

What's Happening in Technology



Paul Richer

Genesys – The Travel Technology Consultancy

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Today's Topics

A group of children, primarily of African descent, are sitting on the floor in a dark room. They are all looking towards the left side of the frame. The scene is lit with a strong blue light, creating a moody and focused atmosphere. The children are dressed in casual clothing like t-shirts and jeans. The background is dark and out of focus, suggesting a large group of people in a similar setting.

Understand your Future Customers

My World is My Mobile

Get Personal

The Power of Video

Easy is the New Loyalty

The Disruptors

Future Developments

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Understand your Future Customers

Millennials – Born early '80s to 2000s

Generation Z – Born late '90s to present day

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Millennials

My World is My Mobile



Sociable beyond borders

Capturing life on photo and video

Appreciating others' stories

Commenting

Creating the news

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My World is My Mobile



My World is My Mobile



Google Mobile Friendly Test

Mobile-Friendly Test 


Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Mobile viewport not set
- ✗ Links too close together

For details on which parts of the page are affected by these usability issues, see [Pagespeed Insights](#).

How Googlebot sees this page



Make this page mobile-friendly

Pick the option that describes how you created this site:

I used a CMS
I used software such as WordPress or Joomla.

Someone built this site for me
I hired someone to build this site and want advice for working with a developer.

I built this site myself
I built this site myself and understand how to code.

Do you use Google Search Console?

See how many of your pages are mobile-friendly by signing into your [Search Console account](#).

Give feedback

Get Personal

Collect & use the data you know
about your customer

Make relevant offers

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Big Data

Actionable Analytics

Personalisation



SAFE & SECURE
EASY TO INSTALL

SIGN UP

LOGIN

CONTACT US

CALL US FREE FROM UK LANDLINES
0808 901 2030

How does Psonify work?

What is
We offer the
inside of our
platform.
Psonify's bus
you retain y
and click-thr

The screenshot shows a website header with social media icons (Twitter, LinkedIn, Google+) and the 'THUNDER HEAD' logo. The main content area features three vertical panels, each with an icon and a text block:

- Listen:** Represented by a red panel with a blue icon of a person's head with sound waves. The text explains that ONE listens to customers across every touch point in real-time and never forgets who they are. It gathers insight, assesses behaviour, and combines customer data with their personal journeys to deliver real-time insight on every one of your customers.
- Engage:** Represented by an orange panel with a dark blue icon of a network of nodes. The text explains that ONE enables you to say the right thing, to the right customer, at the right time, in the right way. Recommendations based on the individual needs of the customer are made in real-time, so every conversation is always relevant. Implemented at enterprise scale. Personalised to the individual, every time.
- Learn:** Represented by a blue panel with a yellow icon of a brain. The text explains that ONE learns from real-time customer interactions and changing behaviour. It's not something you can guess. You have to learn, adapt, improve, and evolve. ONE creates a learning cycle to constantly fine tune your conversations to immediate customer needs. It's quick, it's simple, it's cloud and it's designed for you, so you can get going fast.

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The Power of Video



YouTube receives more than one billion unique visitors every month

By 2017, video will account for 69% of consumer Internet traffic (Cisco)

Nielsen claims 64% of marketers expect video to dominate their strategies in the near future

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The Power of Video

Video Star

**Felix Kjellberg
aka PewDiePie**

10 billion views on YouTube

**Estimated to earn
\$4 million per annum**

**Uploaded 2,500 videos
since 2010**



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PewDiePie



Video Stars



Smosh: estimated up to \$4.50 million p.a.
- mobile gaming and laughs



HolaSoyGerman: estimated up to \$3 million p.a.
- Chilean comedian



Vegetta777: estimated \$2.59 million p.a.
Spanish language Minecraft play & commentary



PrankvsPrank: estimated \$2.26 million p.a.
Boyfriend/girlfriend duo & professional leg-pullers

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Spies Rejser (Denmark) – Do It for Mom **- 6,500,000+ views in 2 weeks**



Easy is the New Loyalty

THE CHALLENGE TO LOYALTY:

85% Always shop around to get best prices (82% 2010)

52% Download online vouchers (34% in-store)

44% Say loyalty to companies is a thing of the past (50% UK)

40% Happy to buy from websites overseas

74%   82%

I BUY MORE from companies that make it easier for me to do business

5%



Felt they had got good value for money when they had a difficult experience



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A/B Testing

Test, test, test – never stop testing



The Disruptors - Tech plays **- No stock risk**

DISRUPT

Facilitating the sharing economy

Easy is the New Loyalty – put into practice

Aggregating the disaggregated

Commoditising the industry

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The Sharing Economy



Did you really want to share?



