

Consumers Are Ready For Real Time

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Wireless service providers
made SMS available to
mobile consumers in.....


1992



loss aversion

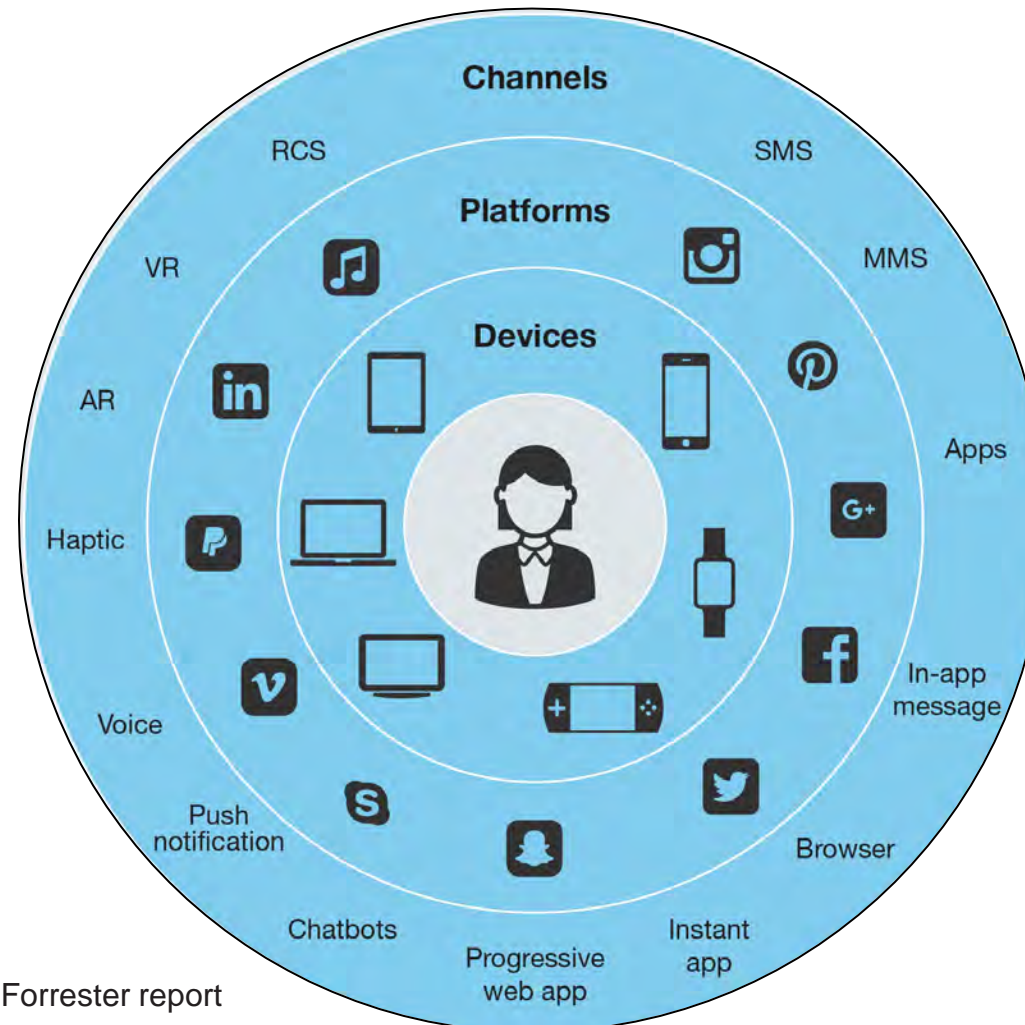
Our minds multiply losses

2x-5x

A rocket is shown launching upwards, cutting through a large, billowing cloud. The rocket's engines are firing, creating a bright, intense plume of fire and smoke that trails behind it. The sky above the cloud is a clear, deep blue, while the cloud itself is a mix of white and light orange, suggesting it might be illuminated by a low sun. The overall scene conveys a sense of power, progress, and breakthrough.

The adoption of new things no longer “costs” what it used to

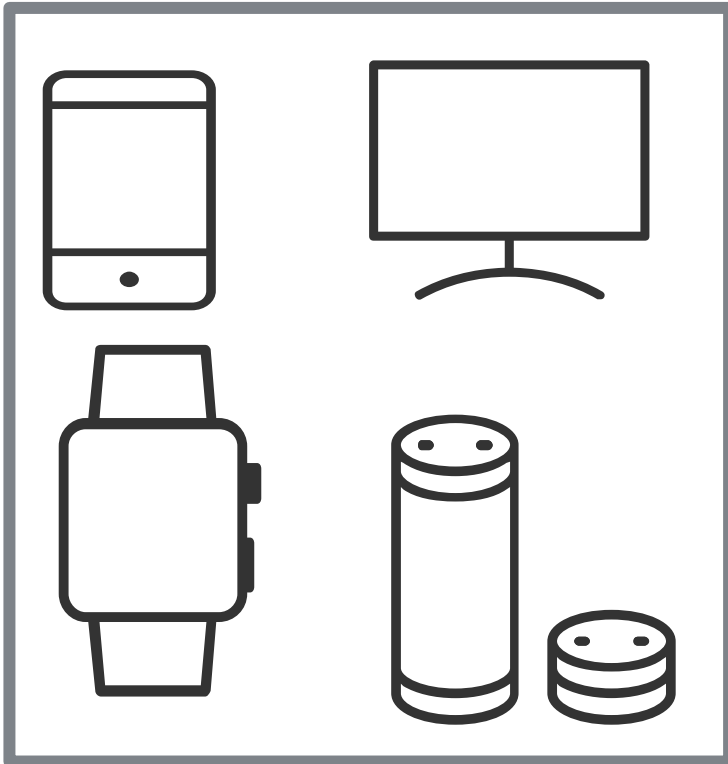
Consumers connect on three dimensions to access communication, content, and services



