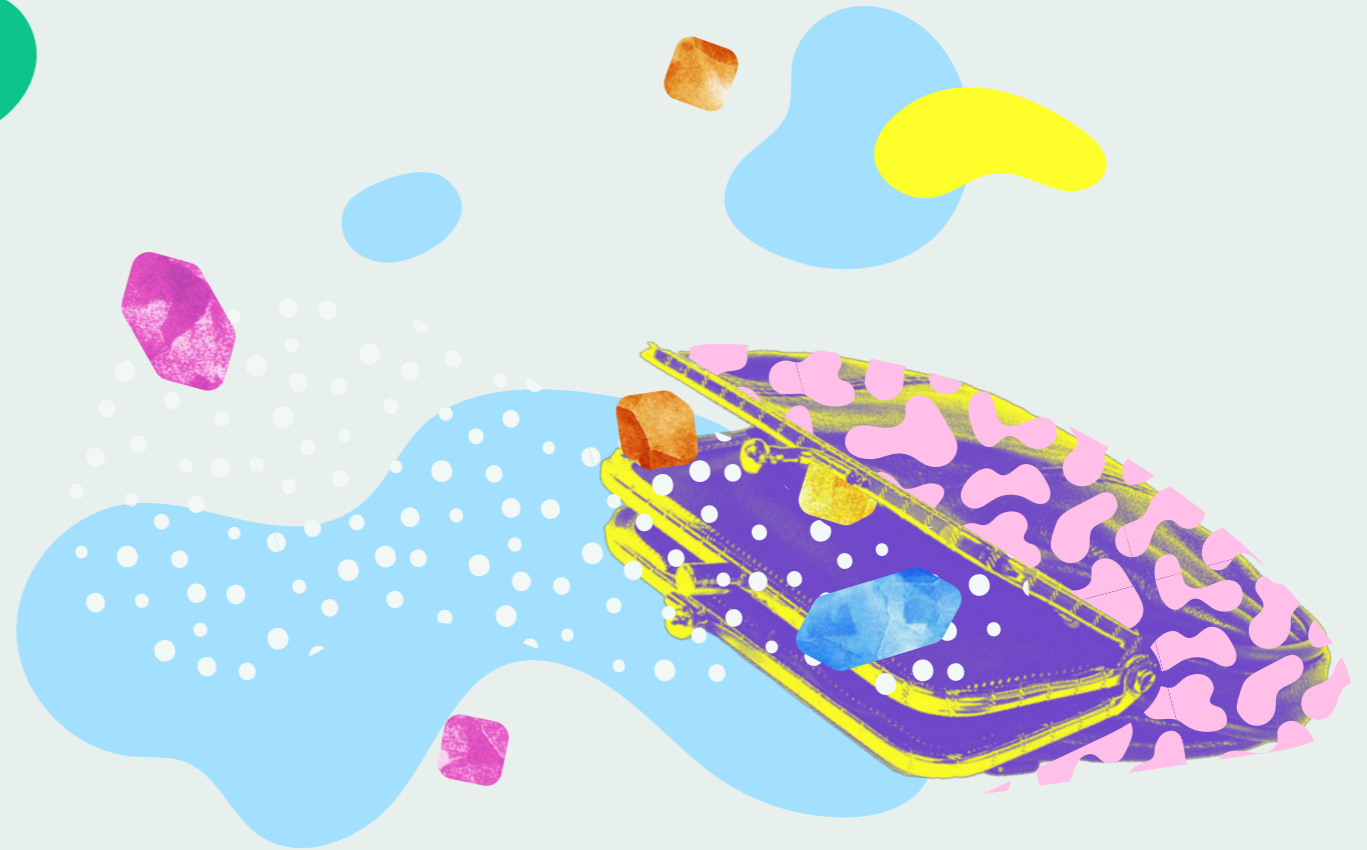
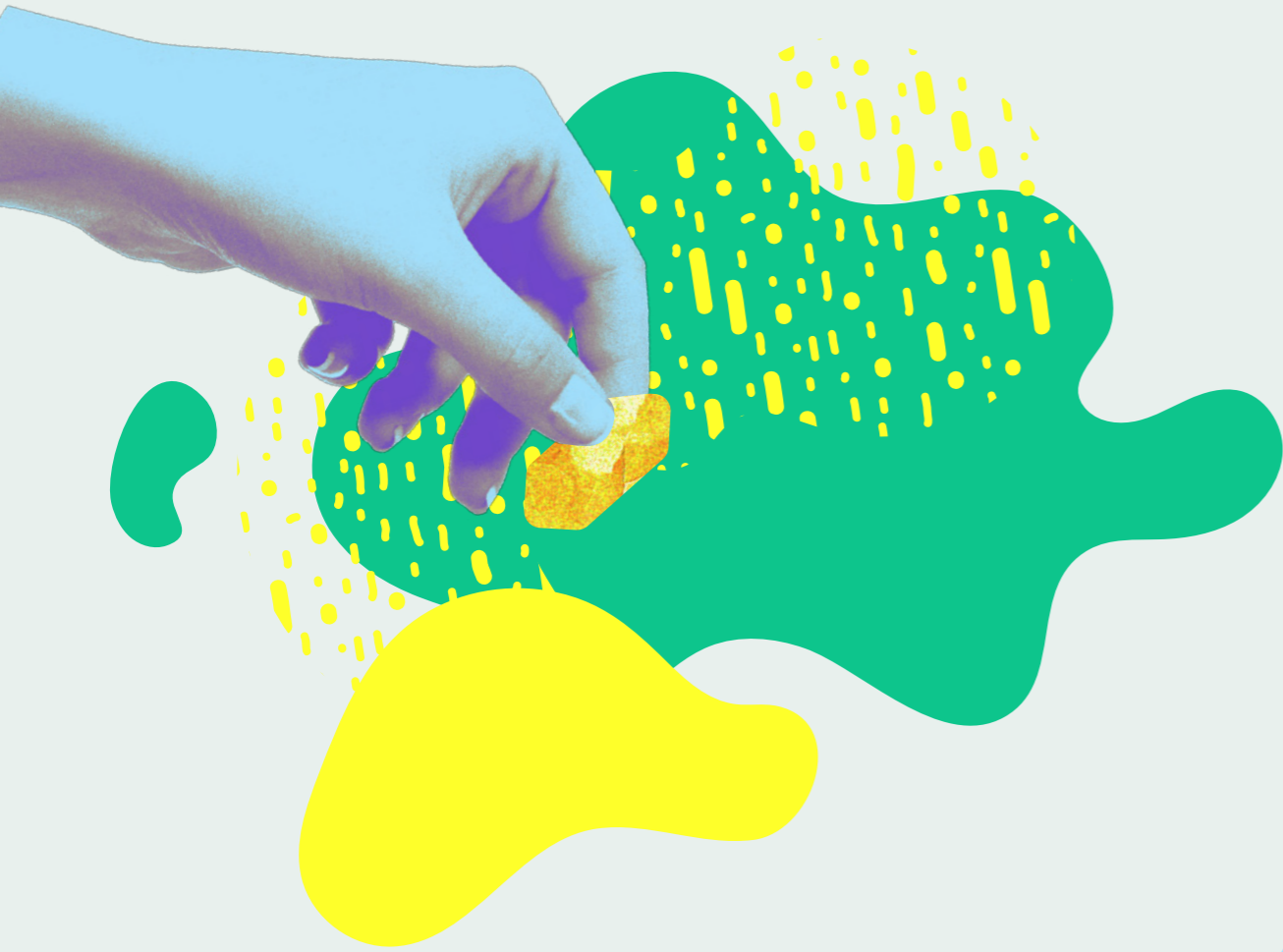
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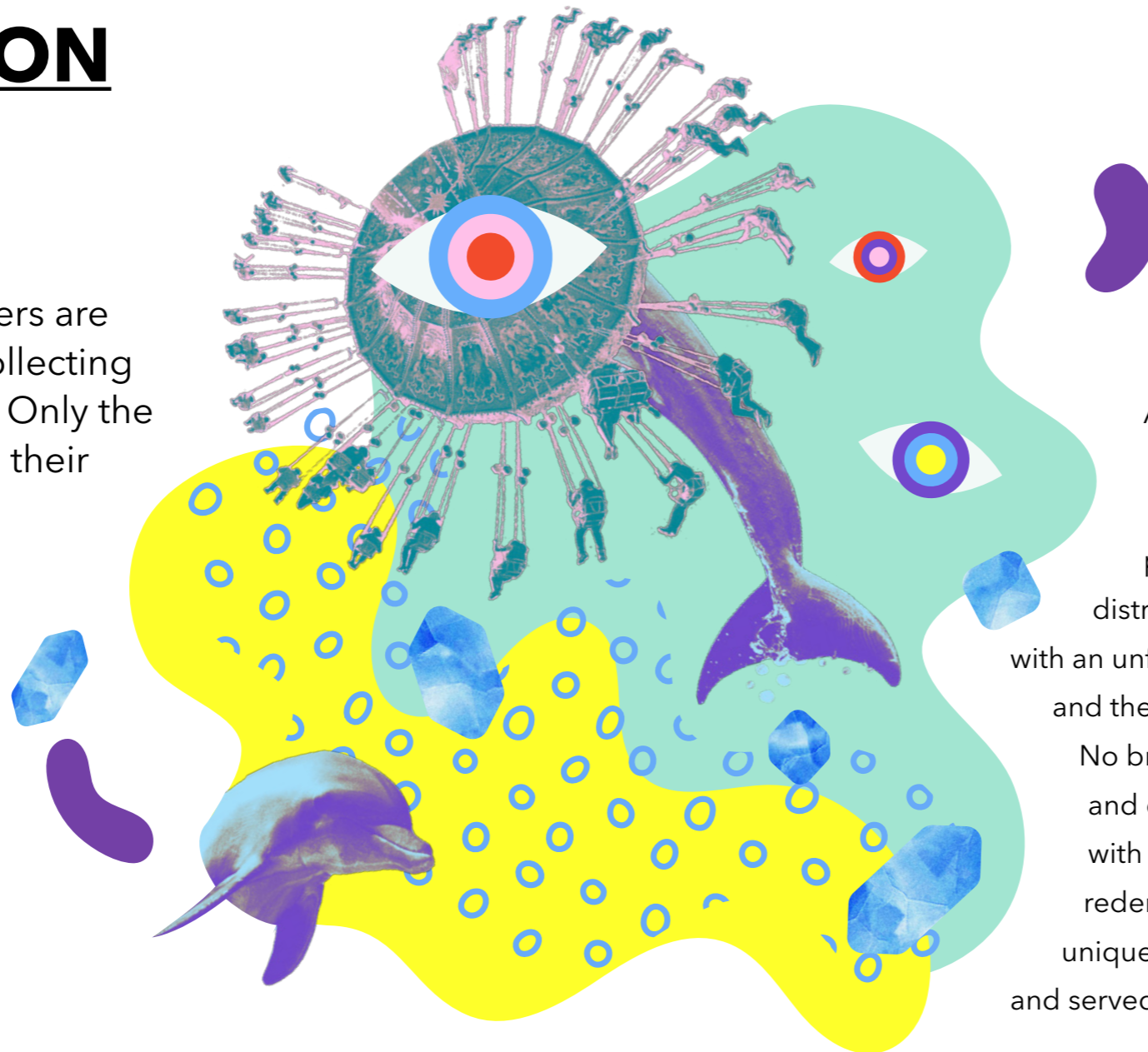
ATTENTION



