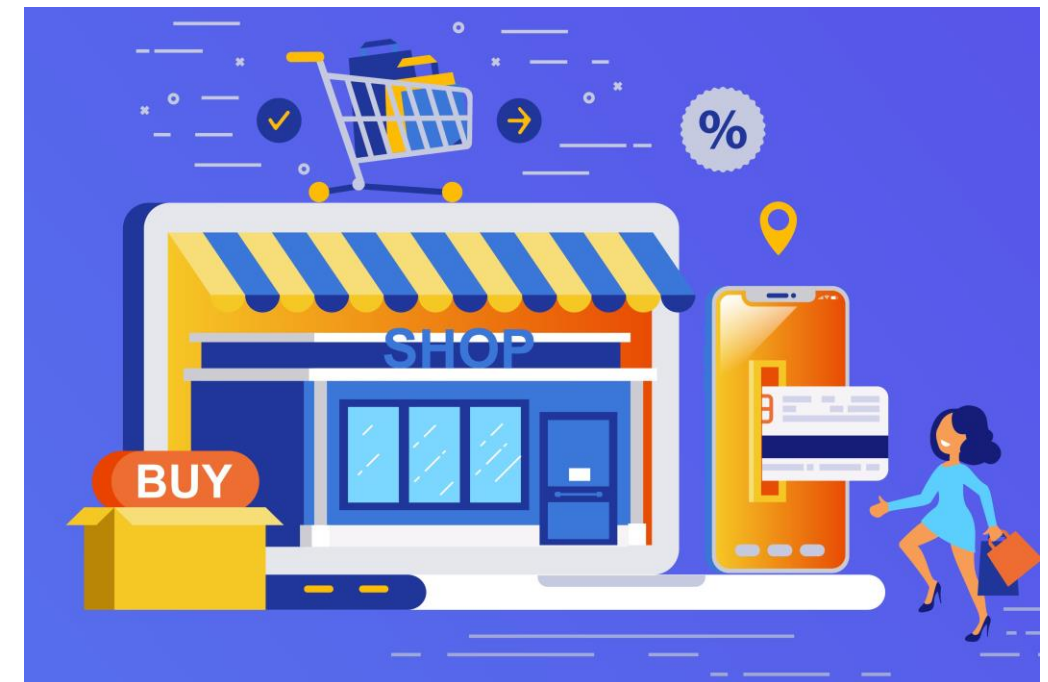
