

Empowered customer

Eight things to consider in any customer-facing organization

1 **Today's customers understand their commercial value ...**

... but they can ignore you if they're disinterested or displeased.

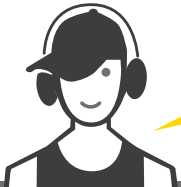

US\$21.8 billion in global ad revenue was **lost** through **ad blocking** software in 2015¹




2 **Customers are willing to pay for what they value ...**

... but need to be appealed to in their full complexity.

What do you have for me?



3 **In this culture of niche, everything must be personalized ...**

69% of shoppers are willing to trade their **personal information** for more **personalized services**.²

69% Age 25-34

... putting a premium on data collection and analysis.

Annual spending on **data and analytics**³ **23% CAGR** 2019 **US\$48.6b**


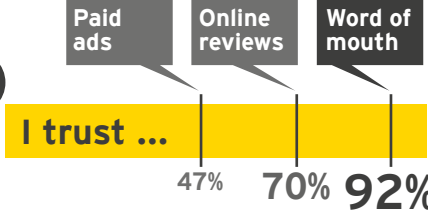
4 **Customers build brands ...**

Consumers **trust earned media** over any form of paid advertising⁴

70% want to learn about products **through content** vs. through traditional advertising⁵

47% **70%** **92%**

... companies must effectively manage a mix of media channels.




5 **Experiences are becoming more important than products ...**

78% Millennials⁶

Percentage of retail customers expecting **virtual reality** to impact their shopping experience in the future.⁷

63%

... changing how companies create, deliver and measure value.






6 **Business customers also want to be empowered ...**

65% of B2B customers say their experience **doesn't match** their experience on Amazon and similar sites.⁸

65%

... disrupting existing supply chains and raising the bar on delivering differentiated B2B experiences.





7 **Today's customers co-create ...**

Crowdsourced innovation produces 65% more actionable ideas.⁹

65%

... speeding time to market, improving quality and reducing false starts.

8 **Consumers have the creativity and access to capital ...**

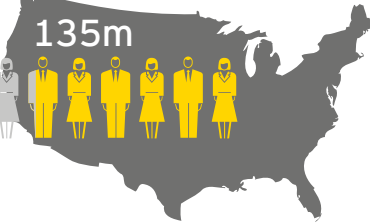
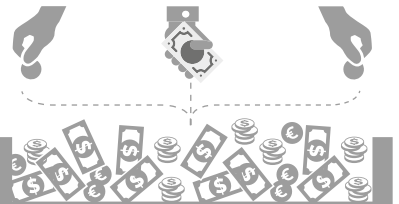
57% of US adults are independent makers of products and services¹⁰

135m

... to become your future competitors.

Crowdfunding¹¹

2014 US\$16b **+100%** 2015 US\$34b

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2. "Consumers Want a More Seamless and Personalized Customer Experience From Their Bank," *Cisco Press Release*, 22 April 2013; <https://newsroom.cisco.com/press-release-content?articleId=1174098>.

3. "New IDC Forecast Sees Worldwide Big Data Technology and Services Market Growing to \$48.6 Billion in 2019, Driven by Wide Adoption Across Industries," *IDC Press Release*, 9 November 2015; <http://www.idc.com/getdoc.jsp?containerId=prUS40560115>.

4. "Nielsen: Global Consumers' Trust in Earned Advertising Grows in Importance," Nielsen Press Release, 10 April 2012; <http://www.nielsen.com/us/en/press-room/2012/nielsen-global-consumers-trust-in-earned-advertising-grows.html>.

5. Laura Montini, "70% of people want to learn about products through content vs. through traditional advertisements," Inc., 2015; <http://www.inc.com/laura-montini/infographic/the-shift-to-native-advertising-in-marketing.html>.

6. *Millennials: Fueling the Experience Economy*, Harris Poll and Eventbrite, 2014; https://eventbrite-s3.s3.amazonaws.com/marketing/Millennials_Research/Gen_PR_Final.pdf.

7. Dan Virgillito, "How Virtual Reality Could Spawn Rapid Commerce Growth," *Shopify*, 21 March 2016; <https://www.shopify.com/enterprise/98447366-how-virtual-reality-could-spawn-rapid-commerce-growth>.

8. The Amazon Effect: How Higher Customer Service Standards Impact Your Business and What You Need to Do to Thrive, LMA Consulting, October 2014; <http://www.lma-consultinggroup.com/wp-content/uploads/2014/10/AmazonFinalResReport10-14.pdf>.

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10. Martha Stewart, "Meet USA's new entrepreneurs," *USA Today*, 15 October 2013; <http://www.usatoday.com/story/money/business/2013/10/14/martha-stewart-column-meet-the-makers/2980701/?siteID=je6NubpObpQ-hKNznYqsCtsTdL5N7v7BA>.

11. Chance Barnett, "Trends Show Crowdfunding To Surpass VC In 2016," *Forbes*, 9 June 2015; <http://www.forbes.com/sites/chancebarnett/2015/06/09/trends-show-crowdfunding-to-surpass-vc-in-2016/#b325fe5444b5>.