

THE BLUE DOT CONSUMER:

Understanding the modern
customer connection



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**KEN
HUGHES**

Leading consumer
behaviouralist &
customer experience
strategist

 The King of Customer Experience



THE BLUE DOT CONSUMER: Understanding the Modern Customer Connection

_An exploration of the modern consumer, their values, expectations, and what brands need to do to win their race for relevance.

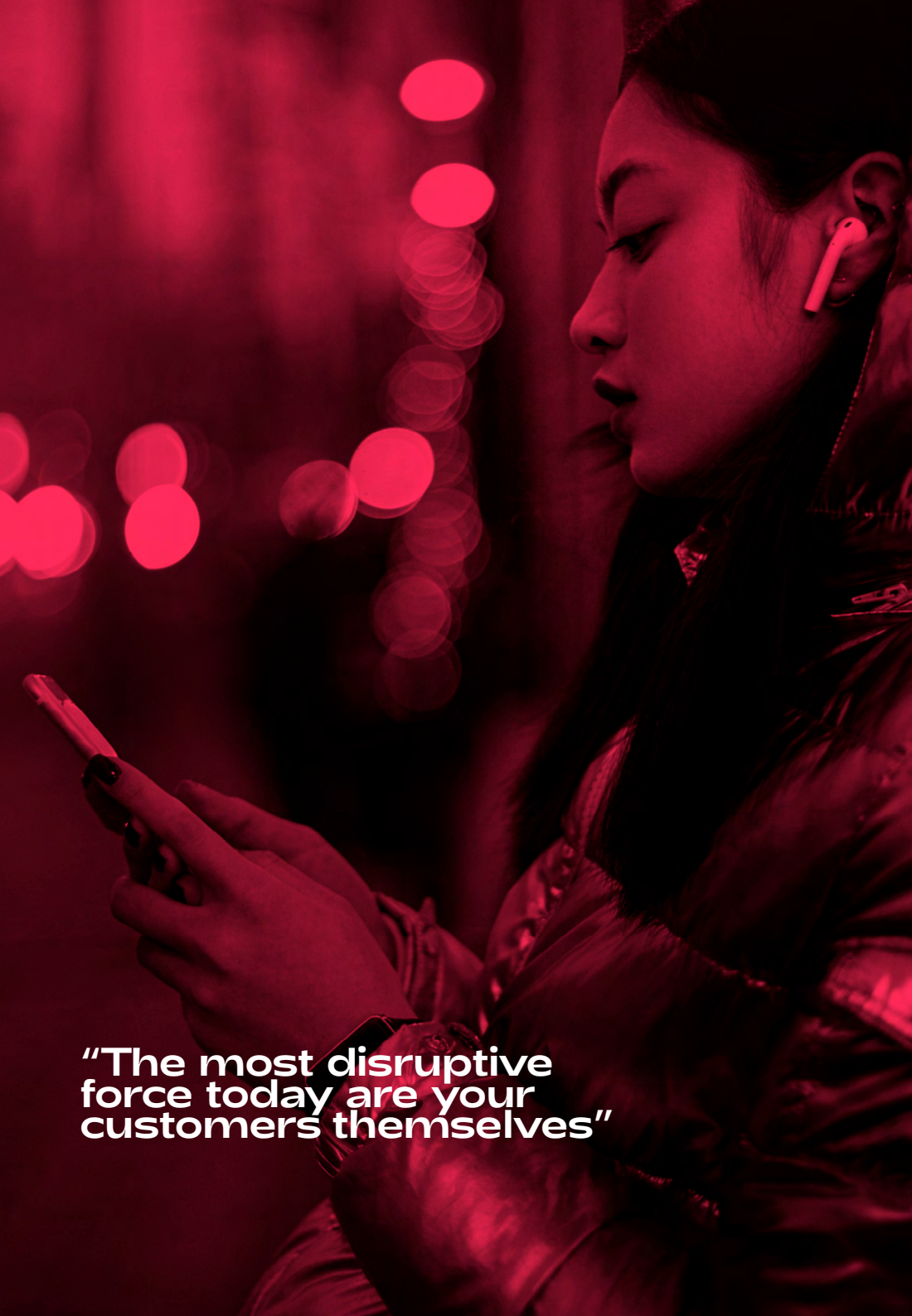
Speech Abstract

Every company and industry continues to resource for disruption, embedding agility, and challenging norms. Preparing for change is difficult, as by its very nature, change is uncertain – that's why we call it disruption and not predictive change.

