Winning the new consumer requires more than just creating experiences—it’s understanding who they are and creating contextually relevant experiences to meet their rising expectations.

### Meet the Emerging New Consumer Segments Increasing in Importance

- **83%** of spending power in the US is influenced by WOMEN
- **34%** is the predicted buying power MISSION Will hold in 2021 in the U.S.
- **30%** is the predicted buying power MILLennial Will hold in the U.S. by 2020
- **40%** is the predicted percentage U.S. GEN-Z Will influence on spend by 2020

### Understanding What Matters Most to Them Is Key

As the world changes, their expectations change too.

### On Demand Services

- **43%** of U.S. consumers expect companies to have faster delivery times in 2018, increasing 23% since last year
- **39%** of online orders from top 50 retailers fulfilled from the west coast took 5+ days
- **4.5 days** is the maximum delivery time that average consumers are willing to accept

### Proactive Notifications

- **50%** of users opt into push and find relevant push messages useful
- **75%** of millennials say they prefer real-time discounts delivered while shopping in-store

### Easy Button Services

- **65%** of your customers expect more automation in businesses of the future
- **Just 39%** of companies have an AI strategy in place, typically large companies
- **75%** of millennials feel that new technology makes their lives easier

### Self-Service

- **50%** of customers think it’s important to solve product or service issues themselves
- **70%** expect a self-service option
- **94%** of customers prefer self-service digital insurance claims processing

### Select Industry Insights

#### Hyper-Relevance & Personalization

- **50%** of consumers are likely to switch brands if a company doesn’t anticipate their needs
- **74%** of consumers would find it valuable to tell brands exactly what they want through living profiles

#### Integrated Experiences

- **67%** of U.S. digital shoppers want a consistent level of service across physical and digital experiences
- **82%** of patients agree all providers should offer tools to enhance the digital and physical experience

### What’s at Stake?

25% of customers will switch providers after a single negative experience. Most aren’t waiting for a bad experience—they’re ready to switch as soon as they find a better experience than the one your brand is offering.

“**If you don’t jump on the NEW**

“**You don’t survive.**

- Satya Nadella, Microsoft CEO

**Values delivered trump brand loyalty**
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