

experience 2030

ARE YOU READY FOR THE FUTURE OF CUSTOMER EXPERIENCE?

The future will belong to the brands that can make the most right moves and divert quickly from the wrong ones?

“ We can see the future of customer experience a decade from now in the evolution of technology and the behavior and perceptions of consumers and brands today. ”

Daniel Newman • Principal Analyst • Futurum Research

The future of customer experience starts now

SAS research has identified relationships between brands and consumers, uncovering new ways to engage with and drive loyalty from consumers over the next 10 years.

Five key themes driving the evolution of CX to 2030



Smart technology

Consumers don't use digital, they are digital



Immersive technology

Bridging the customer experience divide



Digital trust

The evolving nature of trust



Loyalty in the digital age

Be a loyalty company, not a loyalty program



Agility and automation

Better engagement through technology

“ The empowered 'new buyer' is capitalizing on emerging technologies and exerting tremendous pressure on the technology needs of marketing organizations. Brands must respond by reinventing their operating models to act in real-time. ”

Wilson Raj • Global Director • Customer Intelligence • SAS

Five ways your brand can ensure customer experience success by 2030

1

Focus on smart technology: Your consumers are digital beings

Consumers are digitally savvy. They use mobile devices increasingly to be a part of the brand experience. To stay relevant and engaged, you must enable mobile-first behavior.



36% of consumer households have three or more mobile devices



34% already have two or more smart assistant devices in their homes



13% of households have three or more wearable devices

2

Deploy immersive technology: Bridge the customer experience divide

Create differentiated customer experiences with immersive technologies that can help deepen and strengthen customer engagement.



60% of consumers expect to use this tech by 2025



61% of consumers have no AR/VR devices in their homes today



54% of brands are investing in AR/VR to help consumers visualize the look or use of a product or service

3

Build digital trust: Trust sits at the heart of the value exchange between brands and consumers

Customers need to feel in control and assured that the data they entrust to a brand will be secured. Deploying trust-enabling technologies and backing that up with a privacy-first culture will help to deepen customer relationships.



73% are concerned with how brands use their personal data



61% feel they have no control over the level of privacy they need for themselves, their family, or their children

Who is most trusted?

51% Healthcare provider

Who is least trusted?

47% Social media

4

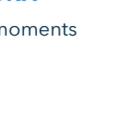
Take loyalty to a new level for the digital age: Embed loyalty in your brand's DNA

Structured loyalty programs aren't enough. Successful brands embed loyalty-building moments into the customer journey - enabled by real-time customer understanding.



41% of brands said that VIP programs, incentives, or surprises usually increase consumer loyalty

ONLY 19% of consumers agreed



5

Deliver on the promise of CX excellence: Use agility and automation to engage seamlessly, at scale and frequently with every customer

By 2030, agility and extreme automation (likely enabled by AI) will be the engine of customer experience, setting customer expectations and delivering on them.

Brands are transitioning to technologies that allow previously 'in-person' interactions to be undertaken by machines



By 2030, brands anticipate that 69% of the decisions they make during real-time customer engagement across all channels will be made by smart machines

Adopt a customer experience mindset

If your brand is to keep up with the leaders and disruptors in customer experience, SAS recommends that you develop a culture where customer experience is your obsession.

Keep these things in mind:



Be customer centric

far exceed customer expectations every day



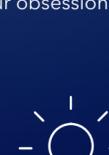
Understand and embrace

technology-driven innovation



Acknowledge and act

on the notion that 'secure is private, private is secure'



Keep innovating

and don't be afraid to fail fast

Evolve your CX strategy today to increase customer profitability, streamline operations and foster loyalty in 2030 and beyond.

Read our ebook [Customer experience - now and into the future](#)

Download it at sas.com/experience2030