

# WELCOME TO THE NEW SERVICES ECONOMY

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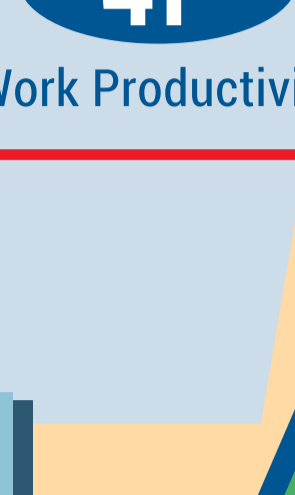
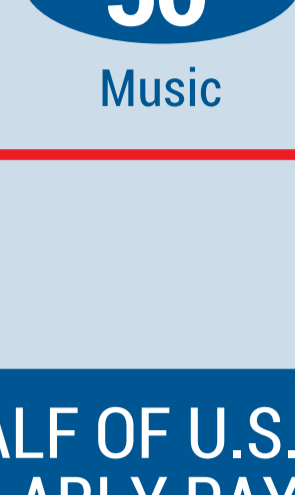
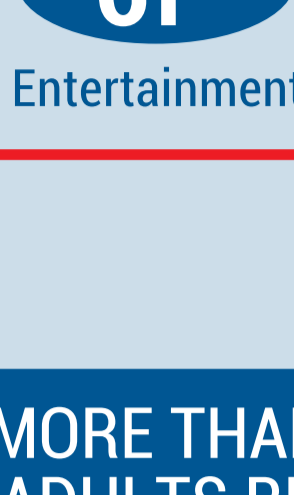
**PRODUCTS ARE DEAD. SERVICES ARE THE NEW PRODUCT.**



OF U.S. ADULTS USE ONLINE SERVICES EVERYDAY



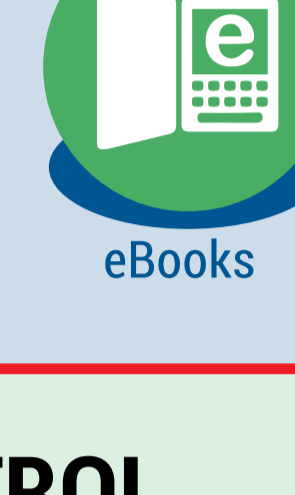
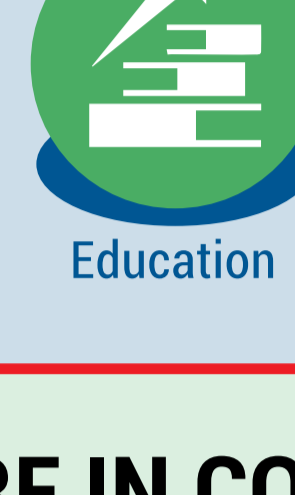
ENTERTAINMENT AND MUSIC SERVICES DOMINATE ONLINE SERVICES MARKET, FOLLOWED BY WORK PRODUCTIVITY AND EBOOKS



MORE THAN HALF OF U.S. ADULTS REGULARLY PAY FOR ONLINE SERVICES



TOP THREE SERVICES FOR CONSUMERS:



2

**BUYERS ARE IN CONTROL. CUSTOMER EXPECTATIONS ARE CHANGING HOW ONLINE SERVICES SHOULD BE SOLD AND DELIVERED TO CUSTOMERS**



CONSUMERS ARE MORE WILLING TO PAY FOR AN ONLINE SERVICE IF IT'S ON THEIR OWN TERMS



FACTORS THAT WOULD INCREASE CHANCES OF PAYING FOR SERVICES:



CONSUMERS PREFER FREEMIUM



BEGIN WITH FREE LIMITED CONTENT WITH THE OPTION TO PAY FOR MORE

TOP TWO WAYS OF DISCOVERY:

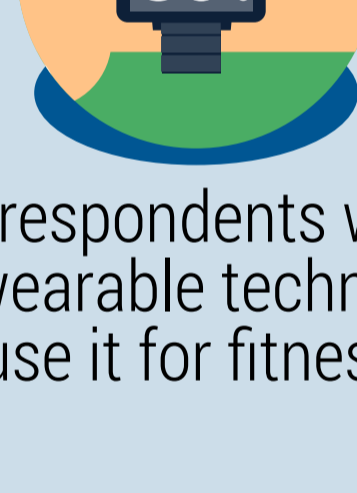


TOP TWO WAYS OF PURCHASING:



3

**INTERNET OF THINGS = PRODUCTS ARE NOW VEHICLES TO SELL SERVICES**



of respondents who use wearable technology, use it for fitness



CONSUMERS WOULD BE MORE INCLINED TO PURCHASE WEARABLES IF THEY COULD EXTEND WITH ADDED SERVICES, SUCH AS:



Serving as a personal shopper assistant



Ability to make payments

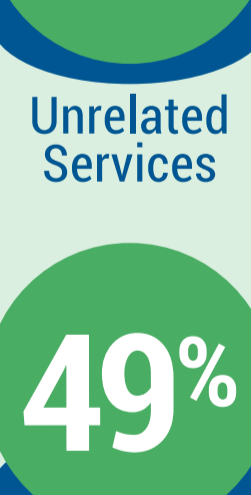


Ability to add new services and apps to the device

4

**THE COMPLEXITY GROWS AND BECOMES A CHALLENGE TO SCALE AS BUSINESS GROWS...**

AS A WARNING TO PROVIDERS, TOP COMMON COMPLAINTS INCLUDE:

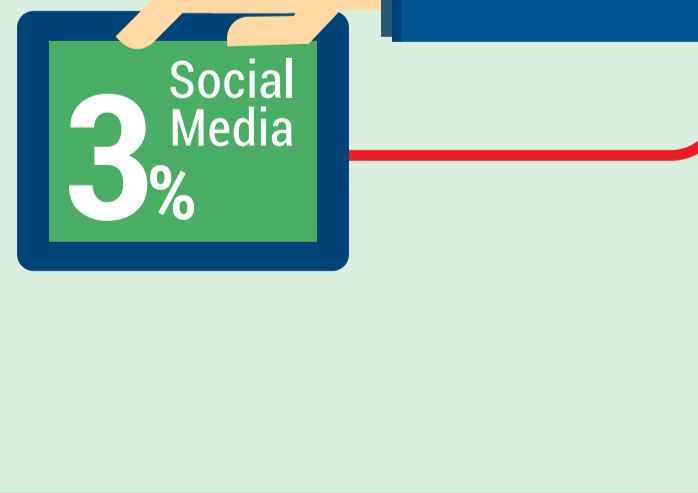


**61%** OF CONSUMERS FIND CUSTOMER SUPPORT (INSTANT AND 24/7) **OPEN 24/7**

As the biggest missing service feature from online service providers



TOP WAY OF GETTING ANSWERS TO CUSTOMER SERVICE QUESTIONS:



OF CONSUMERS DO NOT REMEMBER TO UPDATE THEIR CREDIT CARD



OF U.S. ADULTS FIND UPDATING CREDIT CARD INFORMATION FOR ONLINE SERVICES A HASSLE AND ONLY UPDATE WHEN PROMPTED