Problems with Uber

10@10



Uber

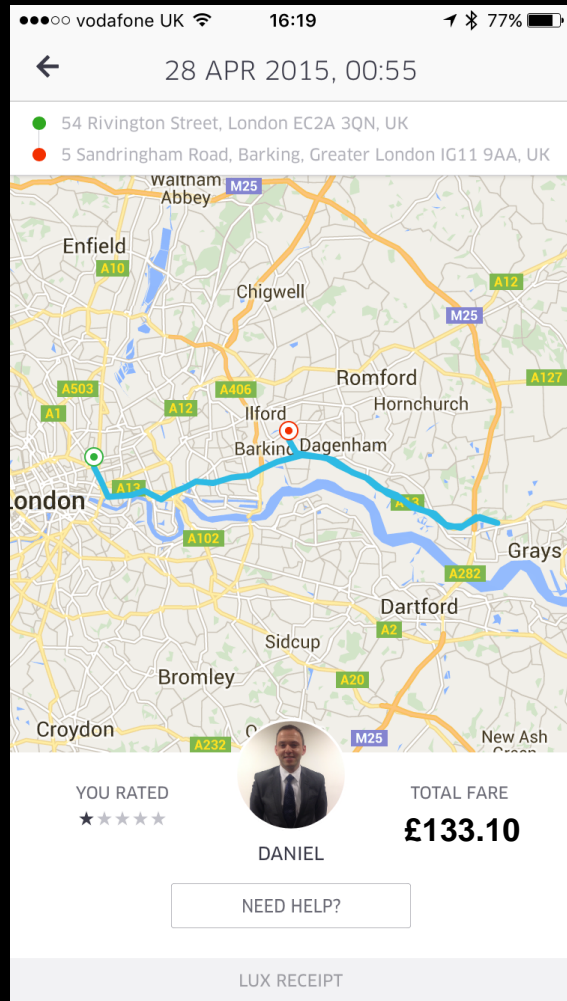
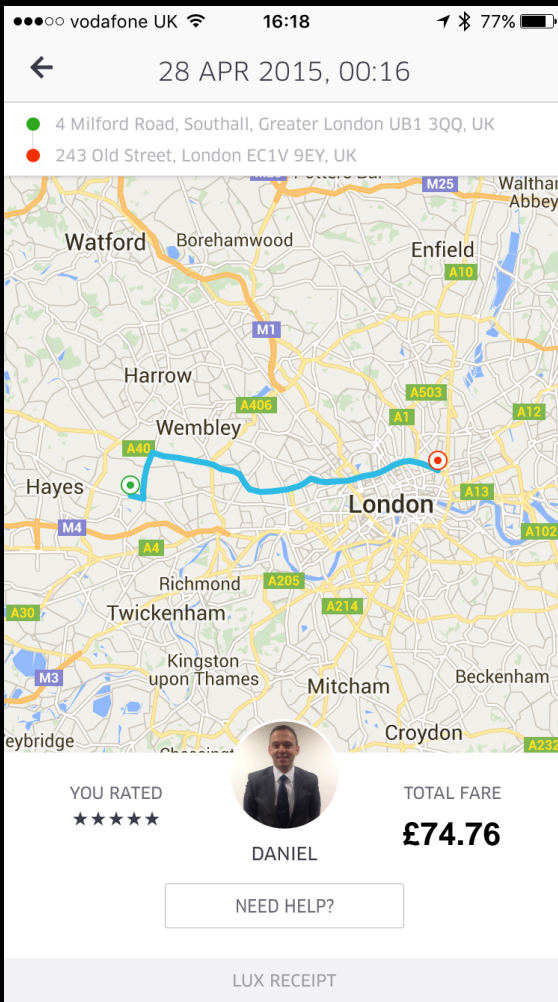
Hi Paul,

So sorry for the trouble with this. Happy to look into it for you.

When looking at the trip, it does seem like the driver was requested from a device that was signed in to your Uber account. If you could also take a look at the receipt and see if the pickup or drop off destinations ring any bells, that might provide some insight.

In the few cases of this happening in the past, it's most often a miscommunication with someone that you know who might have access to your device or credentials as opposed to someone illegally obtaining your Uber login information.

Best,
Rhea
Uber Support



Travel Disruptors

Booking.com

Find the best deals
20 million rooms and counting...

