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About this e-book

This e-book provides a snapshot of key findings and insights from *Experience 2030: The Future of Customer Experience is ... Now!*, a comprehensive global research study involving more than 4,000 consumers, executives, marketers and technology professionals. SAS partnered with [Futurum Research](#) on this study to understand what defines customer experience today and how it's evolving through the year 2030.

The research revealed five key themes driving the evolution of customer experience now and into the future, along with some surprising gaps between brand and consumer views about technology and its uses, data privacy, what drives loyalty and more. Our goal with this e-book is to help brands bridge those gaps and build a forward-looking customer experience framework.

Ready to get started? Read on to learn the five themes we uncovered, why they matter and how they'll affect your brand.

Perspective

The empowered buyer is capitalizing on emerging technologies and exerting tremendous pressure on the technology resources of marketing organizations. Consumers expect always-on access and immersive service - and to interact with your brand on their terms. For customer experience and marketing leaders, these forces are challenging. It's hard to get ahead of something that's constantly advancing.

Following customers through their journeys entails a deep understanding of the consumer across endless buying journey permutations. Consumers want to be remembered and understood as they crisscross myriad devices, channels, touch points and contexts.

Brands must embrace a holistic data strategy that they can personalize at scale, employ journey analytics capabilities that can adapt in real time and enable a self-reinforcing cycle of tailored experiences - powered by analytical optimization processes and automated decision-making capabilities.

The upshot? Brands must reinvent their operating models now to deliver meaningful marketing moments that will continue to resonate into the future. Are you ready?

Wilson Raj
SAS





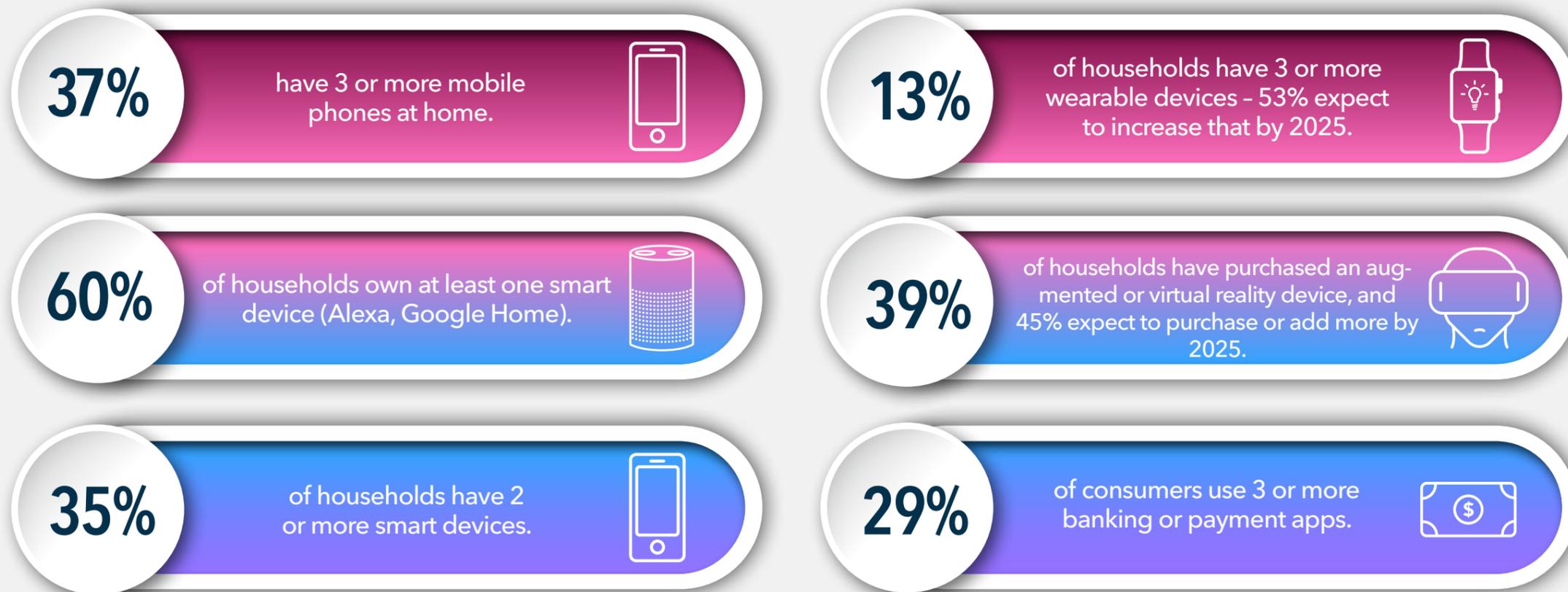
Smart technology

Consumers don't use
digital, they are digital

Technology has fundamentally changed consumer behavior. The future of consumer behavior over the coming decade is more digital, more mobile, more social and more engaging.

Today's consumer, whether searching for movie tickets or information about a community event, is increasingly agile, online and immersed in consumer tech. Primed by evolving digital technologies (think augmented/virtual reality, facial recognition, etc.) and smart physical spaces, consumers are getting accustomed to the convenience of "everything as a service" and will come to expect "relevance as a service" in time. Brands must design experiences and services that adapt to the ever-changing digital consumer.

From mobile phones to smartphone assistants, consumers have embraced a digital world.



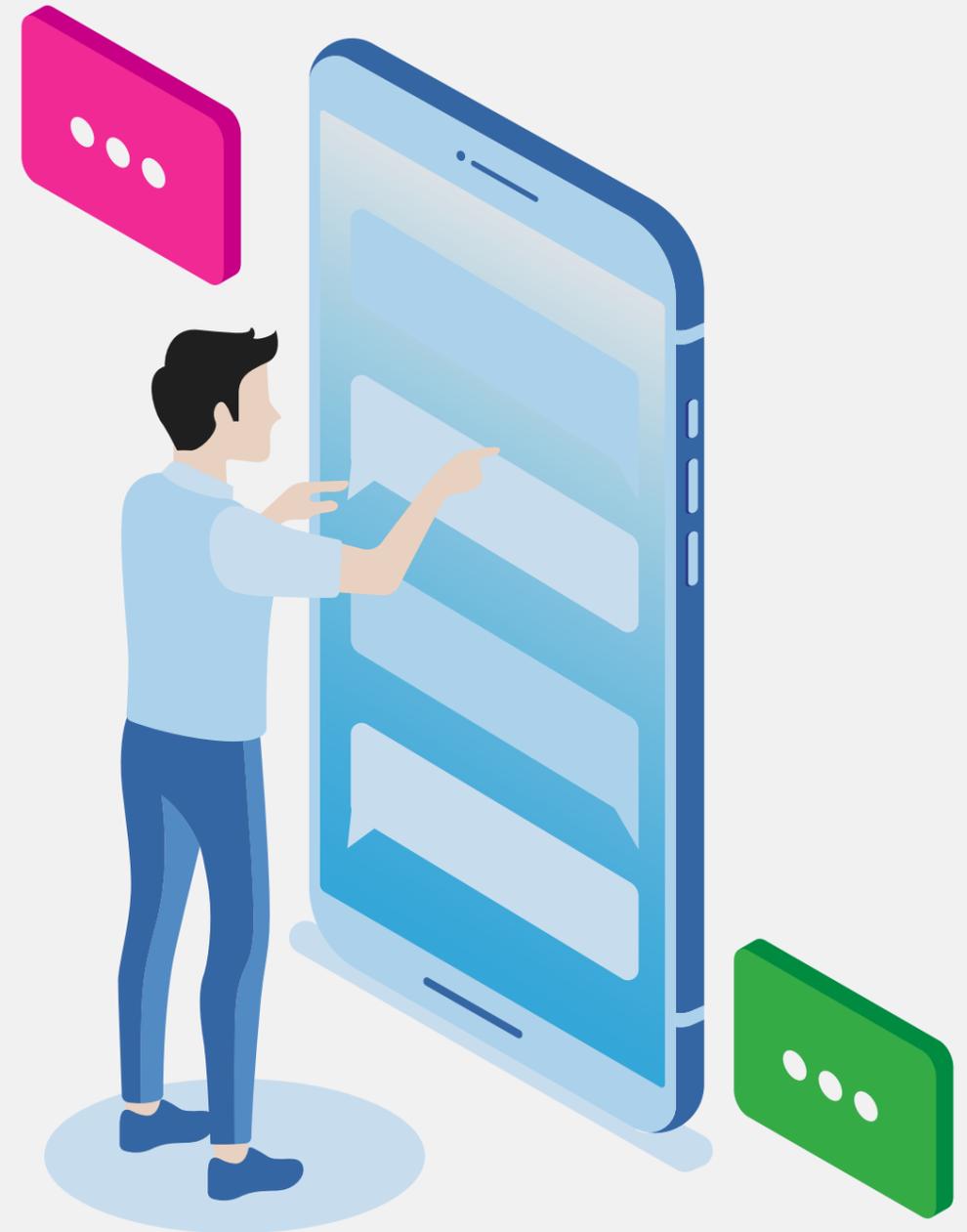
5 technologies shaping consumer behavior



