People's Voice 2023

ASSIST DIGITAL

Index

00

Genesis
of the document

Research and methodologies involved

This document gathers and summarizes recurring and noteworthy themes extracted from conducted research, aiming to provide an overview of what is happening: identifying recurring behaviours, new habits, and needs.

These investigations have employed various qualitative and quantitative methodologies involving user interaction, thus allowing the collection of "their voice".

01
New users

Gain my trust, meet my needs, lead by example, helping me improve every day. These are the thematic areas that the voices of interviewed individuals focus on, regardless of age and level of digitalization.

AWARENESS AND SECURITY
Gain my trust

Information transparency is the foundation of my trust.

My privacy protection must be ensured.

Dialogue and human contact provide me with security.

The store is a hub for learning, appreciating, and experiencing the brand.

TECHNOLOGY AS A FACILITATOR
Meet my needs

Technology helps me save time.

Technology should make me autonomous for simple tasks.

My small world to organize as I wish.

SUSTAINABILITY AND CONCRETE ACTIONS
Give me an example and help me improve

I seek advice and practical solutions to improve my behaviours.

I want to be personally involved in virtuous and concrete actions.

The brand must embrace concepts relevant to the community. Common good issues are a social responsibility.

I know what needs improvement, and I am willing to participate in collective actions to achieve results.

Gain my trust

From 2023 onward, building trust with users becomes pivotal for brands aspiring to forge robust and fruitful connections with their customer base. The evolving user profile, growing in demands and digital risk awareness, seeks assurance in comprehending data, making purchases, and engaging with services. It also considers respect for privacy as a fundamental criterion for evaluating services.

Index

Information transparency, the foundation of my trust

Communication is one of the main business cards that brands have at their disposal to showcase their identity and provide transparency to both their community and new customers. Especially in presenting numerical data, graphs, and technical information, the source and/or calculations are crucial for users to instill trust and authenticity in the information.
The users with whom brands interact are demanding, hungry for knowledge, individuals for whom even the details matter, and nothing should be left to chance.

✖ **BANKING**   ✖ **ENERGY PROVIDERS**   ✖ **INSURANCE**

My privacy protection must be ensured

Respecting privacy has become a pressing concern for new users, as their personal realm—comprising data and private information—remains an area to shield and keep confidential. This becomes an essential condition for entrusting a service, which not only should ensure adherence to these standards but also explicitly declare user protection to eliminate any doubts.

The looming threat of a privacy breach is why some scrutinize the integration of technology into everyday life sceptically, such as contract automation and 24/7 monitoring. Users perceive technology as a supplementary tool rather than a proactive force in processes, devoid of human intervention.

ENERGY PROVIDERS   **INSURANCE**

Dialogue and human connection provide me with security

Users believe that technological tools can't entirely replace the human touch, both technically and emotionally. Human sensitivity extends to emotions, creating empathic connections with others.

The automation of services needs to address user uncertainties. More informed users tend to be more cautious consumers, particularly in areas like financial investments, technical expertise (e.g., maintenance) or customer care, where human relationships and dialogue continue to play a vital role in instilling a sense of security.

✖ BANKING ✖ ENERGY PROVIDERS ✖ INSURANCE ✖ HEALTHCARE

Store, a hub to learn, experiment, and have a brand experience

The store emerges as a pivotal space inviting exploration, experimentation, and the authentic enjoyment of a brand.

• The desire to visually and practically engage with a product, alongside connecting with a network of industry experts, adds significant value, especially within sectors tied to personal care.

• Positioned as the ideal venue for an initial purchase, where users seek personalized consulting and hands-on product testing.

• A familiar haven for regular visits, providing a platform to stay updated on product innovations (targeting an older demographic, +50).

• An innovative hub where the brand and its values are rediscovered, not just for transactions but as an immersive brand experience.