SEIZING

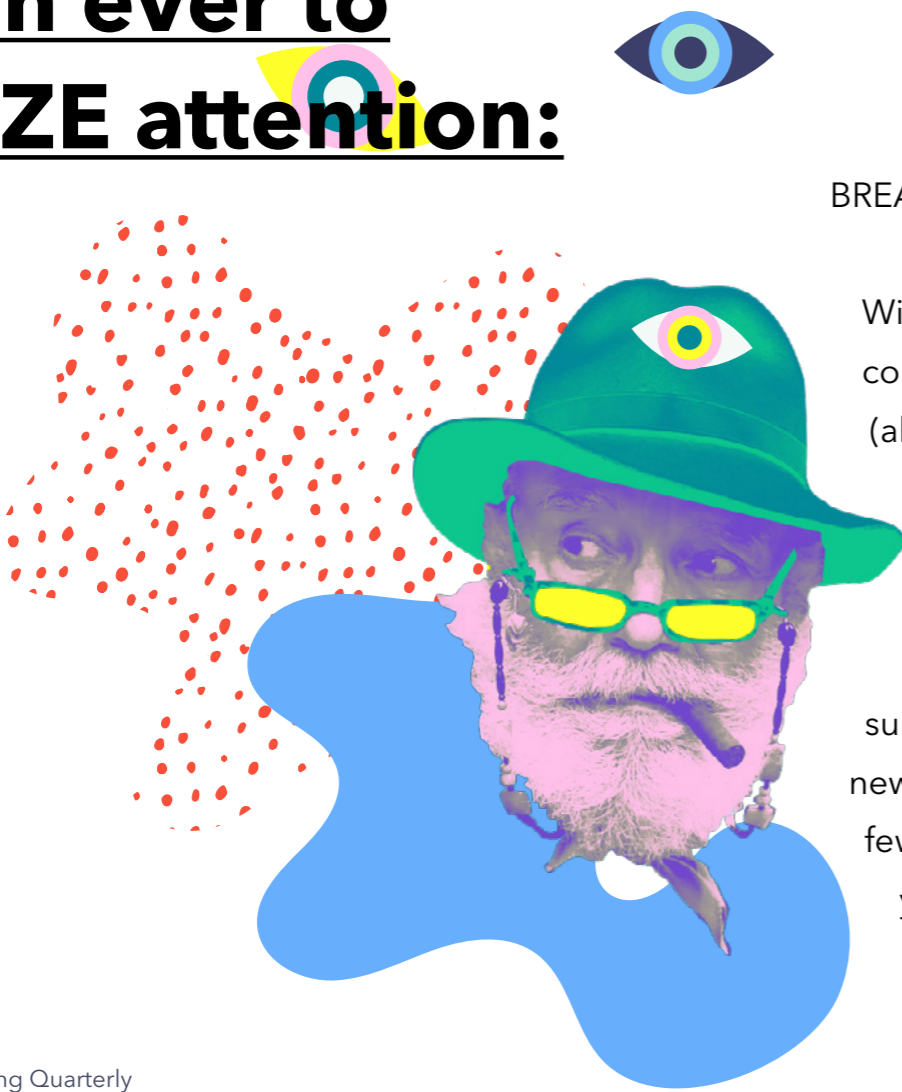
ATTENTION SEIZING

Your customers are masters at collecting experiences. Only the best deserve their attention.