A third of all consumers reported having three or more mobile phones in regular use within their household. What are consumers anticipating by 2025? More mobile. A lot more. Forty-one percent of consumers expect to have more mobile phones in their home in 2025 than they do today, and they expect that number to increase even more by 2030.

KEY TAKEAWAY:

For many, mobile is the only technology used to access online services, a strong rationale for many brands adopting mobile-first and mobile-only strategies.



2
Wearable devices

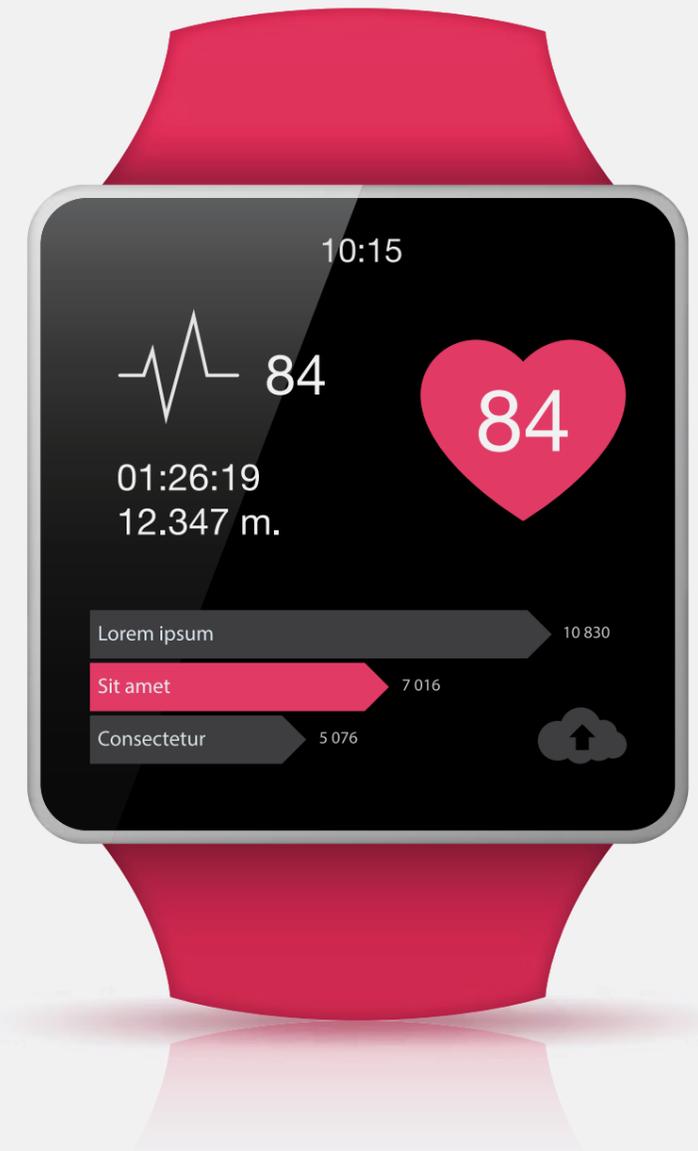


Wearable devices, such as smartwatches or fitness trackers, are increasingly popular, with brands such as Apple, Fitbit and Garmin helping create new segments of market opportunity.

44% of survey respondents reported having at least one wearable device in the household today.

More than half of all consumers expect their use of wearable tech to begin or increase by 2025

78% say they expect they'll be controlling other devices with their wearables.



KEY TAKEAWAY:

Wearables are becoming an important component of mobile tech. The value to brands is potentially significant because wearables provide a way to engage with consumers more often, helping them complete tasks or coordinate their personal lives. Brands can gather valuable data through embedded IoT sensors and provide real-time information and feedback to the consumer.

3
Smart assistants



From the voices of Siri and Alexa to Google Home, AI-infused smart technology is everywhere, and consumers expect to use it soon and often.

35% of households have two or more units in use now.

80% of consumers expect to use a smart assistant to make an online purchase or control a smart home by 2030.



SURPRISING FACT:

Consumers in North America consistently trail behind those in Asia Pacific and other regions in existing use and expected future use for mobile phones, smart devices and wearable tech.

PERCENT OF HOUSEHOLDS THAT ANTICIPATE USE OF CONSUMER SMART TECH INCREASING THROUGH 2025 AND AGAIN THROUGH 2030

69%
ASIA PACIFIC

50%
NORTH AMERICA

KEY TAKEAWAY:

Brands should be betting big on these systems. They provide an opportunity to become part of an automated household, recommending products and services or supplying information when a consumer needs it without having to ask. They also present an opportunity to collect and analyze data to develop predictive behavioral insights that lead to a more personalized consumer experience.

4
App tech



Managing personal finances is a part of everyday life for consumers around the world. Close to a third of consumers use three or more financial apps on a regular basis, and 45% expect their app use to increase in the next five years. Ease of payment will be critical for brands, a point that firms like PayPal and Apple have stressed.

45%
expect their app use to
increase in the next five years.

KEY TAKEAWAY:

From a technology perspective, the growth in demand for financial apps is highly dependent on a brand's ability to build a relationship of digital trust between brand and consumer.





While mass adoption of standalone AR and VR devices has not yet materialized (61% of consumers have yet to purchase AR/VR technology), we know these technologies are making inroads through devices such as smartphone apps and heads-up displays in vehicles. And according to the data, the future of AR/VR looks promising.

