

# CAPITA

- Customer Management

## INNOVATION TEAM

CES VEGAS 2019



# THE LOWDOWN.

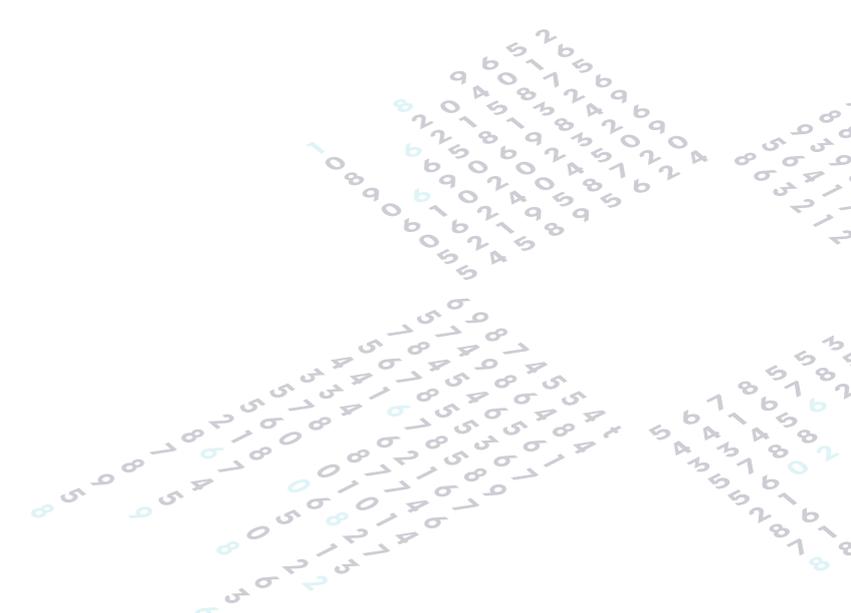


Consumer  
Technology  
Association™

The massive technology and innovation spectacle that is CES takes over Las Vegas annually, and has done so for the last 50 years.

The show tends to highlight the defining spirit of whatever exciting technologies are capturing our imaginations.

We walked for miles around the exhibitors stands to discover the biggest trends, future innovators and breakthrough technologies displaying at this years show.



CES SMART CITIES

BELL NEXUS

KEY THEMES THAT

**DOMINATED CES 2019**



# IN OUR OPINION.

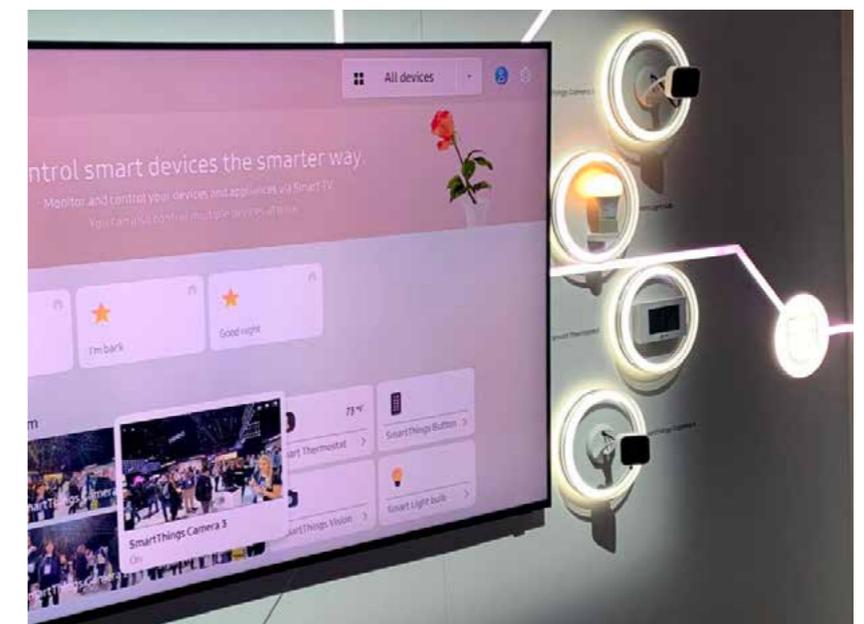
## INSIGHT & THOUGHTS

**5G will be launched in 2019 and is set to be a quantum leap from 4G.** We'll see speeds in excess of 1GB, 100x greater connectivity and significantly reduced latency. 5G will underpin connectivity from homes and smart devices to cars and smart cities in the coming years.