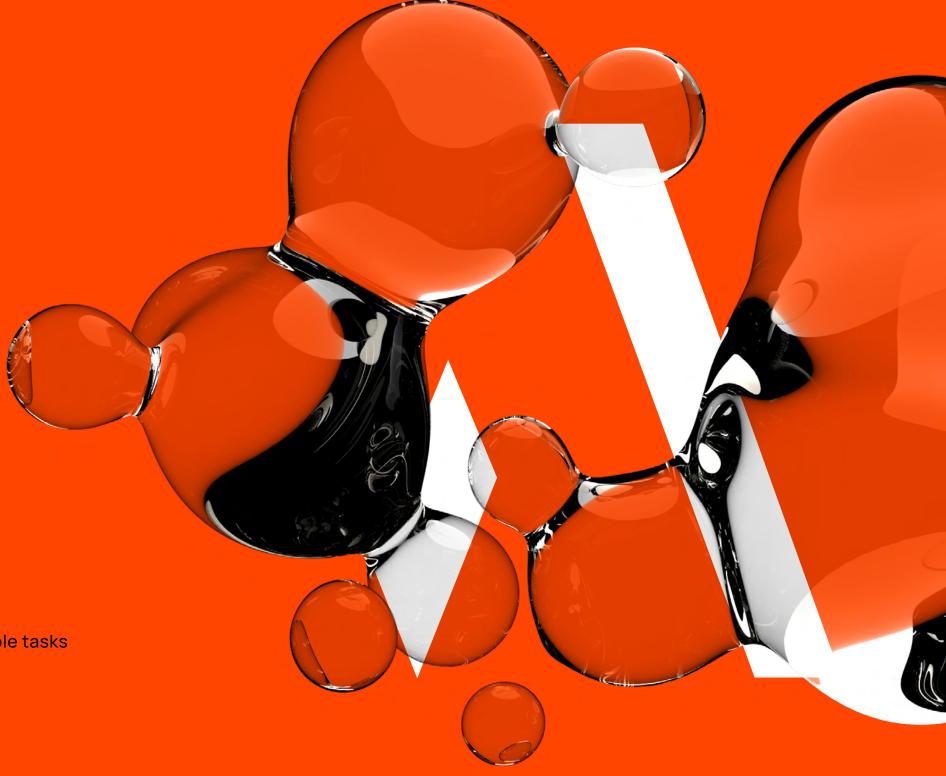✖ HEALTHCARE   ✖ ENERGY PROVIDERS   ✖ BEAUTY

10

A brand that connects with me

Users insist that apps and web applications align with their routines and everyday life. The user's emphasis leans towards time optimization, intuitive access to content, and flexible management of digital spaces.

Index

Technology helps me save time

Efficiently navigating through functions and information ensures the swift and intuitive utilization of content and processes. Workflows characterized by precise and clear steps, along with information accessible at a glance, lay the foundation for optimal time management. Executing a particular task demands a specific effort that users aim to minimize, desiring quick access to content and functions without unnecessary and frustrating complications.

✖ CRM ✖ ENERGY PROVIDERS ✖ TELCO ✖ BANKING

Technology should make me autonomous for simple tasks

In various contexts, autonomy is linked to the idea of reassurance:

• In the realm of installations, carrying out a substantial portion of operations autonomously from a distance allows for a composed workflow, aiding in error prevention or resolution before connecting the on-site configuration. Moreover, diagnostics provide a more secure approach to problem-solving.

• In the sphere of banking customer care, users find comfort in addressing certain issues through a constantly available chatbot, eliminating the need for intermediaries or multiple involved parties.

• Within e-commerce, virtual assistants and chatbots serve as tools bolstering decision-making and streamlining the purchasing process.

✖ **BANKING**   ✖ **ENERGY MANAGEMENT**   ✖ **BEAUTY**

My small world to organize as I wish

Users have crafted a personal digital ecosystem comprising channels and tools. This "little world" caters to diverse needs. The aspiration is to:

• Safely subscribe to a product/service through a multichannel journey (word of mouth, search engine, social media, etc.).
• Access a service ecosystem through a single application or portal, where the brand facilitates entry to all services via a purpose-built ecosystem, fostering user-friendly navigation.
• Exercise the choice to curate and personalize the viewed content, arranging this space through the selection of widgets for swift access to actions, charts, or the customization of colours and background patterns.

