



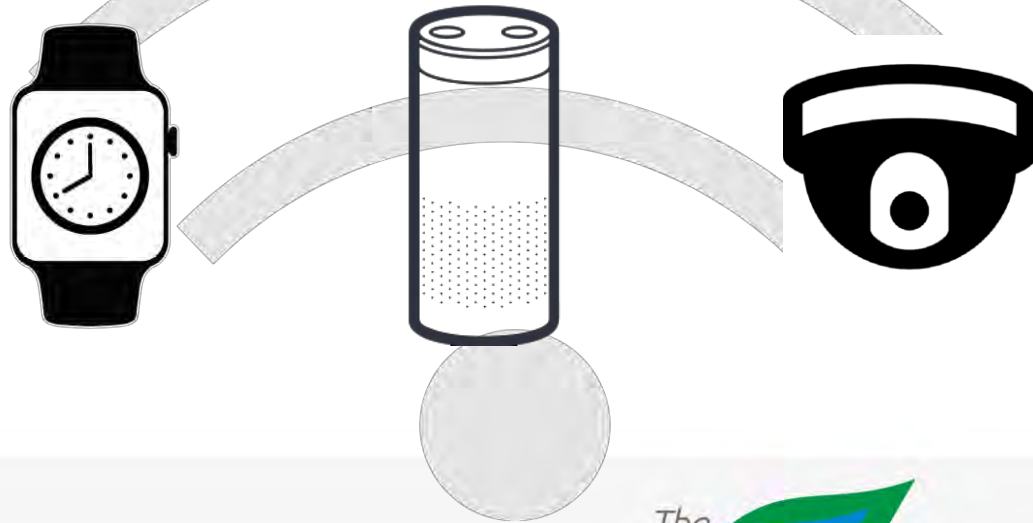
MARCH 21-23
LAS VEGAS
CONVENTION CENTER

Moving Past Markets: Connecting the Campus of the Future

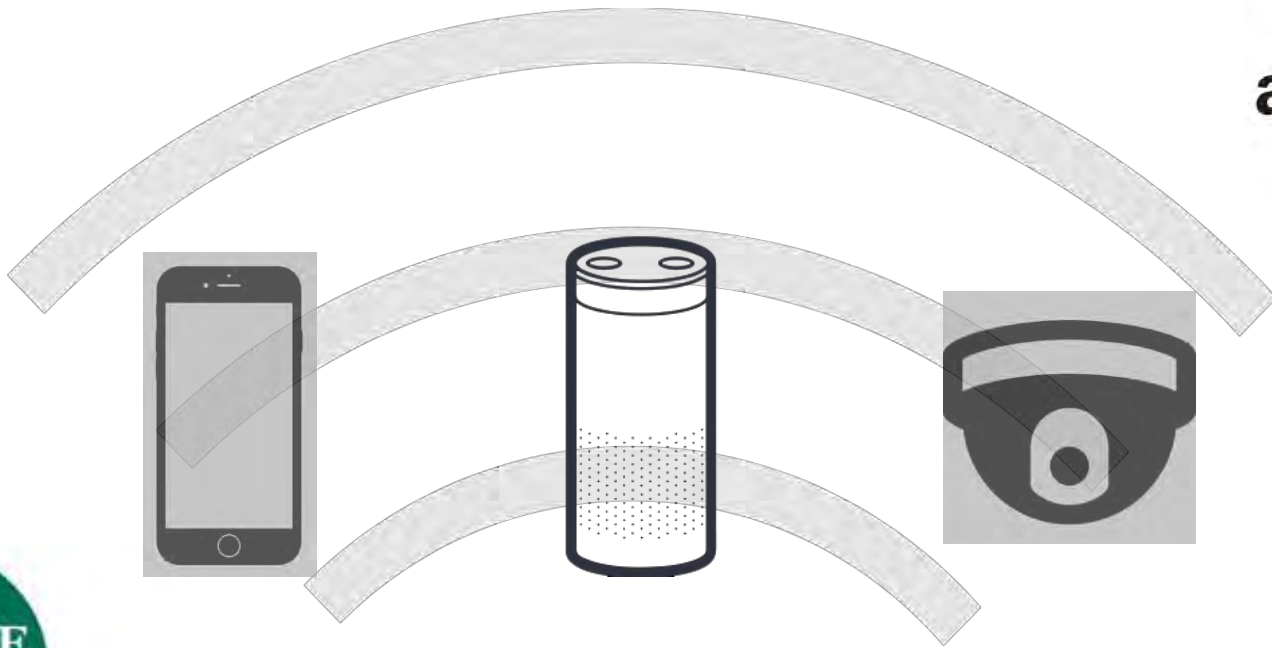
By Joe Hessling & Ryan McWhirter

Where People, Products & Possibilities Meet

Ambient Computing



amazon go











Convenience Services Applications



Mobile



MicroMarkets



nanomarket™



Foodservice

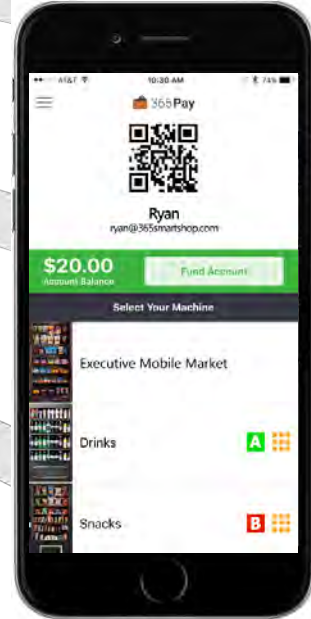


Vending





365Pay App



Consumer satisfaction, the holy grail

- Happy consumers spend more
- Connected consumers value convenience
- Smartphones have made this easy for us to accomplish
- Host companies see us more as a benefit, rather than a commodity
