



POSITIVE DISRUPTION:  
THE GOLDEN AGE OF RETAIL

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“The most disruptive  
Force today are  
The consumers  
Themselves”



## Positive disruption: The golden age of retail

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The world is changing. Gen Z and Millennial culture continues to disrupt and enabling technology catalyses the change. The 20–35 year-old consumer of today has a different value system to the Gen X or Baby Boomer generation that came before. This Uber, Airbnb and Snapchat generation demand things are instant, frictionless and seamless. They live in a world of one-click, a world where you are rightfully placed at the centre of everything.

Anthropologically, these are interesting times. Tinder teaches us we can find a partner with one swipe. Bored already? Simple, swipe again. Amazon’s Alexa teaches us that we can have whatever we want just by shouting across our kitchen. If modern brands and need to stay relevant, they need to understand the new value systems. And the retail industry is no different.

To be relevant today you need to know your consumer (hyper personalisation), be authentic (be part of their peer network), give ownership of the experience to the user (co-creation) and to create experiences that the consumer wants to share on your behalf.

Digital natives make up over 50% of the modern-day consumer population already. If you fail to understand what they want, the game is over.

# 9

Key Learnings from  
This speech



# 1 CONSUMERS ARE THE DISRUPTIVE FORCE, NOT THE TECH

In the beginning the technology certainly catalysed change. But at this stage consumer expectation has taken over as the driving force. Today's consumer demands you know instantly meet their needs, act on their every whim and predict what they desire. Consumer demand is higher than ever before and meeting their needs has become essential for survival.

# 2 THE BLUE DOT CONSUMER

That Google blue dot follows us everywhere, It is us. As consumers, we expect everything to revolve around us. We expect that the brands and businesses we interact with will react if we take 'a step left'. We expect them 'to take a step left with us'. Customer centricity has become a survival strategy not an option.

# 3 BLUE DOT CONSUMERS EXPECT PERSONALIZATION

The very essence of that Blue Dot is that it is me. Today's consumer expect you to deliver product and service that is hyper-personalised. Gone are the days of mass market and mass appeal. Today, to succeed you have to really know your customer and act on it in delivering tailored products and services.

# 4 BLUE DOT CONSUMERS DESIRE AUTHENTICITY

Value is all about relevance today. Don't be like everyone else. Consumers only want to interact with brands that seem genuine, that 'get it'. Start-Ups are authentic by their very nature. So is street food. Make sure your brand and business has a good story to tell and does it in a truly authentic way.

# 5 BLUE DOT CONSUMERS EXPECT CO-CREATION

You no longer own your business; your customers own it. What they say about you on social media defines who you are. Never before have we given away such ownership. Inviting the customer to be part of the business through co-creation is essential. You need to be inside their peer network to have any influence. Don't be a business, be a partner.

# 6 BLUE DOT CONSUMERS VALUE EXPERIENCES

We have moved now to a world where consumers self-identify themselves through the experiences they have and share. Look at me – look at who I am with, what I am doing, where I am. This is what defines us and therefore brands that deliver on sharable experiential equity are winning.

# 7 EXPERIENCES EVOKE AN EMOTIONAL RESPONSE

If you are looking to build a relationship or loyalty you have to have an emotive reaction. Ensuring that consumers are engaged with your business or brand beyond a simple transaction is key. Unless you make your consumer smile at some point along the customer journey you are not doing your job!.

# 8 BRANDS NEED TO CREATE EXPERIENCES THAT EXCITE AND DELIGHT

You need to go past simple customer satisfaction (delivering experiences that match expectation). We need to deliver experiences that surpass consumer expectations. We need to excite and delight shoppers, make them happier so that THEY will tell our brand story for us.

# 9 REACTION SPEED IS EVERYTHING

We never know where the next disruptive force will come from, but being ready for it will define your success. Investing in the technology that enables you to better know your customer, act on data and predict their needs is key. No one drowns by falling in the water, you drown by staying there. Reacting to change will future proof any business but it is difficult to do that unless you have the data and systems to track, measure and gain the insight you need.



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