With the anticipated 5G roll out comes a host of new customer service expectations. Initially, service demand will focus on which mobile devices will offer 5G and when, but that will quickly run into a new dynamic of service. With 5G set to connect everything to everything else, we should expect to be providing customer service beyond the handset and across a host of new connected devices.

**SMART. More and more devices will come with AI.** TVs, washing machines, fridge-freezers and even vehicles will have Alexa and Google assistant integrations or a manufacturer's own version.

White goods and large home electricals will include voice assistants, but we think the TV will play centre stage. We need to think how we design customer contact experiences which fit seamlessly from whichever device or location in the home a customer chooses, whether that's an automated contact or live voice contact.



# IN OUR OPINION.

## INSIGHT & THOUGHTS



**Autonomous vehicles are here.** All the major car manufacturers showed off their concept vehicles capable of self driving using AI connectivity, real-time image processing and LiDAR technology.

With most manufacturers selling the concept of increased leisure time resulting from autonomous travel, how do we create a customer service experience fit for the commute? We need to integrate into a new definition of lifestyle as well as better understand the types of leisure orientated technology autonomous vehicles are likely to have onboard.



**Robots just want to help.** There's going to be more robots performing those household chores for us, mopping the floor, cleaning the windows, cutting the grass, as well as robots in stores assisting us with shopping and purchases - and even carrying our bags around!

Integrating the Customer Service centre and value-add services with robots in store would enhance the end-to-end customer experience through personalisation and service consistency.



# TAKE AWAYS.

**Data Security and Cloud.** There was a definite message that we are at a crossroads in the evolution of this.

Many organisations were suggesting that the IoT data will still be on a home server owned by the customer and not pushed to the cloud. Much of this messaging was from challenger brands but Apple took the opportunity to take a poke at the competitors by not attending and instead taking out a huge billboard overlooking the event with the message “What happens on your iPhone stays on your iPhone”

**Time is the New Currency.** This was pushed by many organisations and will shape customer propositions going forwards.

Surprisingly, this manifested itself in areas beyond autonomous vehicles. It was also seen in areas such as 'sleep', which had a huge presence at the show with demonstrations of smart beds and rooms that purify air, create white noise and adjust ambient temperatures to give the user the best quality of sleep.

