

# O for 2: Expectations and the Human Shaped Package

## VIDEO TRANSCRIPT

Hey folks, it's Owen. I thought I'd pass on a travel trip, and I thought I'd do it outside since I travel a lot. I'm usually inside most of the time through work or commuting, or what-have-you, so it's nice to be outside. I was thinking about this because next week I have an upcoming week with some pretty intense travel: five cities over five days in two different countries. Sometimes that happens, I'm on the road a lot and I'm happy to come see you, by the way, if you're interested.

The thing I wanted to talk about was, one of the things I think about when I travel a lot. I'm a little taller than normal, and so to help me manage my expectations of traveling, I think of myself as a human shape package. It's just that simple. That sets the expectations sufficiently low. I'm going to be x-rayed. I'm going to be knocked around. I'm going to get dented. I'm going to get stuff spilled on me. I'm going to get lost. I'm going to get mislabeled. I'm going to get shipped to the wrong place. I'm going to get opened up. I'm going to get repacked. I'm going to get ignored, all those things. If you think of yourself as a package everything is upside. Right, which is a great, or has served me well in my travels. But it got me thinking about the importance of expectation management in today's current culture and current society.

I guess this digital age, expectations are incredibly high, right? And it reinforced to me how important it is to be thinking about expectations and everything we're doing and everything you're doing to serve people. Specifically in the retirement space, right? You want to make sure members have a realistic expectation not only of the customer service they're getting and their interaction engagement with you, but of what's possible in retirement for them, right? Somewhere between, you know, thrive and survive in retirement.

I guess just think about that right: you don't want your members thinking of themselves as just a package on their journey or their trip through retirement with you, right? If that's where you are with people, you've lost them. If expectations are sufficiently low,

they're not going to engage. They're not going to do anything. They're not going to pay attention, and they're going to fail.

Anyway, interested in your thoughts on that. Thanks!

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