56% of consumers expect to be virtually visiting remote locations or experiencing vacation and entertainment events through mixed reality devices by 2025.

78% say they expect to use AR or VR as part of their brand engagement experience by 2030.

KEY TAKEAWAY:

AR is making its way to most households through applications on consumers' mobile devices, and the value is considerable. AR makes it possible to "see" directions through the camera on a mobile phone, to "try on" apparel without the apparel, to see how a product might look when placed in a home, all without the challenges of today's VR headset devices. This opens a new way for brands to create enhanced media and new content forms, spark empathy and transform offline experiences.



And don't forget about ...

While these technologies aren't shaping customer engagement now, brands need to anticipate what's coming.

Drones



23% of consumers expect to accept delivery of a product by a drone or autonomous vehicle.

By 2025, that number rises to **60%**

And by 2030 **80%** of consumers expect drones to part of their brand experience.

Chatbots



36% of consumers expect to deal with chatbots to answer questions or receive customer support.

By 2025 **2/3** of all consumers expect to be engaging with chatbots,

rising to **81%** by 2030.

CHATBOT APPLICATIONS IN ANALYTICS

At SAS, we're developing different ways to incorporate chatbots into business dashboards or analytics platforms. These capabilities have the potential to expand the audience for analytics results and attract new and less technical users, for example:

- The chatbot can automatically query and describe large corporate or public data sets.
- Users can request summarized or analyzed results verbally by saying, for instance, "Which marketing campaigns are generating the most leads this quarter?"
- The chatbot can provide the answer and then offer additional information or suggest a related report to view based on patterns in the data and in previous related queries.

Autonomous vehicles



By 2025 **29%** of consumers expect to have ridden in an autonomous vehicle.

with **57%** expecting to by 2030.

Also of interest, by 2025 **61%** of consumers expect to be using car-based infotainment systems to look up products, services and order food - all while on the go.

CAN CONSUMERS GET SOCIAL WITH CUSTOMER SERVICE?

We know consumers love social media, but will they connect with brands on social for customer service and support? Most consumers aren't interested now, but according to the research, social media will become a core part of customer support and the overall customer experience in the future.

- 52% say customer support through a social network or app isn't of high interest at this point.
- 41% use social media for customer support at least weekly.
- 37% say using social media for customer support will be more important to them in five to 10 years.

HOW DO BRANDS ENGAGE THE DIGITAL CONSUMER?

Recommendations

One

Take a flexible, modular approach to prioritize technology investments that serve customers along every step of their journeys, engage customers in their mobile moments and give marketers analytic tools to operate at the customer's pace.



Two

Use AI (e.g., text/sentiment analytics) to interpret in-moment customer signals to construct appealing responses in real time.



Three

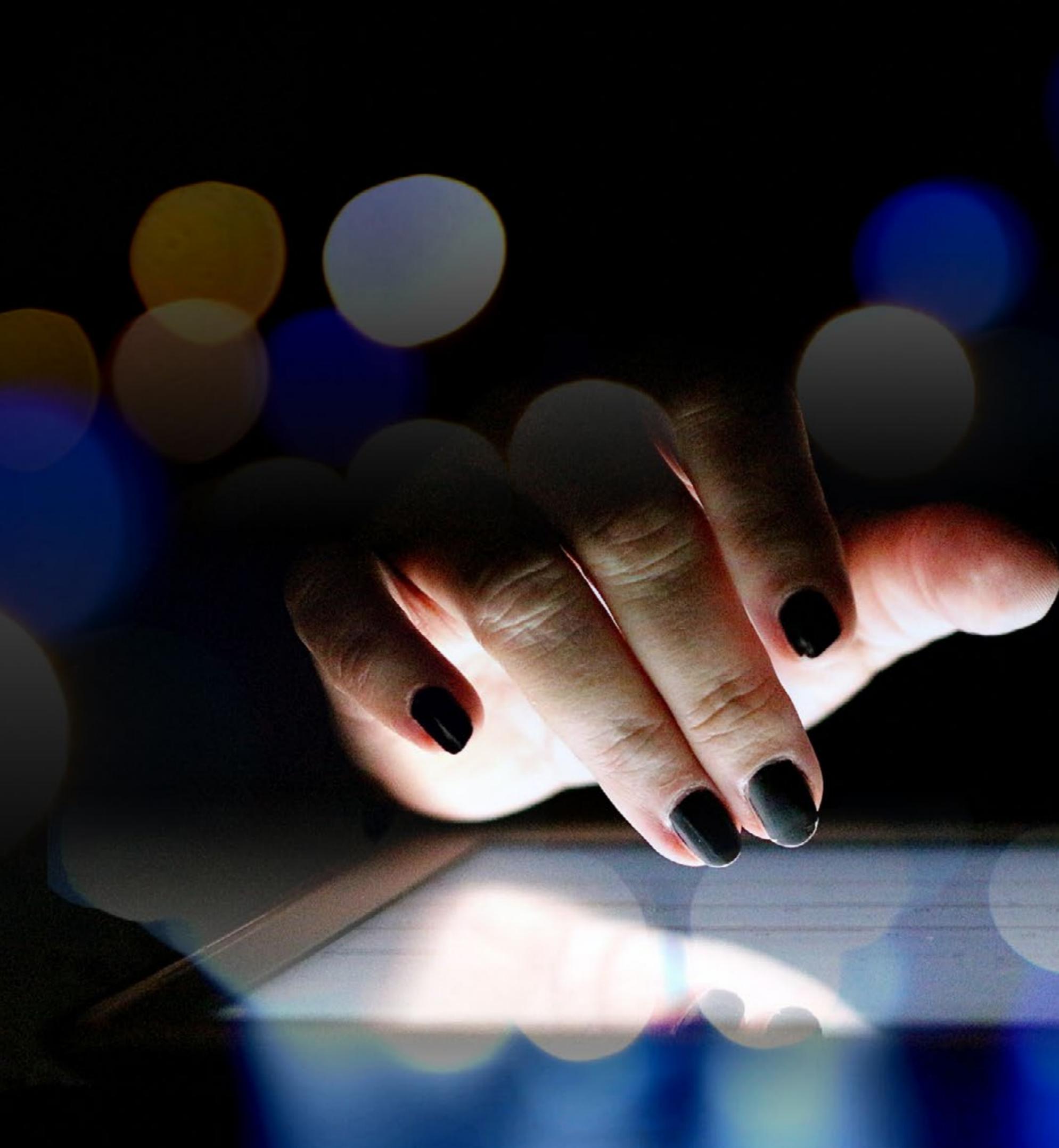
Evolve rapidly from embracing the current or status quo to enabling what's next. Today may be about creating effective search and mobile experiences, but tomorrow will be about creating experiences with drones, AI, AR and VR.



Four

Provide AI-fueled digital customer engagement solutions (product recommendations, campaign optimization, automated segment discovery, etc.) to complement current capabilities and extend into new channels and contexts.





Immersive technology

Bridging the CX divide

There is a startling gap between brand and consumer perceptions, one that requires brands to uncover a more complete, and accurate, 360-degree understanding of the consumer.

The future of customer experience is completely dependent on the ability of brands to have a full understanding of, and align with, consumer perspectives. The key question is: How well do brands understand consumer preferences, and where do their perspectives diverge?