The millennials were our warm up act, the generation that drove the switch from analog to everyday digital. Generation Z, quickly followed by Gen Alpha, are now the main event, the tipping point of the first truly digital generation of consumers. Together, these demographics have fundamentally reset consumer values for every business and brand globally. Add in the convergence of robotics, AI, and metaverse alongside the generational shift in consumer/brand connections and we set for some exciting times.

Understanding the values of the new consumer safeguards any business against losing the race for relevance, and race every brand and business is running. Reflecting these values back at the modern consumer ensures our success. The Blue Dot Consumer is all about placing the customer at the heart of the business, at the centre of the customer journey and of the brand experience.

This speech challenges any business (both B2B or B2C) to look at their future through the lens of their modern consumer. We look at the



**"The most disruptive
force today are your
customers themselves"**

social, cultural, and cyber behavioural forces pressing on humanity, and how changes in consumer expectations have forever changed the game.

Today's consumer demands instant, a deeply personal interaction and expects a frictionless and seamless experience at every touch-point. They want to do business with brands that are authentic and genuine, that are clear about their purpose and with whom they can relate. The customer no longer wants to transact but wants a relationship, wants to be emotionally engaged. Brand loyalty is no longer about frequency or scale, it is about depth and meaning. Customers want to 'collaborate' not just consume. They want to have experiences over material things.

While technology is seen as one of the biggest catalysts of our time, it is the arising shift in customer expectations that every brand and business needs to focus on. Fail to deliver on these expectations and you will quickly lose share to newer relevant brands.

Understanding the Blue Dot Consumer holds the key to truly embedding your customer connection at the heart of your business success.

Key quotes from this keynote speech



'When it comes to customer connections, perhaps the F1 driver Ayrton Senna driver said it best. "You cannot overtake 15 cars in sunny weather ... but you can when it's raining". It is the brands that are ready for disruption, that lean in to agility and change, that focus on the changing nature of consumers – these are the brands primed to win'

'Your customer is no longer interested in waiting or in any friction/complication in the customer journey. We are now a one-click, one-swipe society. We expect everything to come to us, as and when we need it. We expect it to be personalised to our specific circumstances and relevant. Commodity product, brands and businesses are dead'

'Customers are no longer some inconvenient end-point on a customer journey. Customer lifetime value is there for the brands that wish to develop it. It takes authenticity, vulnerability, a clear brand purpose, and a focus on customer collaboration. With our pending AI future, this deep connection with our customers is critical.'

Some key learnings from this performance

O1 / Authenticity

Our new consumer only seems to be interested in brands that are 'real', that have some sense of purpose, a clear 'why', that appeal to the genuine. We need to go above and beyond what they expect to truly delight them. We need to focus on the human connection, to touch their heart and connect with them in a real way. Customer intimacy replaces brand loyalty.

O2 / Shifting from Marketing Communication to Marketing Conversation

Communication is two-way. For too long brands have shouted at their customer with a megaphone, firstly on traditional broadcast and print media, and now on social media. We need to converse. The consumer is now a collaborator. This generation has grown up inside the peer-to-peer economy. You don't own your brand, they do. Learn to converse and collaborate.

O3 / Excite & Delight

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Testimonials

UBA TRENSDAY



"I'd consider Ken to be among the rockstars of professional speakers. His unique combination of great content, practical insight and engaging, energetic performance style was outstanding. As an organiser, it was an absolute pleasure to work with him and his team, as his professionalism ranks high among top speakers in our long list of UBA Trendsday conference."

"Ken delivered a thought provoking and entertaining speech on the needs and desires of younger generations. The talk was highly appreciated by all of the coaches and the post-event feedback we received has been outstanding."