Attracting and maintaining customer attention gets harder by the microsecond. Some days it's the major players (mammoth marketing budgets, distribution and all the product trimmings) with an unfair advantage. Other days it's the niche and the nimble, the upstart startups. The truth? No brand has it easy. If your products, services and experiences don't reward attention with one-of-a-kind stories, self-actualization, redemption, connection to others, or the uniquely powerful feeling of being *understood* and served as an individual, they will flop.

Why it's harder than ever to SEIZE attention:



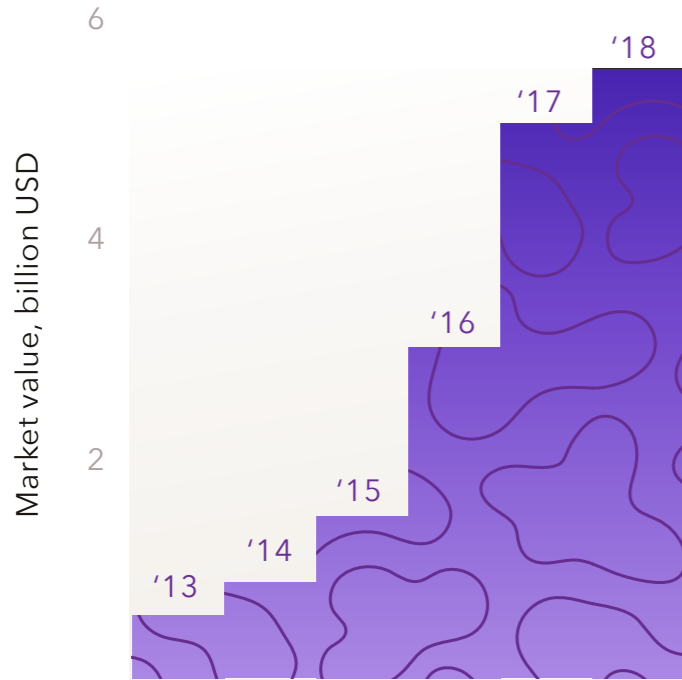
BREAKING THE RULES OF ENGAGEMENT

With skyrocketing digital media consumption and growing choice in (almost) every marketplace, attention is scarce. To get consumers to engage, brands have been breaking loose from their vertical to pop up in surprising places and delight new customers. Today there are few remaining B2C categories (tweet @maxluthy if you can think of *any*) that haven't had their toes stepped on by a startup or multinational from 'outside' their space.



Annual market value of livestreaming in China

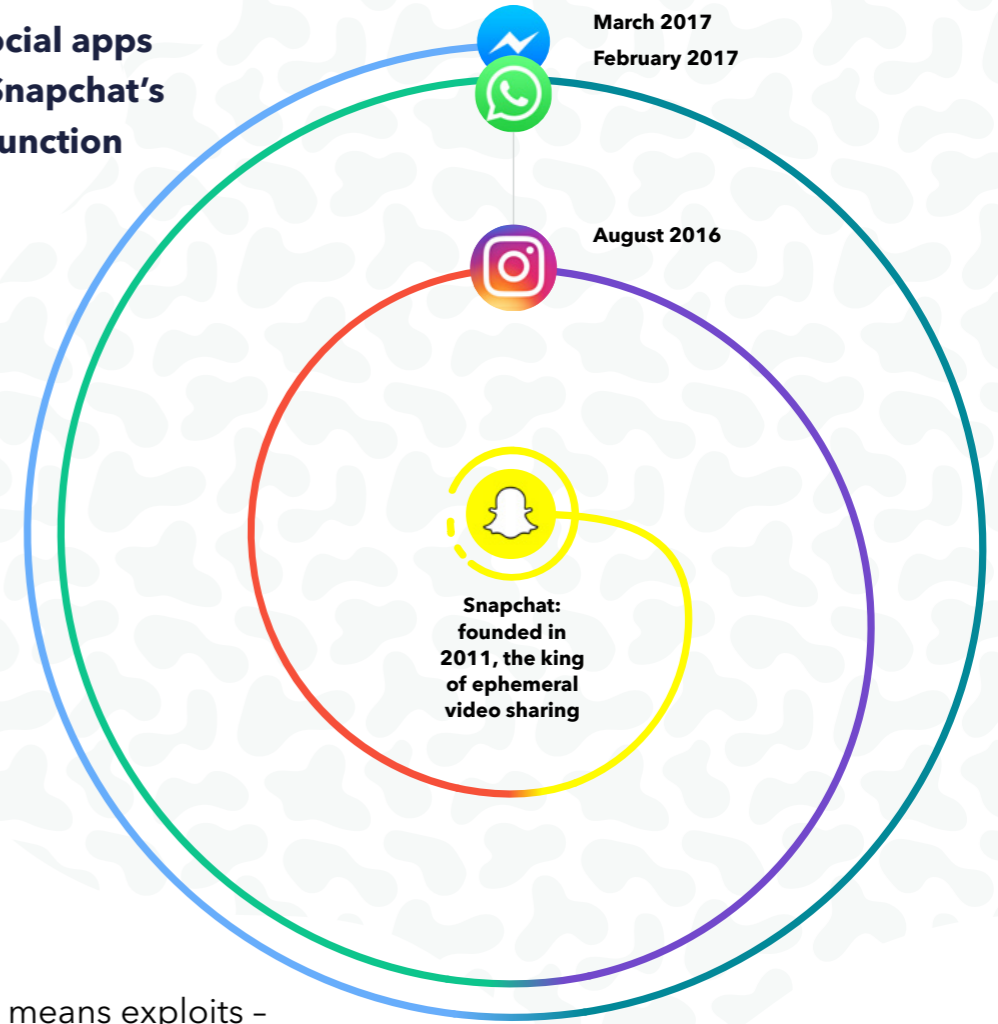
Source: Credit Suisse, Euromonitor; from the Economist.com



STATUS SANDCASTLES

The shift towards an Experience Economy began at the tail end of the 20th century. Competition was, of course, supercharged by social media, the perfect platform to share and show off experiences in pursuit of likes. Yet in 2017, carefully curated photo albums of a once-in-a-lifetime vacation are about as valuable as your MySpace friend count. The shift towards ephemeral (read: more authentic) 'stories' means exploits - Status Sandcastles- must be rebuilt daily. And livestreaming will only push this further as people flaunt how amazing their lives are, *right now*.