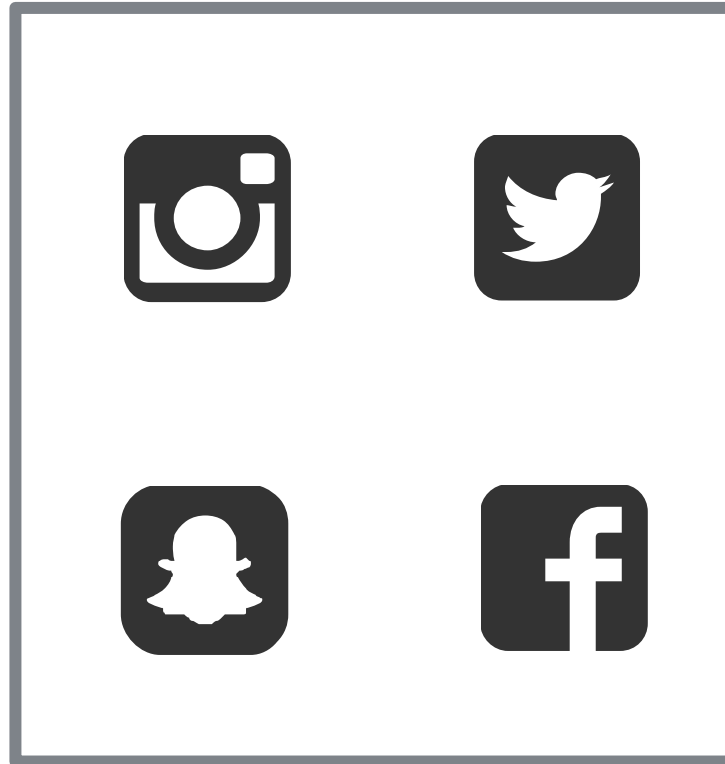
Source: [The 3D Connected Consumer In 2020](#) Forrester report

On average, US consumers are connected to:

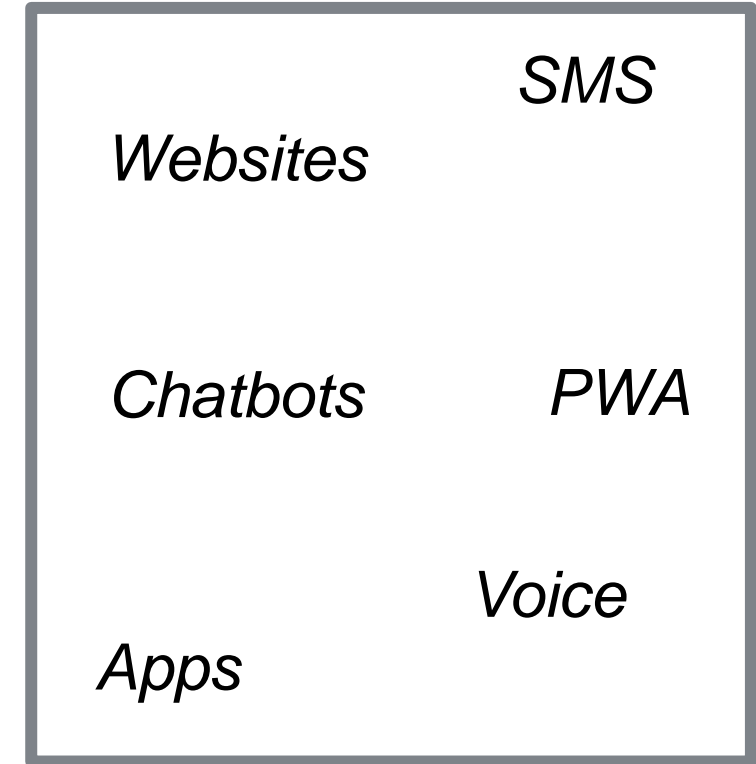
4.7 Connected devices



4.4 Platforms



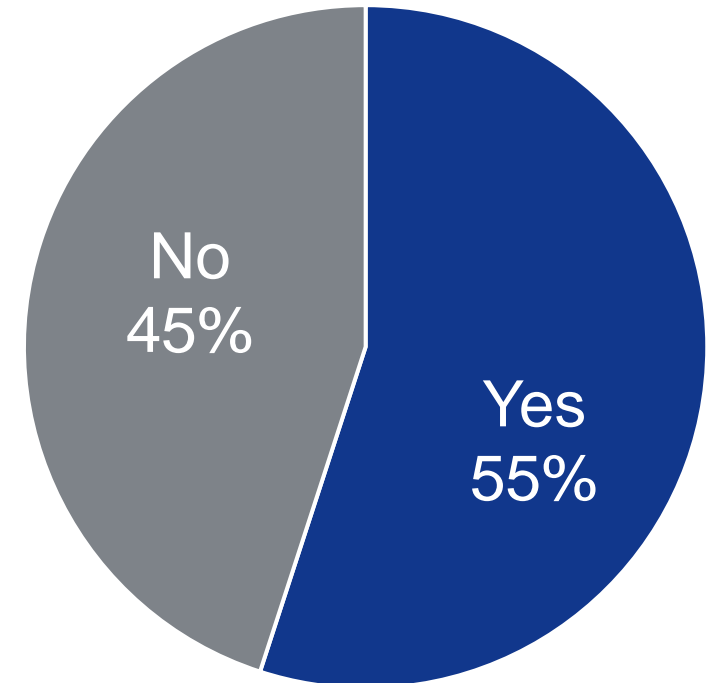
3.2 Channels

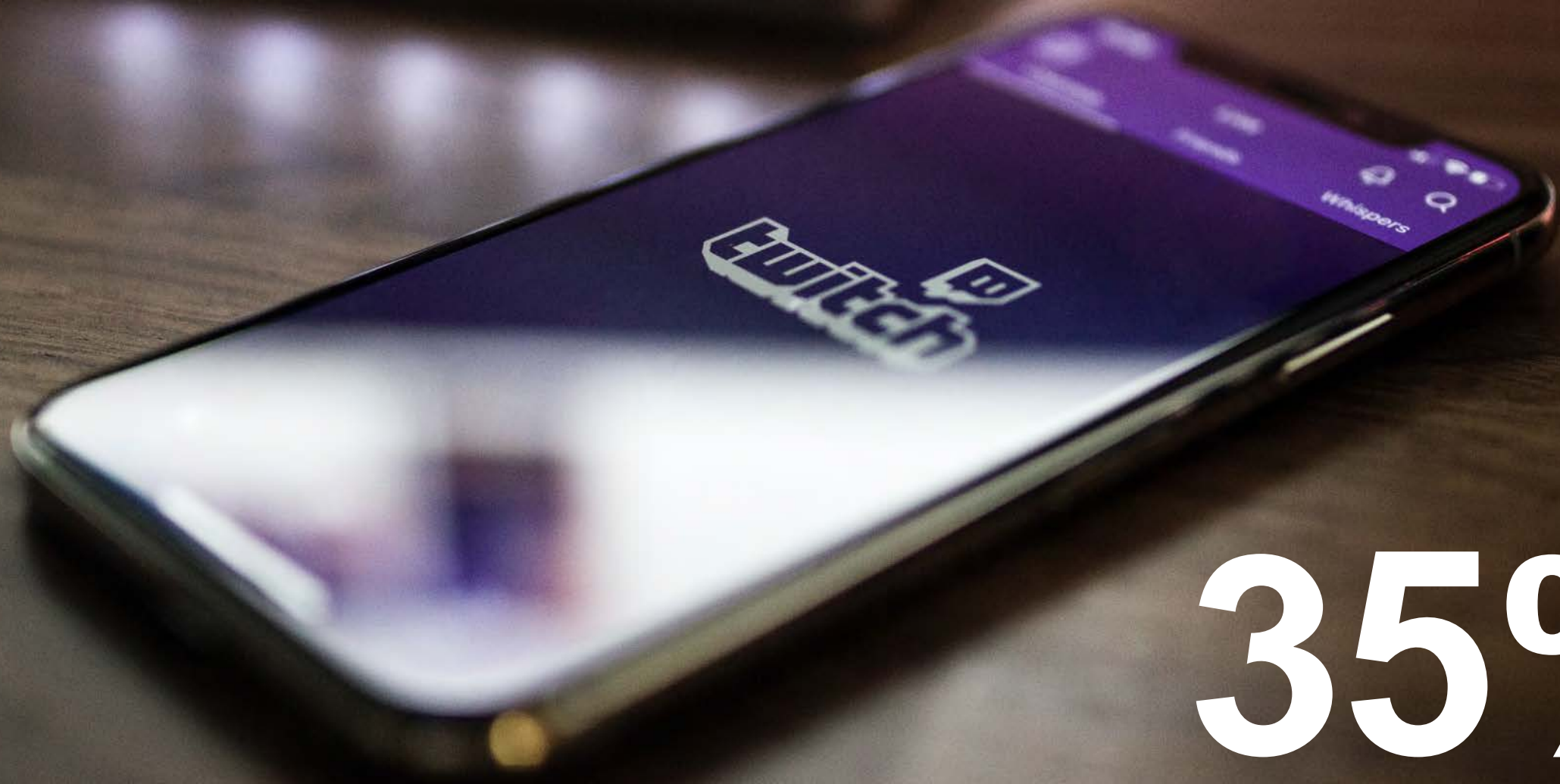


Base: 3,809 to 49,012 US online adults (18+) (base sizes vary by age group);
Source: Forrester Analytics Consumer Technographics® Benchmark Survey, Part 1, 2020;
Source: [The 3D Connected Consumer In 2020](#) Forrester report