The technology gap

While consumers have embraced technology, brands seem to believe that consumers are uneasy dealing with technology in stores (consumers disagree, by the way). And yet, brands seem to strongly believe that consumers would prefer more in-store tech experiences, like AI assistants, augmented or virtual reality, and automated payment systems.

Despite saying they're comfortable dealing with technology in stores, consumers don't seem enthusiastic about more in-store tech.

As you can see from this table, there is a distinct gap between brand and consumer views. Why the disconnect? We believe it may be the result of early or current technology implementations being too disruptive or implemented ineffectively - something brands seem optimistic about correcting in the future.

Consumer Preferences on Technology	Consumers Agree Today	Brands Somewhat or Strongly Agree Today
I'm uneasy dealing with technology in stores.	35%	78%
Asking an AI assistant, like Alexa, Siri, Bixby, Xiaowei or Duer, for information about a product is a good way to get information even when in a store or shop.	48%	79%
Augmented or virtual reality allows (will allow) me to see how products look or work without having to see the actual product.	49%	81%
I'd prefer to check out of a store using an automated payment system (with payment made without "checkout").	51%	80%
I should be able to use automated robots, smart apps or kiosks to answer questions when I'm visiting, shopping or there as a guest.	48%	75%
I'd use an automated robot to deliver my purchases.	46%	74%

The intent and environment gap

Our research found further gaps in consumer and brand perceptions. When we asked consumers why they visit a mall or store, only half (53%) agreed that they go to the mall to meet friends, eat or be entertained, or that they only visit a store to try products they plan to eventually purchase online (53%). Yet more than 80% of brands felt both statements accurately reflected the consumer’s intent.

Consumer Preferences on Technology	Consumers Agree Today	Brands Somewhat or Strongly Agree Today
Large, crowded stores are a bother (I don't enjoy them).	62%	78%
I like to touch and feel a product before I purchase.	69%	84%
Stores are where I go to look at or try products, but I'm usually going to buy online.	53%	80%
Stores and malls are where I go to hang out with friends, have something to eat or be entertained.	53%	84%
A store should have a person available to answer all questions.	77%	87%
I like specialized services, like "ask the concierge or expert," to give me extra help or information when I need it.	51%	81%
Getting somewhere (like a store, hotel, event) should be fast and convenient.	70%	82%

HOW DO BRANDS BRIDGE THE CX DIVIDE?

Overcoming the brand/consumer perception gap is a challenge that can only be solved with a complete and accurate 360-degree view of the consumer before, during and after an engagement, along with the ability to capture, analyze and act on real-time engagement data.

Recommendations

One

Consumers are willing to embrace well-designed technology experiences both in-store and online, so test enriched tech experiences for (and with) customers and invest in and integrate customer feedback into those experiences.



Two

Expand data collection and the use of analytics to enhance or fail fast toward innovation. Apply holistic customer journey analytics for differentiated experiences.



Three

Distribute customer insights on the fly across the company in meaningful and usable ways for analysts and business decision makers.



Four

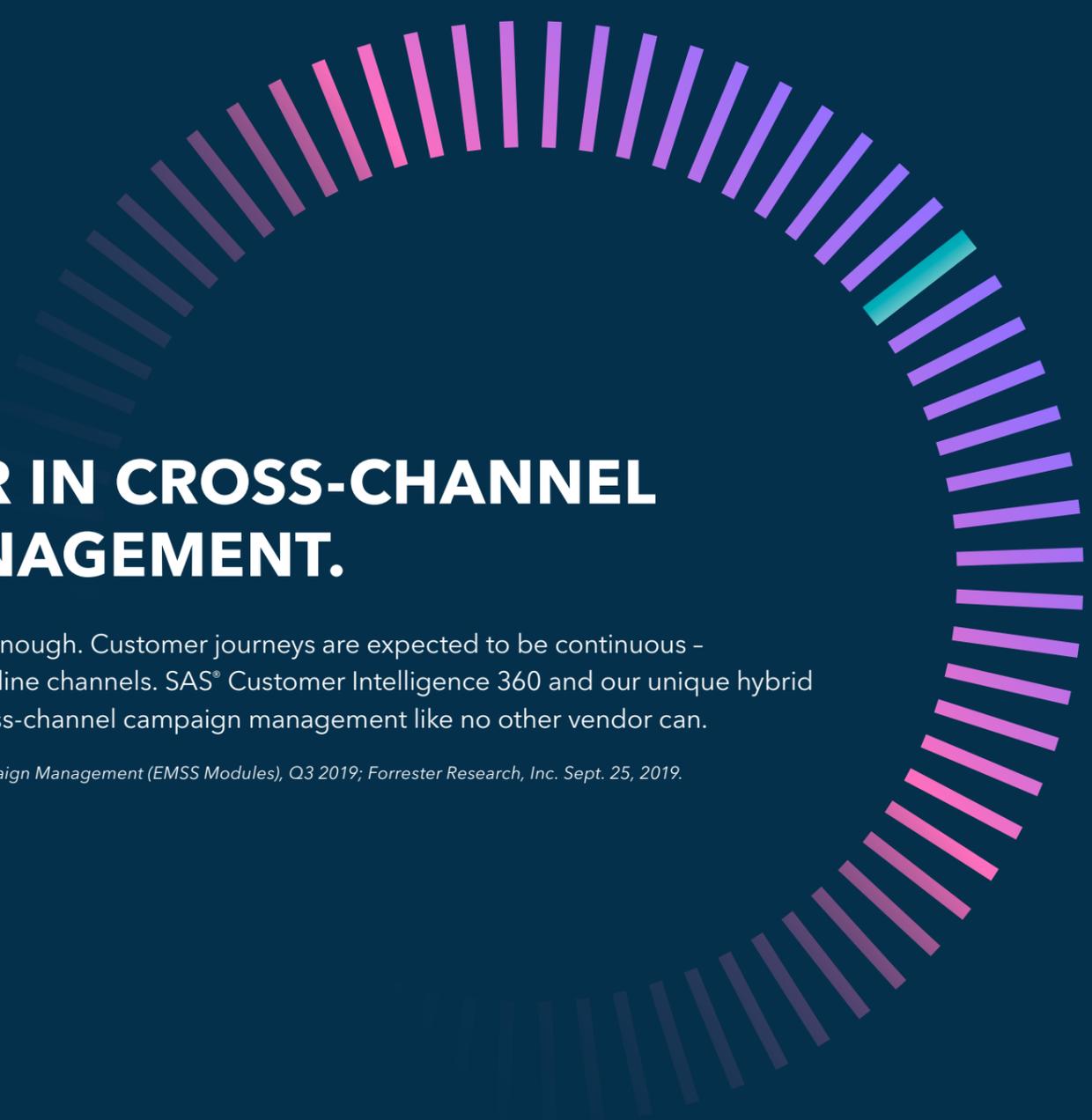
Better understand why consumers visit a physical or online store - why do they visit, why do they buy? Take a hybrid marketing approach that merges digital and physical touch points for coherent CX.



Five

Take into account the volume and velocity of brand engagements. Be wary of digital fatigue. Use technology to bridge channels and track consumers in an omnichannel environment.