When social apps copied Snapchat's Stories function

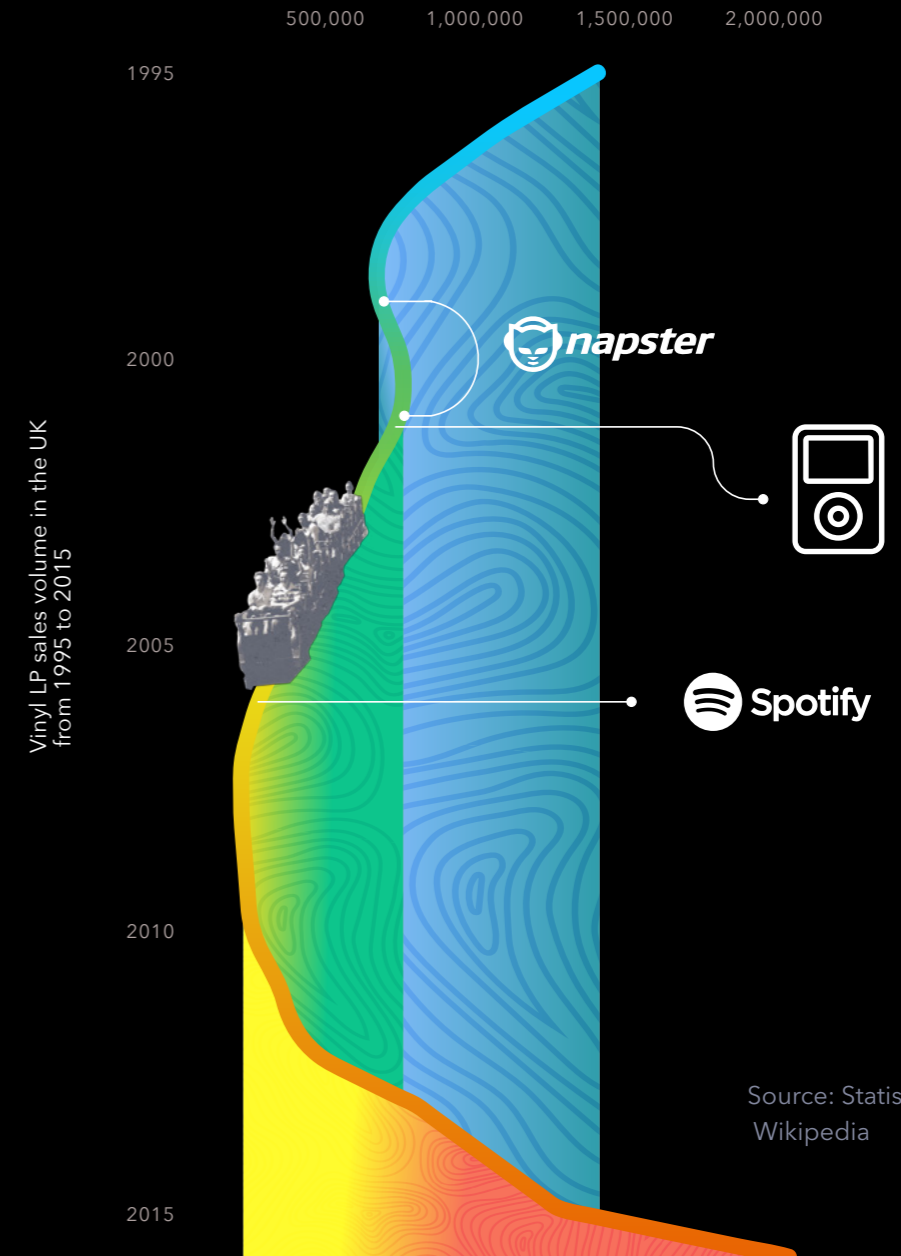


CONNOISSEUR MASSES

In a marketplace with endless choices to make, customers flip from purchasing the cheapest/fastest/easiest option in one category, to fussing over every *little detail* (whether it's the discovery, the packaging, the delivery, the consumption or something else) in another. It's the latter where they want to spend their attention and be seen doing it.

How else to explain the 25-year high in vinyl sales in the era of music on tap? Every touchpoint – from discovery, to storage, to playing records – demands more attention, yet vinyl provides greater reward for those customers that see it as a worthy investment in their identity. Another example? One study of US millennials found they treat a handbag purchase as a multi-step process, with 41% saying they planned their most recent handbag purchase more than a month in advance (NPD and Stylitics, May 2016).

20 years of rollercoaster vinyl sales in the UK



3 WAYS TO SEIZE ATTENTION

Shock and Awe

While few businesses can build a meaningful brand with puppies, pop-ups, pyrotechnics and PR stunts alone, the desire for playful, one of a kind, unexpected experiences is real. Brave brands will experiment at every touchpoint and redefine expectations.

Self-Improvement Stories

Once they've met lower-level needs, humans crave self-improvement. This urge spread across the emerging global middle class and collided with the Experience Economy. Today, hard-to-impress clientele seek self-actualization and a colorful story to share with peers.

Experience Theaters

Customer-obsessed brands know that digital disruption does not call for a retreat from all physical infrastructure. Innovative, brand-driven venues for performance, education, work, and great coffee - with longer lifespans than 'pop-ups' - can bring people together and seize attention.

Shock and Awe

 VARIOUS

Instagram-friendly food creations offer the status-hungry a taste of the rainbow

It's easy to be cynical about the rainbow food trend. Made at the [Bagel Store](#) in Brooklyn for over 20 years, they took over Instagram in 2016 as people sought out visually spectacular and 'unique' experiences. Soon there was [#rainbowfood](#) for every palate (or profile) - grilled cheese, lattes, sushi, noodles and even rainbow burgers. But of course, nothing lasts forever, and by 2017 the vanguard of social media food stylists had already moved onto [unicorn food](#) (although that might have been killed by Starbucks' limited edition 'unicorn Frappuccinos' in April 2017). Next up, [mermaid toast](#), obviously!

But as with all 'frivolous' trends, there's a serious point to take away. Are *your* brand experiences as memorable, exciting and Instagrammable?

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 FOOD & BEVERAGE



Shock and Awe

 MEXICAN TOURIST BOARD

Tourist board's installation makes it rain tequila

Need *more* inspiration to create memorable experiences? How about this playful nod towards two well-known German traits: a desire to escape the Northern European weather, and to mix vacations with alcohol ;)

The [Mexican Tourist Board](#) created rain showers of tequila in Berlin as part of a bid to encourage more German people to visit the country. Exhibited during Germany's rainiest month, the March 2017 campaign used ultrasonic humidifiers to vibrate tequila at a frequency where it turned into a visible mist; the mist was then condensed to form drops which fell as 'rain'. The display was synchronized with Berlin's weather, timed to coincide with actual rain showers.



