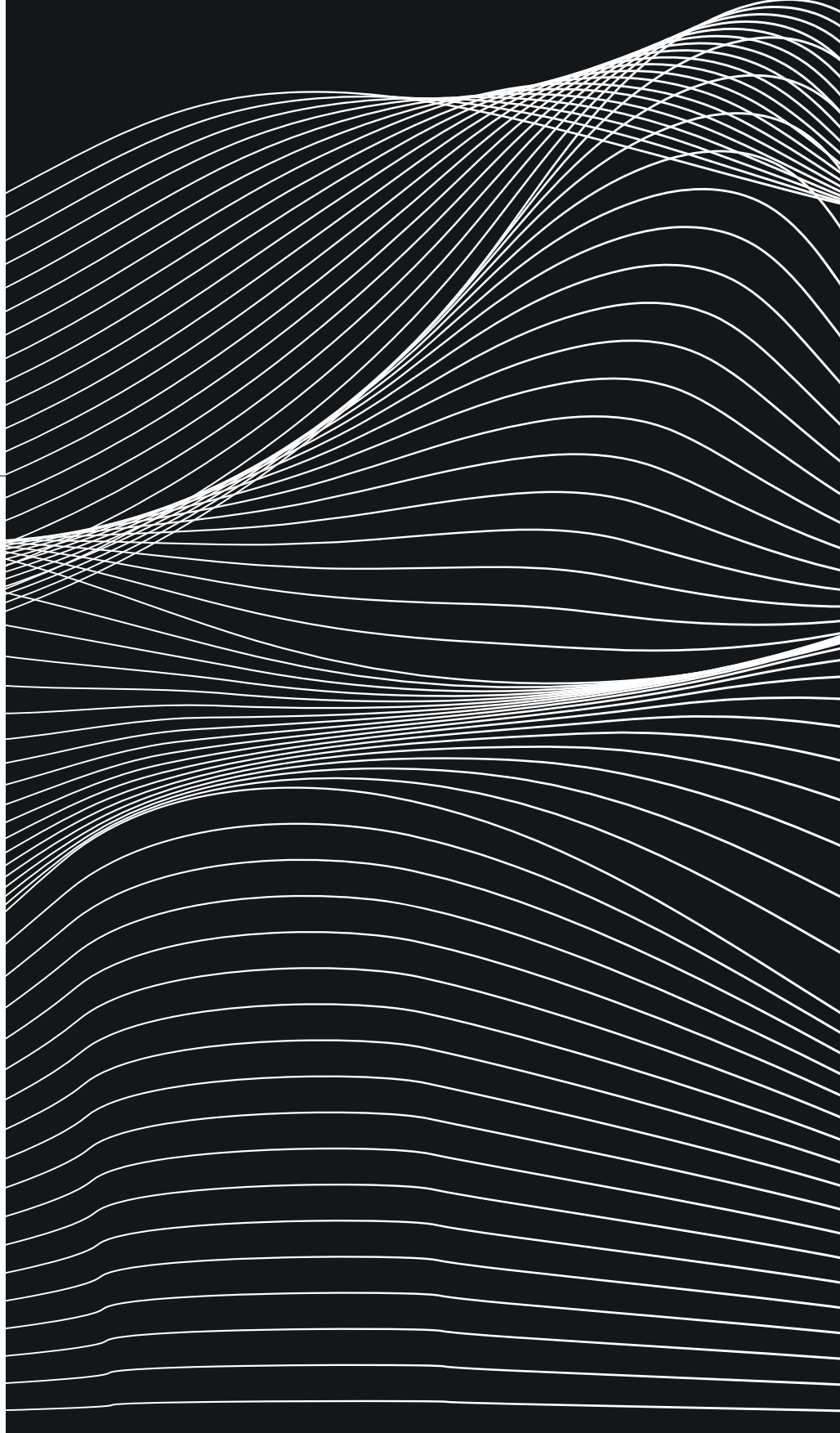# PREPARING FOR THE FUTURE OF EXPERIENCE

WHAT EXPERTS ARE SAYING ABOUT THE IMPACT OF EXPERIENCE TODAY, HOW EXPERIENCE WILL CHANGE IN THE FUTURE, AND WHAT YOU CAN DO TO KEEP UP.

FUTURE OF EXPERIENCE

INTRODUCTION

The birth of modern customer experience as a discipline can be traced back to 1994 when Steve Haeckel and Lou Carbone published the seminal article Engineering Customer Experiences. In the article, they provide what has become the foundation for the modern, holistic view of experience: Experience is the 'takeaway' impression formed by people's encounters with products, services, and businesses — a perception produced when humans consolidate sensory information.

The world has vastly progressed in the quarter-plus century since the article's publication. Now, consumers and businesses are connected to one another in ways that would be indistinguishable from magic to someone looking forward from 1994 — when the average price of gas was $1.11, and the coolest new technology was Netscape Navigator.

