

Transformation in the Frictionless World

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.. today we're in an age of customer capitalism. Only way to create 'shareholder' value is to treat customer satisfaction as a priority

Different sources of friction..

- Time
- Choice
- Intermediaries
- Unnecessary actions
- Complexity
- Distance
- Security
- Cost



Think ? Who's changing our behaviour



NETFLIX



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Thanks!



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But it's nothing new...

In fact most of what will be said by anyone today and tomorrow isn't new or innovative so let's look at how we can just reuse what we already know or from things that affect us.



This ladies and gentlemen is what innovation looks like....



Tim Martin

- Deleted mailing lists
- Closed social media accounts
- Drove people to use the Wetherspoons App
- Extended opening hours
- Diversified; food, beer, accommodation
- Offered beer and burger and specials
- Standardised offering



Pub Landlord

- Limited offering
- Served in the way in which he wants to serve you
- Traditional
- Has a bar on wheels - truly mobile!
- Knows his client base
- A one stop shop for all your enquiries



And it's not just them that have changed the industry.

-Smoking ban

-Diversification

-Opening hours

-Free houses

-The rise of the curry pub

-Loss of pubs

-Micro breweries

NONE OF THIS IS DIGITAL

In pub quiz size teams we'd like you to discuss and come up with:

...something brave, innovative, maybe a bit risky, controversial which will drive change through your service.

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Thanks!