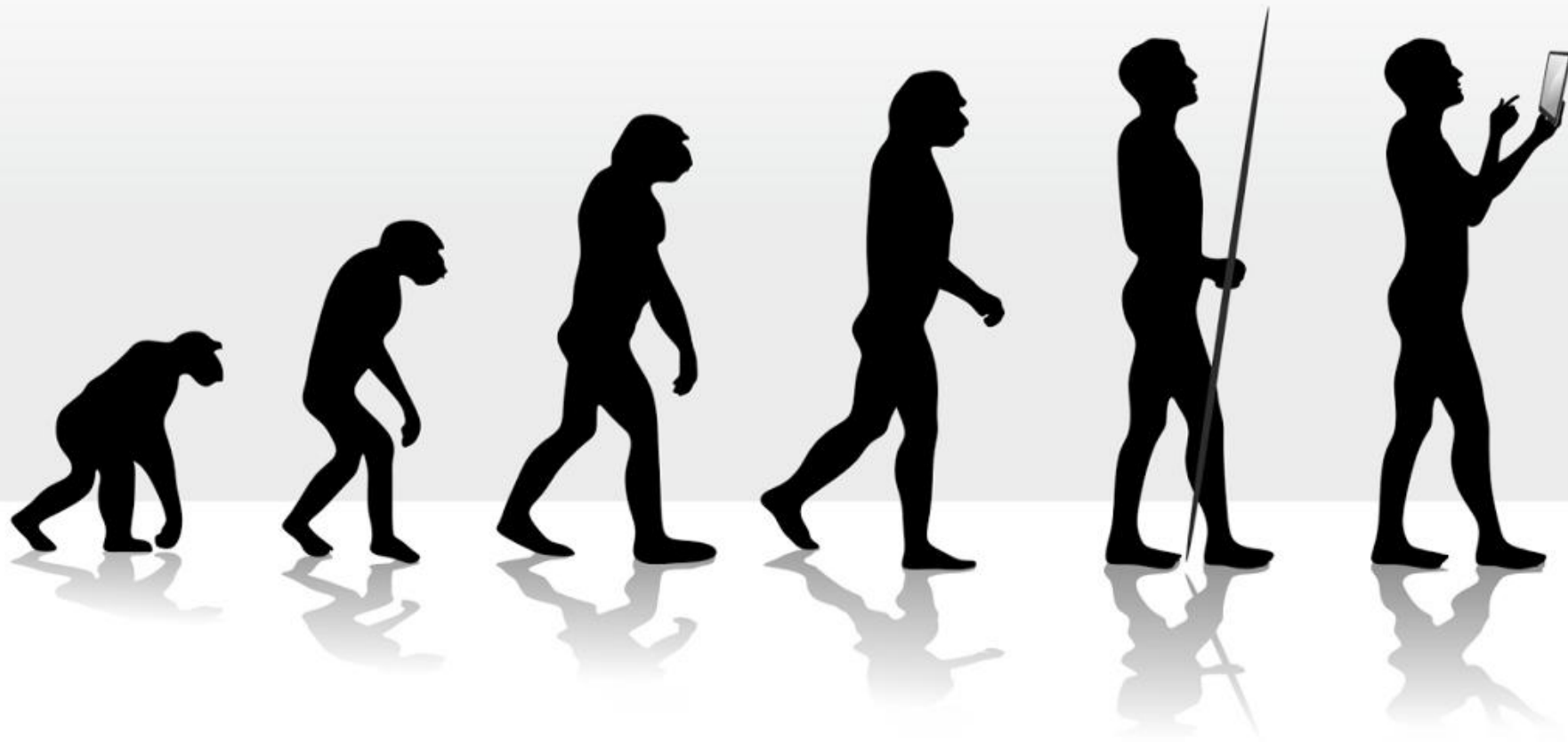