DID YOU KNOW?

SAS IS A LEADER IN CROSS-CHANNEL CAMPAIGN MANAGEMENT.

Mastering the individual touch point isn't enough. Customer journeys are expected to be continuous - delivered in real time across online and offline channels. SAS® Customer Intelligence 360 and our unique hybrid cloud architecture give our customers cross-channel campaign management like no other vendor can.

SAS is a Leader in The Forrester Wave™: Cross-Channel Campaign Management (EMSS Modules), Q3 2019; Forrester Research, Inc. Sept. 25, 2019.





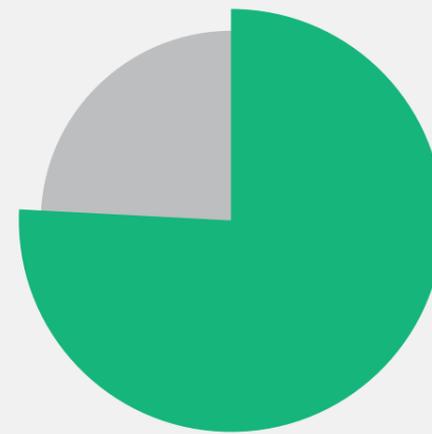
Digital trust

A lack of control leads to
mistrust by consumers

Consumers are wary of how brands treat their personal data, and they feel powerless to change it. Both can affect trust for brands.

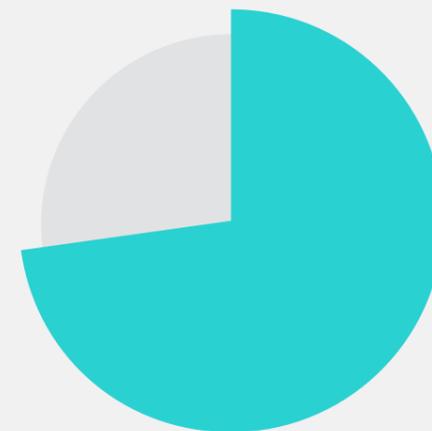
One of the key issues surrounding data and trust in brands is the level of control users feel they have regarding their data and personal privacy. This is a challenge for brands. They must balance the richness of the customer experience they can offer - which collecting user data makes possible - against the ever-present risk of a data breach (and that of losing their data source entirely).

Consumers know that brands track their information, behavior and habits. But consumers also know that data breaches and misuse of data are all too common, from major brands like Facebook and Amazon to credit bureaus, financial services firms and government agencies.



76%

of consumers are concerned with the amount of data brands gather.



73%

of consumers are concerned with how brands are using their personal data.



61%

say they believe their data is out there and there's nothing they can do about it.

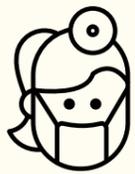
The level of distrust on the part of consumers is high, and brands must address that today if they're going to remain viable five or 10 years into the future.



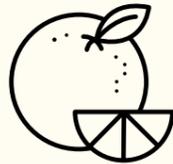
The most (and least) trusted industries

We asked consumers to rate 25 industries, asking: Do you trust them, or do you distrust them, to protect and not abuse your personal data? The results are not positive - only one industry (health care providers) globally has the trust of more than half of all consumers.

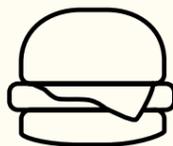
The top 5 industries consumers trust to protect and not abuse their personal data:



Health care providers



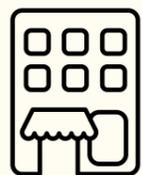
Grocery and food providers



Restaurants and fast food chains



Education or advocacy groups



Retail stores (brick and mortar)

The top 5 industries consumers do **NOT** trust to protect their personal data:



Social media networks



News, advertising and publishing outlets



Government and public services providers

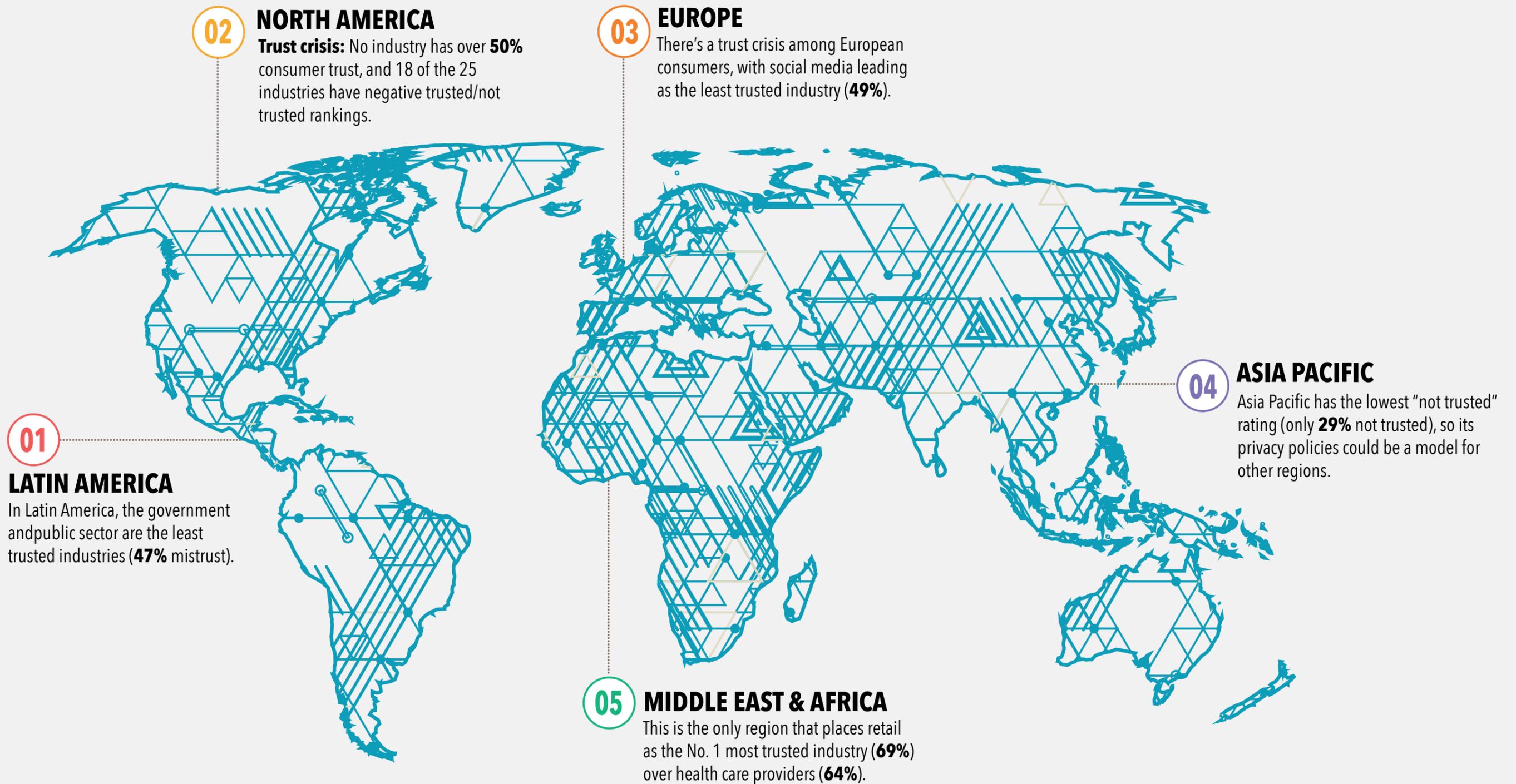


Online e-commerce sites



Media outlets (movies, streaming, gaming)

How do the industry trust rankings shape up on a regional basis?