Today, experience is everywhere, all of the time. The line between in-person and online interactions is quickly disappearing. And thanks to 24/7 access to the internet through our smartphones and other connected devices, by the time a potential customer, client, or patient thinks to themselves, 'Maybe I need…," their experience has already begun. Every sight, sound, or confusing UI can have an impact on whether someone ends up as a lifelong advocate for your brand or heads down the street to check out the competition.

Every sight, sound, or confusing UI can impact whether someone ends up as a **lifelong advocate** for your brand or heads down the street to check out the competition.

IN THIS EBOOK:

We've interviewed experts across a range of industries to create a unique window into the past, present, and future of experience. With the help of these experts, we'll look at what experience means — and how the meaning has evolved — in each expert's industry and the impact that putting experience at the center of their business strategy has had on each expert's organization. Finally, our experts look to the future of experience in their industries over the coming decade.

Plus, Bottle Rocket's internal experts share what businesses can do to set themselves up for long-term success in an experience-centric future, with a special focus on the areas that are likely to have the biggest impact in an experience-centric future: Technology, Design, Strategy, Digital Product Growth, and Digital Product Development.
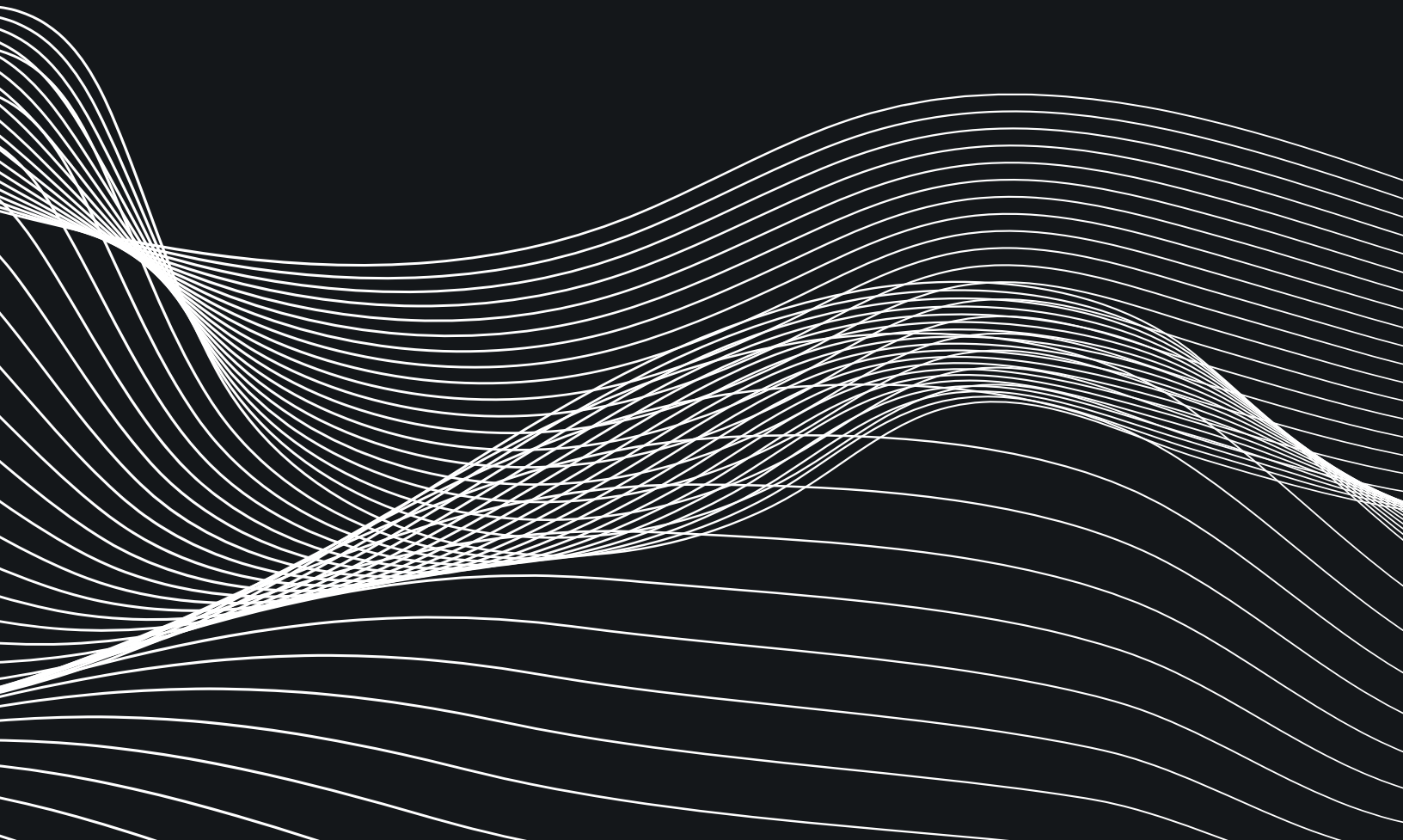
CHAPTERS

01. UNDERSTANDING MODERN CUSTOMER EXPERIENCE

Customer experience plays a central role in how we understand and value the products and brands we interact with every day. But what does 'experience' look like in the modern day?

