Moving Past Markets: Connecting the Campus of the Future

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Ambient Computing
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Convenience Services Applications
Consumer satisfaction, the holy grail

• Happy consumers spend more
• Connected consumers value convenience
• Smartphones have made this easy for us to accomplish
• Host companies see us more as a benefit, rather than a commodity
• Frictionless transactions, what you want when you want it
• Loyalty and rewards drive return visits
• Their preferred payment options, not yours
• What is the goal?
Consumer satisfaction, this is why it matters

- 78% of consumers walk away from a bad shopping experience
- It takes 12 positive experiences to make up for 1 poor one
- 59% of consumers would try a new company for a better experience
- 52% are less likely to engage because of a bad mobile experience
- By 2020, 85% of all customer interaction will be self-service
- Self-service is expected

Source: www.superoffice.com