



TEN TRENDS

Shaping the service company of the future

@lauradinneen

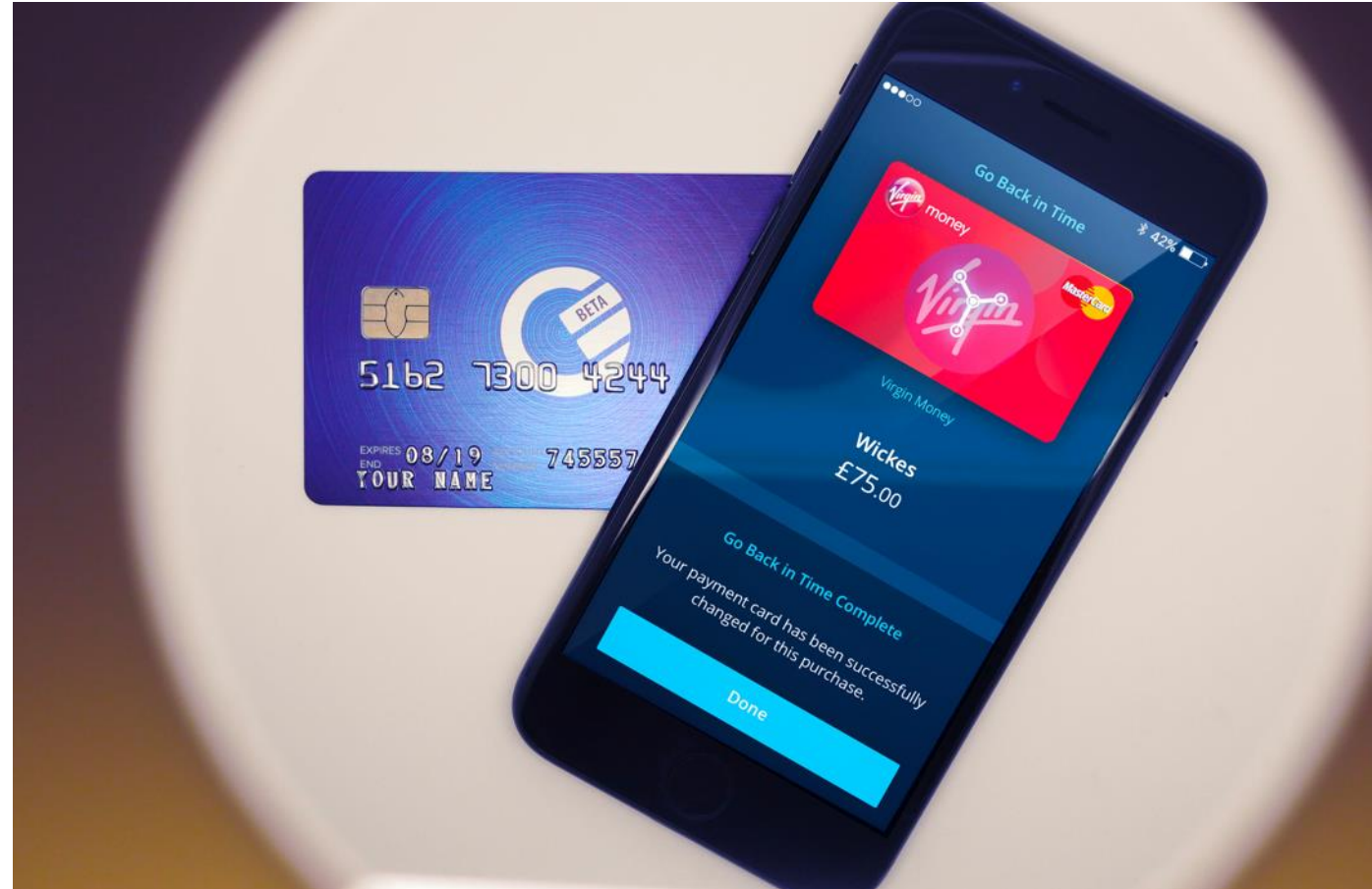


01. Investing in longevity



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Curve offers
financial time
travel



01. Investing in longevity

RYU discounts clothes for size changes



SIZE UP OR SIZE DOWN

If your size changes within one year of purchase, we'll exchange your RYU gear for 50% off and donate your old gear to a local charitable organization.