The growth of online and, more recently, mobile as a medium for interactions between providers and clients, doctors and patients, or merchants and consumers has completely changed how we understand experience. Businesses that focus too strongly on these digital avenues of experience are overlooking one key fact: EVERYTHING is experience, and experience is everything.

A truly modern customer experience requires taking a holistic approach that combines everything from the UX and UI of your company website, to the kind of coffee you serve on your showroom floor. Since what makes for an 'outstanding' experience is unique to each customer, every industry and company will have a different view on how they need to create the best possible 'experience.'

To get a better understanding of what a modern experience looks like and how it differs between industries, we've asked our panel of experts what experience means to them and how that meaning has evolved over the course of their careers.

As Rob Zanin, Executive Director of Digital Consumer Products for Wellstar Health System, notes, "In healthcare, experience can begin anytime, anywhere — often under highly personal and inconvenient conditions. It's often filled with fear, confusion, and pain — the wrong mindset for thoughtful 'shopping' for the best care." He understands that the patient experience is sensorial, emotional, complicated, and expensive, which is why his organization strives to make the value of its services apparent and abundant throughout. Zanin explained that Wellstar Health Systems focuses on every detail of the experience, "from the coffee's temperature in our waiting rooms, to the soft skills nurses use when starting an IV, or the way digital tools minimize paperwork between visits."

> *In healthcare, experience can begin anytime, anywhere — often under highly personal and inconvenient conditions. It's often filled with fear, confusion, and pain — the wrong mindset for thoughtful 'shopping' for the best care.*
>
> **ROB ZANIN**

Experience looks very different for Dag Yemenu, Executive Vice President of Products at ISN, a leading provider of contractor and supplier management solutions. To his customers — clients and contractors in industries ranging from oil and gas to utilities, heavy manufacturing, transportation, pharmaceuticals, and more — the most important aspect of their experience is "whether the user gets the right information at the right time to help them do their jobs in the field." He explained, "Our clients don't really care about keeping up with social networking type information or highly elaborate/artistic designs. They want on-the-go (mobile) access to relevant information and smart systems that help them keep tabs of client requirements and send them reminders to stay on top of work readiness information."

No matter what industry these experts work in, there were a few things they all agreed on. First, creating truly great experiences requires considering not only the physical or the digital spaces where a user interacts with their organization but the entire ecosystem, and second, the experiences that customers, clients, or patients expect have changed dramatically since they began their careers.

"WE WANT OUR CUSTOMERS TO INTERACT WITH US DAILY, NOT ONLY TO SHOP BUT SOMETIMES TO SIMPLY CONSUME RELEVANT CONTENT ABOUT FOOD OR PLAN MEALS OR FIND INFORMATION TO INSPIRE THEIR WELLBEING. OUR BUSINESS MODEL IS PIVOTING TO ONE THAT IS LOYALTY BASED, DOUBLING DOWN ON OUR OMNICHANNEL ENGAGEMENT WITH CUSTOMERS BEYOND JUST TRANSACTIONS."

VIVEK SANKARAN
CEO - ALBERTSONS COMPANIES

THE DEFINITION OF EXPERIENCE HAS EXPANDED

"In healthcare," notes Brandon Maenius, Senior Vice President of Strategy and Innovation at WebTPA (Communitas), "the experience has evolved from the physical interaction with your doctor to including his front-line staff, to now including the digital experience."

Steve Wittman, Chief Digital Officer at EchoPark, had a similar sentiment about the automotive industry: "To me, experience means everything a customer touches, sees, smells, and feels as he or she goes through the process of buying a car. This includes a multi-step process across both digital and physical worlds. It involves dealing with a salesperson, a website, a car, a location, and the physical process of buying a car. This experience is not just tactile but also emotional. The thoughts, feelings, and emotions that a customer goes through in the experience are arguably more important than the physical experience."

One C-Suite Executive at a Fortune 500 Professional Services Firm summed this up quite nicely, saying, "'experience' for consumers is made up of a hybrid of online, offline, and in-person moments of engagement. When these are blended correctly, they create an unforgettable experience for that consumer — as well as for the business."

As David Harrison, Vice President of Technology at Bottle Rocket, explains, the definition of experience continues to evolve as consumers connect more of their lives to digital tools. "More and more, the 'Connected Consumer' looks for experiences that help them meet their lifestyle needs where they are," he says. "For most, this means they want to be able to order dinner for their family on the go or schedule an appointment through their phone while on their coffee break. For others, it may mean needing an interactive wayfinding during a hospital visit. Experience architects are now responsible for much more than only the moments a customer is physically present, experience can happen at any moment when a consumer has the capability to ingest and consume data."

> " The thoughts, feelings, and emotions that a customer goes through in the experience are arguably more important than the physical experience."
>
> **STEVE WITTMAN**

EXPECTATIONS ARE CONSTANTLY CHANGING

Sharmila Iqbal, Director of Product Management at Albertsons Companies, recalls how much has changed since she began her career: "'experience' was not a commonly used terminology in the Supply Chain/Logistics industry when I started my career. I think a lot of this had to do with the cost to build and time to market, so companies prioritized those features that allowed them to keep costs low. However, the explosive growth in the technology sector has significantly reduced the cost and time to market. This growth not only introduced the product management practice but has also brought a lot of changes to its school of thought. It is no more about just cost and revenue, but about the holistic approach to user 'experience.' More and more companies are listening to their users and understanding the importance of adoption and retention."