Consumers are
engaging with – and
buying from –
shoppable videos

***“Have you ever made a purchase from a
'shoppable video' link?”***



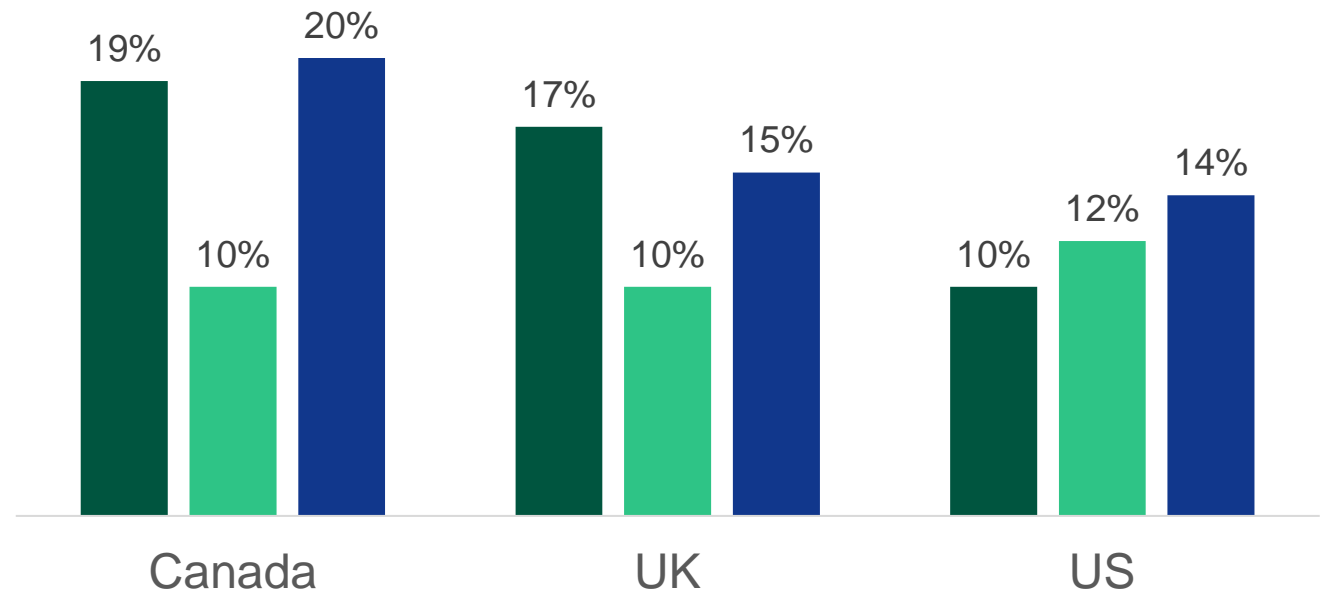


35%

The COVID-19 fault line caused a seismic shift in digital payments

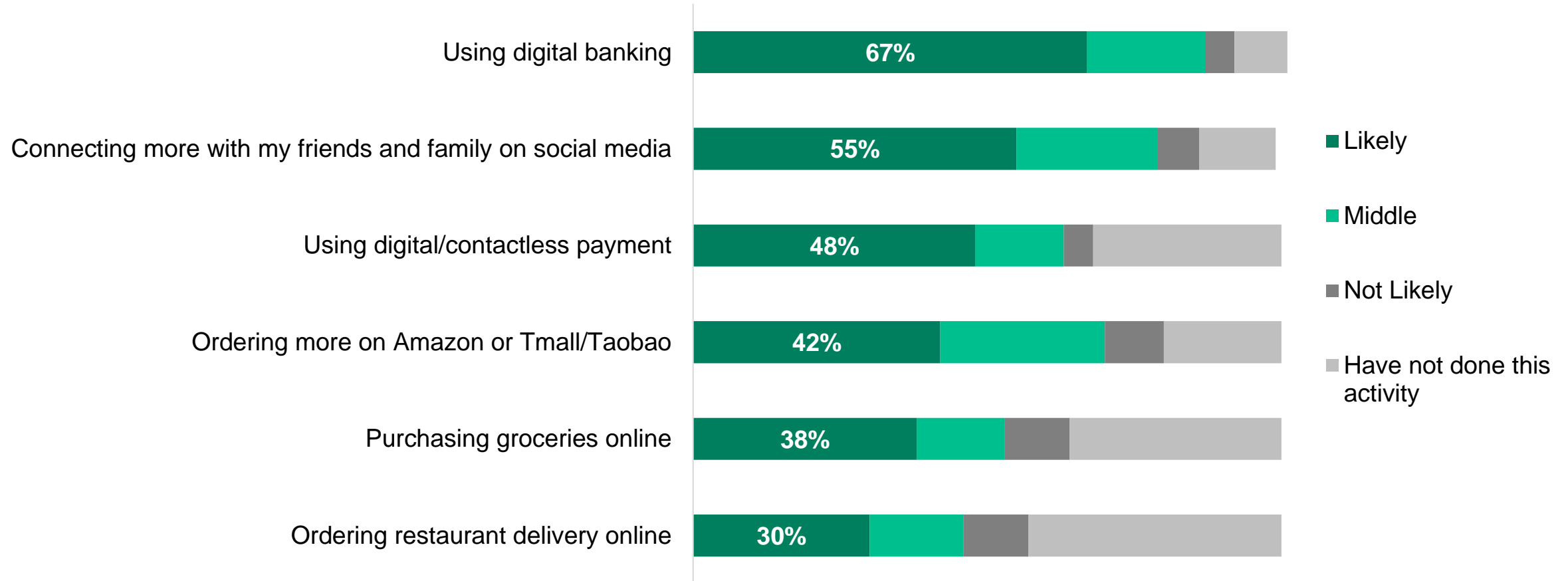
“Which of the following activities have you done for the first time as a result of the COVID-19 pandemic?”