Overcoming the trust gap

Perhaps the single most important challenge for brands today - and key to their survival through 2030 - is overcoming the trust gap that exists between brands and consumers. A lack of trust in a brand can create an overall negative perception and keep even great customer experiences from being perceived as great by the consumer.

The research indicates that brands do understand the risks they face:

83%

of brands agree that a single major data breach can erode consumer trust in their brand.

59%

of brands strongly agree that securing customer information is the single most important factor in ensuring a strong experience for customers.

48%

strongly agree on the value of a proactive approach to transparency involving data privacy (and breaches).

Simply put, without privacy, there is no trust, and without trust, there is no consumer engagement or satisfaction. The low consumer trust we're seeing is an opportunity for brands to use data privacy and transparency to differentiate themselves by implementing the technology and processes needed to build security and trust as part of the brand identity.

DATA PRIVACY AT SAS

How does SAS, a global analytics company that uses a tremendous amount of data, handle data privacy?

Digital guardianship is a core principle at SAS, and the company has mechanisms in place to meet rising data privacy expectations. Model governance, data governance, data security protocols - all are established and rigorously maintained to protect the data entrusted to SAS, whether it's in the cloud or on-site, or a hybrid of the two.

CHECK OUT EPISODE TWO OF THE EXPERIENCE 2030 PODCAST SERIES TO LEARN MORE



WHAT CAN BRANDS DO TO BUILD TRUST WHILE STAYING DATA-DRIVEN?

How brands handle and protect consumer data privacy is more than a compliance issue: It's a competitive differentiator. There is a fine balance to strike between the desire for privacy and the desire for personalization. How do we make customers feel known and welcomed while also preserving their privacy? In exchange for consumers' trust, brands must offer relevance, value and control - all on the consumer's terms. In exchange, consumers will show trust by providing their information.

Organizations that collect, use and manage data in ways that customers can understand and verify will gain a significant advantage.

Recommendations

One

Explore privacy policies and consider ways to increase transparency while still enabling vast data collection. View capabilities that span assessing, collecting, using, analyzing and protecting customer data as a holistic process.



Two

Invest considerably in security, data protection, compliance and privacy to ensure that entrusted data is kept secure.



Three

Be prepared in the event of a data breach to be proactive in notifying customers. The small short-term breach of trust is more salvageable if brands are proactive with customer communication.



Four

Provide customers clear on- and off-ramps to data collection. Don't make opt-outs impossible and create easy-to-understand privacy settings.



Five

Although certain industries have different trust levels, lower-scoring industries should not be discouraged from investing in trust; instead, this should be viewed as a significant opportunity to differentiate.





Determining the limits of personalization

As companies move toward serving the market of one, just as the Experience 2030 survey finds, they must identify the line between “useful” and “invasive,” knowing that it will vary from person to person. Crossing the line for an individual customer could mean the relationship is lost.

Fortunately, the same technologies that make individualized experiences possible can also help companies determine consumer preferences for privacy.

Businesses are already collecting the information they need to build an unprecedented level of customer insight. Now, it’s their responsibility to use that data to calculate the practical limits of personalization – in advance. Coupled with transparency about the insights being drawn from their interactions, companies can use this understanding to build and maintain trust with customers as offerings become more and more individualized.

How is your business determining the limits of personalization? Consider building a plan to combine your existing customer knowledge (from marketing, support and other teams) with data gleaned from technology identities to determine the relevant “creepiness quotients” for your customers. They’ll appreciate that you acknowledge their personal preferences – and respond accordingly.

Customers in the future will expect personalized experiences across all their interactions. All companies need to rethink how they leverage first-party data – along with additional third-party data and dark data sources – to enable their customer touch points. Consumers expect their data to be protected and used in accordance with their wishes – creating an important digital trust relationship between consumer and corporation.

Brian Jakubowski Managing Director Accenture Applied Intelligence





Loyalty in the digital age

Be a loyalty brand, not a brand with a loyalty program

A customer's experience can be enhanced or inhibited by the most expected and unexpected of things. Brands must understand the enablers of a great experience, informed by consumers themselves.

Loyalty from a consumer doesn't just happen. Like trust, it must be earned, and it starts with a customer experience that reinforces the image of the brand. The challenge, however, is that consumers don't believe brands today are delivering on that experience.

42%

of consumers say only a few brands (one to three) provide a high level of customer satisfaction.

36%

of consumers say some brands (four or five) provide a high level of customer satisfaction.

In stark contrast, 90% of brands say they provide the highest level of customer satisfaction. That's a considerable gap between brand perception and consumer reality.

42%

Consumers say three or fewer brands provide a high level of customer satisfaction.

