



People power

Raffaele Leveque - Group Stakeholder & Service Intelligence

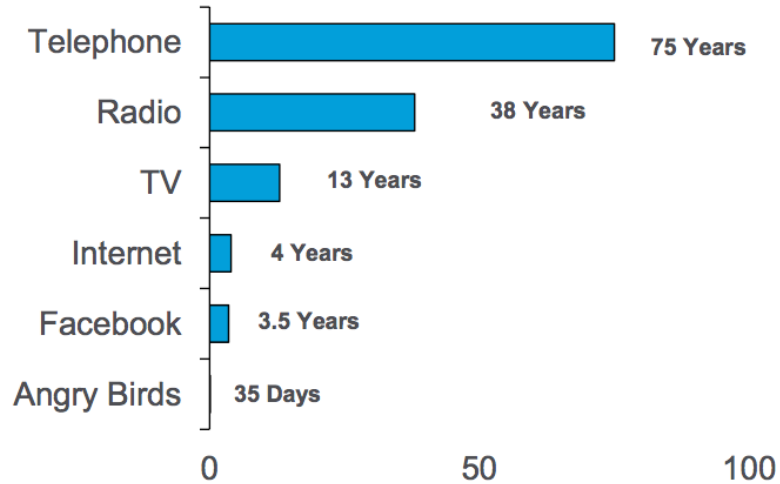
Portoroz, September 2015



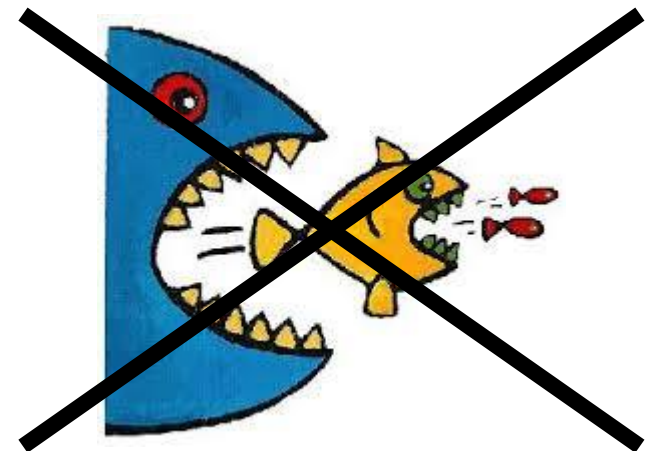
UNCERTAINTY

SPEED OF CHANGE

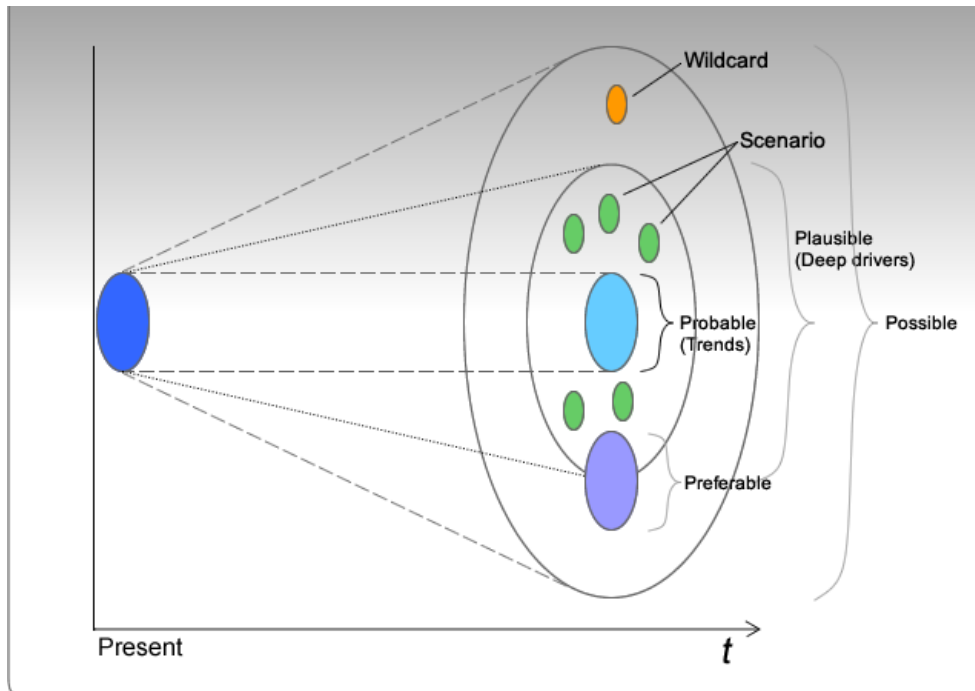
Figure 5. Time to reach 50 million users