**Beyond traditional brands.** There is a huge surge of challenger brands in the smart home space.

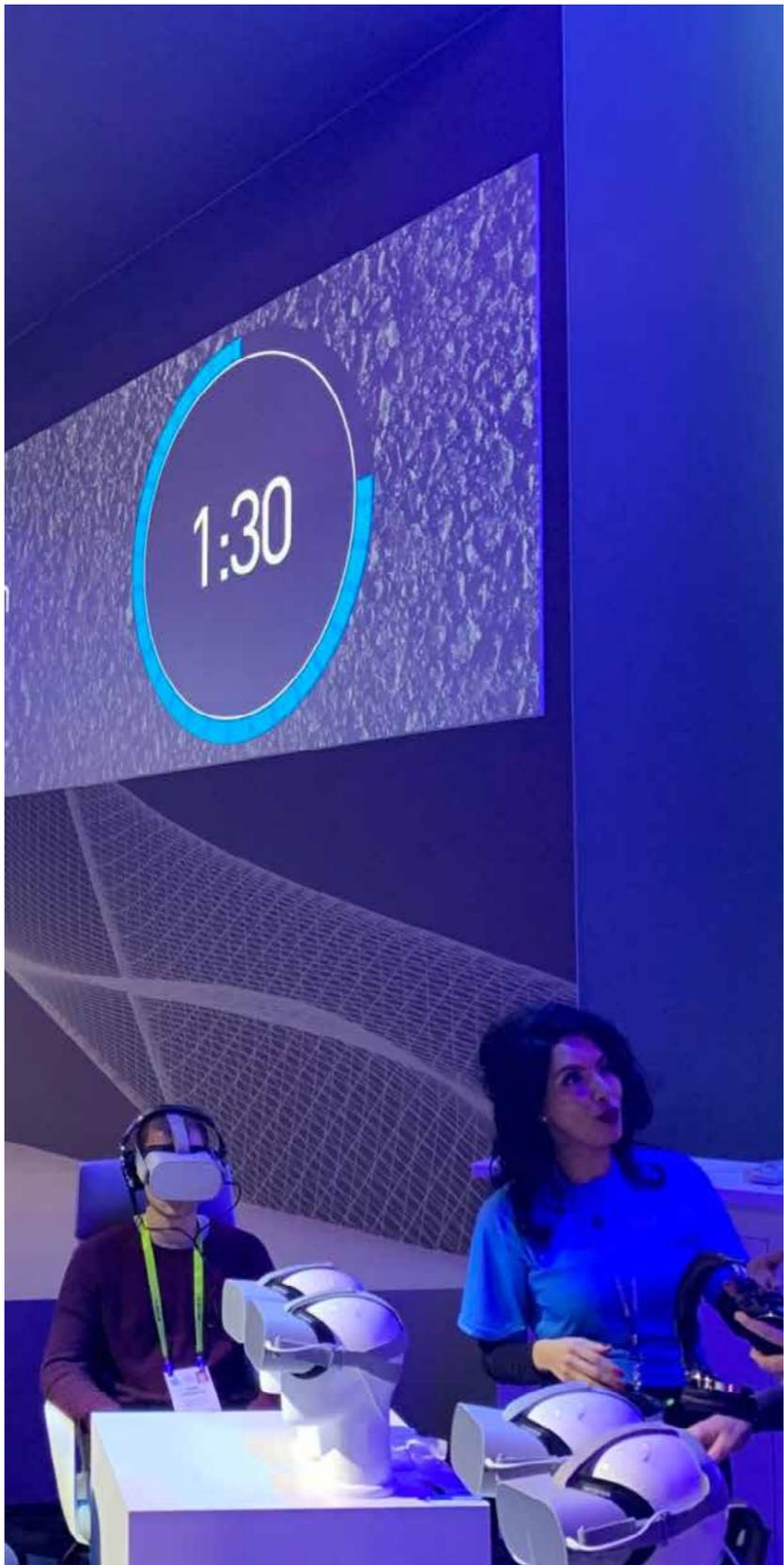
Haier, iHome and Hisense are brands that do not yet have a UK presence, but the scale and size of their exhibits suggests that they will be investing heavily to make a name for themselves in this country.