Wittman noted, the best example of how expectations of experience have changed is in the way a consumer buys a car. "Five years ago," he explained, "a customer would look for a car online, check out its features, etc., then go to a dealership to execute the transaction. In today's world, many consumers are doing much of the transaction online before they come into the dealership."

The executive from the C-Suite Executive at a Fortune 500 Professional Services Firm points out that customers also increasingly expect more and better. "They expect 'easy and fast.' The consumerization of IT has made it necessary for companies to understand that customers today have easy access to well-designed, well-delivered experiences from many brands on their phones. Good experience design is no longer a plus — it has become the bare minimum!"

02. THE BUSINESS IMPACT OF INVESTING IN EXPERIENCE

A report conducted by Forrester Research found that revenue growth at experience-driven businesses was 1.4x faster, and customer lifetime value was 1.6x more than other companies.

A well-curated customer experience can have a major impact on a business's bottom line. From improving adoption to boosting retention, and everything in between. But, as Iqbal pointed out: "Simply spending a large part of your budget is not the same as 'investing' in experience. Investing in experience means making it a central part of your business strategy."

She also said, "A well-curated end-customer experience that meets all needs will result in customer adoption of the retailers' programs and technology resulting in retention and higher share of wallet." She points out that the same concept applies to internal users as well. "A well-curated employee experience will result in fewer job-related frustrations." And it sets off a positive chain reaction. Employees are happier, and they stay in the job longer. Well-trained employees provide better service, which creates a better customer experience, and, in turn, this increases sales. "All in all, it is a great outcome for the company's flywheel," Iqbal said.

"

A well-curated end-customer experience that meets all needs will result in customer adoption of the retailers' programs and technology resulting in retention and higher share of wallet."

SHARMILA IQBAL

DIGITAL EXPERIENCES DRIVE SALES & RETENTION

The ubiquity of powerful consumer platforms across various industries is driving significant change in expectations, especially regarding digital experience.

Zanin explains the impact this has had on Wellstar Health Systems: "Thinking of your available appointments as 'inventory' reveals the aggressive expectations of healthcare consumers: people want to be seen immediately at their preferred time and location. The Institute for Health Improvement recommends reducing 'third next available appointment' lead time (i.e., days between the patient requesting the appointment and the third next truly available appointment) for primary care to zero days (i.e., three possible appointments on the same day) and two days for specialty care. This is an immense challenge. Today, the bulk of digitally moved inventory at Wellstar has a lead time ≥11 days. This means our cancelation rate for digitally booked appointments is ±48%, which is brutal to report out. Improving the top-of-funnel experience here requires a lean focus on scheduling optimization and finding novel ways to increase digitally bookable inventory through smart partnerships, virtual innovation, and advanced practitioner presences."

For businesses that can create experiences that not only meet but exceed customer expectations, the benefits are clear. As Yemenu shared, "experience has been a major differentiator for us — a focus on customer experience and user interface has helped our SaaS platform and brand to stand out from the competition."

EchoPark/Sonic Automotive is another example of the strong results that can come from a better experience — both online and offline. Wittman explains, "The experience is different in that a customer can do an end-to-end car purchase online, unlike any other car dealer. This is resulting in a +30% incremental conversion rate on our new website. In-store, a customer goes through the process of buying a car in a different way than a traditional dealership. The customer only deals with one person, called an 'experience guide.' The process is very simple, with iPads enabling every step of the process in store. And the results are the proof. In our most mature market, Denver, our market share is 15%, the highest of any car dealership anywhere in the country."

> Experience has been a major differentiator for us — a focus on customer experience and user interface has helped our SaaS platform and brand to stand out from the competition."
>
> **DAG YEMENU**

For a leading C-Suite Executive at a Fortune 500 Professional Services Firm, incorporating cloud, mobile, marketing automation, and design thinking has helped them build powerful and satisfying experiences. They highlight the impact this has had, saying, "These changes are helping us keep up with increasing demand for 'Easy and Fast' experiences as well as to create more 'intelligent' solutions. Predicting and understanding user patterns and preferences drives great experience opportunities. In addition, experience builders in the industry are finding success building customer loyalty by creating experiences that are 'everyday useful.'"

03. WHAT THE EXPERTS EXPECT FOR THE FUTURE OF EXPERIENCE

As you can see, we're at a very interesting time for experience architects. Changes in customer preferences and behavior have increased drastically due to global events, while at the same time, technology seems to be advancing faster than ever before — bringing exciting possibilities for creating new customer experiences.

We know the future of experience is physical, digital, and human experiences that are deeply connected to people's emotions and priorities in their personal journey of life.

