



Show Me The Money

The Role of Collection for Road Charging

RUC Will Face It's Challenges

- Leverage the positives
- Reduce friction anywhere possible



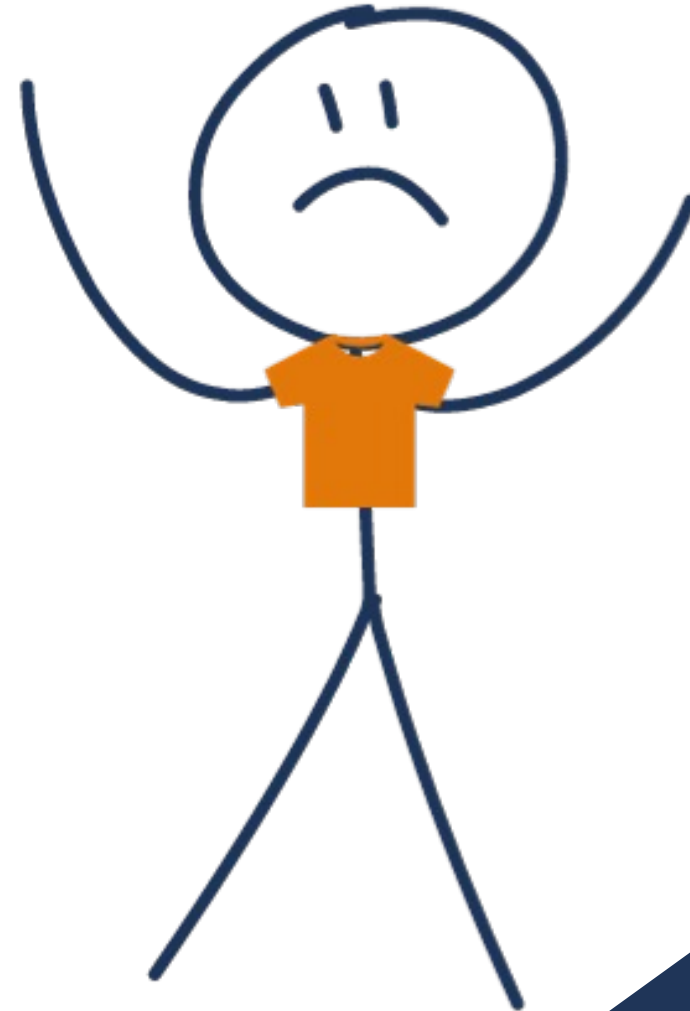
“Customer Service” is Antiquated

- Customer Service is a moment
- Customer Experience is a journey and a relationship – inspires loyalty