Source: Citi Digital Strategy Team

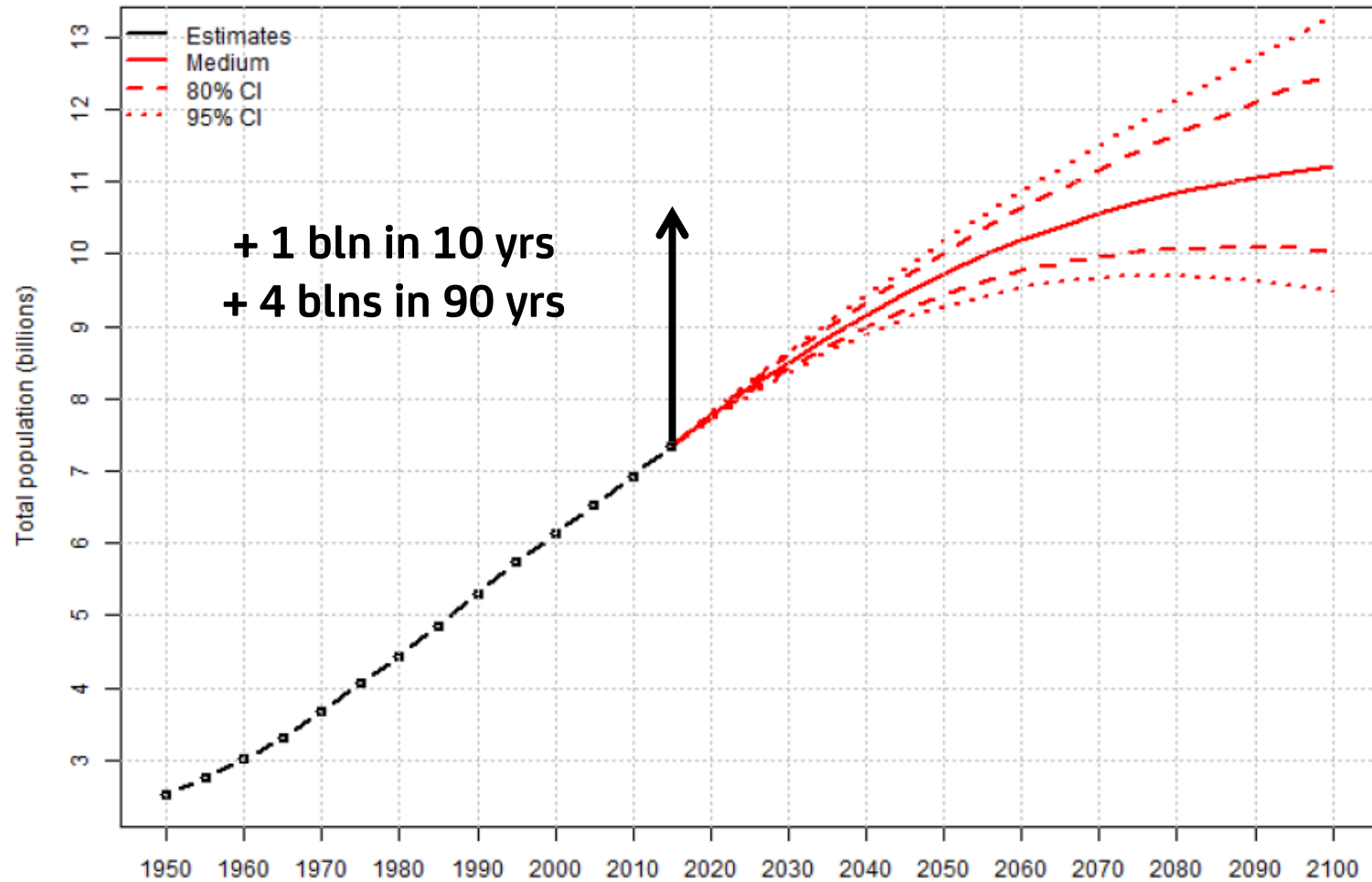


**FOCUS ON
CERTAIN/PROBABLE
SCENARIOS + BE FLEXIBLE**



POPULATION POWER

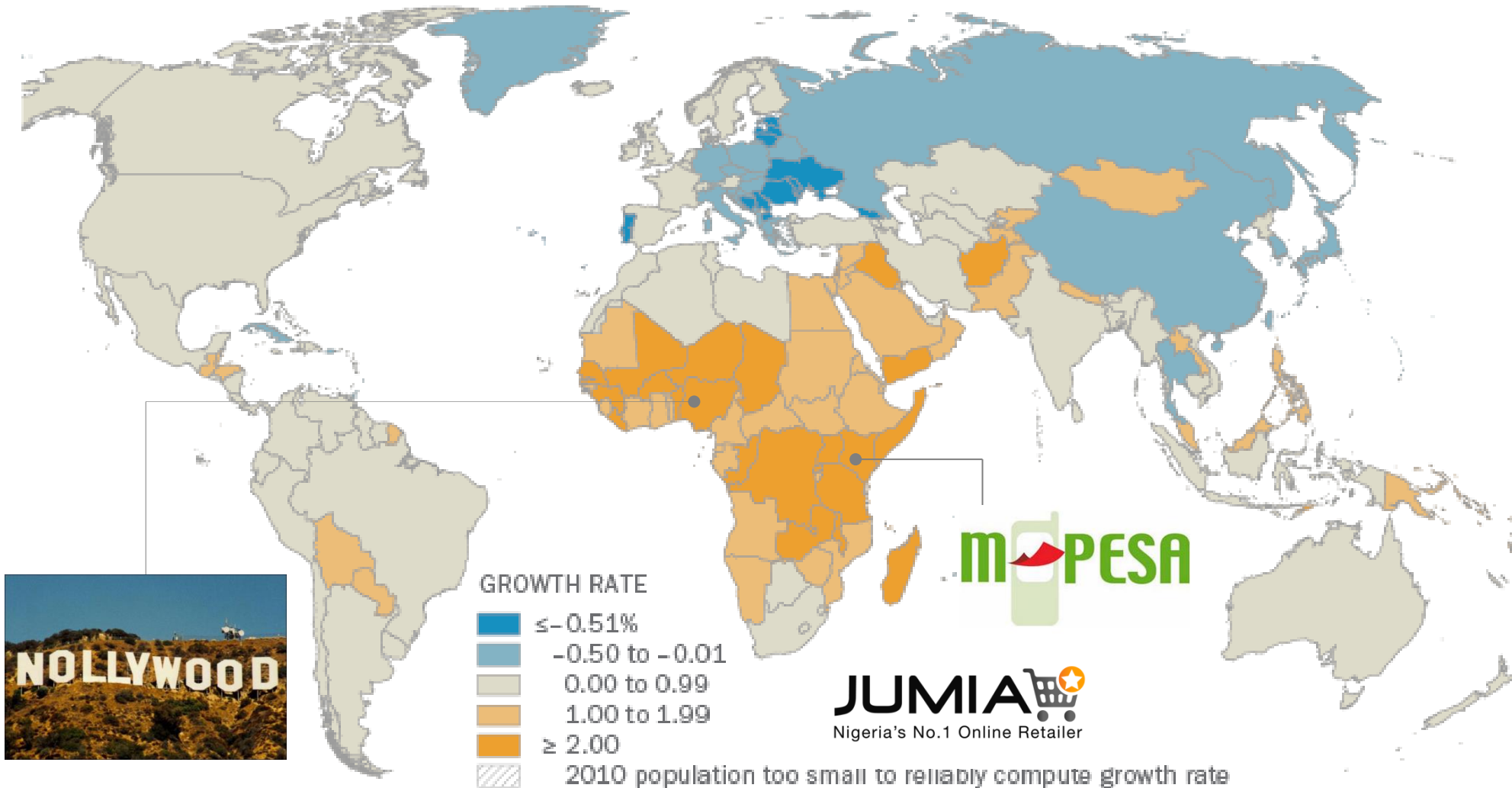
Figure 2. Population of the world: estimates, 1950-2015, medium-variant projection and 80 and 95 per cent confidence intervals, 2015-2100



Source: United Nations, Department of Economic and Social Affairs, Population Division (2015). *World Population Prospects: The 2015 Revision*. New York: United Nations.

AFRICA!