[LEARN MORE](#)

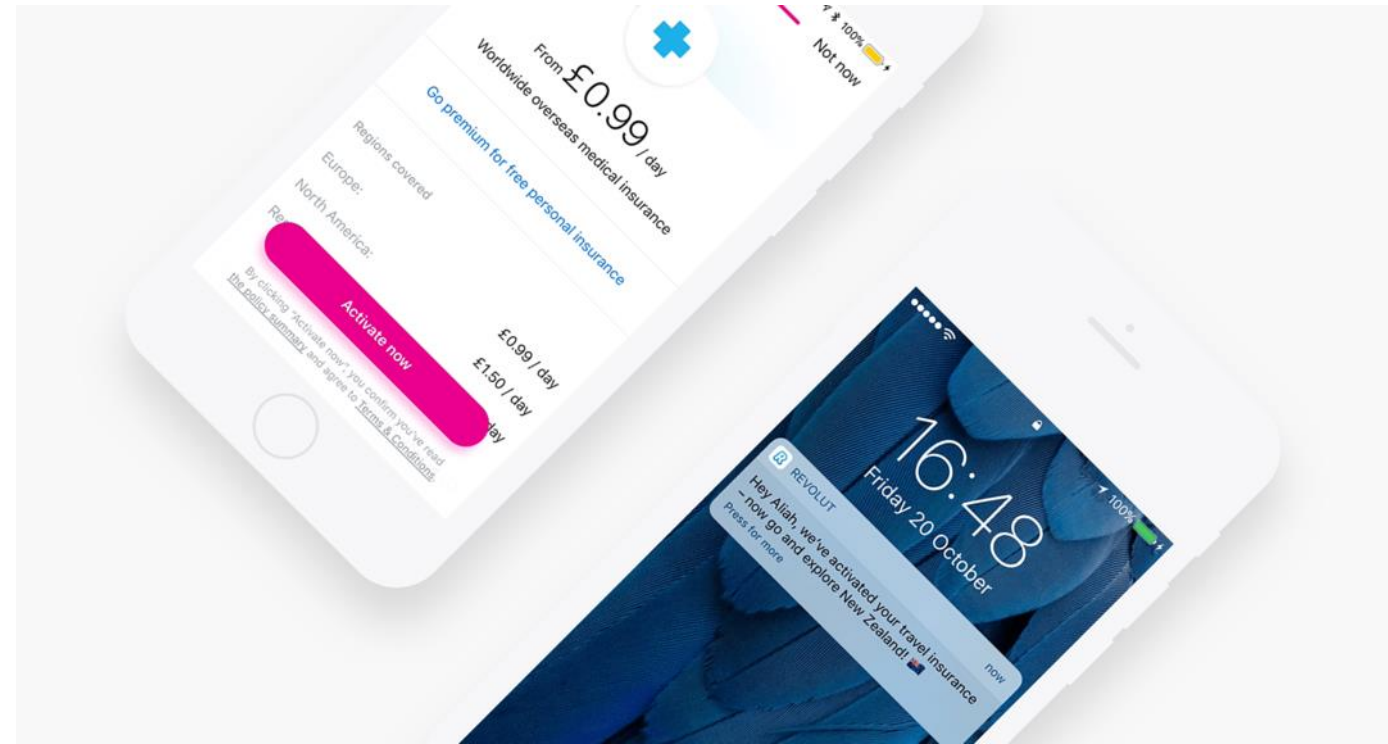
SIZE UP DOWN PROGRAM

02. Invisible transactions



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Revolut's GPS-triggered travel insurance



03. Perfect connections



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CareCoach robot pets that care for the elderly



03. Perfect connections

Aflac robot duck comforts kids with cancer



04. Made to measure



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Estonia's personalised medicine program



04. Made to measure

Nutrigene DNA personalised vitamin mixes



05. Deep and unique experiences



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Black Box VR virtual reality gym workouts

