

The background features several playing cards scattered across a dark teal surface. The cards are light teal with various line-art icons and text. Visible text on the cards includes 'GREEN PRESSURE', 'VIRTUAL CONCIERGES', 'SYNCED SERVICES', 'VR', 'CONTACTLESS COMMERCE', and 'SEGMENT OF ONE'.

Playing Your Cards Right in the (Virtual) Experience Economy:

A Comprehensive Guide
to the 11 Trends Shaping
Digital CX in 2021

AB Tasty



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Introduction

To state the obvious: 2020 has been quite a ride. If you feel like you're just about hanging on, you're not alone!

According to data from IBM's US Retail Index, the pandemic accelerated the shift away from physical stores to digital shopping by roughly five years. In Europe, there was a 35% rise in e-commerce

app installs during the peak of the coronavirus outbreak. And while longer-term changes are still being played out, it's clear that consumer shopping behavior has changed rapidly in just a few months

About Trendwatching

As one of the world's leading consumer trend firms since 2002, TrendWatching is purpose-built to guide, inspire and empower business professionals – whether they be marketers, creatives, strategists, entrepreneurs or innovators – to bring to market more sustainable and impactful innovations that benefit all, not the few.

To achieve this, TrendWatching delivers world-class content and insights to over 100,000+ trend-driven professionals worldwide. In-house teams in Amsterdam, Berlin, Singapore, Barcelona and New York relentlessly scan the globe to spotlight countless trends, innovations and meaningful opportunities – supported by a network of 300+ spotters in more than 80 countries.

– and this will have implications for brands in every sector.

Those shopping shifts must also be considered alongside other factors including, but not limited to: mass layoffs and rising unemployment rates, fears about a double-dip recession and a decline in consumption, the shift to working from home, remote learning, increases in domestic tourism, and renewed conversations about diversity, equity and inclusion. To say times are 'tough' is something of an understatement.

Only hindsight will allow us to fully appreciate the significance of the moment we are living through. But for now, retailers need to consider how to meet new and rapidly-changing customer needs that are being driven and accelerated by the pandemic. Where to meet and engage with consumers. And try to understand which new shopper behaviors will stick.

That's not a small task. But retailers that do act now have the chance to shape a positive future: both for the bottom line and for society at large.

It's clear that consumer shopping behavior has changed rapidly in just a few months



Vicki Loomes,
Head of Premium Content
at TrendWatching

AB Tasty Insight

In this report, you'll get a firsthand glimpse of the major, nascent trends impacting the current digital consumer experience.

All of them are important to understand. They shed light on the intersection of cultural, technological and economic phenomena. They provide inspiration for your business and a head's up for what consumers are - and will be - expecting from brands.

However, not every idea enumerated below will be the perfect fit for helping your business grow. Some may very well be exactly what the doctor ordered, while others might match your business model, but with a slight twist. And yet others might not seemingly be implementable but are important to understand nonetheless.

What we at AB Tasty can't emphasize enough is that, to figure out what will generate growth for your business, you must continuously experiment and optimize. It would be too easy if brands could simply copy and paste best practices they see around them and expect spectacular results. Alas, digital audiences are too diverse and ever-changing for this to work.

Instead, we would advise seeing these trends as a springboard. Use them as the fuel to ignite your next strategic planning discussion around how to improve the customer experience on your website, product or mobile app. And then?

Test it! Improve it! Iterate on it! And crucially: confirm whether the idea represents uplift. The ability to measure the impact of an optimization idea on revenue, and to make these decisions backed with data,

is one of the most valuable assets in marketing and product optimization. It should always be your North Star, and why it's been our mission to bring experimentation, personalization and feature management solutions to brands the world over.

In the following pages, we've added an 'AB Tasty impact' commentary to contextualize the big picture trends into an operational perspective. We'll first zoom out for the big picture, then zoom in for the concrete applications. When we find an opportunity for AB Tasty clients to use our solutions to optimize in the context of these trends, we suggest how.

With that in mind, we hope you enjoy this report.

The AB Tasty Team