✖ CRM ✖ ENERGY PROVIDERS ✖ TELCO ✖ WELFARE

Actions and advice

Transformation arises from the choices we make every day. Users, growing in awareness, deeply value sustainability and social collectivity. They anticipate a hands-on response from the brand through virtuous and tangible actions, along with solutions for everyday life that aid in enhancing their behaviours.

Index

I seek advice and practical solutions to improve my behaviours

Users wish to receive advice and solutions to improve their behaviours. Having guidance that can correct wrong habits or having tools that faithfully monitor or measure "errors." No promises, but solutions that translate into practical actions, such as saving on gas and electricity consumption or undertaking initiatives to reduce PM10 levels in the air of large cities.

✖ **ENERGY PROVIDERS**   ✖ **INSURANCE**

I want to be personally involved in virtuous and concrete actions

Certain brands have taken the initiative to design diverse activities engaging consumer communities. The brand becomes a spokesperson for specific values and rewards those who undertake virtuous actions, particularly through loyalty and reward programs.

In this manner, the company or brand establishes itself as an active contributor in promoting values like sustainability and/or inclusivity. Users are on the lookout for concrete actions undertaken by companies.

✖ **INSURANCE**   ✖ **ENERGY PROVIDERS**   ✖ **FASHION**   ✖ **BEAUTY**

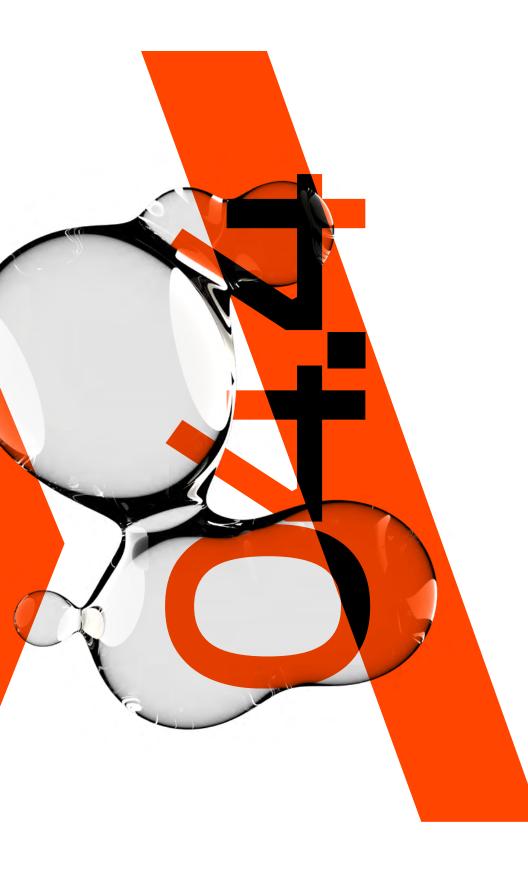# The brand must embrace concepts relevant to the community

The brand must now extend beyond its own set of values and embrace concepts dear to the community. These are no longer avoidable matters, requiring a clear stance (e.g., United Nations Agenda 2030).

Consumer communities, therefore, carry a dual meaning (social and commercial), characterized by a fusion of values belonging to both the brand and society. Consumers naturally assume that issues related to the common good should be treated as a social obligation.

✖ INSURANCE   ✖ ENERGY PROVIDERS   ✖ FASHION

I'm aware of areas for improvement; I'm ready to spearhead collective efforts for tangible outcomes

Presently, there is a keen awareness of areas requiring improvement, prompting citizens to insist on receiving answers. In their quest for solutions, they are ready to mobilize and come together for the greater good. Looking ahead, consumers envision a transformed relationship with services; these will serve as solutions benefiting entire communities, geolocated in neighbourhoods or specific areas characterized by similar needs.

✖ **INSURANCE**   ✖ **ENERGY PROVIDERS**

Thankyou

© Assist Digital   www.assistdigital.com

ASSIST
DIGITAL