## Lesson 4 – Changing Consumer Behaviors

### 2. How is digital changing consumer behaviour?



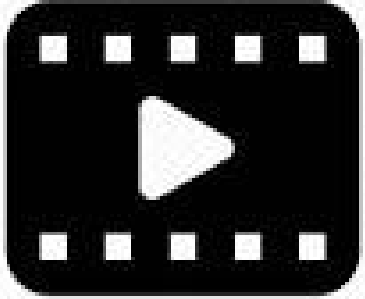


# What a difference a few years makes!

“We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten.” -Bill Gates



# What a difference a few years makes!



**Duration: 2 Mins**

## Blockbuster Enters Glimpse of Movie Renting Past

Onion News Network (satire!)

### TDI viewing Tip;

This is a satirical look at how people used to rent films on video in the not-too-distant past. What do you think – is this a real thing?

[Video link](#)



## Possible discussion points for Weekly Clinic / Things to think about

- Why is it that things don't seem to change much in one or two years, yet huge amounts of change occur in just 5-10 years?
- What are some of the things happening right now in insurance that we're going to look back on in 10 years, and maybe make a similar satirical movie about?

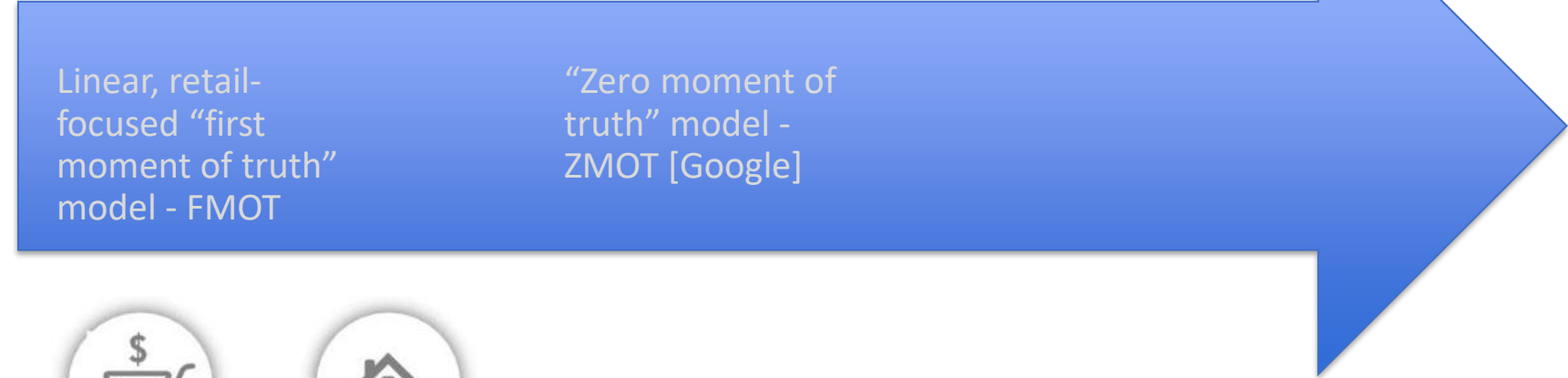


# How consumer behaviour is changing?

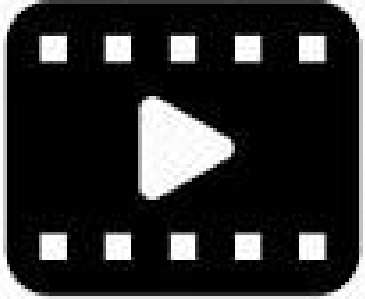


**FROM  
2005**

**TO  
2011**



# How consumer behaviour is changing?



## The Zero Moment of Truth

Google

### TDI viewing Tip;

Another quick clip, easy to follow

**Duration: 1 Min 41 Secs**

[Video link](#)



## Possible discussion points for Weekly Clinic / Things to think about

- To what extent do you agree with the ZMOT theory
- Is this the way you approach purchase decisions – and what about friends and family?
- It's now a few years old – so does it still apply – and will it evolve again before too long as new technologies are deployed?



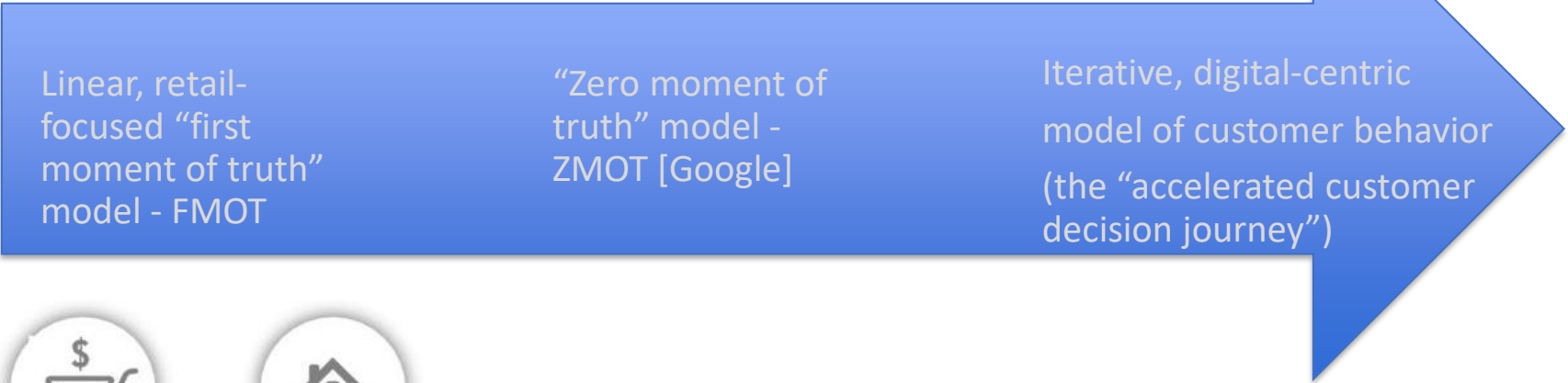
# How consumer behaviour is changing?



