Emerging technologies are giving control to people, with never-before-seen outcomes for businesses and individuals. Business leaders must consider: How much of themselves will customers be willing to give to brands? How will brands build trust and use new technologies for growth?

Five trends will alter the power dynamic between brands and customers in the coming 12 months and beyond, with two directly impacting the communications industry.

**01 I will survive**
Permacrisis and human adaptability

How can telcos actively foster a community with their customers for brand engagement and 2-way conversation? What are the benefits for CSUs when they take an active role enabling and being the orchestrator of the customer-centric communities?

**02 I'm a believer**
What's next for loyalty?

People are building online communities around their interests. Brands that follow suit will shape a more lucrative era of loyalty participation and sense of belonging. Participation happens when people play an active role in shaping a brand’s future.

**03 As it was**
The importance of work intangibles

AI puts creativity in people’s hands

Once a tool for repetitive tasks, AI has become a co-pilot that’s available to everyone as part of their creative process, and organizations have to decide how to leverage this capability beyond repetitive task completion - to workforce inspiration and empowerment.

**04 OK, Creativity**
Intelligent impact and differentiation

AI’s fit in the Communications Industry

How to use Generative AI to optimize processes and enhance Customer Experience for CSUs front and back offices? How to transform telco marketing operations for a high-velocity rollout of programs? How to train the workforce for the new AI-based tools?

**05 Signed, sealed, delivered**
Digital wallets: a question of adoption

Who holds the power in industry?

While control advertisers used to exercise in a way that seemed to shift in power, those seemingly small shifts in control will alter power dynamics on a systemic level. In their roles as leaders, scatters, customers, consumers, creators, and human beings with rights, people will be seeking ways to claw back some control.

The communications industry and operators need to actively participate with their customers as they express their interests, and with the ecosystem that enables that help make it happen.

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