



Experience 2030

ARE YOU READY FOR THE FUTURE OF CUSTOMER EXPERIENCE?

“ Exceptional customer experience requires the people in your business to have the freedom to innovate rapidly, create immersive experiences for your customers and adapt quickly. This is more easily achieved if the challenges of trust, data privacy, and constantly-evolving technology are managed efficiently. The result: immersive customer journeys that drive customer loyalty embedded into your brand’s DNA. ”

Adrian Carr • Head of Marketing AI and Decision Science • SAS

The future of 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 ways your brand can ensure customer experience success by 2030

1

Lead, rather than be led by, the technological revolution

While mobile phones paved the way as the first consumer communications technology, the future of mobile is undoubtedly a distinct shift toward wearable tech. The value to the consumer is convenience, and the communication service providers that can take advantage of this trend will deliver long-term success.



say sale notifications via mobile device or app increase the likelihood a consumer will engage



have two or more mobile phones in their household



have at least one wearable device within their household

2030 Forecast

With the increased availability of mobile, wearable and smart devices, coupled with high-speed communications, consumers can find anything they need online, do so from just about anywhere, at any time and have it delivered in near-real-time.

78% of communication service providers say the “support for 5G/ high-speed technology” directly impacts a consumer’s ability to purchase from or engage with a brand in the future

2

Deploy immersive technology: Bridge the customer experience divide

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



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



of consumers expect to use AR/VR technology by 2025



of communication service providers are investing in AR/VR instructional or customer support assets as part of their customer engagement strategy

Accepting: Chatbots

36%

of consumers accept that they’ll be dealing with chatbots this year to have questions answered or receive customer support about a brand, products, or services.

By 2025,

two-thirds of consumers expect to be engaging with chatbots, rising to **81% by 2030. It is almost a certainty.**

3

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

Communication service providers need to make consumers 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.



are willing to trade personal data for free products and services



are concerned with how brands use their personal data



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

89%

of communication service providers agree that protection of data is the most important factor in ensuring strong CX

Yet:

Mobile, TV and internet service providers are only ranked **#10** in the most trusted industries

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 communication service providers embed loyalty-building moments into the customer journey – enabled by real-time customer understanding.

81%

of communications service providers 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.

Communications as an industry is transitioning to technologies that allow previously ‘in-person’ interactions to be undertaken by machines



By 2030, 65% of communication service providers believe that organizations unable to measure CX in real-time won’t be able to compete

“ Communications and media companies are inherently creative, but also tech-savvy like their audiences. Competitive advantage with automation and AI technologies is not constrained to process efficiency gains, but now extends to differentiated brand experiences – identifying preferences precisely, composing content that appeals, and orchestrating journeys in the moment. ”

Wilson Raj • Global Director • Customer Intelligence • SAS

Adopt a customer experience mindset

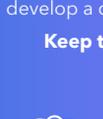
If your brand is to keep up with the leaders and disruptors in customer experience, SAS recommends that you develop a culture where customer experience is your obsession.

Keep these things in mind:



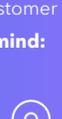
Be customer centric

far exceed customer expectations every day



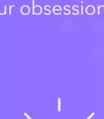
Understand and embrace

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.