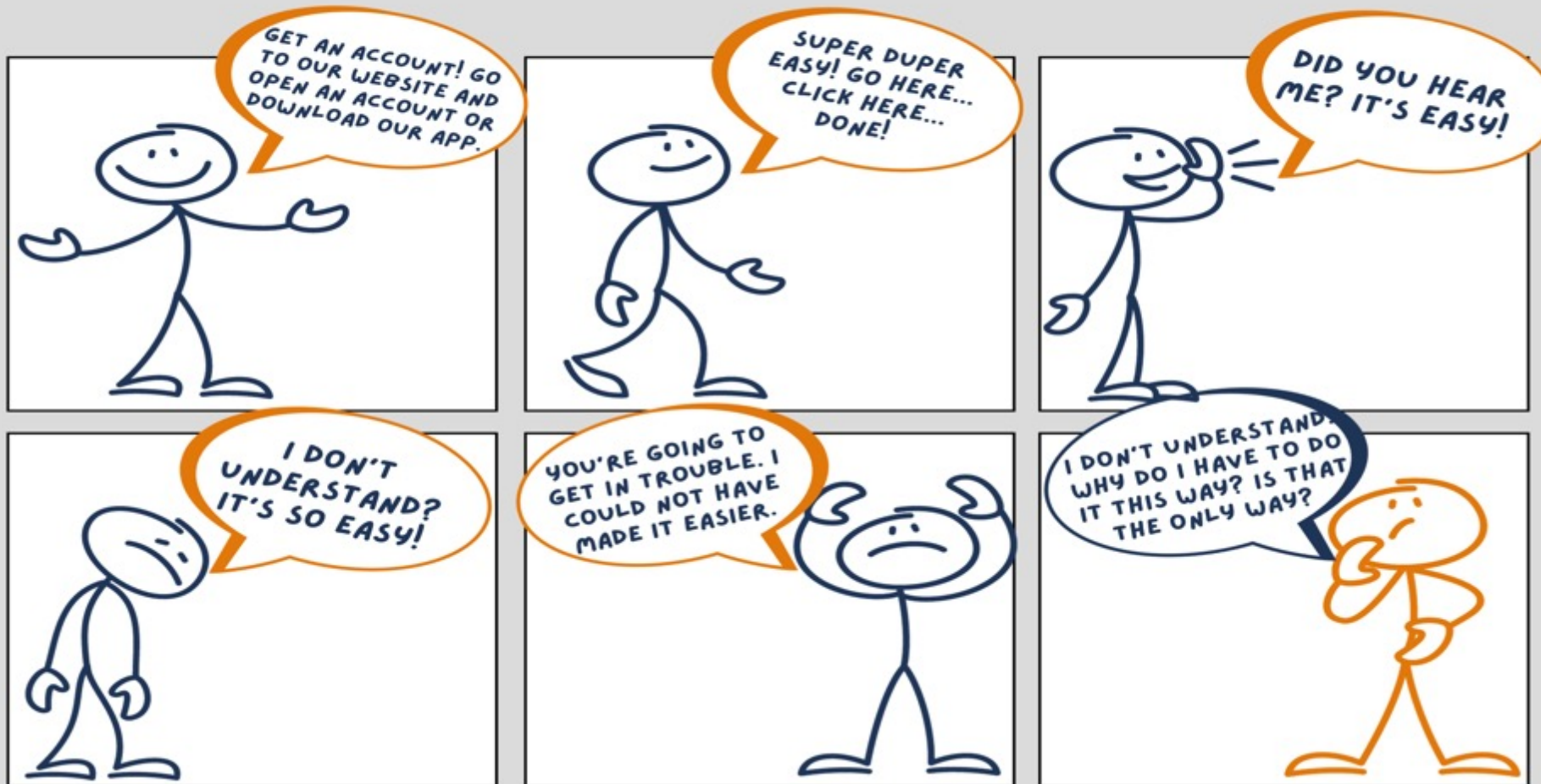
One Size Does Not Fit All

- Single approach is not fair
- Focused on the process not the person
- Demographics are tougher to analyze

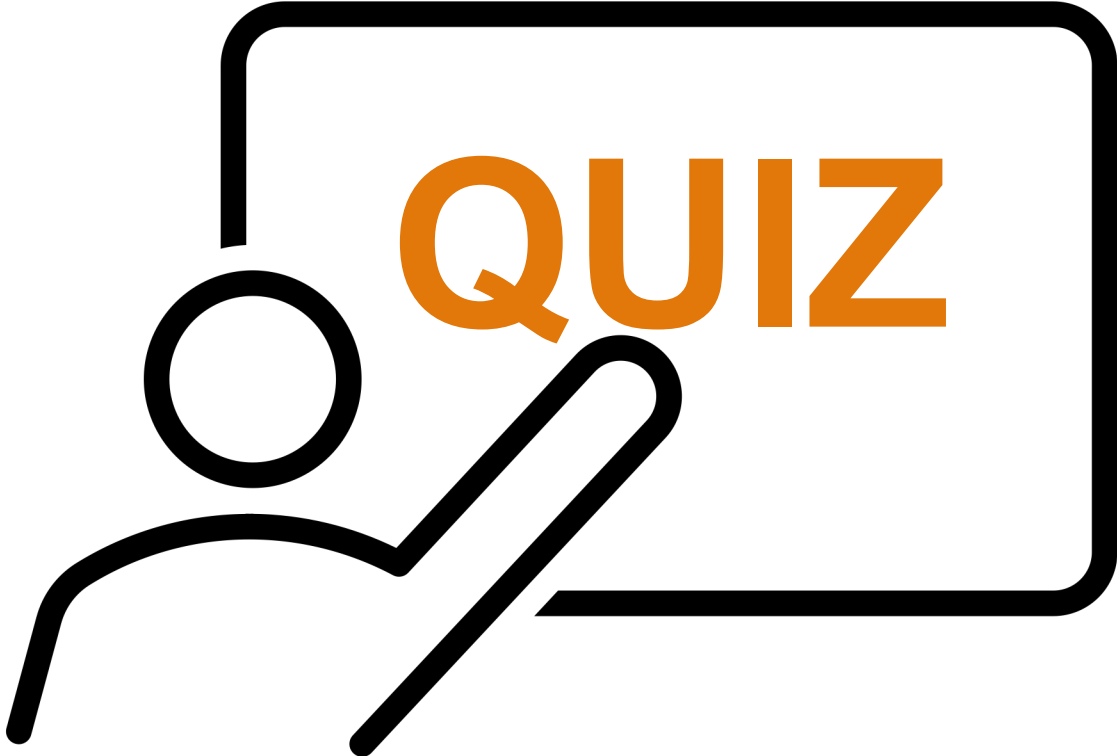


Marketing Only Gets You So Far...

EASY IS A RELATIVE TERM.



Lessons Learned



Meet Your Customers Where They Are

- Analyze the person not the population segment
- Leverage established accounts and partner
- Drive the person to the account not vice versa



Right Experience, Right Customer

- Ann Taylor vs. Mastercard
- Banks & Financial Apps
- Bank Auto Withdrawal discounts
- Acorns- investing & saving
- Budgeting Apps
 - Mint – budgeting app
 - You Need a Budget (YNAB)

Right Experience, Right Customer – Gen Z

- 11 - 26
- Digital-natives
- Use social media to discover brands and products
- Loyal, won't switch for bargains
- Demand high quality experiences

Right Experience, Right Customer - Millennials

- Mid-twenties to early 40s
- Largest demographic in U.S. (72.26 million)
- Estimated \$9.38 trillion in total wealth
- Buy with their convictions - sustainability, social justice, charitable causes and their community.
- Loyalty rewards sway them. Retail Dive reports 66% would switch brands for more loyalty rewards.

Right Experience, Right Customer – Gen X

- 43-58 years old
- Most conservative customers.
- \$42.16 trillion in wealth.
- Require trust and build relationships.
- Most likely to patronize local, independent businesses.
- Like a bargain.
- Share data to optimize their experiences.

Right Experience, Right Customer – Baby Boomer

- 50s through mid-70s
- Smaller demographic but spends \$71.08 trillion.
- Shopping is a social activity.
- Demand excellent service.
- Discovered convenience of online shopping.
- 87 percent research products on websites

Right Experience, Right Customer

- Underserved & Paycheck to Paycheck
 - Traditionally, high price for managing money outside of the digital economy
- New banking apps reduce friction, build financial health
 - Cash App
 - Chime
- Underserved need a different experience not just cash payment.



Takeaways

- Leave the prescriptions to the doctors.
 - Performance based outcomes.
 - Leverage existing omni-channel payment networks.
- Let the market drive the customer experience:
disruptors = better experience.
 - Amazon
 - Netflix
 - Uber
 - Airbnb

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