**FROM  
2005**

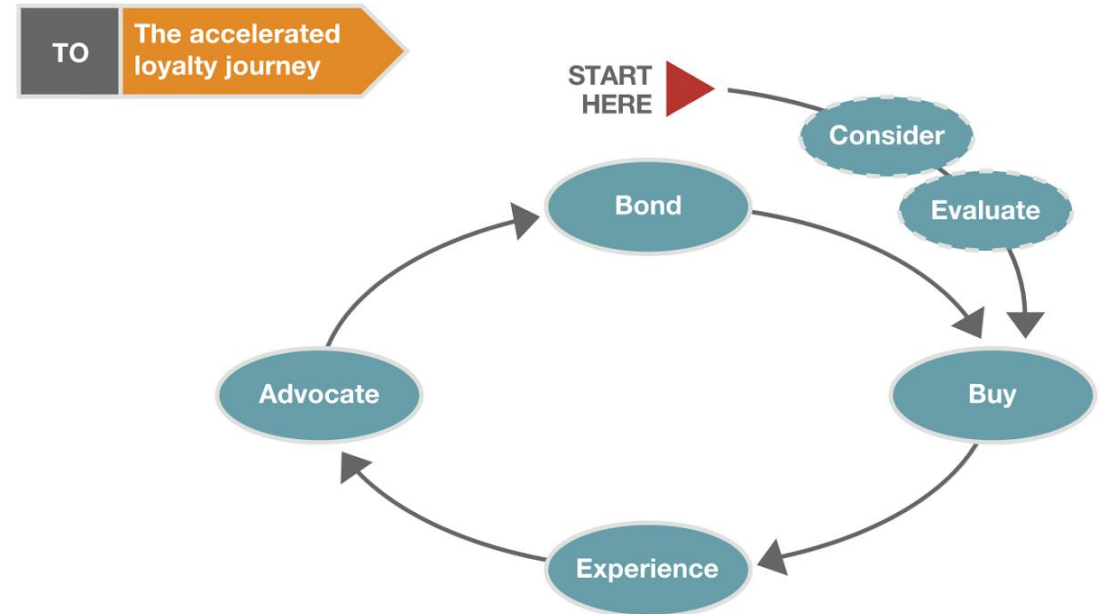
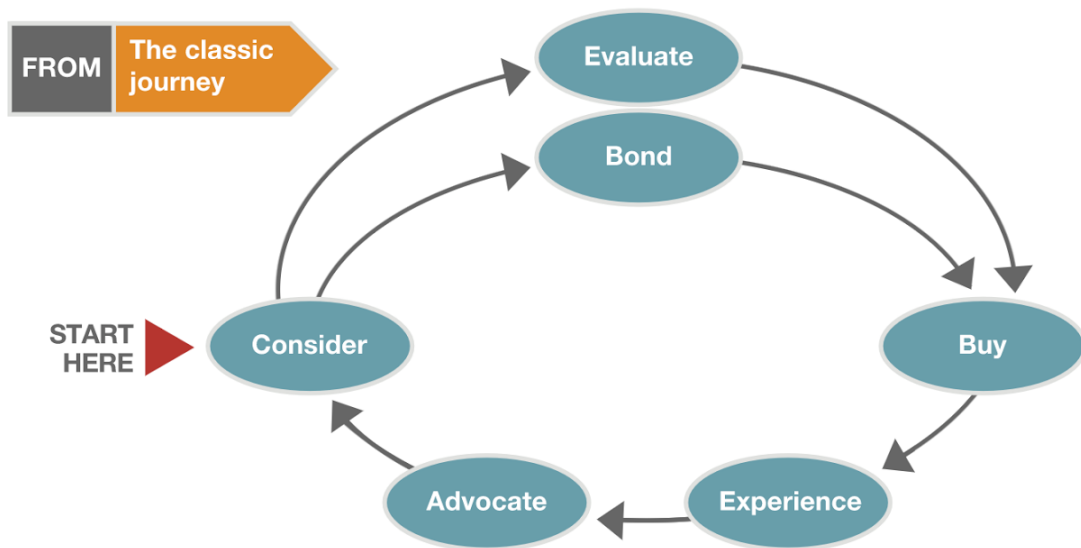
**FROM  
2011**

**TO  
2019**



# What a difference a few years makes!

Companies that optimize the customer decision journey by compressing or, in some cases, eliminating the consideration and evaluation phases will assert competitive advantage.