- Made contactless payment in store with my credit card
- Made contactless payment in store with my phone
- Online or mobile bill pay



Many new adopters will remain on digital services

Thinking about the activities that you have started doing during the COVID-19 pandemic, please indicate how likely you are to continue doing the following once stay-at-home restrictions are lifted



Base: 1,154 UK online adults

Source: Forrester Analytics Consumer Technographics COVID-19 Survey (Wave 2), 2020 (May 8-15) (UK).

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Amazon has a
beachhead in people's
homes...and cars...



...and takes
contactless to the
next level

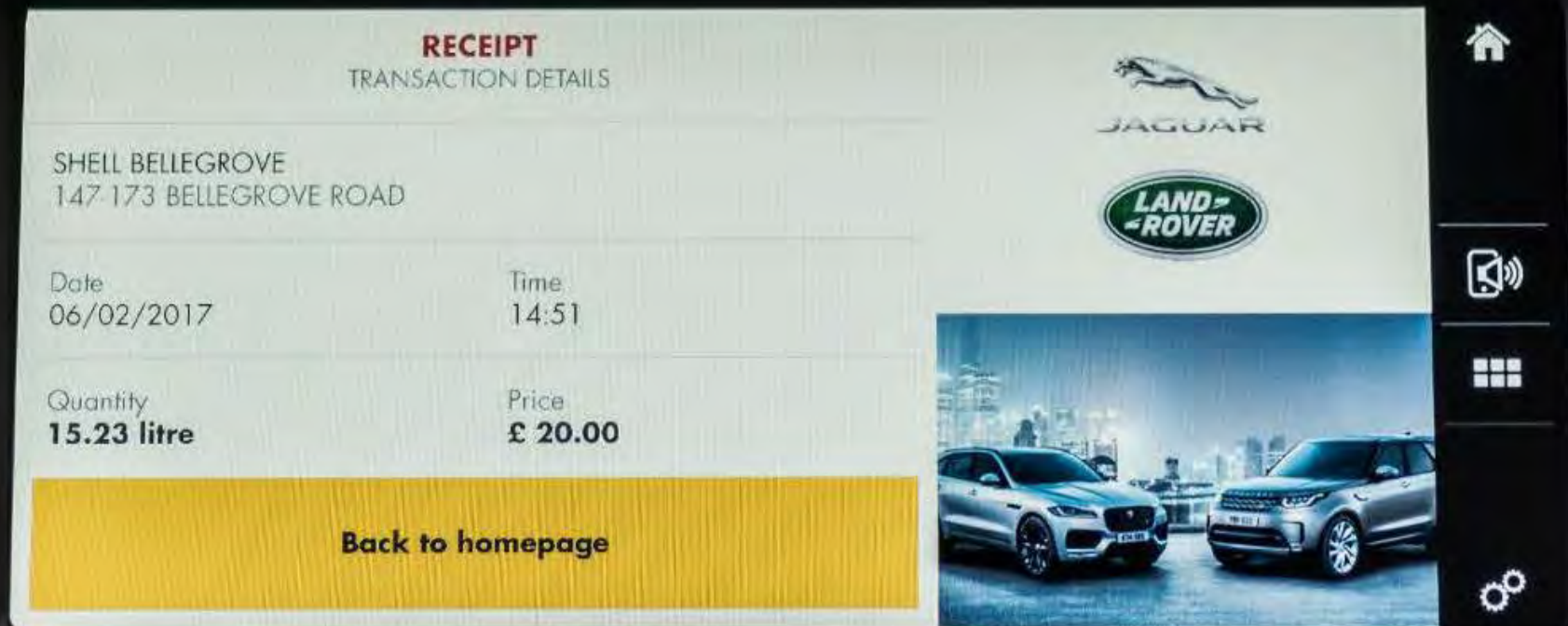


WeChat's FrogPro uses face recognition for contact free payments

Source: Forrester Research

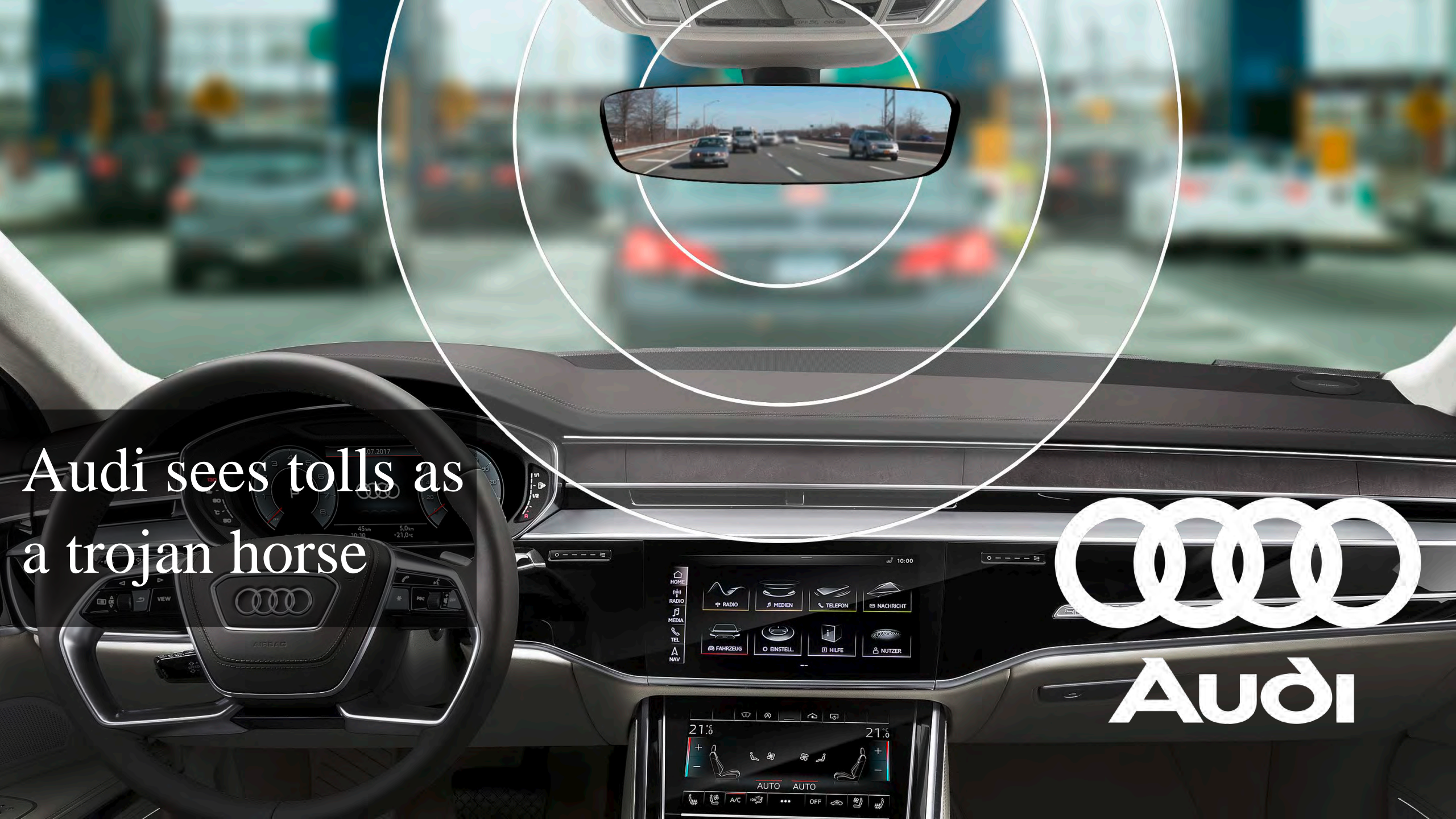


The boundary of payments is moving...