Destination/hotel name:
e.g. country, city, district or landmark

Check-in date: Day Month | Check-out date: Day Month

I'm travelling for: Work Leisure

Guests: 2 adults, 0 children

Search

Subscribe for a 10% discount
Unlock Member Deals and tailored inspiration

FREE cancellation on most rooms!
Instant confirmation when you reserve

London **2229 properties**

20397 guests from the United Kingdom choose London for sightseeing!

Paris **3683 properties**

4497 guests from the United Kingdom choose Paris for sightseeing!

skyscanner

flights hotels car hire

Return One way Multi-city

From London (Any) To Miami (Any)

Depart: 11/11/2015 | Return: 16/11/2015 | Cabin Class & Travellers: 2 travellers, Economy

Search

Where to go in October

Readers' opinion: Cabin baggage restrictions

Looking for inspiration?

Cheap flights

Country	Price
Switzerland	£11
Denmark	£13
Norway	£14
Sweden	£14
Poland	£14
Germany	£15
Ireland	£15
France	£22

viator
A TripAdvisor Company

Travel with an insider

Let the activities begin!

Search for destinations, attractions and tours

"A great night out on Broadway with great seats."

What's so great about Viator

- HANDPICKED TOURS & ACTIVITIES
- 24/7 SUPPORT WITH A LIVE PERSON
- VERIFIED REVIEWS & PHOTOS
- VIP ACCESS
- LOW PRICES GUARANTEED

Hotel Tonight

PLAN LESS. UNWIND MORE.

Amazing last-minute deals at top-rated hotels, from tonight to seven days out

Download Now
to stay in Rancho Palos Verdes

Future Developments



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Wearables increasingly Worn



Smart watches becoming common place

Service messages will become the accepted norm

Google Glass seems to be forgotten

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Virtual Reality



Oculus Rift launches to consumers in 2016

Virtual Reality Tourism becomes a reality

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South Africa Tourism

Increasing System Intelligence

A black and white photograph showing a woman in a white blouse and dark skirt operating a large, complex mechanical system. The machine is filled with numerous dials, switches, and wires, suggesting a computer or data processing system from the mid-20th century. The woman is on the left, looking at the machine. On the right, another person is partially visible, also interacting with the system. The overall scene is one of a busy, technical environment.

Planning becoming less of a chore

Content increasingly contextualised

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MORE THAN
11000
DESTINATIONS:
USA & EUROPE

See and do more

Get the most from your vacation with our free trip planner.

ITINERARY PLANNER

1. DESTINATIONS & DATES

East Coast of USA - United States

+ ADD DESTINATION

Mar 01, 2016 

Mar 08, 2016 

2. TRAVELERS

adults

teens

kids

3. ACTIVITIES



SEE THE PLAN





Planned route *We've calculated how to spend the most time in each destination.*

- 1 New York City
- 2 Arlington
- 3 Key West
- 4 Miami Beach

Su	M	T	W	Th	F	Sa
		MAR 1	2	3	4	5
6	7	8				



[ADJUST ROUTE](#)

New York City

- DAY 1
- DAY 2
- DAY 3
- DAY 4

Arlington

- DAY 5

Key West

- DAY 6
- DAY 7

Miami Beach

- DAY 8

+ ADD ITEM

⚙️ RECALCULATE

☰ LIST

📅 CALENDAR

📍 MAPS

DAY 6 in Key West
Sunday March 6

📍 6 minutes (get details)

10:00am



Ernest Hemingway Home and Museum

★★★★☆ 7500+ reviews on the web

Take a look at a writer's creative space at Ernest Hemingway Home and Museum, offering short tours of the house once... [more >](#)

for 2h 30m

📍 4 minutes (get details)

1:00pm



Audubon House & Tropical Gardens

★★★★☆ 260+ reviews on the web

Step back in time at Audubon House & Tropical Gardens, the former home of maritime pilot and master wrecker Capt. John... [more >](#)

for 1h

📍 2 minutes (get details)

2:30pm



Mallory Square

★★★★☆ 6000+ reviews on the web

Soak in the orange and pink glow melting into the Gulf horizon at one of the most famous sunset spots in the

^ Back to top

Baracka Travel Club Dynamic Traveller



Intelligent Software Agents

We have good voice recognition

Artificial intelligence continues to develop

Reasonable to assume that software agents
will do the work for us.

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Installing Samantha - Her

AI – Where we are today (2 cleverbots)

turing.test

Autonomous Technology



Drones

Self-Parking Cars

Pilotless airliners in our lifetimes?