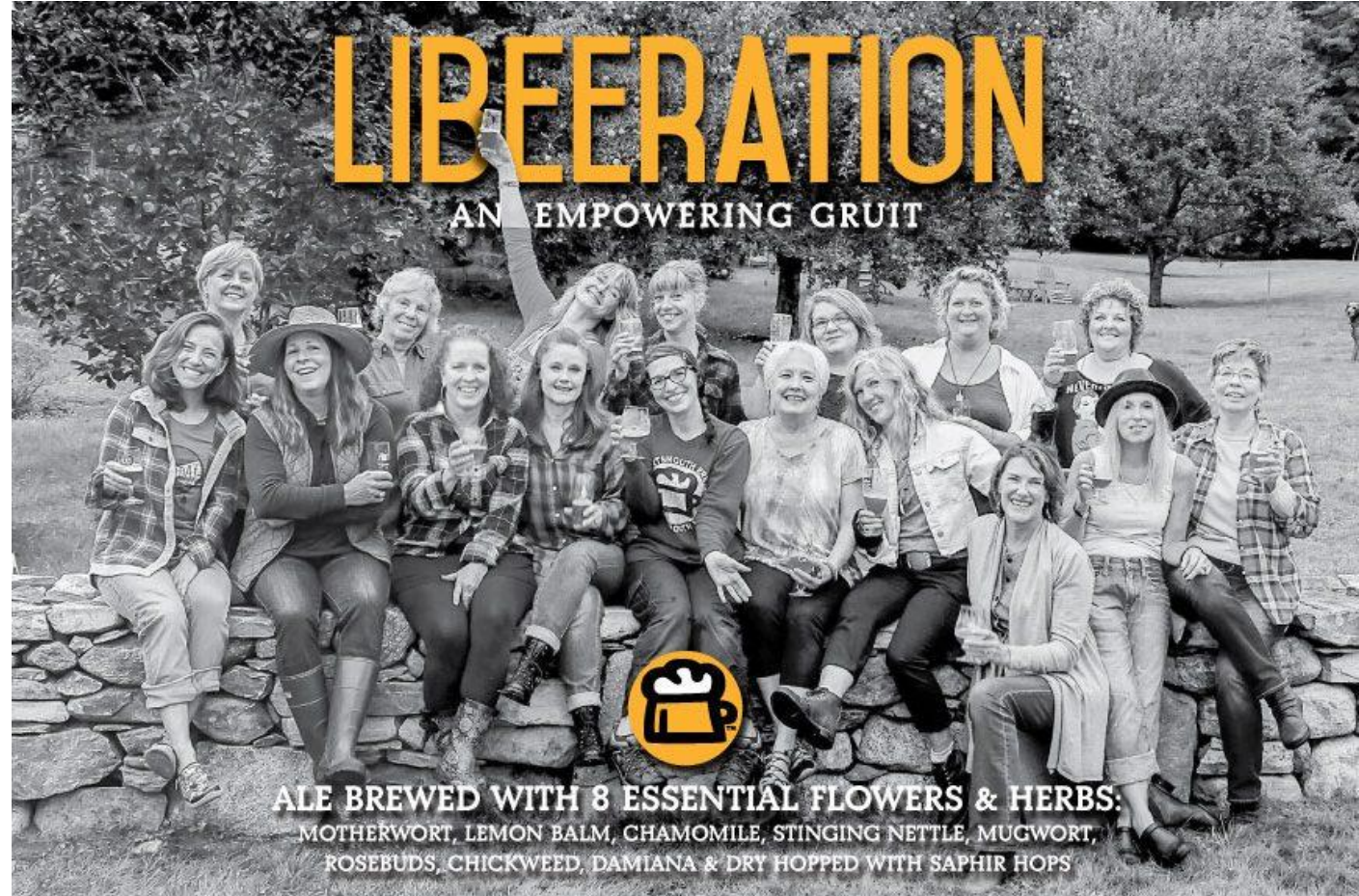


06. Post-demographic identities



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Portsmouth Brewery launches craft beer for menopausal women