- Frictionless transactions, what you want when you want it
- Loyalty and rewards drive return visits
- Their preferred payment options, not yours
- What is the goal?

Consumer satisfaction, this is why it matters

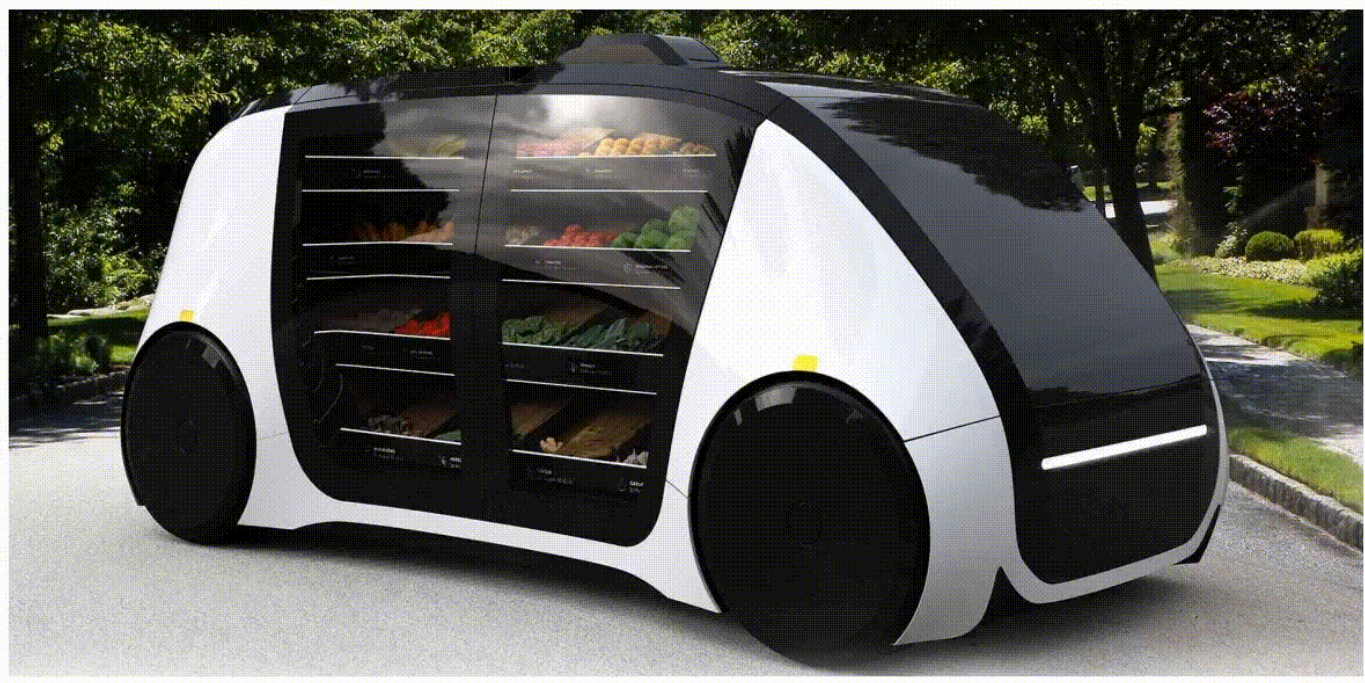
- 78% of consumers walk away from a bad shopping experience
- It takes 12 positive experiences to make up for 1 poor one
- 59% of consumers would try a new company for a better experience
- 52% are less likely to engage because of a bad mobile experience
- By 2020, 85% of all customer interaction will be self-service
- Self-service is expected

Source: www.superoffice.com



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