



PETER MASSEY

# How are customer relationships changing ?

Contact Centre Helper

Version 0.2

1st October 2020

We've helped many businesses

Cambridge University Hospitals  
NHS Foundation Trust

LVE

MARKS & SPENCER | MONEY

UNIBET

Department for Transport

HM Revenue & Customs

Nationwide

HSBC

THE Carphone Warehouse

Cabinet Office

HBOS plc

Legal & General

ROYAL & SUNALLIANCE

AOL

MCI

DVLA

NHS East of England



Student Loans Company

British Gas

churchill



STAPLES

learnirect

eishtec

SEVERN TRENT ENVIRONMENTAL LEADERSHIP

e-on

Direct Line Group

Kingston Communicati

CABLE & WIRELESS

Connaught

firstsource

vertex

FEXCO

RBS

vodafone

orange

bouygues

TEN

arvato BERTELSMANN

tsc just think

irwinmitchell.com

KwikFit INSURANCE

AON

Microsoft

VERTU



BBC

Virgin

SYKES

MARKS & SPENCER

BRITISH AMERICAN TOBACCO

NFU Mutual

PRUDENTIAL

phones 4u

SAP

Delta



ritel

sky

RAC

AXA WEALTH redefining / standards

hotter comFort concept

ingenico

redgate

Spotify

LeasePlan

AVIVA

AXA

SAGA Holidays done properly

DHL



AVIS We try harder

ARVAL A BNP PARIBAS company

worldpay

RIAS Insurance for the over 50s

Lowell GROUP



dpd

LINX

THAMES VALLEY POLICE

ebay

AMERICAN EXPRESS

REXAM

budd

Working globally - 18 years young last month



LimeBridge



Strategy, operations, technology

LimeBridge

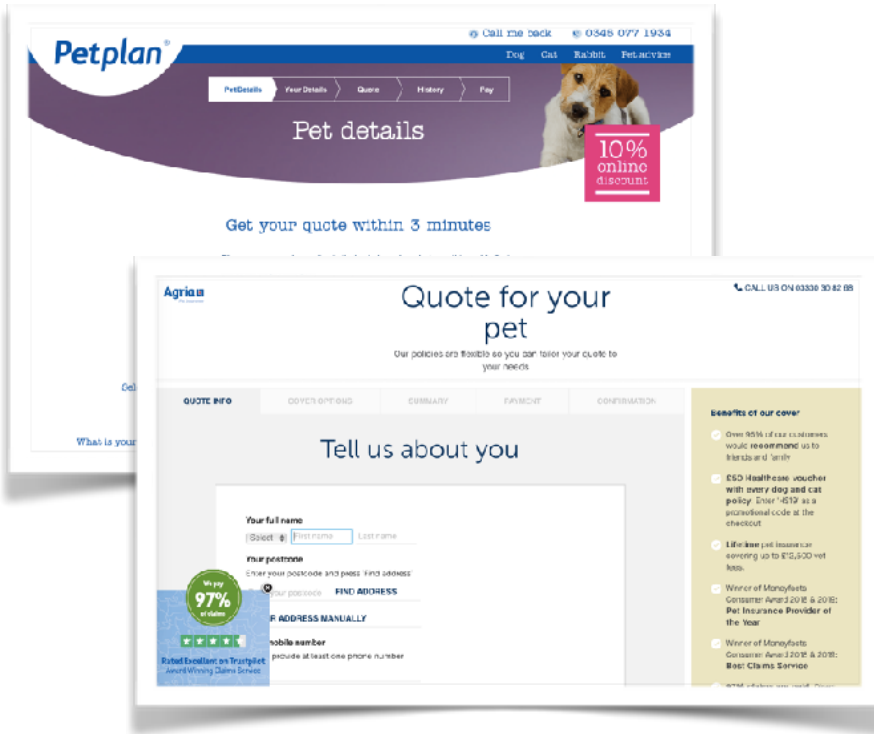
©Budd UK Ltd.

Our passion:



How do we stop  
doing **dumb**  
**things**  
to our customers  
and our people?

# Brilliant Basics



How do we stop doing **dumb things** to our customers and our people?

# How are customer relationships changing ?

Germany



“People are more **conscious** about decisions they take, both at work and at home. And of the consequences.”