But, as Jana Boone, Senior Vice President of Marketing at Bottle Rocket, acknowledges, "Businesses need to first understand that the future of any brand lives at the intersection of brand and experience. Brands that do not acknowledge the importance of experience as a part of their brand ethos are likely not to exist well into the future. Brand and experience are inextricably linked, and they must be created and nurtured hand-in-hand."

What will the brand-experience partnership look like in practice? How will these personal journeys change? What new technologies will emerge, and how will companies use them to create unique experiences for their customers?

To answer these questions, we've asked our panel of experts how they think experience will change in their industry over the coming decade.

DAG YEMENU
EXECUTIVE VICE PRESIDENT, PRODUCTS - ISN

"I expect to see more predictive tools and features. A.I. and Machine-learning-enabled applications will make information access or flow more relevant. And 'smart' systems will continue to enhance the experience users expect in an increasingly sophisticated way. Digitization of processes (including across industries that are historically slow to adopt digital transformation) will continue to improve inefficient, laborious, and disorganized information flow and access.

Although early in its potential adoption, the Metaverse (digitized replicas of factories, mines, oil and gas rigs, etc.) could play a role in training, collaboration and risk management/simulation of work activities in high-risk industries. And the convenience, power, and connectivity of mobile devices will continue to fuel shifts in what industry expects from mobile enabled solutions and tools."

> Businesses need to first understand that the future of any brand lives at the intersection of brand and experience. Brands that do not acknowledge the importance of experience as a part of their brand ethos are likely not to exist well into the future. Brand and experience are inextricably linked, and they must be created and nurtured hand-in-hand."
>
> **JANA BOONE**

ROB ZANIN
EXECUTIVE DIRECTOR, DIGITAL CONSUMER PRODUCTS - WELLSTAR HEALTH SYSTEM

"Over the next decade, A.I. will enable providers to spend more time with their patients and reintroduce the essential humanity of the care journey as digital works harder to proactively capture, analyze, flag, and recommend based on your own health data. Major EMR roadmaps paint the picture of an integrated CRM that will challenge Microsoft and Salesforce.

The country's elite medical campuses will go full brick-meets-digital UX and begin to resemble spaces that you'd want to spend time outside of an acute medical journey. The best will serve local, sustainable food at-scale.

Health systems will run proper SAFe (Scaled Agile Frameworks) just to keep up with the local competition's innovation curve and will look a lot like today's tech firms, out of necessity, evidenced by the continued influx of VCs chipping away at laggards and the old guard. Despite everything, we'll still be brainstorming on how to increase access!"

C-SUITE EXECUTIVE
FORTUNE 500 - PROFESSIONAL SERVICES FIRM

"Experiences in 2032 will significantly change along with the technology and design opportunities that evolve in the time leading up to then. Very similar to 2012 v 2022. Websites are faster, more capabilities are available online, and products are more digitized and powerful.

Metaverse, Web 3.0, 5G connectivity, and the continued evolution of the mobile phone will drive new ways to provide great experiences in more than just consumer use cases. It is a very exciting time to be working in digital, but that is the wonderful thing about being an experience architect… it will ALWAYS be a great time to be doing this work!"

STEVE WITTMAN
CHIEF DIGITAL OFFICER AT ECHOPARK

"I believe the experience will become more and more digital. Advances in A.I. and Augmented Realty will enable the consumer to more fully experience a car in a virtual world, lessening reliance on a traditional car dealership. In a future world, I could envision a consumer entering a virtual car dealership, taking a virtual test drive, talking to a virtual experience guide, then purchasing the car completely online. The only time a person would interact with the physical world would be when he or she takes delivery of the car.

I believe this will come true as this is what we are seeing in other industries and first-party customer data. The car industry is typically the last to adopt technologies, but some small start-ups are starting to create these virtual worlds. In addition, we ran a Harris poll recently with consumers, and 75% of them wanted a part of their car buying experience to be virtual. And this number is increasing over time."

BRANDON MAENIUS
SENIOR VICE PRESIDENT, STRATEGY AND INNOVATION - WEBTPA (COMMUNITAS)

"In 10 years, maybe we can hit the reset button on how we fund and provide healthcare on Mars, thanks to people like Elon Musk.

In all seriousness, though, I think we will become more reliant on technology to deliver the 'next wave' of convenience and entertainment. There will be a lot of exciting new developments in how we consume services. Not to sound like the grandpa sitting in his lawn chair screaming at kids walking on his lawn, but we will need to ensure we have perspective and moderation as technology moves closer and closer to us. We're already seeing a rise in mental health issues. We as humans are designed to connect physically, so we need to ensure that as experience is dictating by technology, that we are placing our reliance, and self-worth in things that matter."

SHARMILA IQBAL
DIRECTOR OF PRODUCT MANAGEMENT - ALBERTSONS COMPANIES

"In the next 10 years, experience will continue to evolve into a holistic and heavily data-driven approach and future products will focus on users' holistic needs.

In addition, the cost of building technology will continue to decrease, and we will see more platforms that will allow anyone with no technical skills to build their own technology, offer data and design to build holistic experiences, and offer a deeper level of personalization to make lives better. This will lead to more investment in the experience vs. the technical cost of building. Data will be the most valuable commodity—and the need for more and deeper data will continue to increase. I think the new generations will be less apprehensive about this, and in fact will become smarter in demanding for compensation to share intimate data of themselves.

