

DRIVERS
QUALITY
SEGMENTATION
EXCELLENT
COMPETITIVE
TECHNOLOGY
GEOGRAPHY
FASTER
OFFSHORE
INVEST
BETTER
FOCUS
BESPOKE
DIFFERENTIATOR
SPECIAL
CUSTOMISATION
SERVICE
INFORMATION
PRICE

2020

Megatrends for the DECADE

RESEARCH COVERAGE



The
Economist

479 business leaders C-level
experts and executives from various industries

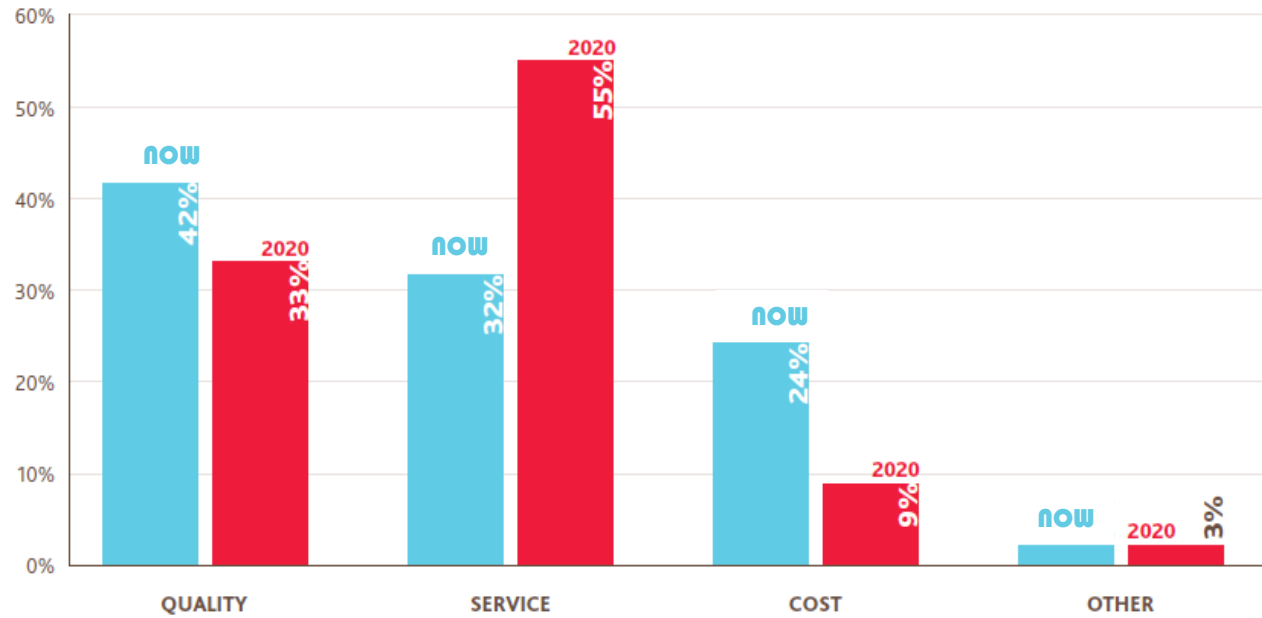
Europe, the Middle East, Africa, Asia Pacific

/2020

What are the most
important trends in
business & customer
service for the current
DECADE?

CHART 1*

Q: "On what basis does your company primarily compete now, and what do you expect in 2020?"