07.
Everyone's on the market

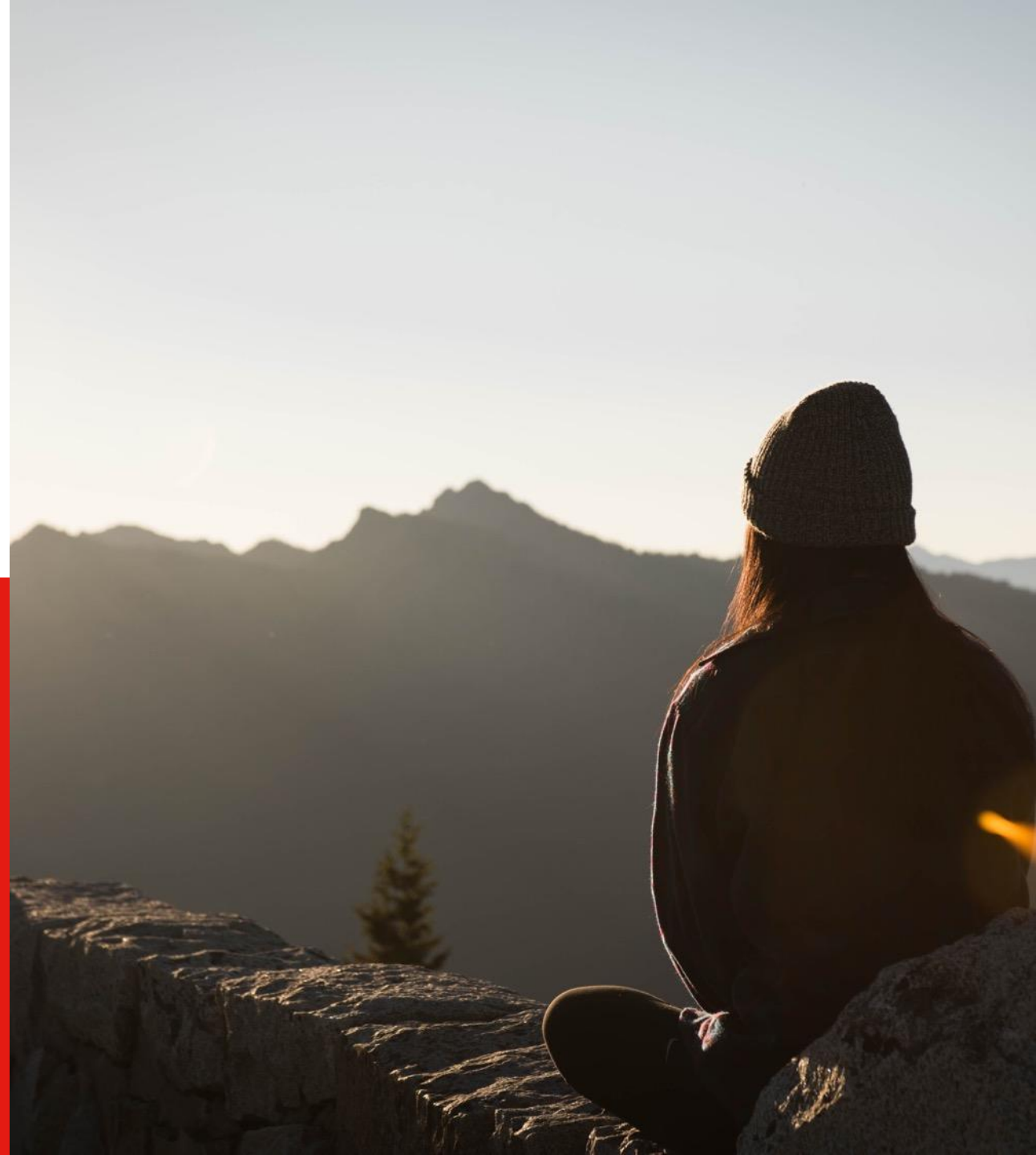


07. Everyone's on the market

Nissan owners
sell excess power
back to the grid

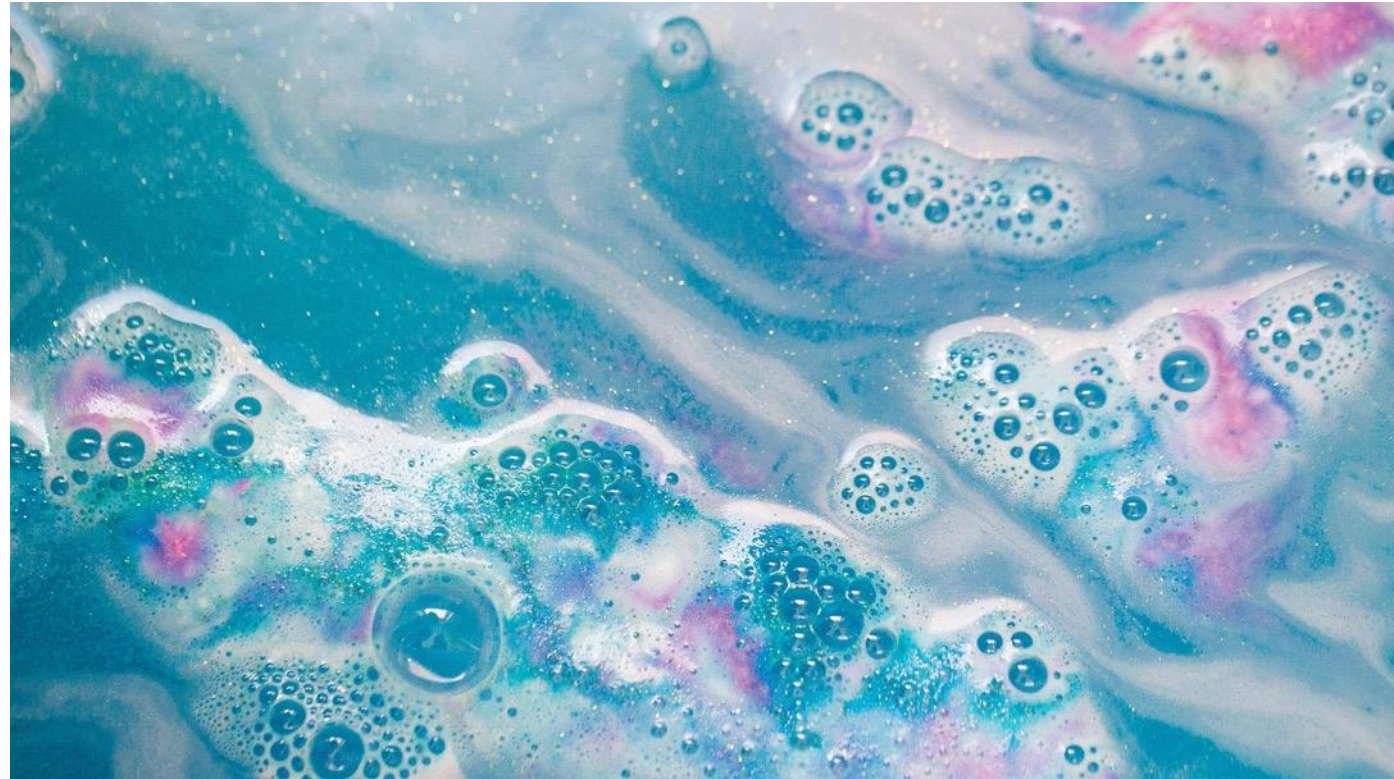


08. Search for simplicity



08. Search for simplicity

Lush launches
bath bomb slow
TV programme



08. Search for simplicity

Tasei deploys drone to force workers to leave the office



09. Radical transparency



09. Radical transparency

BlackRock CEO urges companies to serve a purpose



10. Assisted betterment



10. Assisted betterment

Pokemon Go
rewards players
for beach cleanup



What service will **tomorrow's consumers** want from us?

In order to be the great service company of the future, we need to truly understand the changing needs of our customers

Get in touch

I 😊 feedback!



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