# How are customer relationships changing ?

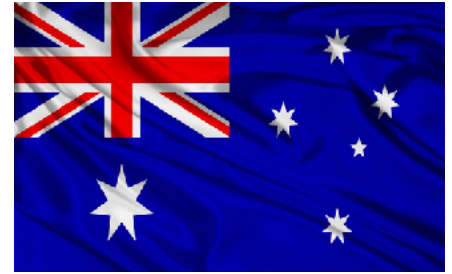
India

“The need is for ‘not-in-person’ services, so make everything contactless”



# How are customer relationships changing ?

Aus



“People are more conservative:  
they’re saving more and trusting less.



And yet they are more gullible.”



# How are customer relationships changing ?

US

“Customers are more demanding. There is an added intensity to discussions. Perhaps as people travel less and have more time.

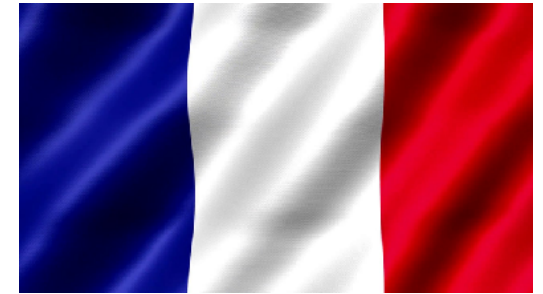
They are less tolerant, perhaps against a backdrop of political intolerance.”



# How are customer relationships changing ?

France

“Acceleration - More and more, digital channels are being taken up and more people work from home.”



# How are customer relationships changing ?



UK - customers are digitally ahead of businesses, who in turn are ahead of regulation

Covid + Brexit - Capability =  
**Recession**

# Global similarities

*Hmmm - these are symptoms but what's underpinning them ?*

So....My point of view on  
“How is customer behaviour changing ?”

1

Human behaviour changes slowly

2

Mega trends dictate CX trends

Human behaviour changes slowly

Lock down shock vs lasting reactions

Acceleration



activeo

©Budd UK Ltd.

# Human behaviour changes slowly



PROHOMINUL

DRYOPITHECUS

OREOPITHECUS

RAMAPITHECUS

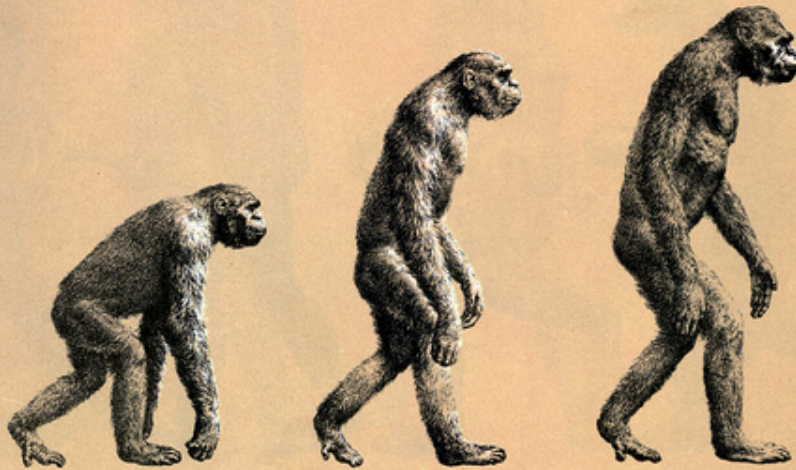
HOMO ERECTUS

PREMIERS

HOMME DE CRO-MAGNON

HOMME MODERNE

## Psychology > Technology



**DRYOPITHECUS**

Bien que son squelette soit très incomplet, on peut se faire une idée de *Dryopithecus* à partir de quelques mâchoires et de quelques dents. C'est le premier des grands singes anthropomorphes fossiles que l'on ait découverts; il avait une vaste répartition: des restes en ont été trouvés dans toute l'Europe, au nord de l'Inde et en Chine.