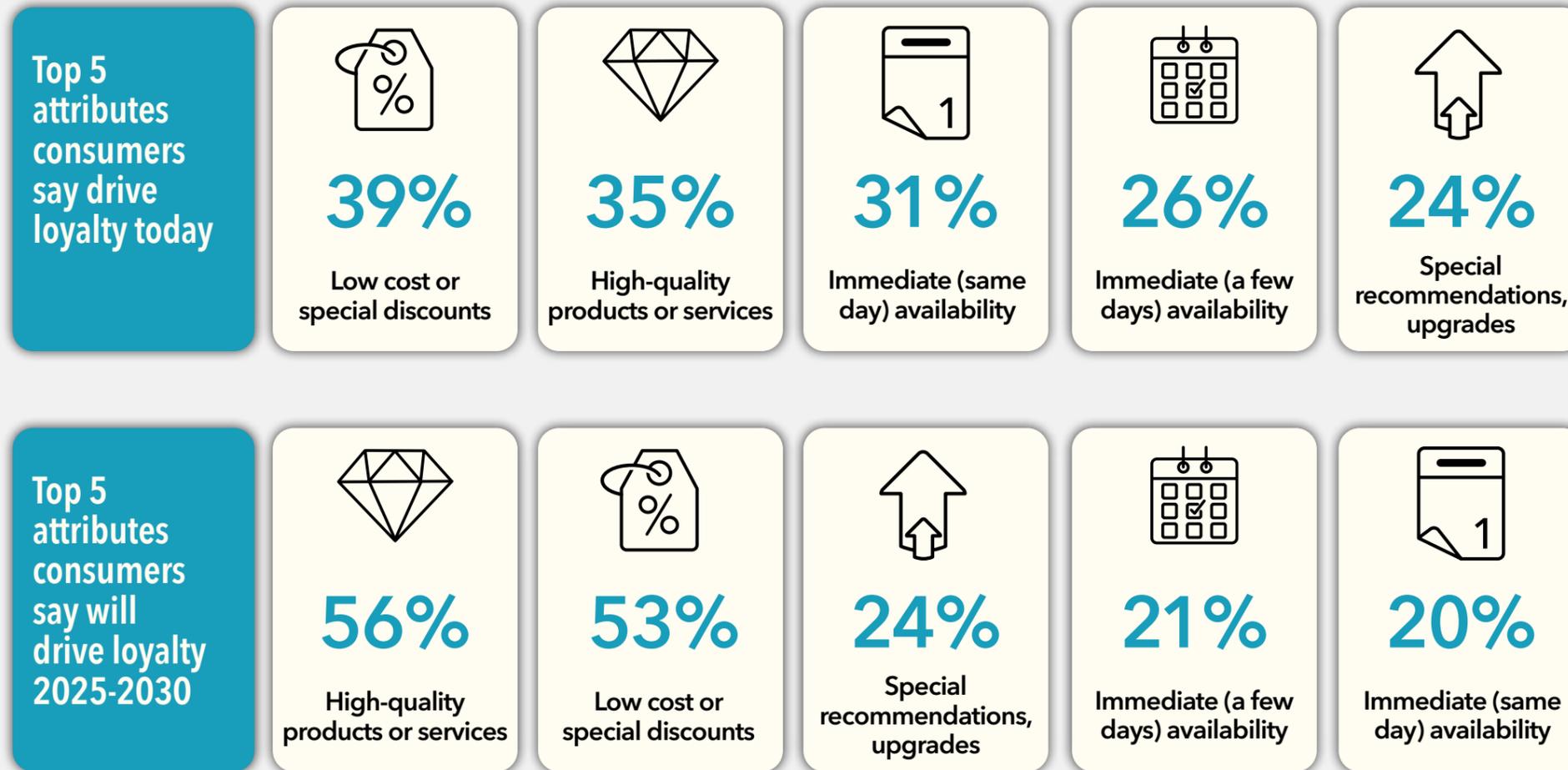


90%

Brands say they provide the highest level of satisfaction to drive loyalty.

What drives consumer loyalty?

When evaluating brand attributes, consumers are clear - it's all about low-cost and high-quality products and services available on demand.



Between today and 2030, the top five brand attributes consumers say will drive their loyalty are fairly consistent, only being slightly reordered. Brands have a similarly consistent expectation (see sidebar), with the only top five change being the downgrading of immediate (a few days) availability."

But brands consistently overestimate the level of importance. For example, 58% of brands cite "high quality" versus only 35% of consumers, and 44% of brands cite "special recommendations or upgrades" versus only 24% of consumers.

WHAT DO BRANDS THINK DRIVES CONSUMER LOYALTY TODAY?

58%
High quality

50%
Low cost or special discounts

45%
Immediate (same day) availability

44%
Special recommendations, upgrades

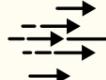
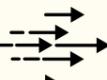
43%
Live person on phone for questions

Which technology features help drive consumer loyalty?

Consumers today place a very high value on the speed and ease of the engagement. They want to find, purchase and track their orders using mobile apps that deliver high-speed performance, use their favorite payment method and connect to a support representative if there's a problem.

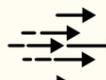
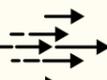
Brands seem willing to oblige them, but to do that they'd like to track offline behavior. This becomes problematic when 72% of consumers say technology tracks too much information and 28% report that tracking offline behavior would make them less likely to be loyal to the brand.

TOP 5 TECHNOLOGIES DRIVING LOYALTY TODAY

Consumers		Brands	
	31% Real-time product or order tracking		44% Mobile apps vs. website
	30% Having a mobile app vs. website		43% Alternative payment apps
	29% High-speed access to site/content		42% Ordering via smart home systems, e.g., Alexa, Google home
	27% Use of payment, spending, lifestyle or automated payment apps		41% Tracking offline habits, behavior
	27% Private, secure chat (with brand)		39% Support for 5G/high-speed tech

WHAT DOES THE FUTURE OF CONSUMER LOYALTY LOOK LIKE IN 2030? HERE ARE THE TOP TECHNOLOGIES CONSUMERS AND BRANDS SAY WILL ENCOURAGE LOYALTY TO A BRAND:

TOP 5 TECHNOLOGIES DRIVING LOYALTY IN THE FUTURE

Consumers (during 2025-2030)		Brands (in 2030)	
	41% Having a mobile app vs. website		35% Ordering via smart home systems, e.g., Alexa, Google home
	40% High-speed access to site/content		34% Support for 5G/high-speed tech
	30% Ordering via smart home systems, e.g., Alexa, Google home		33% Mobile apps vs. website
	22% Real-time product or order tracking		30% Automated subscription purchases
	22% Use of payment, spending, lifestyle or automated payment apps		27% Artificial intelligence, machine learning, predictive analytics

WHAT CAN BRANDS DO TO CREATE MORE LOYAL CUSTOMERS?

Consumer preferences for technology are focused on use. Brands, though, are looking at technology in 2030 as an opportunity to provide smooth engagements. And they want to take advantage of the intelligence behind those engagements to create deeper, more meaningful customer relationships and increased loyalty.

Recommendations

One

Move beyond using sales tactics, such as low-cost offerings, to drive loyalty and focus instead on using loyalty attributes, such as premium services, experiences and support, to drive sales. Low cost commands attention, but it doesn't necessarily deliver loyalty.



Two

Evolve "give-and-get" loyalty tactics into customer journey enrichment opportunities marked by availability, immediacy and empathy.



Three

Make every part of the discovery and purchase process easy - from search to purchase to service - creating customers with greater visibility, leading to lower attrition, repeat business and increased word of mouth.



Four

Reinforce customer engagement at every stage of the customer journey, capitalizing on analytics for real-time customer insights and journey optimization.



THE ORLANDO MAGIC: A FAN EXPERIENCE LIKE NO OTHER

When it comes to using technology to engage fans and drive revenue, the Orlando Magic are in a league of their own. Say you're a season ticket holder driving to a Magic game:

- 15 minutes before tipoff, you receive pregame analysis powered by artificial intelligence.
- A mile from the arena, your phone buzzes with your seat number, which is based on demand for the game.
- With your Orlando Magic app open, you pay for valet parking and get turn-by-turn directions to your seat.
- You sit down and order nachos from the app to be brought to your seat, and then redeem a few loyalty points to have the mascot swing by for a selfie with your child.