# The Digital Consumer: The race to keep up with customer expectations



**Duration: 2 Mins**

## The Digital Consumer: The Race to Keep Up with Customer Expectations World Economic Forum TDI viewing Tip;

You may want to get a pen and paper for this clip and make a few notes as there are lots of important and useful insights here

[Video link](#)



## Possible discussion points for Weekly Clinic / Things to think about

- What do you think companies primary motivation for innovation is – do you agree that it is profit? And if it is, is this right or wrong?
- In what ways can companies overcome this scepticism?
- What is 'equal expectations' and what are some of the best examples you can think of driving this amongst consumers?
- What are some of the key characteristics of new consumer expectations?



# New Players are Re-Setting Consumer Expectations

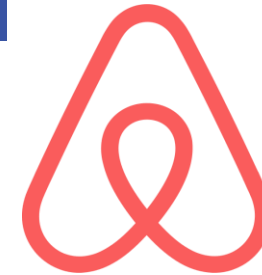


amazon.com<sup>®</sup>



NETFLIX

Google



airbnb



TESLA



UBER

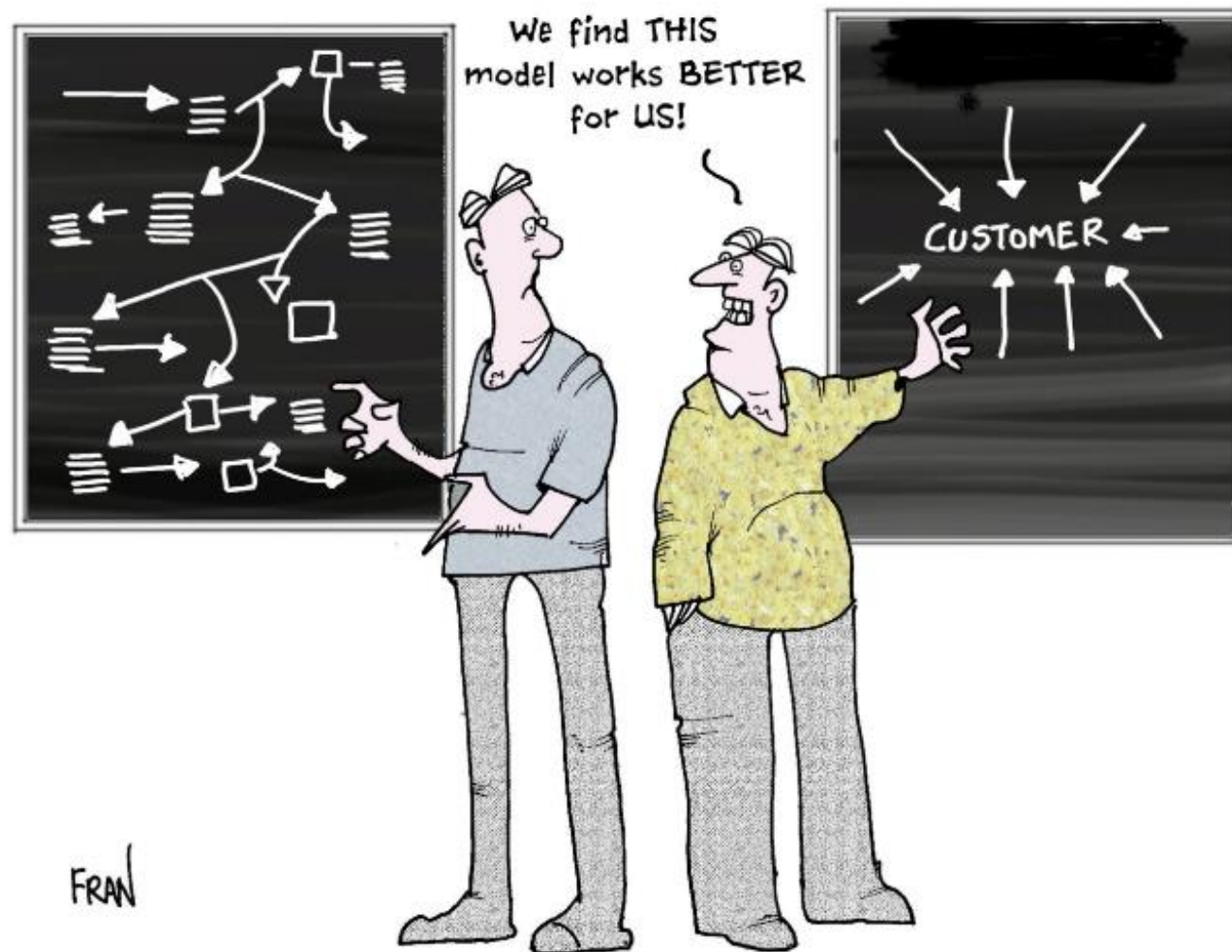


And they all have two things in common....

**Customer-Obsessed**  
**+**  
**Technology-Led**



# Customer obsession



# Changing Consumer Behaviours – What we want!

**Convenience**  
My time, My place, My way