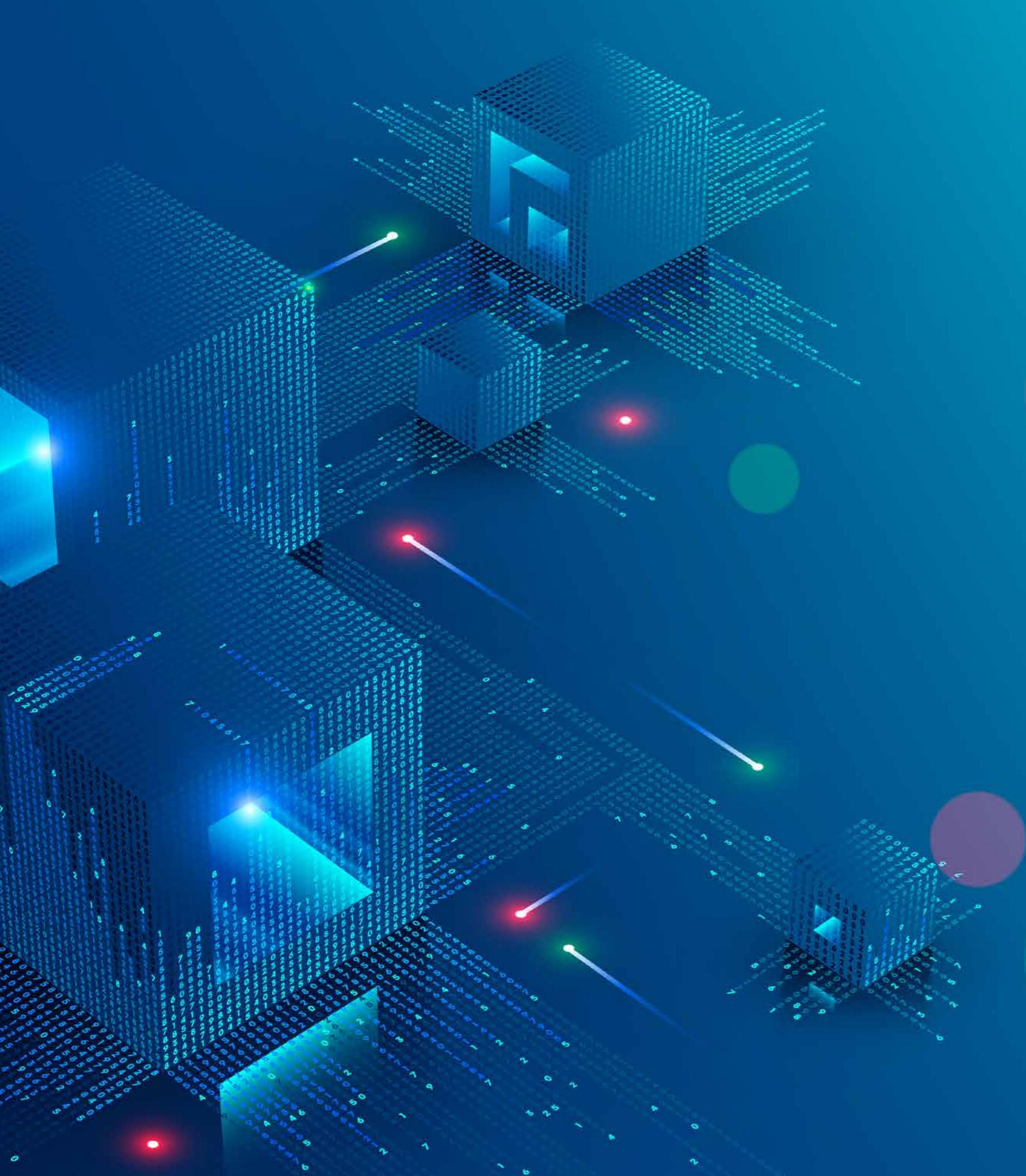
**Third parties will play a huge role in Smart Homes.** Allowing people not to back one brand but to “mix and match” the best products.

Some providers were demonstrating integration hubs for the home, as the likelihood of out the box connectivity or integration is low between Samsung, Sony, Apple, LG, Panasonic etc.

## Areas of capability Capita is already exploring:

- How we provide technical support for the IoT and 5G future. Utilising AR, VR and XR to enhance, differentiate and deliver better outcomes
- We saw 1400 start-ups, which not only highlights the great opportunities we have through our Scaling Partner business but also how best placed we are to offer a platform for additional support services to growing companies
- Giving customers a mechanism to manage, and potentially monetise, their personal data through blockchain technology and managed access for organisations seeking to use customer data





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Capita is quoted on the London Stock Exchange (CPI.L), and is a constituent of the FTSE 250.

Further information on Capita can be found at:  
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