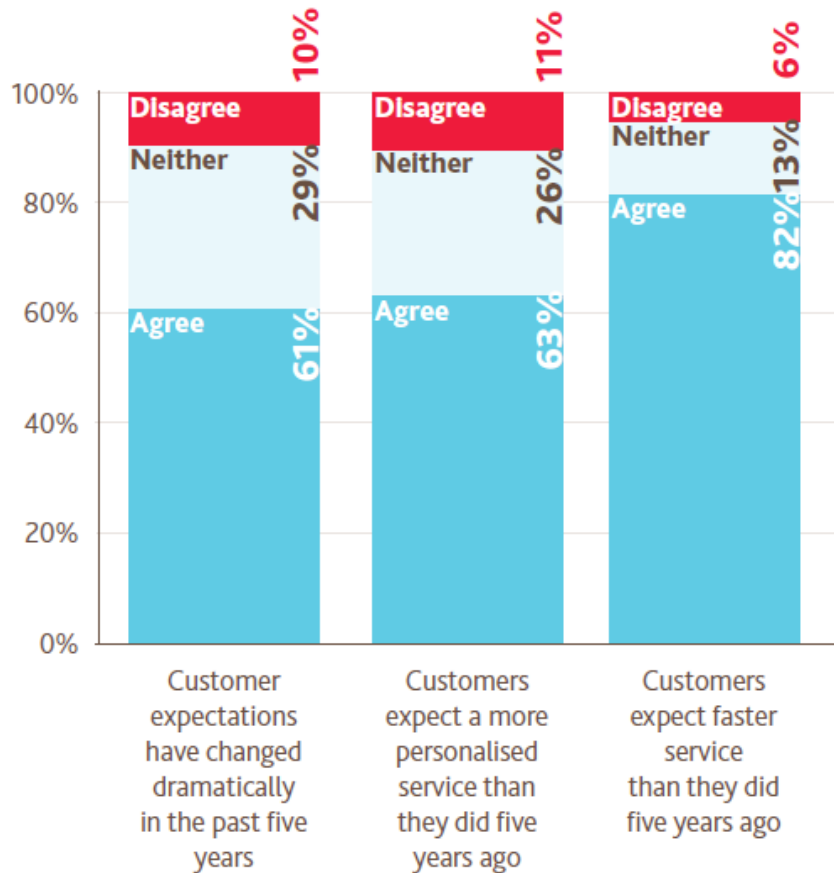


GLOBAL COMPETITION WILL BE DRIVEN BY SERVICE STANDARDS

JO CAUSON *Ultimately service is
the only differentiator*
CEO, Institute of Customer Service

CHART 2*:

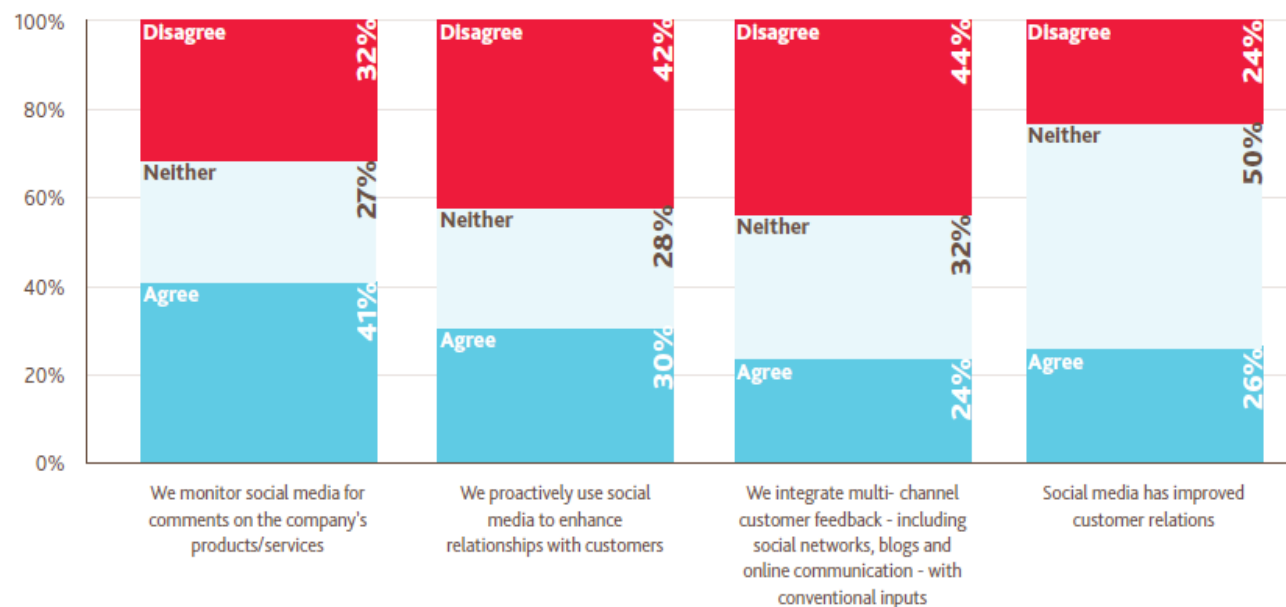
Q: "Do you agree or disagree with the following statements?"