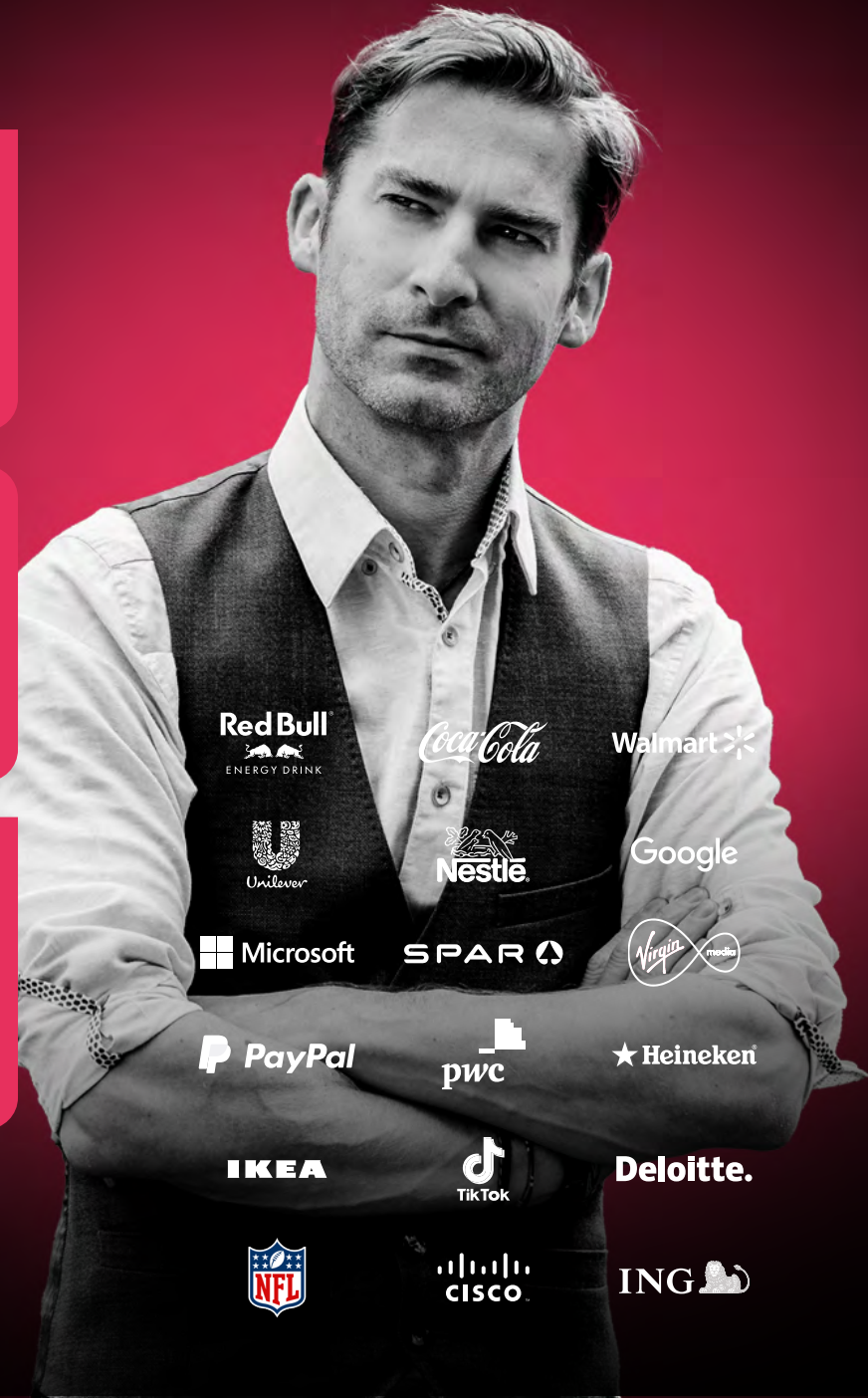
UEFA

"A heartfelt thank you to the truly inspiring and energising speaker, Ken Hughes. He captivated us with a genuinely delightful speech. There are not enough words to describe the impact this session had on our employees and how personal and engaging it was. Simply magnificent."

ING DIRECT

"Ken is an energetic, thought-provoking speaker. I've had Ken speak at two Google events now and Ken has scored higher than any other speaker I've ever had before, lasting a longtime in the memories of the delegates."

GOOGLE



Audience reactions

"Humanisation of our Digital World. @KenHughesIE just blowing minds"

"I attended Ken Hughes' lecture and now I feel like a groupie"

"Probably the most entertaining talk I've heard at a conference ever! "

"This is great. I'm so inspired. Such a 'rock star' speech"

"That was like a TED talk meets Stand-Up Comedy. Amazing"

"This guy is the Irish Seth Godin. Loved the Blue Dot @KenHughesIE"



KEN HUGHES

Book This Keynote

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