...fast! - now your Jaguar can earn cryptocurrency





Audi sees tolls as
a trojan horse



Audi

My MBUX: the new Mercedes-Benz User Experience

Four different methods of authentication



Voice recognition



Face recognition



Fingerprint



PIN



Mercedes-Benz
Media Newsroom USA

The Physical Moment of Transacting Is Vanishing

Consumer Payment Expectations

2000's

Self Checkout



2011

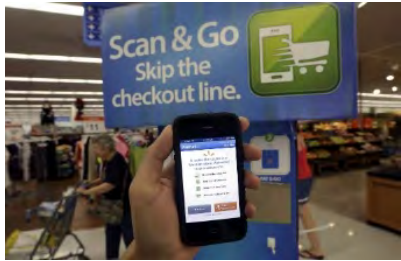
Uber



2015



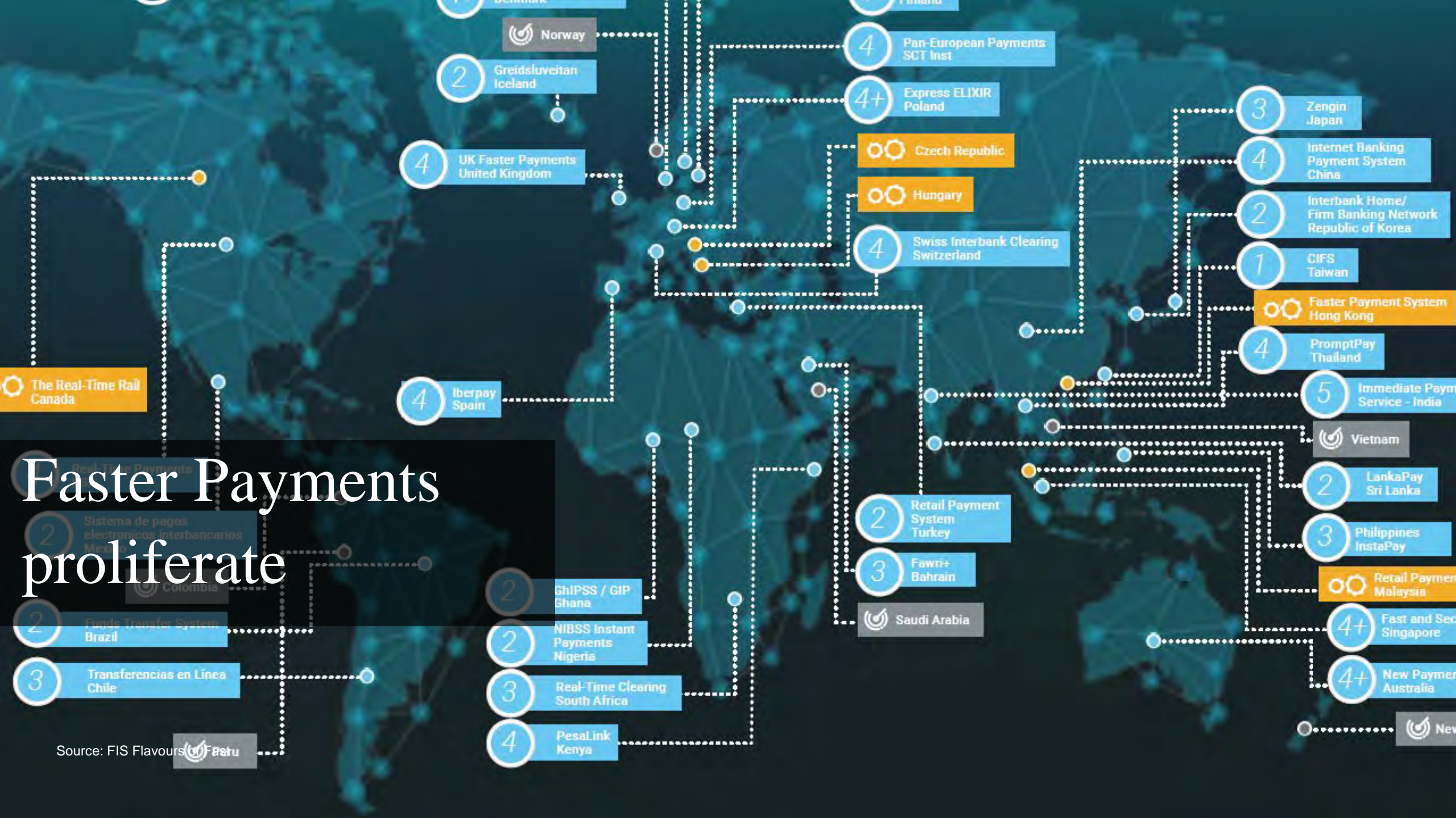
2017



2025

Authentication is the payment





Faster Payments proliferate

Source: FIS Flavours of Fastu

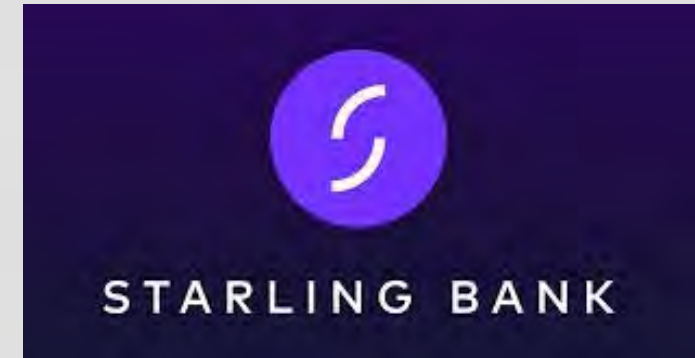
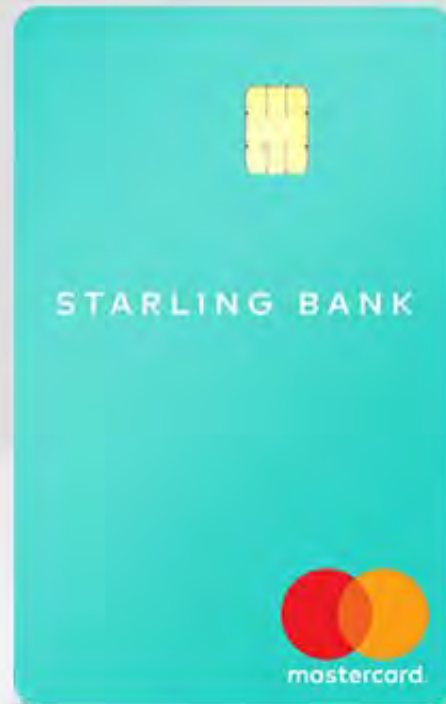
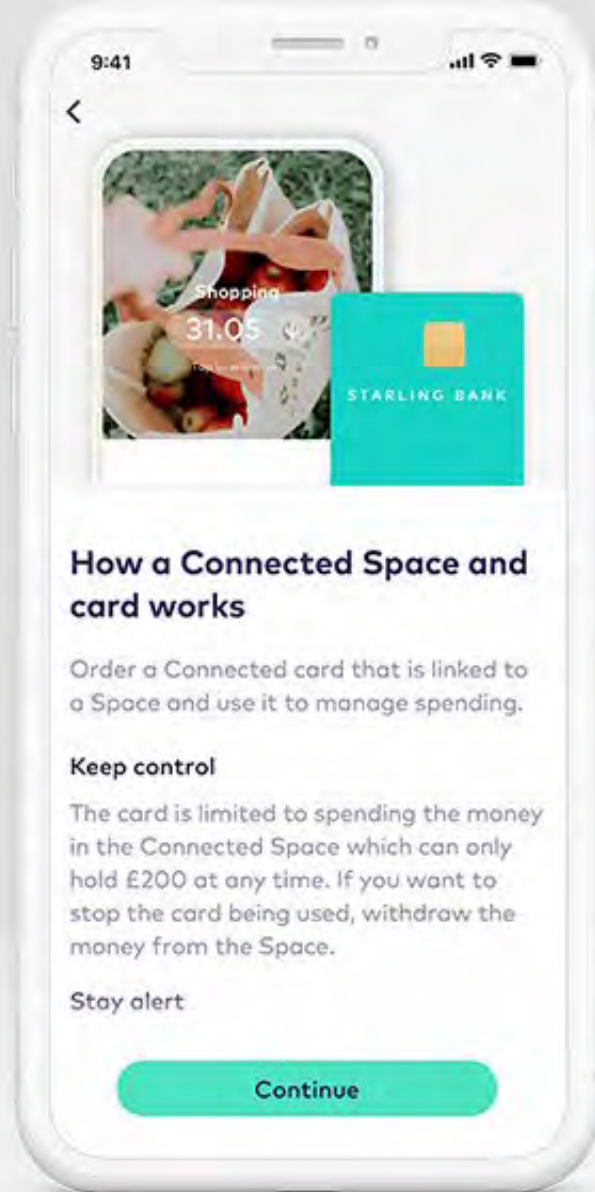


Deutsche Bank



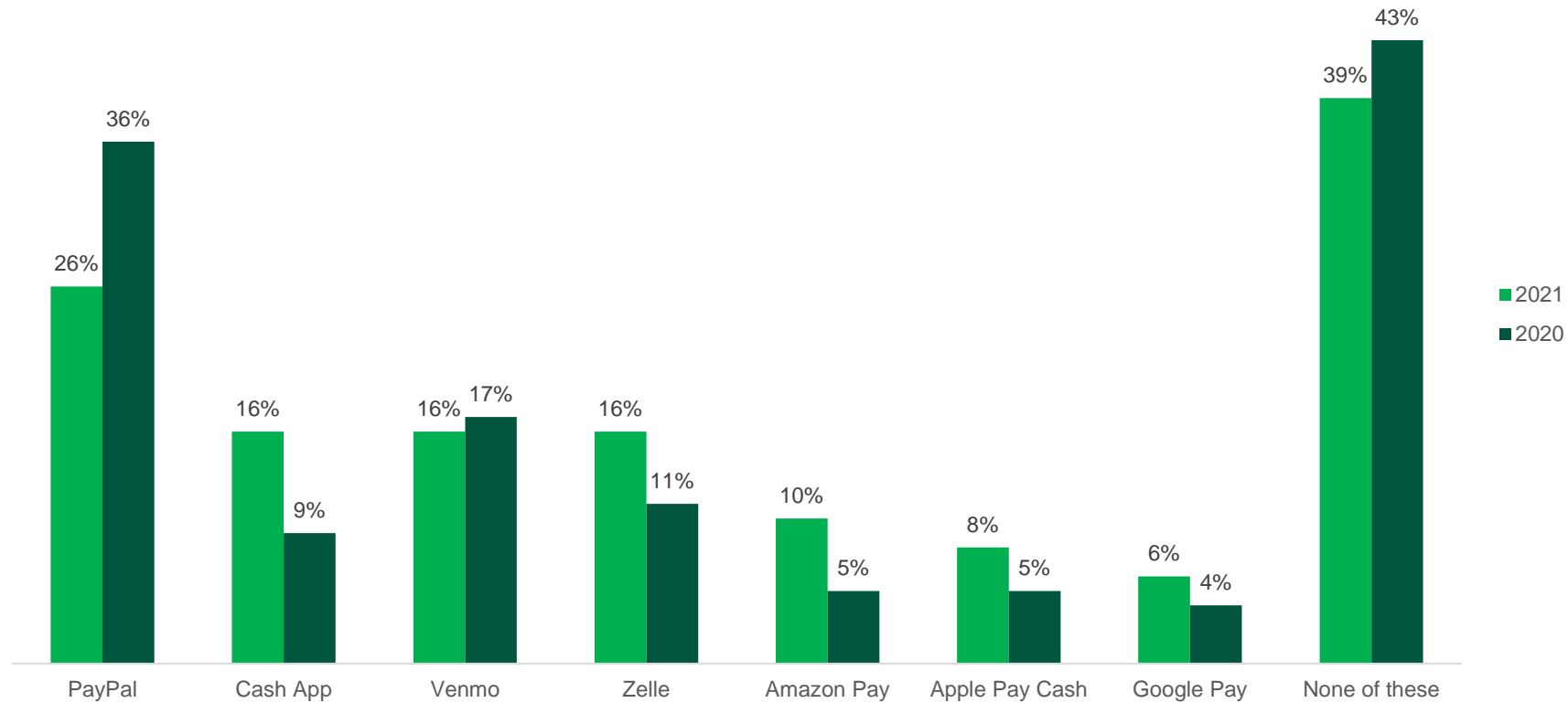
Banks also seize payment initiation opportunities