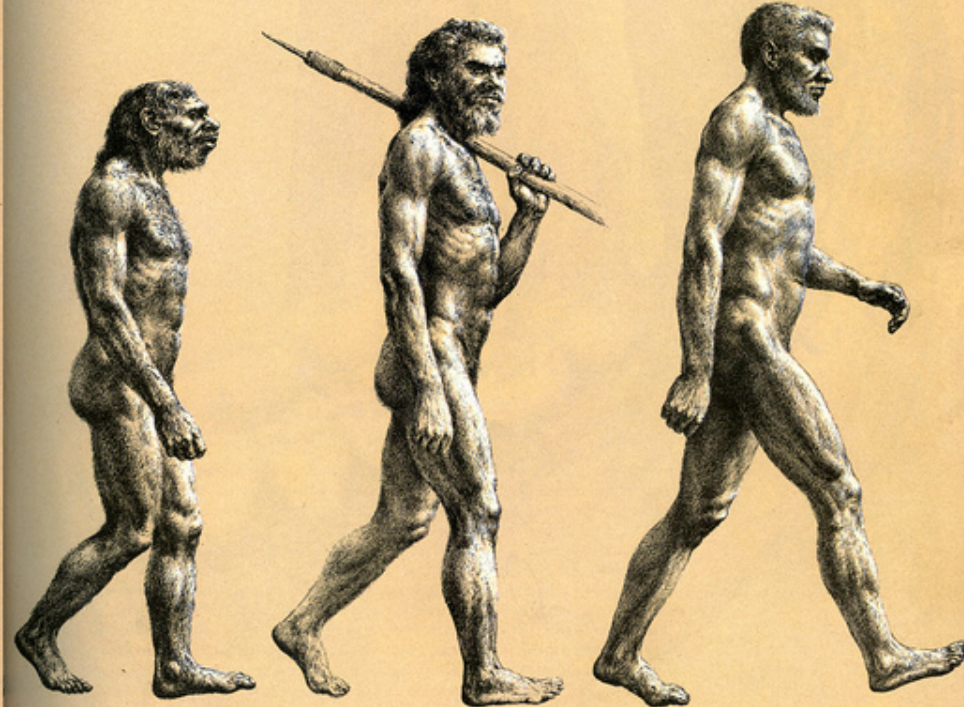
**OREOPITHECUS**

Il représente une branche latérale de la lignée humaine. *Oreopithecus* devait mesurer environ 1,3 m et peser 40 kg. Ses dents et son bassin ont conduit les savants à se demander s'il ne serait pas un ancêtre direct de l'Homme; maintenant qu'il est beaucoup mieux connu, il apparaît comme un singe aberrant.

**RAMAPITHECUS**

Cette forme est considérée par certains spécialistes comme le plus ancien anthropomorphe de la famille des Hominidés; *Ramapithecus* représenterait une forme ancestrale de la lignée humaine. Il n'est connu que par quelques fragments de mandibule, des dents et une portion de maxillaire qui montrent des caractères hominoides.

42



**L'HOMME DE NÉANDERTHAL**

L'Homme de Néandertal n'était pas toujours aussi bestial qu'on a parfois tendance à l'imaginer. Il peupla les bords de la Méditerranée et s'étendit dans toute l'Europe; sa capacité crânienne était parfois supérieure à celle d'un homme moderne. Il fabriqua des outils variés et d'une conception déjà complexe.

**L'HOMME DE CRO-MAGNON**

Un pas seulement sépare l'Homme de Cro-Magnon de l'Homme moderne, si l'on considère la civilisation. L'Homme de Cro-Magnon a légué son œuvre artistique: peintures des grottes, pierres gravées et sculptées. Il remplaça en Europe l'Homme de Néandertal; il s'est diversifié en populations et semble avoir colonisé le monde entier.

**L'HOMME MODERNE**

Physiquement, l'Homme moderne diffère peu de l'Homme de Cro-Magnon. L'un et l'autre sont séparés par leur mode de vie; en devenant capables de produire sa nourriture et en appartenant à domestiquer les animaux, l'Homme fut en mesure d'abandonner la vie nomade; le sédentarisme eut une grande répercussion sur la civilisation.

45

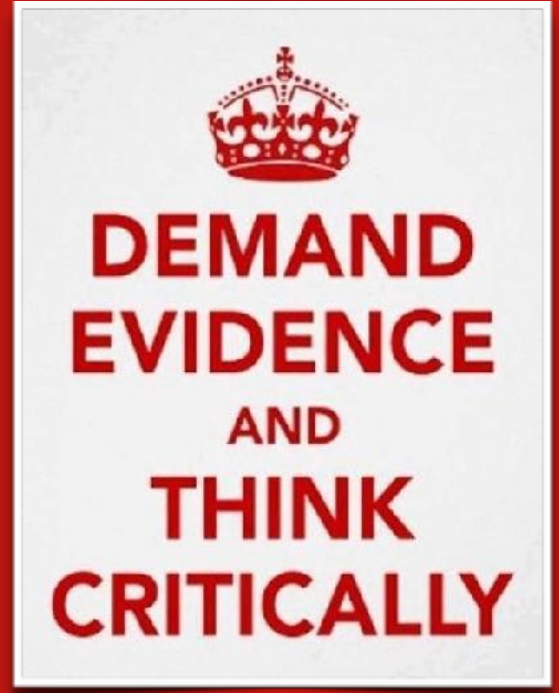
Human behaviour  
changes slowly



budd



**KEEP  
CALM  
AND  
STUDY**



**PSYCHOLOGY**

Behavioural science = "I don't know"