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Shock and Awe

■ AIR FRANCE & ADIDAS

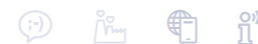
Cinderella-esque stunt makes kids travel home to collect second sneaker

The customer is king, so the old saying goes. But what if you were to spin that truism on its head? That might seize people's attention...

Promoting its youth discount card, [Air France's](#) low cost airline HOP! partnered with Adidas and sportswear retailer Citadium in January 2017. The airline's "Run to Mum" campaign offered a free annual discount card (usually priced at €49) with the purchase of a pair of Adidas sneakers. However the twist was that one shoe was sent to the parents, and the other shoe was sent to their child. The kids were then encouraged to book their discounted flight home in order to complete the pair (and visit their parents!).



TREND FRAMEWORK »



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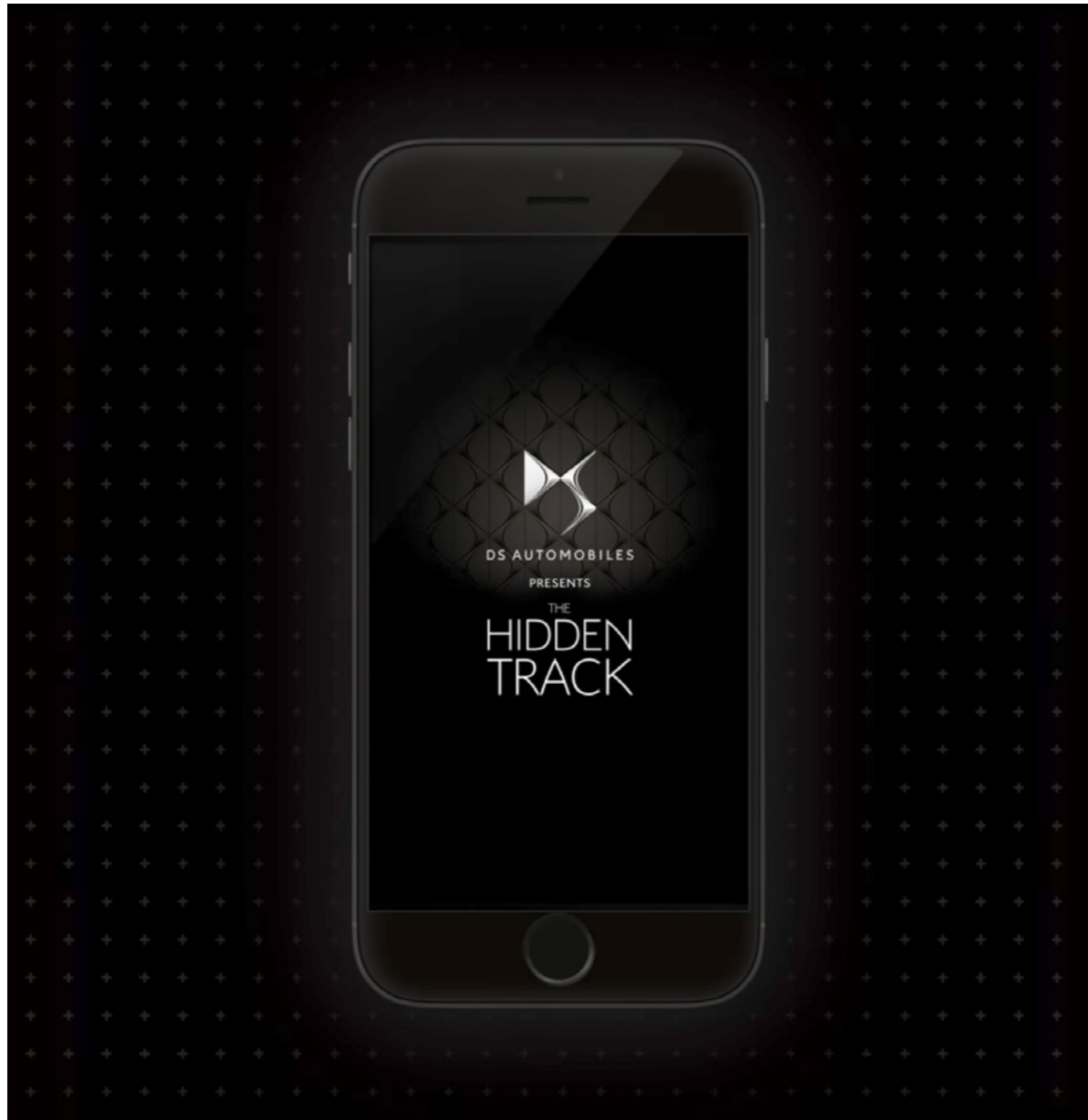


Shock and Awe

 **CITROËN**

Ultra-rare car plays exclusive song only when close to a matching model

Another creative attention-seizing stunt from France. In May 2017 DS Automobiles—a premium sub-brand from Citroën—released the ultra-rare DS 3 Inès de la Fressange (1,000 released worldwide) and DS 4 Crossback Moondust (210 released worldwide). Owners could download an iPhone or Android app that uses geo-location to play a specially-made song and video if their car ever encounters another from the same family on the road. The otherwise-unreleased song 'On Our Way Home' was created by the Australian electropop duo Empire of the Sun, and excerpts were made available in an online video campaign called '[The Hidden Track](#)' which emphasized the exclusivity of the new cars.



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 **AUTOMOTIVE**

 **MEDIA & ENTERTAINMENT**



 SKOL

Beer brand's skin-toned cans celebrate diversity

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Self-Improvement Stories



 CHROMAYOGA

Chromatherapy yoga classes use color, scent and sound to induce trance-like state

Busy, stressed urbanites are in a state of continuous partial attention, and will welcome creative ways to focus their attention on even the most mindful and relaxing of experiences.

ChromaYoga's classes feature chromatherapy to help induce a meditative state amongst participants. Opened in London during February 2017, the yoga studio features lights in changing colors - red, blue, orange, yellow and pink - as students undertake classes. While teachers guide students through the poses, different scents are emitted, and sounds or binaural beats mimic frequencies that the brain emits during different states of consciousness.

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INDUSTRIES »

 HEALTH

Self-Improvement Stories

 METROPOLITAN MUSEUM OF ART

Museum hosts guided workout tours before gallery opening hours

Is your brand heritage now acting more like brand baggage? One signal: the louder you hear your colleagues tell you 'we couldn't possibly do that!', the more effective you might be at seizing the attention of a new customer group.

From January 2017, New York's [Metropolitan Museum of Art](#) is hosting The Museum Workout: a 45-minute exercise-based tour. Taking place before regular gallery opening hours, the workout features a route around the museum curated and narrated by writer/illustrator Maira Kalman. The routine's playlist features pop-rock music, and after their workout, participants can enjoy drinks and snacks. Tickets were priced at USD 40 per person.