Banks responded quickly to meet customer needs



Consumers used P2P more

Which digital payment methods have you used in the past three months to transfer money to a person?



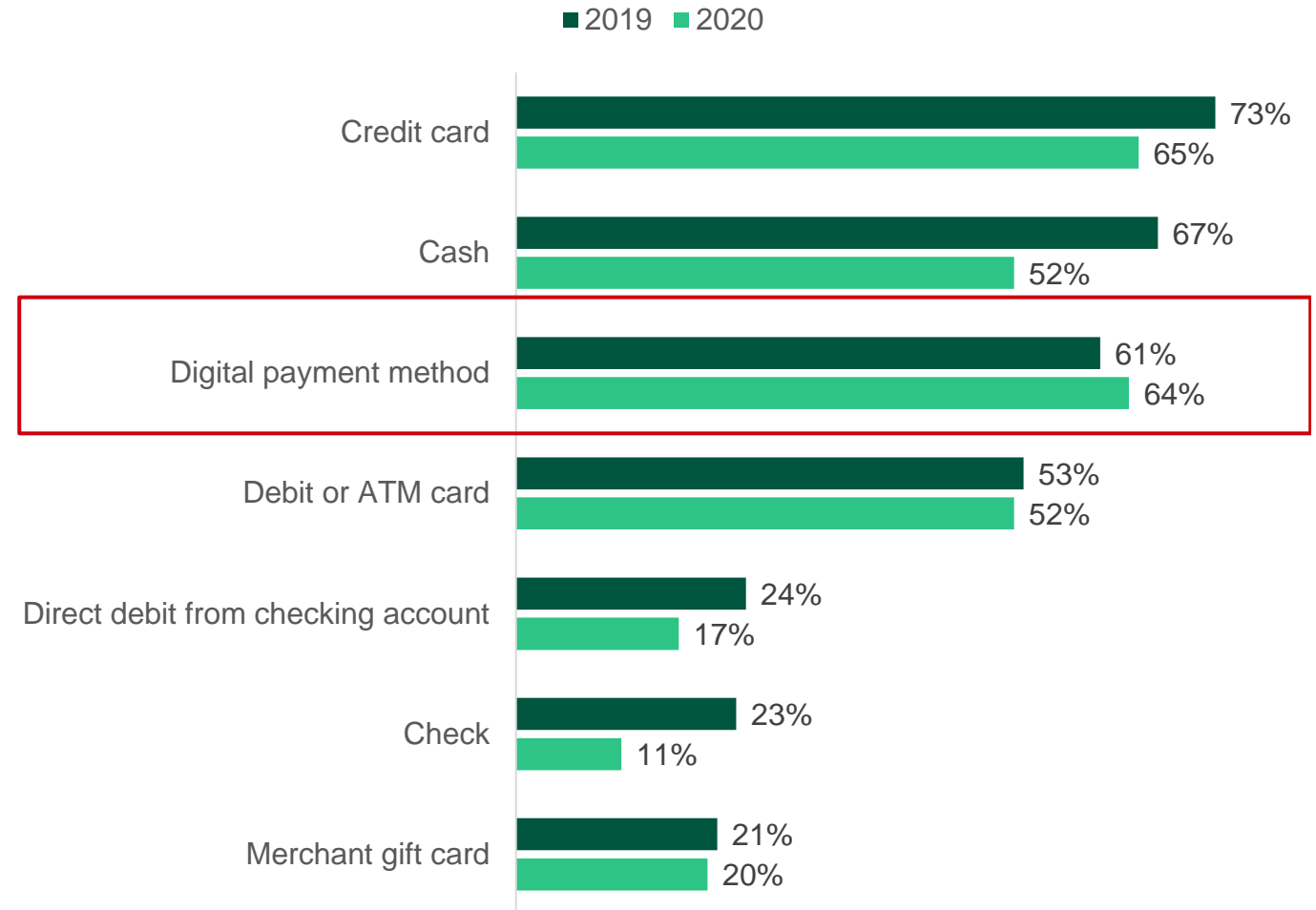
Base: 58,166 and 76,448 US Online adults

Source: Forrester's Consumer Technographics Benchmark Survey, Part 2, 2020; Forrester Analytics Consumer Technographics Benchmark Survey, 2021

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Digital payment methods have been gaining ground on direct card usage

“Which of the following payment methods have you used in the past three months to make a purchase?”