# Mega trends

Maslow's hierarchy

Basics are threatened

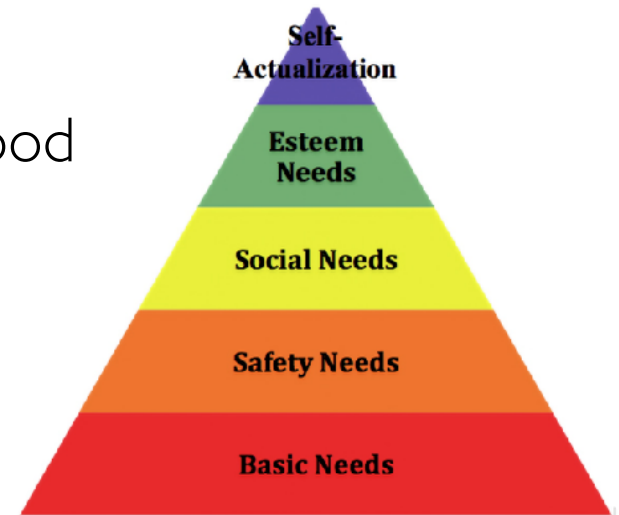
- warmth
- shelter
- food
- water



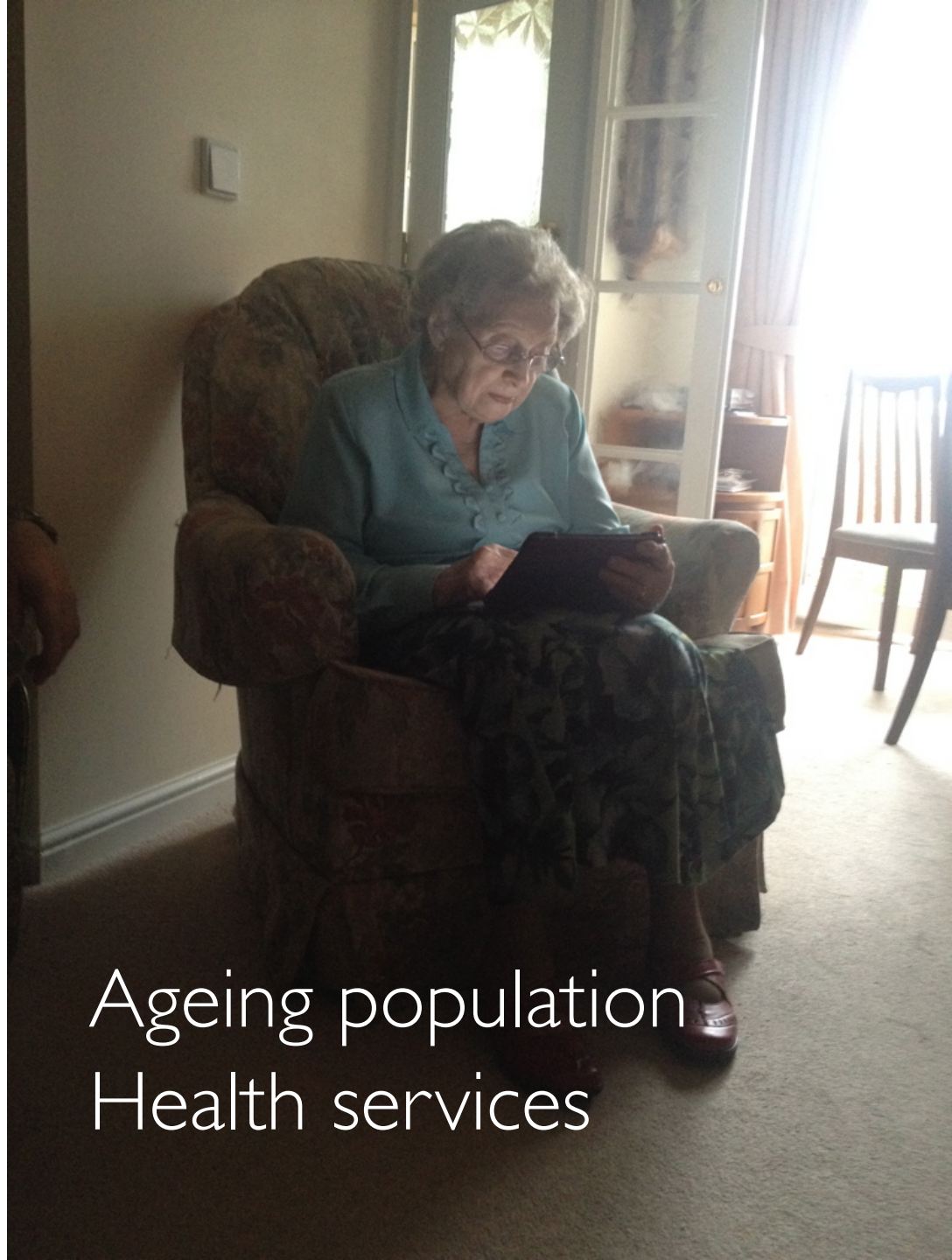
# Mega trends

Maslow's hierarchy - basics are threatened

- **warmth** - climate change
- **shelter** - migration
- **food** - poverty; natural resources; food standards
- **water** - drinking water; flooding