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 HEALTH





Self-Improvement Stories



Educational radio shows broadcast at Cairo's subway stations

This innovation - of accessible educational content, seamlessly integrated into people's daily lives - should trigger some creative thinking about which micro-moments you could help consumers maximise?

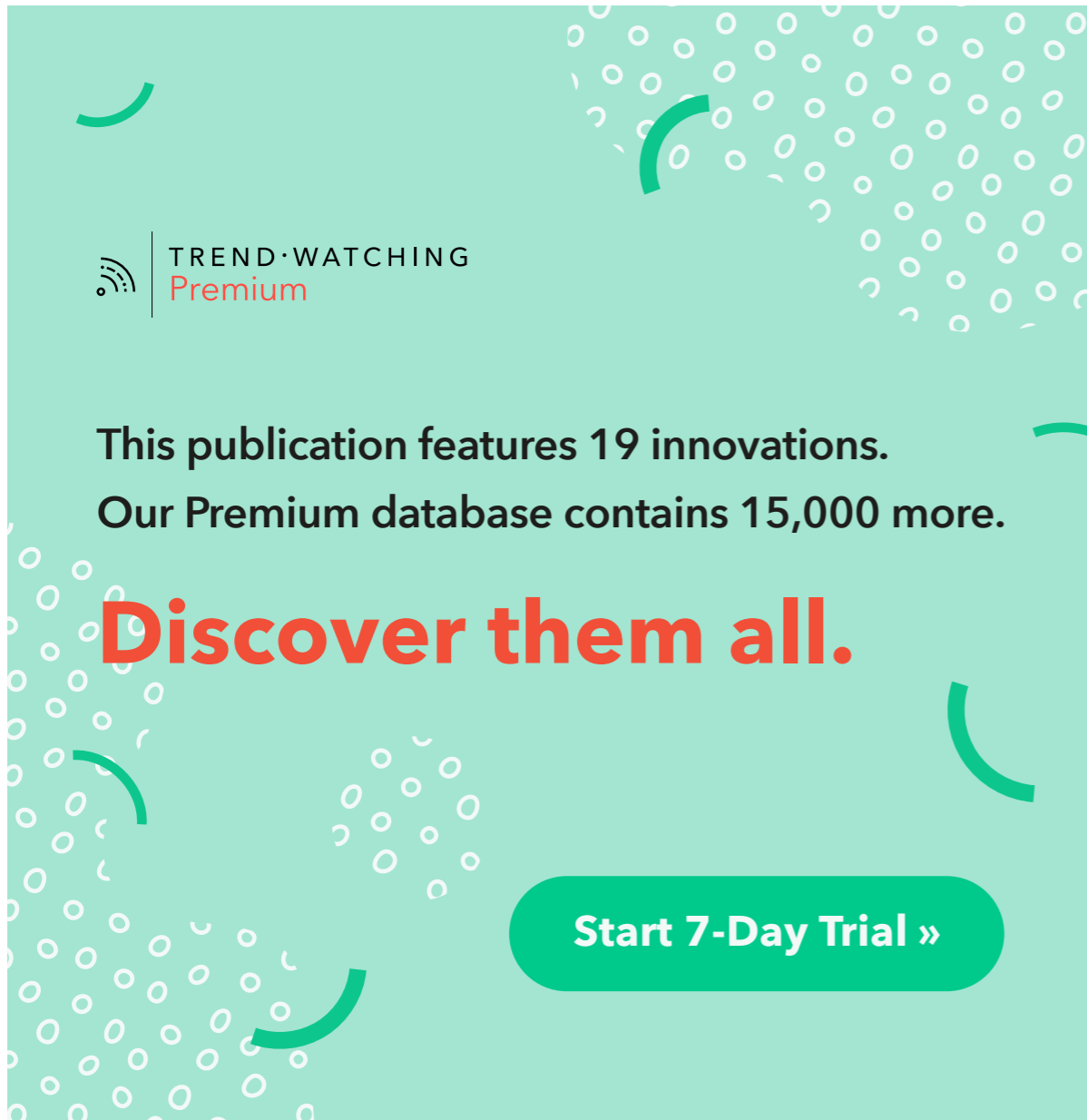
October 2016 saw the launch of [Kemet](#): a radio station transmitted via the Cairo Metro's public address system. Broadcasting every day, Kemet transmits short, six-minute programs on subjects such as culture, history and economic development. The shows have been designed to suit all ages and backgrounds, while avoiding topics such as politics and religion. Kemet also broadcasts information about the subway service, and is on air from 7am until 1am daily.


TREND FRAMEWORK »



INDUSTRIES »





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 RYU

Discount trade-in program for customers hitting fitness goals and sizing out of clothes

Experience Theaters

 HYUNDAI CARD

Credit card company opens dedicated cooking space

Don't limit your thinking to your industry, but instead think expansively about who your customers want to *become*, and what skills might help them on their journey.

Opened in Seoul during May 2017, [The Cooking Library](#) is a cultural space created by Hyundai Card. The credit card company's members can browse more than 10,000 cooking and food books, dating back to the 1960s, as well as various cookery magazines. The space also features 'The Ingredients House' which includes over 200 herbs and spices for visitors to smell and sample. Two on-site kitchens are available for members to use while visiting, with a program of events and activities also on offer.

TREND FRAMEWORK »



INDUSTRIES »

 FINANCIAL SERVICES

 FOOD & BEVERAGE



Experience Theaters



 MINI

Car manufacturer launches creative maker space

Big commitments require fresh new approaches. Could you leverage non-traditional partners to help build and support a thriving ecosystem?

In January 2017, BMW-owned car manufacturer Mini partnered with a US-based architectural firm to open [A/D/O](#): a 23,000 square foot creative hub in Brooklyn. An old warehouse was transformed into a platform for local designers and entrepreneurs to access and try out ideas, with both rentable and free co-working maker spaces. The building also features meeting rooms, a restaurant, design shop and outdoor gallery.

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INDUSTRIES »

 AUTOMOTIVE



Trendwatching Quarterly

Experience Theaters

 APPLE

Apple offers free educational sessions at all stores

Yes, Apple have been masters of this for a number of years now. But they recently ramped up their in-store programming even further. May 2017 marked the worldwide debut of Apple's free educational sessions, through the [Today at Apple](#) program, offered at all 495 of the company's stores. Highly-skilled Apple employees and other experts host events focusing on a range of topics - including photography, coding, music, art, design and business. The sessions vary in level (from beginner to professional) and are designed to allow local community members to connect with one another. 'Today at Apple' also features programs for specific groups, such as 'Teacher Tuesday'.

TREND FRAMEWORK »



INDUSTRIES »

 CONSUMER ELECTRONICS

 RETAIL

“We’re creating a modern-day town square, where everyone is welcome in a space where the best of Apple comes together to connect with one another, discover a new passion, or take their skill to the next level.”