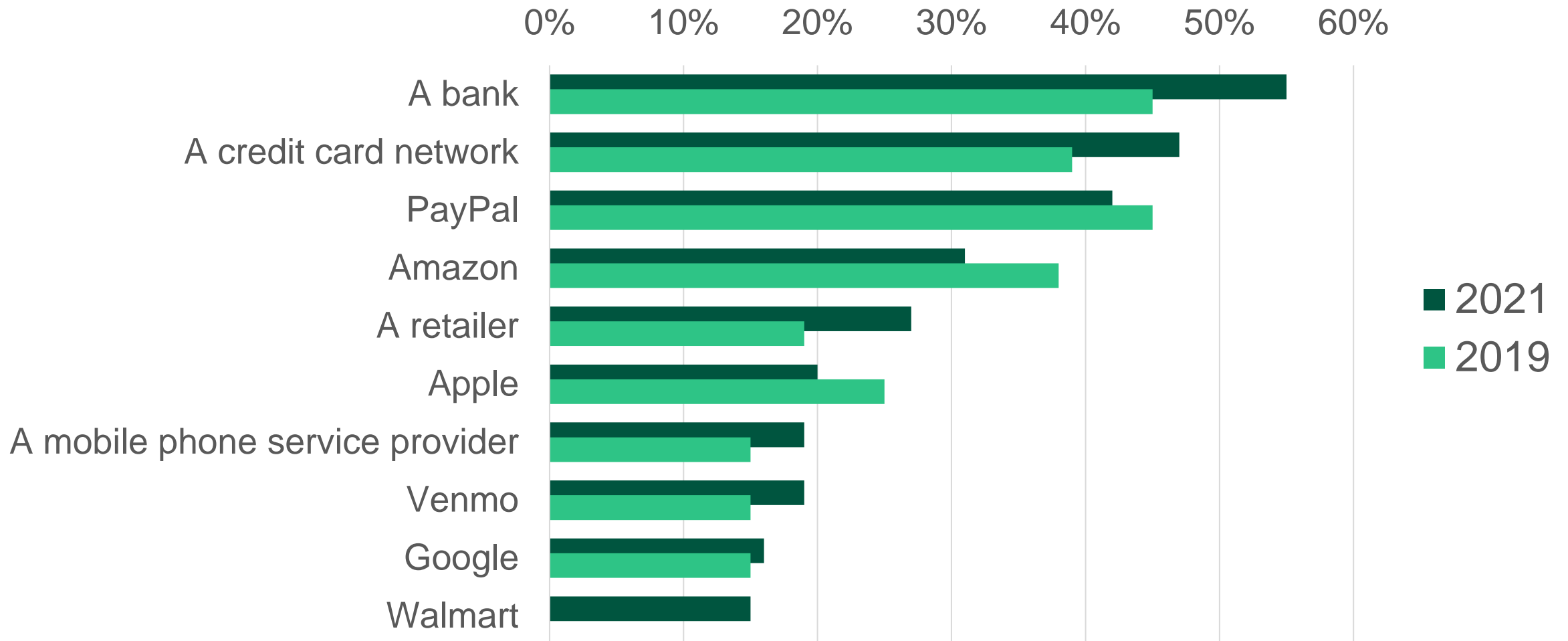


Base: 97,324 to 142,480 US online adults; Source: Forrester Analytics Consumer Technographics Benchmark Survey, Part 1 2020 and Forrester Analytics Consumer Technographics North American Online Benchmark Survey (Part 1), 2019

Incumbents have regained consumers' trust

“Which of the following types of companies would you trust to provide digital payment services?”

(Top 10 only)



Base: 4771 Online adults; Source: Forrester Analytics Consumer Technographics Media And Marketing Recontact Survey, 2021 and Base: 47,905 Online adults
Source: Consumer Technographics Global Online Benchmark Survey (Part 2), 2019

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**COVID-19 ushers in MORE
experimentation, not less**

No one wants a better payment experience...

PAYMENTS



POINT OF SALE



RECEIPTS

Tbl 201/1		CHK 4045	Dst: 5
Dec21'12 05:23PM			
1	Yuengling, Pfltr	6.40	
2	Beverage	6.00	
2	DOZEN	51.90	
24	Oysters	0.00	
2		0.00	
1	Calamari	10.50	
12	Jumbo Shrimp	36.00	
1	Small Caesar Sal	4.00	
1	Autumn Platter	16.50	

EMPLOYEES

	IN	OUT	HOURS	WEEK	
24MO	9:00	5:30	2	8:00	8:00
25TU	9:05	12:00	3	3:00	11:00
25TU	12:33	6:00	3	8:15	16:00
26WE	9:09	5:00		7:15	23:15
27TH	9:00	12:02		3:00	26:15
27TH	12:32	7:00		9:15	31:15
28FR	9:00	5:50		8:15	39:15
29SA	9:00AM	2:00PM	4	4:30	39:15
			5	7	4:30

ANALYTICS



FINANCE



INVOICES

Ship order to:		Qty Information:			
Name: Paul M. McBride		Model: _____ Year: _____			
Address: _____		Companion number: _____			
_____		Are You a member of a Franchise Club?			
_____		Which: _____			
QUANTITY (OPTION)	PLATE NUMBERS	PART NUMBERS	DETAILED DESCRIPTION	PRICE EACH	PRICE
1			Art M	10.00	10.00
		Flavor	Side item	10.00	10.00
2			Bottom and pick	7.50	15.00
1	(1.00)		Top and ends	10.00	10.00
1			Red sauce	15.00	15.00
1			Drain, w/its fruit	1.50	1.50
1			Coliform	—	6.00
Conclusion: no stock			in immediate future:		
5	3117		Stick		
(Pen supply good used case, price specify longing needed, price be the same)					

MARKETING



...but everyone wants a better shopping experience

PAYMENTS



POINT OF SALE



RECEIPTS



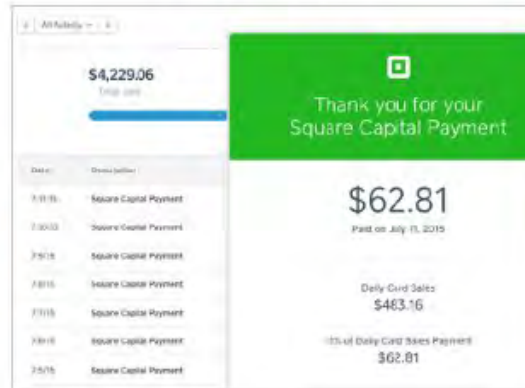
EMPLOYEES/PAYROLL



ANALYTICS



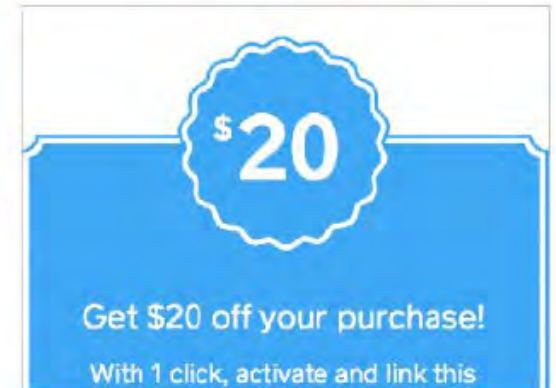
FINANCE



INVOICES



MARKETING



Key Takeaways

Start by identifying your customers *moments of need* before imagining future experiences.

Real time is already a part of our digital lives. Payments just needed to catch up.

Consumer appetite for new experiences is heightened by the pandemic, not dampened by it.

Back to the Future...

The Speed of Life