Today, we all house too many apps on our phone to get through the day—email, calendar, grocery store, Amazon, Fitbit, Slack, and the list goes on. Users, myself included, get frustrated and start deleting apps to get control of their phone again. I think we'll see the emergence of centralization platforms and companies coming together to offer a full experience. This is going to completely change the way we think of user experience and companies will need to work harder on these collaborations to make them look enticing to customers."

"CONSUMERS WILL NO LONGER NEED TO CHANGE THEIR ACTIVE DAILY LIVING PATTERNS TO GET WHAT THEY NEED FROM THEIR FAVORITE BRANDS. DUE TO INNOVATIONS IN THINGS LIKE ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TECHNIQUES, BRANDS ARE GETTING A DEEPER COMPREHENSION OF THEIR CONSUMERS AND WILL SOON BE ABLE TO PROVIDE ENHANCED AND MORE PERSONALIZED EXPERIENCES BASED OFF BEHAVIORAL PATTERNS."

DAVID HARRISON
VICE PRESIDENT OF TECHNOLOGY
– BOTTLE ROCKET

04. WHAT YOU CAN DO TO PREPARE FOR AN EXPERIENCE-CENTRIC FUTURE

The predictions these industry experts have made give us a unique viewpoint into how the art of creating amazing experiences might change over the coming decade. It's important to remember that — as the last few years have made abundantly clear — the world has a tendency to throw us a curve ball and change in dramatic and unpredictable ways when we least expect it. So how can experience architects prepare today for an experience-driven future that may look very different than the world we live in now?

The experience experts at Bottle Rocket had a few interesting insights to share.

PUT YOUR CUSTOMER'S NEEDS AT THE CENTER OF YOUR STRATEGY

A critical step in preparing for the future of experience is to always keep your customers' needs top of mind and use those needs to evaluate how you react to new trends and technology. Opportunities for innovation are everywhere, as long as you have a clear understanding of the problems you need to solve and the needs of the people you serve.

As Peter Bandy, Manager of Business Strategy at Bottle Rocket, explains, "The primary thing brands can do about the future today is ensure they have in place — or are building toward — the people, process, tools, and data of a customer value feedback loop."

A well-defined customer feedback loop should give organizations a clear picture of the customer lifecycle, where customers find the most value, and how the brand is setting and delivering on that expectation across all contact points.

> It is a very exciting time to be working in digital, but that is the wonderful thing about being an experience architect… it will ALWAYS be a great time to be doing this work!"
>
> **C-SUITE EXECUTIVE**

AIM TO BUILD THE BEST EXPERIENCE, PERIOD.
(NOT JUST BETTER THAN YOUR COMPETITION)

As the saying goes, "the last best experience anyone has anywhere becomes the minimum expectation for the experience they want everywhere." (Bridget van Kranlingen, Senior Vice President of IBM Global Markets) As digital experiences become a larger part of the overall customer experience, clients and customers will expect more and more from businesses.

Boone, says the evolution of digital experiences has radically shifted customer expectations. "A brand's experience is no longer being judged against its competitors, but against all the experience leaders the consumer interacts with daily. With the continued growth of popular digital experiences such as Uber, Netflix, Starbucks, and the like, consumer expectations are at an all-time high. And there are no signs of slowing down. Consumers don't see industries or companies; they see brands and experiences and decide in the moment where they will choose to spend their hard earned money and time."

As consumers of many of these expectation-setting experiences ourselves, we've all known the disappointment of a business failing to meet our expectations, and we've all known the satisfaction when something just works.

Creating experiences that truly stand out means designing seamless, easy-to-use experiences. "Invest in the hard path: Make it simple," says Matt Pacyga, Bottle Rocket's Director of Product Management. "It will pay in dividends in the long run. If you need to explain to an executive how a product should work, break it down further. You have less than thirty seconds to make your point stick and make it rememberable."

"In a post-pandemic world," he explains, "customers expect every business to have a simple, frictionless digital front door. The door has to open when customers want in."

CREATE AN OMNICHANNEL EXPERIENCE

A customer's relationship with a brand begins the minute they initiate any interaction, be it online, via phone, or in person. As a result, brands need to think of experience not in terms of physical and digital, but in terms of a unified omnichannel experience that spans all the potential interaction points.

Every customer has different expectations. Thinking in terms of omnichannel experience means being able to meet customers where they are, with whatever their need, in whatever channel they prefer to interact with, and ensuring that each of these channels connect to one another in a way that a consumer can move freely about the journey.

But creating a truly omnichannel experience means more than simply copying the same experience across multiple platforms. Deb Gelman, Bottle Rocket's EVP of Experience Design, points out, "A huge mistake companies make in omnichannel design is to assume that every device needs to provide the exact same experience — from the organization of content, to task flow, to information hierarchy.

Customers approach their devices with different contextual needs and do not expect to do the same things across all channels."

