Digital technologies have disrupted the customer’s traditionally linear path to purchase. Excellence in customer experience remains the best bet for businesses to influence their customers and navigate them through the complex maze of interactions and touch points. 70% of buying decisions are based on customer experience.

1. **SMART STORES**
   - Brick and mortar strikes back.
   - 8,600+ U.S. brick-and-mortar stores expected to close — Credit Suisse

2. **HYPER-PERSONALIZATION**
   - Personalizing for the segment of one.
   - 77% of digital natives expect a personalized digital experience — VentureBeat

3. **INTELLIGENT ASSISTANTS**
   - Adding voice to customer interactions.
   - By 2020 the average person will have more conversations with bots than a spouse — Gartner

4. **REMOTE EXPERTS**
   - Human interaction remains golden.
   - 84% of consumers prefer working with live agents to resolve issues — PWC

5. **INSTANT FULLFILMENT**
   - Make it a reality.
   - Autonomous vehicles (AVs) could deliver 80% of all parcels in 10 years — McKinsey & Company

6. **VIRTUAL AND AUGMENTED REALITY**
   - Blend physical with digital.
   - 100 million consumers will shop in augmented reality by 2020 — Gartner

7. **APPLICATION EXPERIENCE**
   - Every transaction and user experience matters.
   - A 1-second delay in an e-commerce transaction decreases customer satisfaction by 16% — Kissmetrics