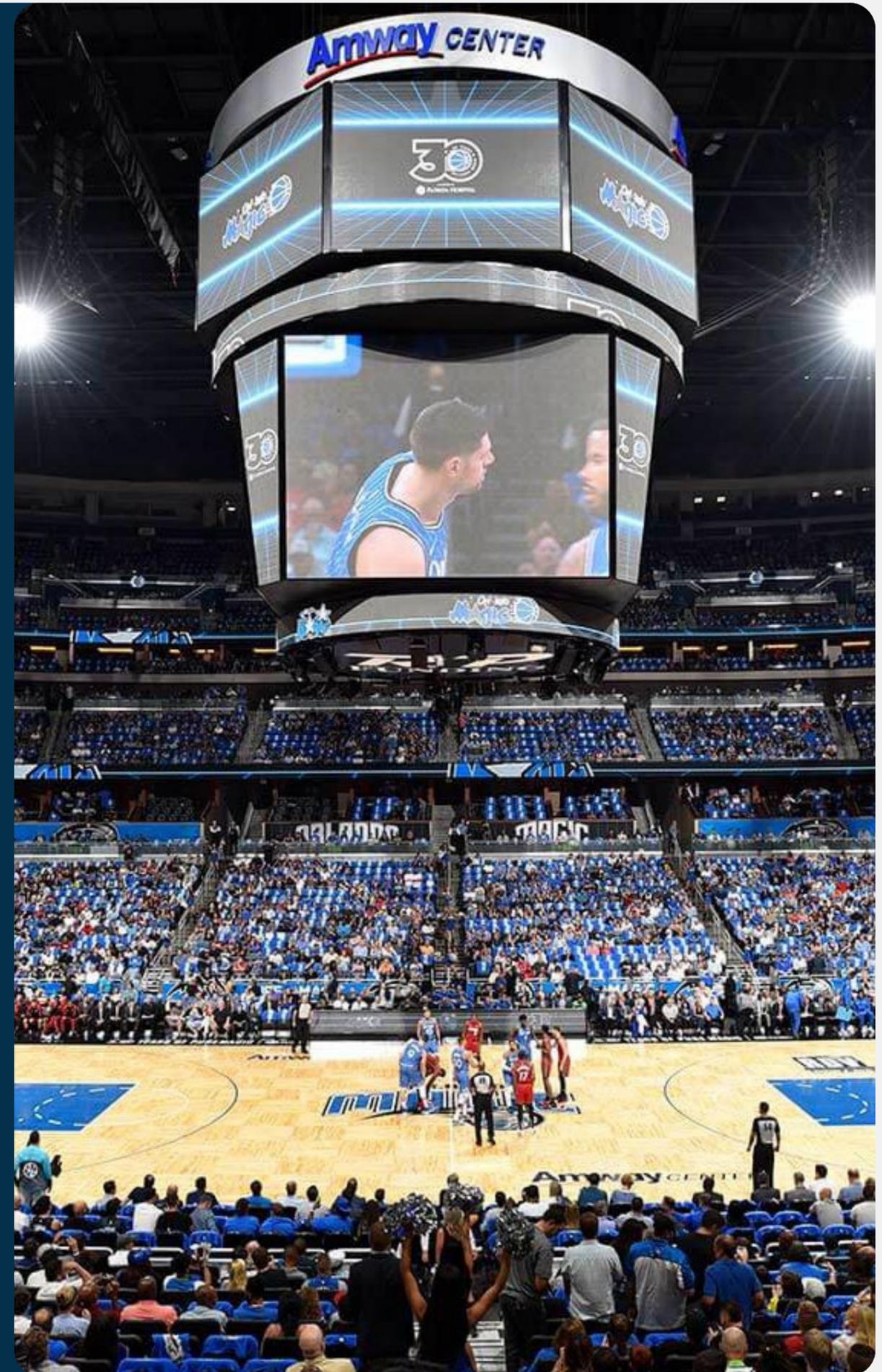
THE RESULTS?

The Magic saw a 120% increase in game day app users for the season, and there's been a 20% increase in fan satisfaction with in-venue technology.

WHAT'S NEXT?

In addition to using analytics for player acquisitions, lineup rotations and training decisions, the Magic are looking to use analytics for a growing list of strategic decisions.

[GET THE FULL STORY](#)





Agility and automation

Better engagement through technology

The future of engagement and customer experience is rooted in implementing new and emerging technologies – and maintaining a high level of digital trust during the transition. According to the research, smart machines are the future of consumer engagement.

BRANDS ESTIMATE THAT BY 2030:

66%

of customer engagement will be via digital devices (online, mobile, etc.) will be completed by smart machines.

67%

of in-person engagements (sales assistance, information queries, etc.) will be completed by smart machines.

69%

of decisioning during real-time consumer engagement across all channels will be made by smart machines.

This automation can provide businesses the agility they need, speeding up decision making and execution. In the coming decade, however, brands must balance the use of smart machines for performance with the empathy that humans bring to the equation – and they must learn how to balance each within their organizations. Technology, especially if consumer-facing, should be a tool used to augment, not replace, humans.

Real-time analytics drives a closer relationship with customers

Leading brands today recognize the importance of real-time data collection and analysis to help them form a closer, more trusted relationship with their customers. In fact, 82% of brands recognize that the ability to proactively meet and exceed consumer expectations is tied to the ability to capture and analyze real-time data.

But capturing and analyzing data alone is not enough. Data and insights must be accessible throughout the organization. Brands are realizing and acting upon the importance of building a single system of record in the cloud to help form a 360-degree view of the customer. In fact, 82% of brands are using a secure cloud computing environment to aggregate data and create a single source of record for those they serve.



TECHNOLOGIES BRANDS ARE BANKING ON

Brands are investing today in technologies that could take the consumer experience to a new level, including:

VOICE-BASED ARTIFICIAL INTELLIGENCE ASSISTANTS

62%



of brands are investing in voice-based AI for customer support.

AUGMENTED AND VIRTUAL REALITY

54%



of brands are investing in AR/VR to help consumers visualize the look or use of a product or service remotely.

HOLOGRAPHIC TECHNOLOGY

83%



of brands are either planning to invest or investing now in this technology, which allows an expanded 3D viewing experience for an entire audience (vs. AR/VR through an individual smartphone or headset).

HOW CAN BRANDS DRIVE TOWARD THE CUSTOMER EXPERIENCE OF THE FUTURE?

Brands need to take a holistic view of evolving customer expectations and endeavor to meet them through an approach that considers behavior, technology, security, privacy and innovation. While that might be easier said than done, it is absolutely achievable. Here's where you can start.

Recommendations

One

Be customer-centric:

The world's best brands have customer-centricity in common. At the core of these great companies lies an intense desire to deliver experiences that far exceed their customers' expectations every day. From ease of use to unparalleled customer support, this belief won't be changed by future technology, but future technology will change the way it is delivered.



Two

Commit to innovation through technology:

A great mobile experience may be innovative today, but those experiences must become more immersive. AI and AR will be catalysts of change for consumer engagement in the future. IoT, mobile, drones and cloud will continue to make both disruptive and incremental impacts as well. Understanding and embracing those technologies will enable a disruption-ready culture.



Three

Embrace the premise that secure is private, private is secure:

While privacy and security are fundamentally different vectors, there is a symbiotic relationship between the two. It isn't about completely ceasing data collection and usage; it's about having a secure infrastructure with data that can be used to deliver a quality customer experience – and where customers can opt in and out with ease. It's a balance. Few have it, but those that do will be best positioned for the long term.



Four

Innovate and fail fast:

The future will be won by companies that have the best infrastructure to adapt, innovate and disrupt. This means having the people, processes and technology to run quickly with ideas, leverage data and apply analytics; the leadership and vision to realize success and failures; and the ability to pivot quickly. Failure isn't the enemy, but a lack of speed and decisiveness could be.



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SAS delivers deep expertise in IoT analytics - including AI, machine learning and deep learning - to help you use data, analytics and insights about prospects and customers to create relevant, individualized experiences in real time. You can map an ideal journey that's not only satisfying to your prospects and customers but also valuable to your organization. Find out why 92 of the top 100 companies on the Fortune Global 1000 are SAS customers. Learn more at sas.com/ci.

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