**Personalisation**

**Speed**

**Reduced Risk**

**Choice**

**Rewarded Loyalty**

**Fair Value & Treatment**

**On Demand**

**Social Good**



# The Power is Shifting - Fast



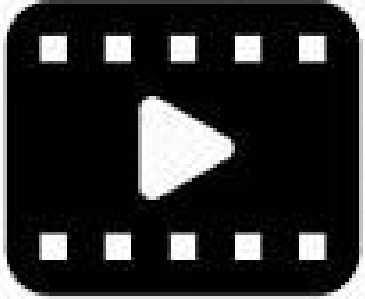
**BRI** 



**WE WANT  
CHANGE**



# Acting fast to keep up with consumer expectations



**Duration: 1 Min**

## Acting fast to keep up with consumer expectations World Economic Forum: Leah Busque TDI viewing Tip;

Quick and easy to follow

[Video link](#)



## Possible discussion points for Weekly Clinic / Things to think about

- This is an example of a company re-inventing themselves by effectively starting again – with the question ‘if we were starting from scratch today, what would we build?’
- Is this a good approach and, if so, why don’t more companies adopt this approach to change?





# 6 ways technology is impacting customer behaviour

## Impact on Consumer Behaviour



# 4 practical examples



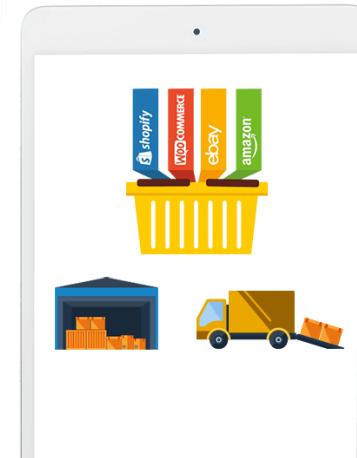
Smart devices offer consumers convenience and peace of mind



Wearables shape consumer lifestyle—and save businesses money



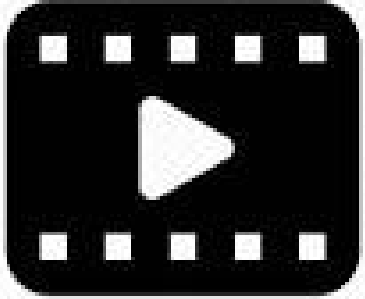
Ad blockers allow consumers to avoid unwanted ads



Fulfillment solutions drive seamless customer experience



# Millennials: Changing consumer behaviour



## Millennials: Changing Consumer Behavior Goldman Sachs

### TDI viewing Tip;

This is one of the longer videos in this lesson at 3mins.