For example, a customer may use their laptop or tablet to do deep product research, where they can read reviews and specs and see pictures in a more immersive manner, and use their phone to scan quick comparisons and pricing information.

WHAT YOU CAN DO TO PREPARE FOR AN EXPERIENCE-CENTRIC FUTURE?

CHAPTER 04

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WHAT YOU CAN DO TO PREPARE FOR AN EXPERIENCE—CENTRIC FUTURE?

CHAPTER 04

15

Luke Wallace, Vice President of Application Engineering at Bottle Rocket, agrees. "Let each experience play to its strengths, and don't try to force one experience into another," he says. "Make searching fast and accurate, with useful results that give people the information they want. Make sure people feel cared for during the physical experience and receive friendly communication."

"No one expects to build a personal bond with your app," he explains, "but the person they meet at the store could help solidify the relationship for years ahead. For a digital experience, consumers want fast, accurate, and clear experiences, with no surprises."

But as Bandy warns, the primary roadblock to a truly outstanding omnichannel experience for customers is siloed thinking across experience teams. "Siloed thinking refers not only to collaboration between the teams responsible for different layers of the experience but also within those teams. Thinking beyond just what they control on 'their' layer to what it influences across the others (whether primarily digital or not) also helps avoid key operations pitfalls by keeping 'front & back of house' aligned."

> We also see consumer habits that are more complex than ever before. The consistent thread is that the habits span digital and physical touchpoints and are always very deeply connected to what that person or human values and how they are emotionally engaged with a brand."
>
> **RAJESH MIDHA**

Bottle Rocket's CEO, Rajesh Midha, points to Disney theme parks as a prime example of what an omnichannel experience can achieve. "When visiting a Disney Park, the omnichannel experience begins before you arrive. It is inherent in how you navigate the park (your phone, your band, your watch) and goes all the way through to the post-visit so that you might dream and plan your next vacation."

"The consistent factor with omnichannel as a marketer is to think about the service design of brand engagement. How it spans digital and physical and what surprise and delight we can add at each interaction point while also reducing any friction so that we can maximize conversion and business impact."

MAKE SURE YOUR 'EXPERIENCE TECHNOLOGY' IS ACTUALLY PROVIDING VALUE FOR THE CONSUMER

Gelman has had plenty of experience working with the latest toys and technologies with all the bells and whistles. She says it's important to embrace innovation — but only innovation that solves problems and creates opportunities, not innovation for the sake of innovating. "While it is tempting to want to jump in and start leveraging the latest trends and technologies, companies are better served developing a deep understanding of customer and business pain points and then seeing how emergent technologies can help solve these pain points." Ultimately, the value of innovation "is measured by the impact it has on companies and customers and not how 'cool' it is."

Pacyga gives an example of this from a product standpoint: "Take Augmented Reality, for example. It would be easy to create a shopping app that makes the mascot of popular cereals jump out and start dancing, but what value does that add to the shopper?

Instead, a business should look for ways the technology can help the shopper in some meaningful way. Maybe by making the in-store navigation easier for customers. An example of this idea would be wayfinding in a grocery store when a customer is unable to find a particular item. The mobile application can pull up a wayfinding AR experience to lead that customer to where that particular SKU might live."

As the technology driving innovation in customer experience matures, companies need to remember that, in the end, experience is personal, and technology for technology's sake may not be what users want.

Yes, the future of experience will be driven in part by Artificial Intelligence and Augmented Reality, but it will also be driven by a need to build real, human connections and make the user's life better.

> Let each experience play to its strengths, and don't try to force one experience into another."
>
> **LUKE WALLACE**

TO SUM IT UP

How can you prepare for the future of experience? Here are our favorite 10 "truths" as explained by our industry contributors and experience experts throughout this document.

001

Understand that the sheer definition of experience has changed forever. Everything is experience and experience is everything.

002

Creating truly great experiences requires considering not only the physical or digital spaces where a user interacts, but rather the entire ecosystem of your business and how all the pieces and parts work in harmony to deliver on customer expectations.

003

Understand that customer, user and consumer expectations are changing at a breakneck speed. Staying close and listening intently will be the key to success. Keep their needs at the front and center of your strategy.

004

The impact of investing in experience is proven. Invest wisely, don't just spend money.

005

Digital experiences can, and will, drive retention and loyalty for your brand.

006

Experience at the core of your business strategy could be the differentiator your business needs.

007

Technology is advancing just as fast as customer expectations, bringing endless opportunities for engaging connection points.

008

The future of experience includes physical, digital, and human experiences that are deeply connected to people's emotions and priorities in their personal journey of life.

009

When building or innovating on a digital experience, aim to build the best possible experience ecosystem possible. Customers expect every experience they have to be as good, or better, than their last best experience, no matter the type of company.

010

The ability to interact with any brand or company in a true omnichannel fashion is what will be required to stay relevant in an experience-driven world.