- Angela Ahrendts, Senior Vice President of Retail, Apple



What NEXT?



PERSONAL,
CONTEXTUAL,
UNFORGETTABLE

The best way to capture a customer's attention at any given moment? Harness their unique data and circumstances to prove to them that you understand their exact needs. Mass marketing/design/pricing/delivery won't capture attention as well as their intimately tailored counterparts. Follow the customer's digital footprints and get personal. Have a look at this Hololens-powered concept from [Air New Zealand](#) for inspo.

LESS FUSS, MORE ATTENTION

Whatever you do, don't assume this side of Customer Experience is purely about maximalism and cramming bells and whistles into your CX. Of course that can seize attention! But there are whole strands of product or

service design where minimalism still

rules the day. And innovators

around the world are pushing

the limits and proving less

can be more. [Zuri](#) offers

just one type of (made in

Kenya) dress, while [Muji](#)

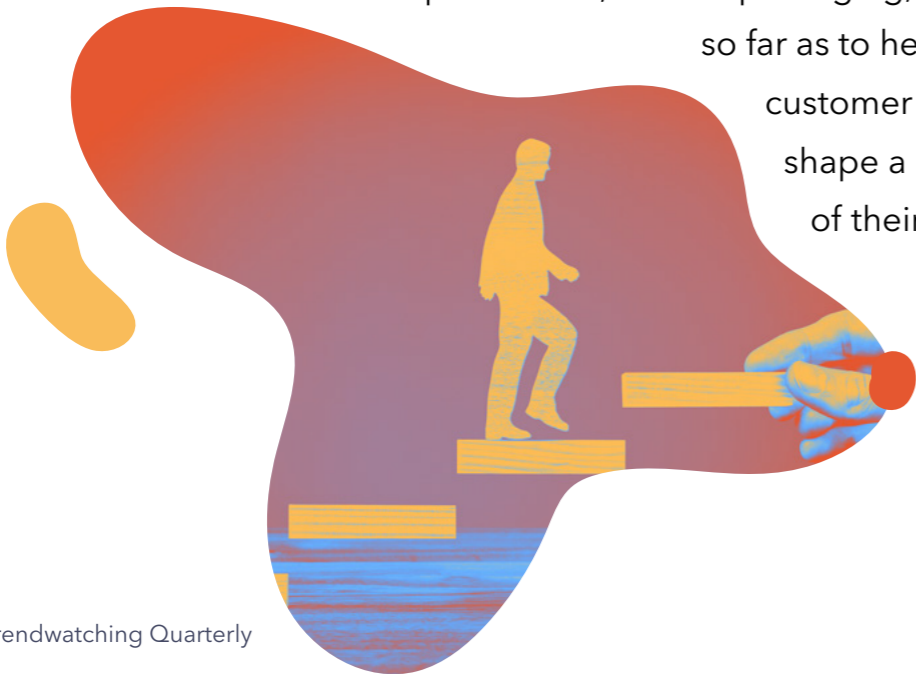
sells ultra minimalist huts.



SEIZE WITH SUBSTANCE

If you're going to seize attention, consider how you can facilitate self-improvement not just in a physical manner, but at a deeper, perhaps even spiritual, level. Yesterday's brands delivered their offering with profits (or shareholder value) their only objective. Today they're expected to be anchored to a greater cause, a higher purpose. Tomorrow's brands, through everything from their pricing to their production, to their packaging, will go

so far as to help the customer find and shape a purpose of their own.



Estimated number of gamers worldwide

1995
100 Million

2015
2.6 Billion



QUESTIFICATION

Billions of badges ago, 'gamification' made the leap from buzzword to reality. Customers have grown accustomed to brands that gamify everything from filling out their tax return to ordering tacos.

Beyond embedding a progress bar and some virtual badges into your app, what would it look like if your brand took the customer on a quest? Design an adventure that makes your CX seem like Final Fantasy vs. your competitor's Pac-Man.

Source: Kleiner Perkins Internet Trends 2017

Hybrid Theory



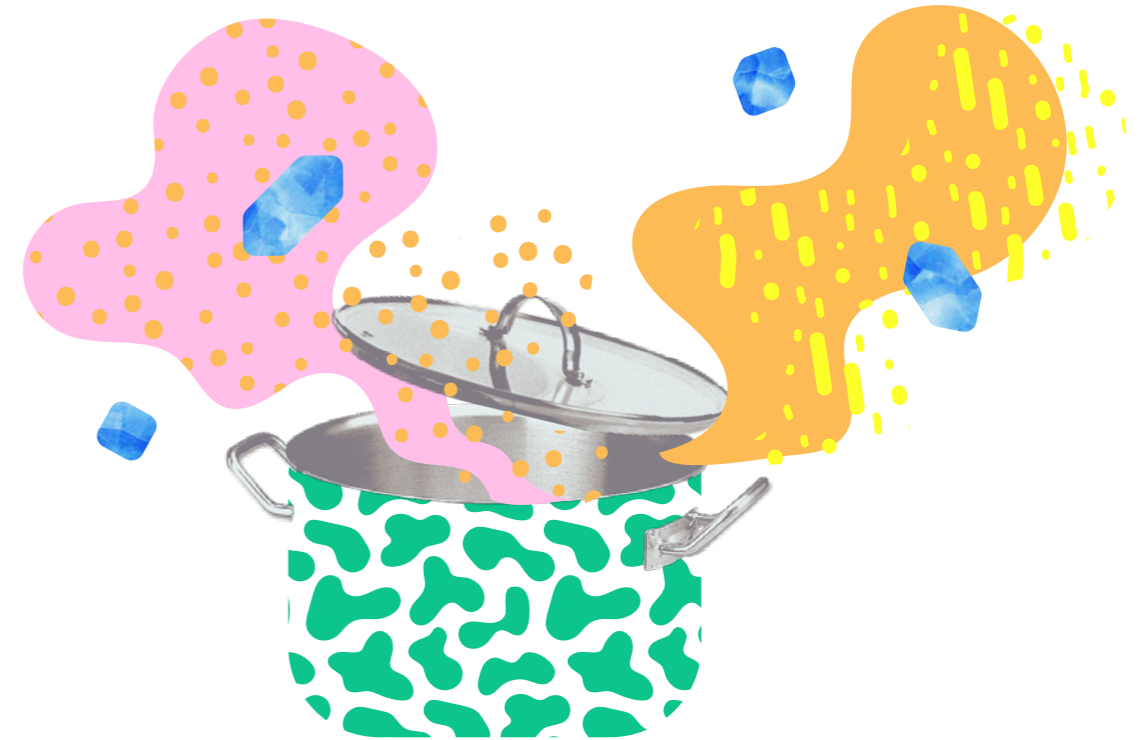
We said right at the start that your brand's role would vary.

It's unlikely your optimal strategy is to be a saver at every step in the customer journey, or a seizer throughout.

Hey, sometimes it's complicated!

