

# the future of the customer experience.

## Startup Toolkit

The new consumer doesn't know how to drive but drives all the time. She seeks the comfort of a stranger's house more than her own. She builds queues but never stands in them. Her closet is scant but her sartorial sense unending. She is the consumer of the future. It is the job of brands to understand how she will connect, create, escape, work and live in the future.



■ customer  
■ brand

But just as the consumer looks nothing like the past, so too are brands shifting their image. Media companies brew beer, while beer companies open hotels. Hotels now launch designer apparel brands, while luxury apparel brands sell sneakers and metrocards. Verticals are a vestige from a period where incumbent brands held power over customers.

As a brand you must ask yourself, are you a stepping stone to an experience or are you providing the experience yourself? Are you saving your customer's attention or asking that they spend it? Failure to save or spend attention means you're likely wasting it. Wasted attention is unforgivable. It's time for new rules of customer engagement.

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