MEGATREND 02

COMPANIES MUST MAINTAIN SERVICE STANDARDS IN THE FACE OF

"the need for speed"



DR. **NICOLA MILLARD**

*if things go **spectacularly** wrong
it comes out and goes on
Google and Twitter*

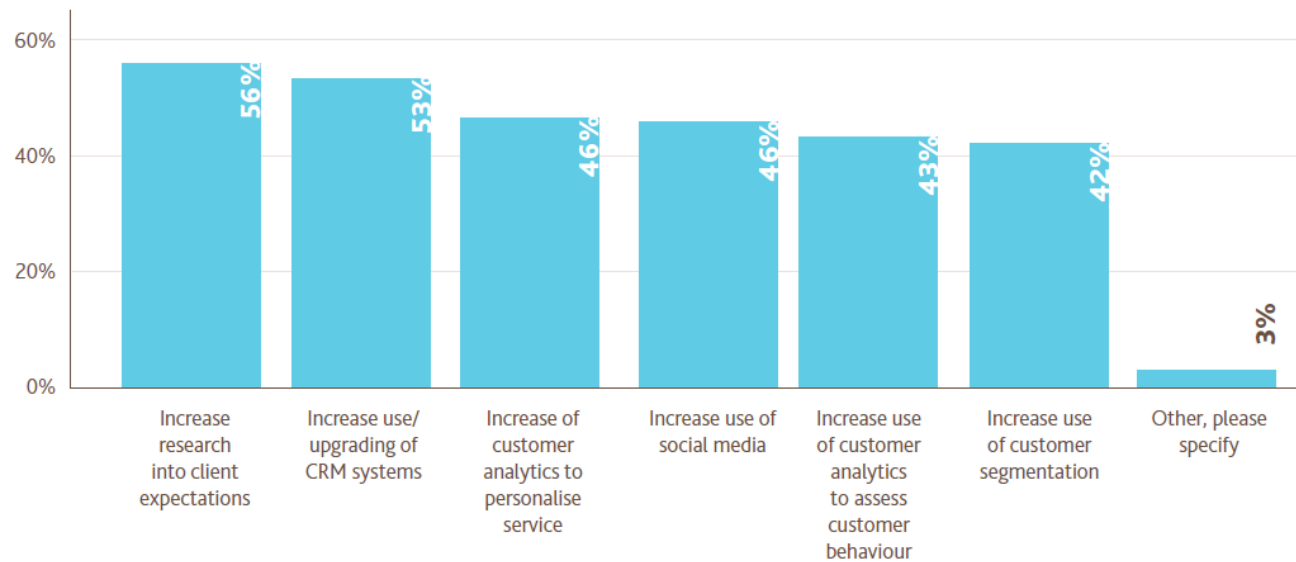
Customer Experience Futurologist, BT

MEGATREND 03

FIRMS MUST LEARN TO USE
**THE INCREASED
TRANSPARENCY
BROUGHT BY
SOCIAL MEDIA
▶ TO THEIR ADVANTAGE**

CHART 4*

Q: "How will companies in your industry adapt to meet customer expectations in 2020? Select all that apply."