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Self-Parking Car



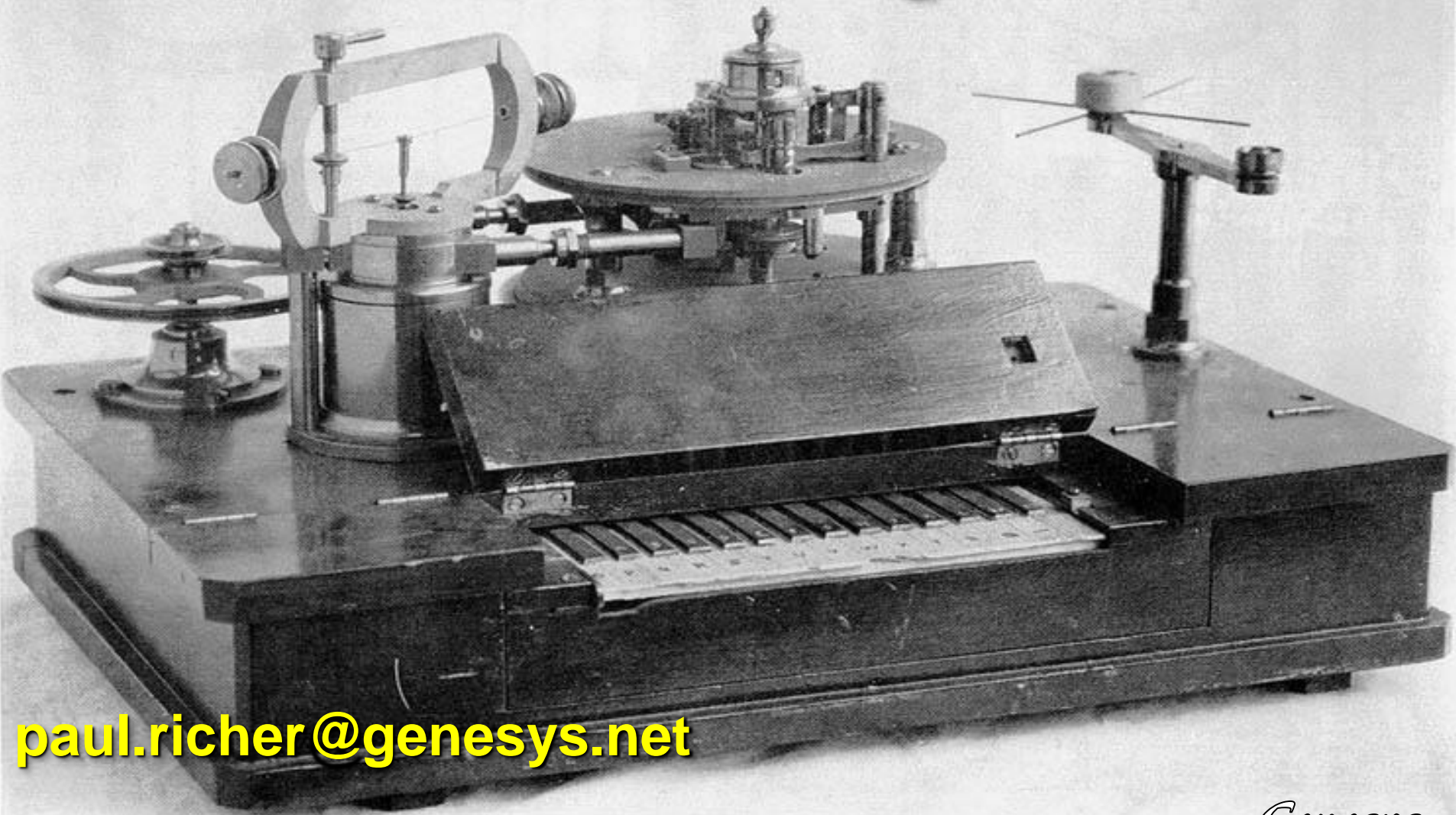
Amazon Delivery Drone

Netflix Delivery Drone

7 Key Takeaways

- 1. Tell a great story** - be realistic, don't over-hype
- 2. Mobile first** – It's all your customers have ever known
- 3. Make relevant offers** – use customer data to personalise comms
- 4. Produce video content** – be creative
- 5. Test, test, test** – your online presence should be friction-free
- 6. Be prepared to react** – disruption is the new norm
- 7. Keep up with new developments**
– one day they will be mainstream

Thanks for listening



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(Photograph courtesy of Smithsonian Institution, Washington, D.C.)

1845 PATENT OFFICE MODEL OF HOUSE'S PRINTING TELEGRAPH

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