

**WE NOW LIVE IN A
CUSTOMER
EXPERIENCE
ECONOMY**



WE ARE LIVING IN A DIFFERENT ERA

of customer-centric and personalised touchpoints you cannot ignore.



1970's
Products



1980's
Products +
Services



2000's
Customer
Centric



Today
Customer
Experience
Centric

IN THE LAST 15 YEARS, **52%** OF THE FORTUNE 500 COMPANIES HAVE DISAPPEARED

1955

vs

2015

Average business life
expectancy **75 years**

Average business life
expectancy **15 years**

There are winners and losers and many businesses that failed to innovate...



Kodak dominated the photographic film market during most of the 20th century.

The management was so focused on the film success that they missed the digital revolution after starting it. Kodak filed for bankruptcy in 2012.



Toys R Us was once of the largest toy chains around the world.

The brand signed its own death when signing a 10-year contract to be an exclusive vendor of toys on Amazon.

In 2017 Toys R Us filed for bankruptcy.



The video-rental company was at its peak in 2004. They failed to innovate into a market that allowed for delivery (much less streaming).

While Netflix was shipping out DVD's to their customers homes, Blockbuster figured their physical stores were enough to please their customers. Because they had been the leader of the movie rental market for years, management didn't see why they should change their strategy.

... and business that continually innovate their way towards more success.



Apple is the world's most innovative company.

The only things more impressive than Apple's financial numbers are the products that generated them.



Tesla, Inc is an electric vehicle and clean energy company.

The company specializes in electric vehicle manufacturing, battery energy storage from home to grid scale.



Spotify is a Swedish company that streams music, video and podcasts..

Spotify keeps growing; it now has over 100 million active listeners and over 40 million paying subscribers.

WHAT IS THE COMMON THREAD?



Consumers expect a brilliant, personalised digital experience when they transact with your business.



Enhances
Customer
Experience



Increases
Revenue



Inspires
Customers



Increases
Customer
Loyalty

CUSTOMER EXPERIENCE. NEED SOME HELP?

Take Action

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