# Mega trends



Ageing population  
Health services



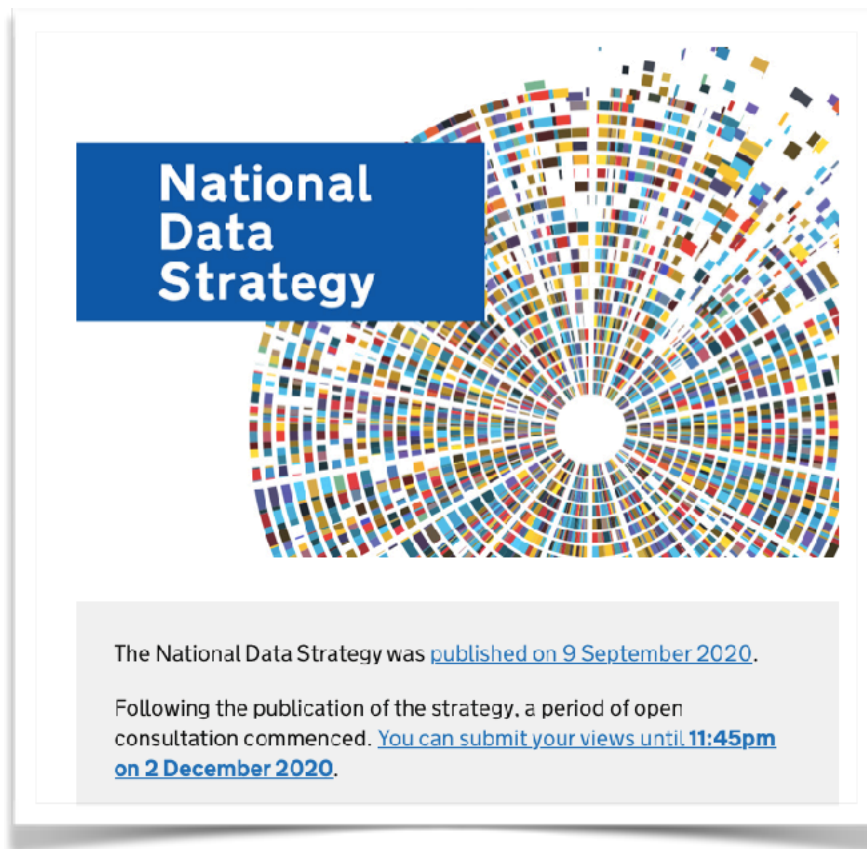
# Mega trends

Post western democracy



# Mega trends

## Privacy & digital identity

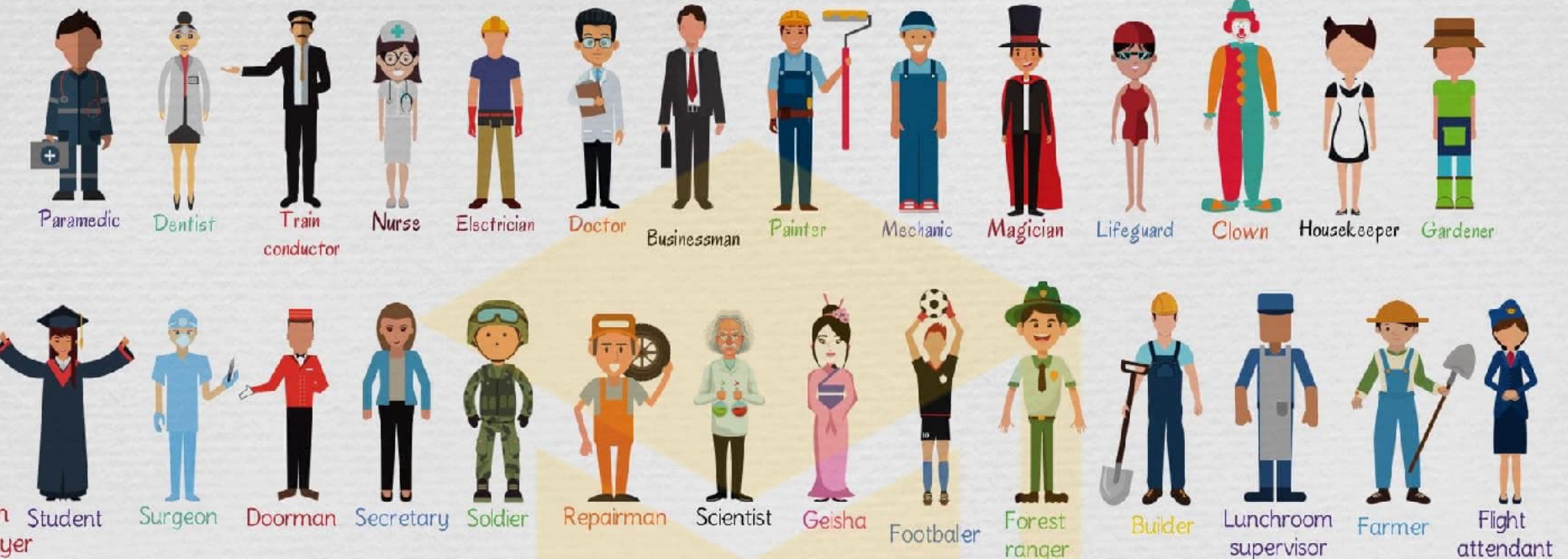
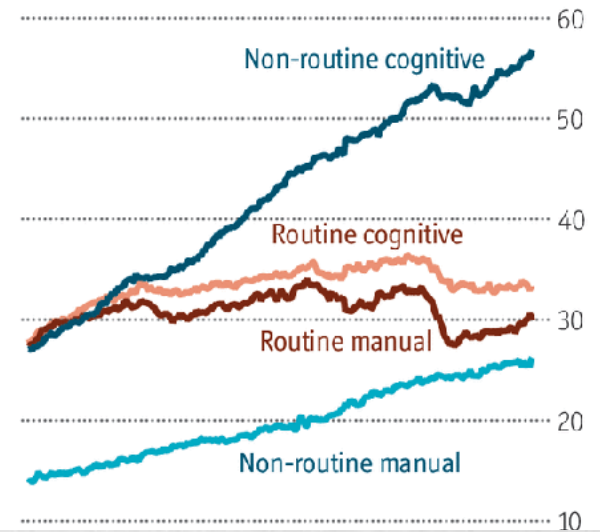


# Mega trends

## Work, AI & Robotics

### Think

United States employment, by type of work, m



# Mega trends

EDUCATION  
IS THE MOST  
POWERFUL WEAPON  
WE CAN USE  
TO CHANGE THE WORLD  
- NELSON MANDELA



# Mega trends

Look east, not west ?

Education is highly valued and respected

Tech investment decisions are rapid

Willingness to adopt

Respect for age & family

Post or pre democracy





# What do our kids say?

As customers, their suppliers must prioritise:

- the climate crisis
- racial and sexual discrimination
- poverty



activeo

©Budd UK Ltd.

# My point of view on “How is customer behaviour changing ?”

1

Human behaviour changes slowly

2

Mega trends dictate CX trends



+44 7802 793515  
[www.budd.uk.com](http://www.budd.uk.com)



How do we stop  
doing **dumb**  
**things**  
to our customers  
and our people?