COMPANIES MUST USE NEW SOURCES AND TYPES OF DATA TO RETHINK THE WAY THEY TRACK AND PERSONALISE THEIR SERVICE

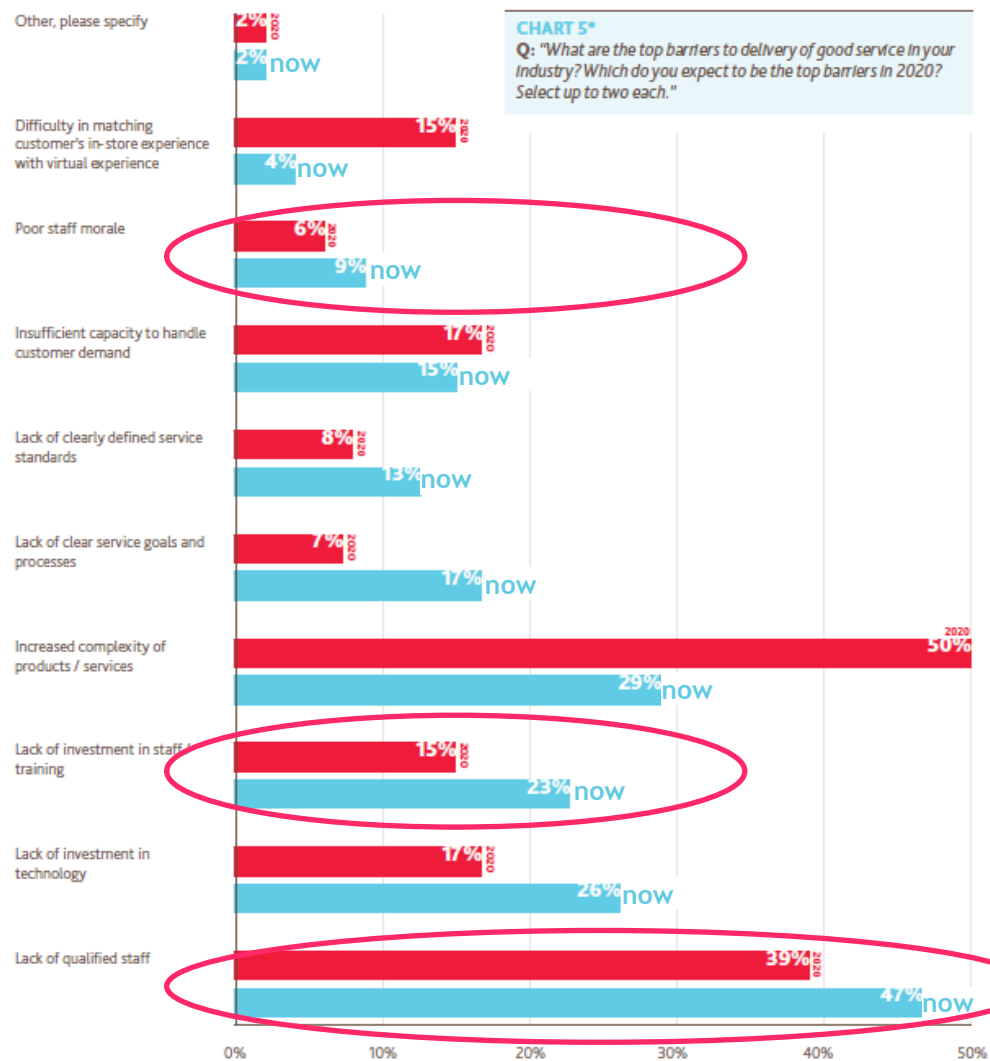
We can measure by seeing
if **brand satisfaction**
is being affected by a problem in
a specific country
a specific hotel
a specific network

JEAN
-LUC
CHRÉTIEN

Executive Vice President: Sales, Distribution and Loyalty, Accor

CHART 5*

Q: "What are the top barriers to delivery of good service in your industry? Which do you expect to be the top barriers in 2020? Select up to two each."



GOOD EMPLOYEES
WILL REMAIN FUNDAMENTAL TO
GOOD SERVICE
BUT WITH TECHNOLOGY,
AS AN ENABLER

82% of firms believe that no matter what technological innovations by **2020**, customers will always expect some form of personal interaction