THANK YOU TO OUR INDUSTRY EXPERT CONTRIBUTORS
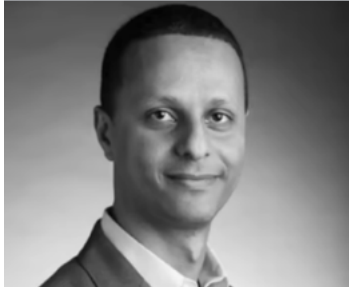
DAG YEMENU
EXECUTIVE VICE
PRESIDENT,
PRODUCTS AT ISN

ISN is the global leader in contractor and supplier management—supporting over 600 Hiring Clients in capital-intensive industries to help manage over 70,000 contractors and suppliers across more than 80 countries. They are leading efforts to improve the efficiency and effectiveness of contractor management systems and serve as a forum for sharing industry best practices among their members.

Their innovative online contractor management platform, ISNetworld, is continually evolving to meet ever-changing corporate and regulatory requirements while reducing unnecessary duplication associated with traditional contractor procurement processes.

ROB ZANIN
EXECUTIVE DIRECTOR,
DIGITAL CONSUMER PRODUCTS
AT WELLSTAR HEALTH SYSTEM

Wellstar Health System is nationally ranked for their high-quality care, inclusive culture, and exceptional doctors and caregivers. Their specialists and primary care providers work together with nearly 25,000 diverse team members throughout their 10 hospitals, 300+ medical centers. At a time when their industry is changing rapidly, they remain committed to exceeding patients' expectations, while transforming healthcare delivery

They have been featured on the Fortune '100 Best Companies to Work For®' and the Seramount 'Best Company for Multicultural Women®' lists, and they continue to attract the best and the brightest in the healthcare industry.

STEVE WITTMAN
CHIEF DIGITAL OFFICER
AT SONIC & ECHOPARK
AUTOMOTIVE

Sonic Automotive, as a Fortune 500 company and member of the Russell 2000 Index, is among the largest automotive retailers in the United States. Their dealerships provide comprehensive services, including sales of both new and used cars and light trucks, sales of replacement parts, performance of vehicle maintenance, warranty, paint and collision repair services, and arrangement of extended warranty contracts, financing and insurance for the company's customers.

Sonic Automotive operates over 100 dealerships spread across 14 states and 25 major metropolitan markets. They represent approximately 30 different automotive brands with the majority of their dealerships being luxury and import brands. They are an industry-leading automotive retailer committed to providing their customers with an outstanding automotive experience that is delivered with professionalism, integrity and enthusiasm.

THANK YOU TO OUR INDUSTRY EXPERT CONTRIBUTORS

BRANDON MAENIUS
SENIOR VICE PRESIDENT,
STRATEGY AND INNOVATION
AT WEBTPA (COMMUNITAS)

WebTPA was founded more than 25 years ago with the client-focused idea to support direct relationships between employers and providers. WebTPA grew out of hospital/health care consulting, expanded to the administration of their health care clients' domestic networks and ultimately, have grown into one of the largest, most flexible third-party administrators in the country.

As experts in health care delivery, cost structures, and the levers that can be managed to impact health plan costs, they bring creative solutions to health systems, self-funded employers, and insurance carriers and specialize in customized health care benefits administration. They thrive on creating out-of-the-box solutions that fit their client's unique business requirements, demographics, and strategies.

SHARMILA IQBAL
DIRECTOR OF PRODUCT
MANAGEMENT AT ALBERTSONS
COMPANIES, INC.

Locally great and nationally strong, Albertsons Companies (NYSE: ACI) is one of the largest food and drug retailers in the United States. Albertsons Cos. operates stores across 34 states and the District of Columbia under 20 well-known banners including Albertsons, Safeway, Vons, Jewel-Osco, Shaw's, Acme, Tom Thumb, Randalls, United Supermarkets, Pavilions, Star Market, Haggen, and Carrs.

They are committed to helping people across the country live better lives by making a meaningful difference, neighborhood by neighborhood. In 2019 alone, along with the Albertsons Companies Foundation, the company gave nearly $225 million in food and financial support. These efforts helped millions of people in the areas of hunger relief, education, cancer research and treatment, programs for people with disabilities and veteran outreach.

BOTTLE ROCKET'S
EXPERIENCE EXPERTS

Bottle Rocket is a Dallas-based company that was founded in 2008, the day that Steve Jobs announced that the App Store would be open to third-party developers. What began as a mobile design and development shop has since grown into a leading digital experience consultancy. Bottle Rocket's current full-suite of experience offerings span business strategy and consulting, experience design, engineering, quality assurance, product development, project management, and

everything in between. If you have ever ordered a chicken sandwich on the Chick-fil-A mobile app, booked a flight on the Southwest Airlines app, or participated in the loyalty program while visiting a Caesars' property, you've seen our work in action. Bottle Rocket is part of the Ogilvy worldwide network and a proud contributor of thought leadership in our space.

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The primary thing brands can do about the future today is ensure they have in place — or are building toward — the people, process, tools, and data of a customer value feedback loop."

PETER BANDY

To learn more about how you can build a human-centric experience that will help your brand stand out, drop us a line at **hello@bottlerocketstudios.com** to start a conversation with one of our experience experts.

bottle rocket