Projected Annual Growth Rate of Country Populations, 2010-2050

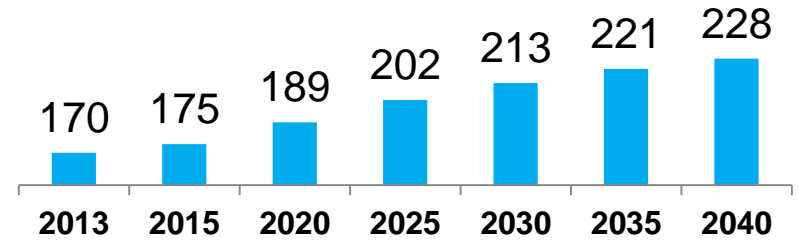


Source: The Future World Religions: Population Growth Projections, 2010-2050
PEW Research Center

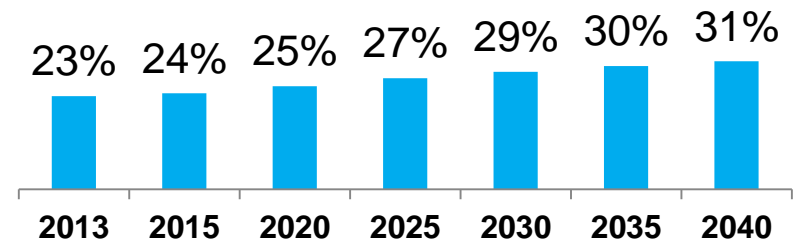
AGING



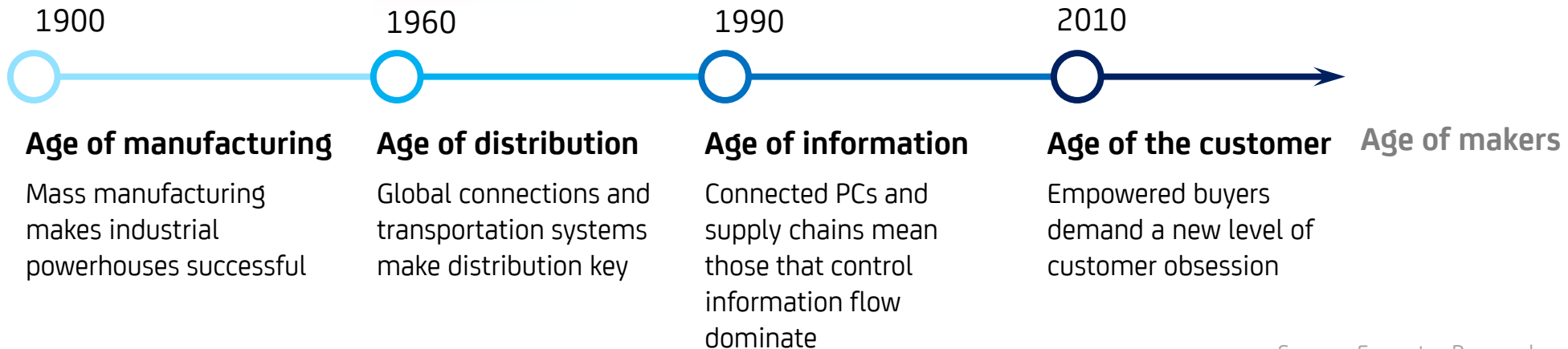
Over 60 – Trend Europe (# mlns)*



Over 60 – Trend Europe (% on total people)*



CUSTOMER POWER



Source: Forrester Research

HOW TO BE CUSTOMER CENTRIC?

What do you do if

Your customers do not receive the product on time because of someone else's fault?

You launch a product and after 1 week your competitor launches the same product with much lower price?

You develop a very easy procedure to buy products?

IT'S POSSIBLE!



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KEY NEEDS

SIMPLICITY



FLEXIBILITY



CUSTOMIZATION



DIGITAL - ENGAGING

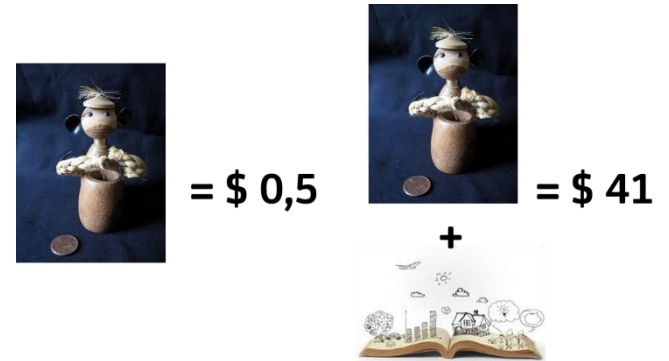


KEY DIFFERENTIATORS

CUSTOMER EXPERIENCE



STORY TELLING



DATA DATA DATA



PEOPLE PEOPLE PEOPLE



**STAYING
BEGINNER!**