Consider Netflix. The media and entertainment giant wants to seize users' attention with as much compelling content as it can, hence the USD 6 billion it is investing in original programming in 2017. Yet Netflix was able to celebrate (with a steak dinner, no less) reaching 100 million subscribers because it endeavors to make trials, purchasing, logging in, refunds, updates, discovery, cross-device access and more as seamless as possible.

Another hybrid example? Meal kit subscriptions. And while many entrants have struggled, Blue Apron is projected to clear USD 1 billion revenue in 2017. These services are often regarded as the epitome of (lazy) urbanites looking for an attention saving dinner. However, the value-add versus takeout food is that they involve just the right amount of preparation and attention seizing (rewarding) cooking.



The answer may vary from touchpoint to touchpoint, from your pricing to your packaging. The optimal strategy may even vary from one customer segment to another. What's vital is that you ask the question.



PART 2

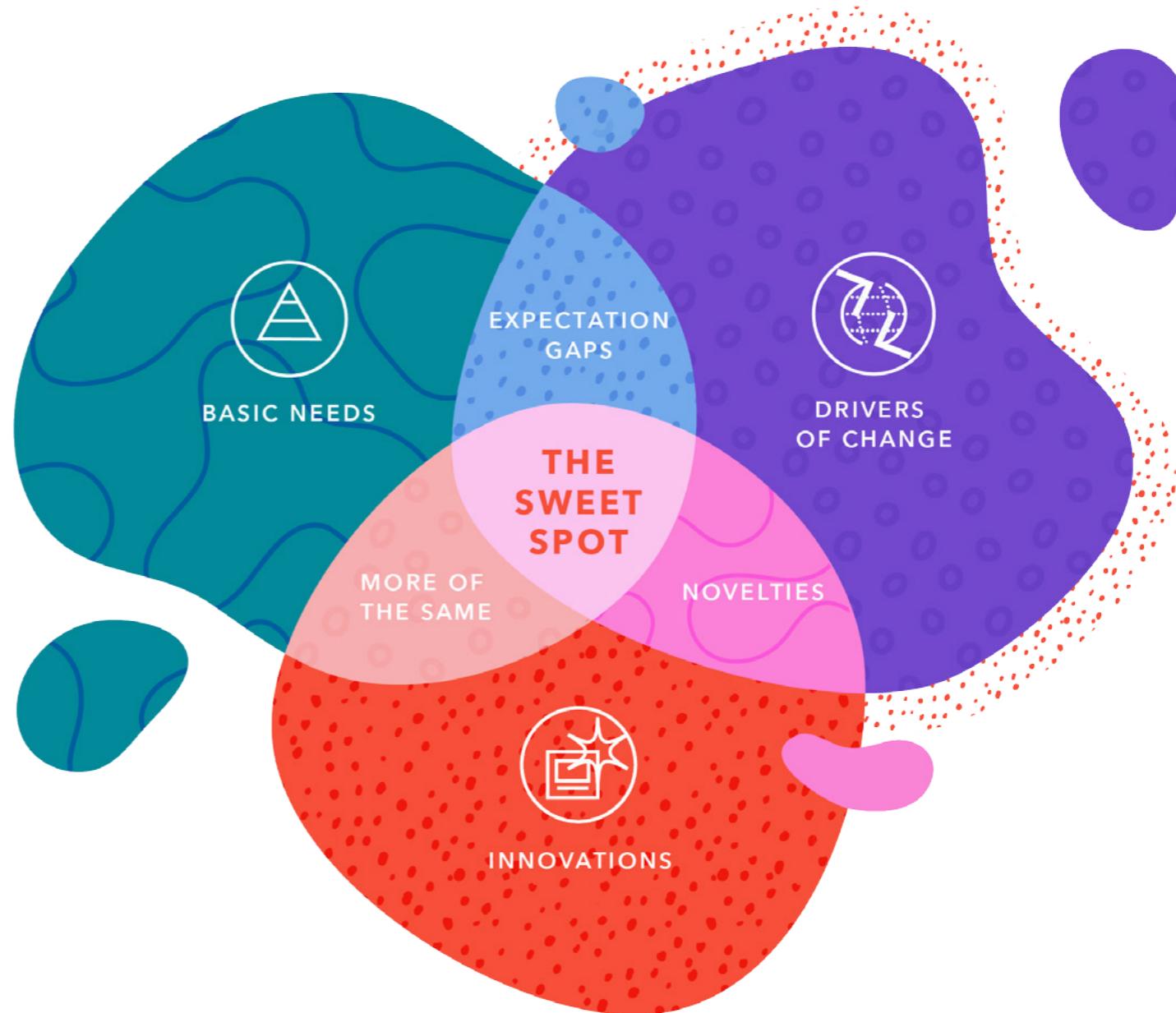
The Bigger Picture

Trend-Driven Innovation
Trend Framework

Trend-Driven Innovation

Spotting trends? It all starts with innovations...

Trends provide powerful answers to the huge question you're wrestling with: 'what will my customers want next?' Let us share the not-so-secret secret to spotting trends (including the ones in this report!): **stop watching customers, and start watching the innovations - products, services, campaigns - flooding into the market now.** Draw lines between similar innovations, and interrogate them for the new customer expectations they're helping to create.





Why does watching innovations lead to foresight into what customers will want next?

The answer lies in the expectations those innovations are creating. When an innovation serves fundamental human needs in a novel way, it sets new customer expectations. And once created by a game-changing innovation, these customer expectations will spread across markets, industries, product and service categories, and demographics.

If you want to learn more about how we spot and track trends then our book, *Trend-Driven Innovation* contains our end-to-end methodology that we use with clients.

The Trend Framework

16 mega-trends that provide structure and context when tracking innovation.

So how do we process the thousands of innovations we spot?

We map all the expectation-changing innovations we discover against our Trend Framework. These 16 mega-trends (which range from basic human needs and wants to long-term environmental, technological and social shifts) form a comprehensive picture of consumerism.





So there you have it. We don't possess some special gift that enables us to divine the future (unfortunately!). Instead, we simply connect new innovations to points of stability - our mega-trends - in order to see where consumerism is headed, and where future business opportunities will present themselves.

TrendWatching Premium users can dive deeper and discover how the future of Customer Experience will continue to evolve by tracking new innovations that fall under the following mega-trends:

- UBITECH (the ever-greater pervasiveness of technology)
- EPHEMERAL (the scarcity of time and its consequences)
- HELPFULL (the demand for convenient and superior service)
- HUMAN BRANDS (the search for more authentic brands)
- PLAYSUMERS (the ageless quest for fun)

Check out all our Premium clients have access to [here](#).



GO! GO! GO!

At TrendWatching, we know how busy you are and how many information sources the modern professional is bombarded with. We'd like to take this moment to THANK YOU for giving us your in-demand attention. We cherish it.

Now go grab your team and ask them how your brand can be the best-in-class at SEIZING or SAVING attention at every 🙌 single 🙌 encounter 🙌 with the customer. Your customer will thank you!