**Duration: 3 Mins**

[Video link](#)

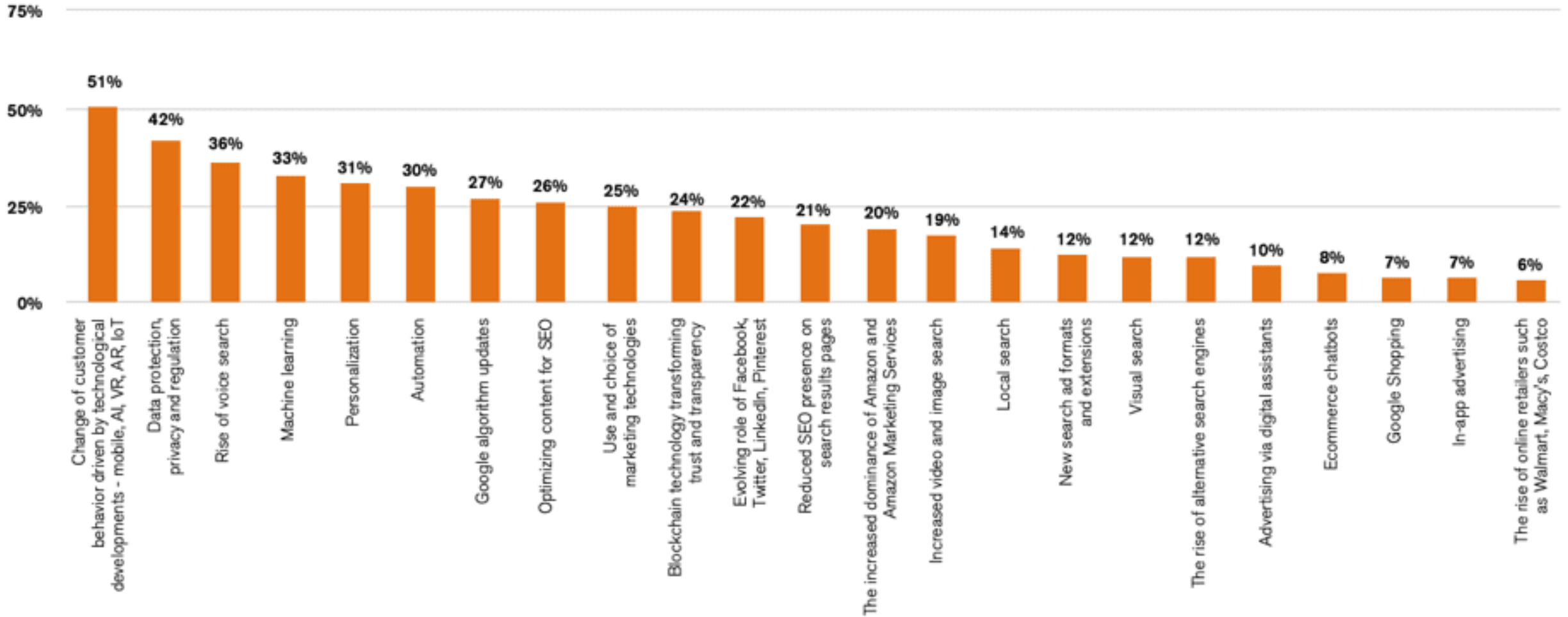
## Possible discussion points for Weekly Clinic / Things to think about

- How important is it to focus on different age groups when analysing consumer behaviour
- Do Millennials deserve the amount of airtime and focus they get – are there other groups which are likely to rise in prominence in the future?
- What are some of the common characteristics of Millennials when it comes to consumer behaviour? Hint: 3 things are highlighted in the video

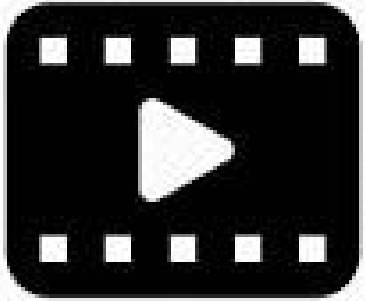


# Tech-led changes in Consumer Behaviour

## The No 1 trend for Marketers



# How new players are starting with CX



**Duration: 3 Min**

## Customer Experience Steve Jobs: Apple

### TDI viewing Tip;

Even if you've seen this clip before, it's still a powerful reminder of the motivations behind the late Steve Jobs, and what underpins much of the firm success

[Video link](#)



## Possible discussion points for Weekly Clinic / Things to think about

- Steve Jobs makes a strong argument for putting the Customer first, and working back to the technology
- Can you think of examples of where companies have got things the wrong way around – and why do you think this may be?