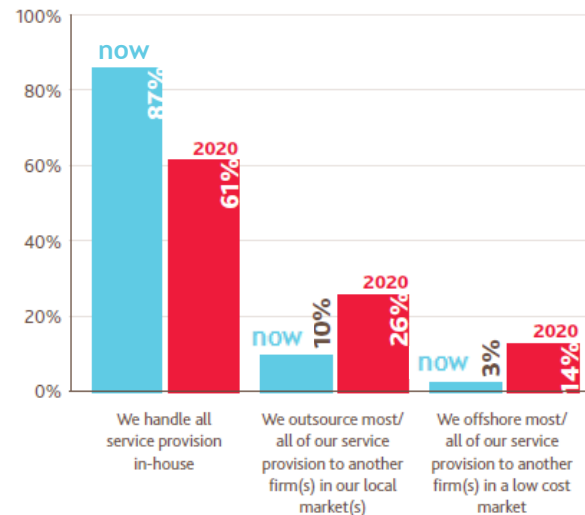
MORE FIRMS WILL () OUTSOURCE TO NEW KINDS OF SPECIALISTS

Nearly all firms (87%) take care of their service offering in-house. In the decade ahead, however **25%** more firms will outsource part of their services

What you need now are
experts
who can bring **skills**
that firms don't have

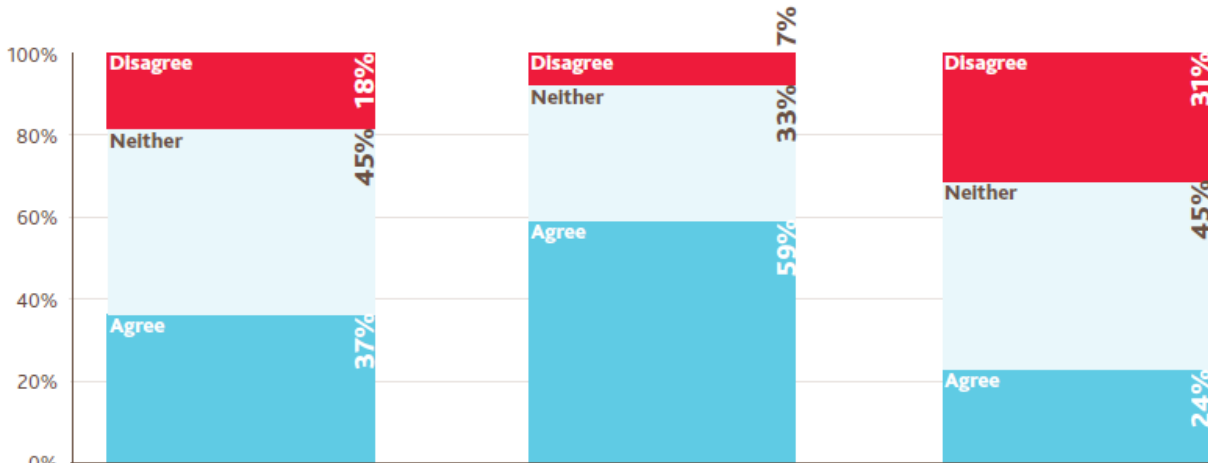
CHART 7*

Q: "Which of the following best captures your firm's approach to service provision and customer support? And which is it most likely to employ in 2020?"



ONline/OFFline

CUSTOMER EXPECTATIONS
ARE EVOLVING
 WITH NEW TECHNOLOGY



By 2020, the distinction between the online and offline customer experiences will be completely blurred

By 2020, traditional barriers to communication and doing business will have been broken down by new technologies, completely changing how companies work for and with their customers

Firms in our industry which are selling into emerging markets will be less likely to succeed by taking a long-term focus on brand/service, rather than competing on cost

interaction on mobile media
is huge
 and growing at a huge pace

JONATHAN ACKERMAN

Customer Services Director
 Pick 'n' Pay

Conclusion

We are leaving in a changed world and HR professionals are essential for the change!

*Develop
“community-like”
work-environment*

*Services will
become more
important than
manufacturing*

*Increase
connectivity
with your
own employees*

Increased
internal
transparency &
communicate more

Develop inside
Social Media
competences

Give people
the option
to choose

*More focus on
customer
services trainings*

*New performance
evaluation
standards*

*Adjust
Organizational
Culture to be more
open and flexible*

*Implement
instant-gratification
performance
measures*

Empower employees

*MOTIVATE
People to be
CREATIVE*



Thank you!

Sorin Faur

HR Coordinator for Balkan Region

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