Reaching For The Unreachables
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Consumers consider the following trustworthy:

- Their doctor 67%
- Their bank 63%
- The media 30%
- Professional sports teams 29%
- The government 27%

Base: 1,000 US online adults; Source: Forrester Research
U.S. Consumers

71% have a clear sense of what they stand for

55% prefer to buy brands that reflect their personality rather than the latest style

41% want to buy from a company that is closely associated with social, environmental, political issues

Base: 1,000 US online adults; Source: Forrester Research
“As divisions deepen, companies must demonstrate commitment to the communities where they operate, particularly on issues central to the world’s future prosperity.”

Larry Fink
Chairman
and CEO
BlackRock
“My organization lives up to its stated values.”

Source: Forrester’s Q3 2019 Customer-Obsessed Operating Model Online Survey
53% “My firm’s approach to CX shows customer empathy.”

Source: Forrester’s Q3 2019 Customer-Obsessed Operating Model Online Survey
Human
Fundamental
Invisible
People demand values-based companies because they search for meaning.
MEANS

M Morality
E Engagement
A Awareness
N Network
S Satisfaction
Morality
Engagement
Awareness
Behind the Product

The Tee and Sweatshirt Factory

Everlane started with a luxury tee, and now we produce over 20,000 a month.
Network
Satisfaction
ten trees planted for every item
When meaning is part of your business strategy, it becomes a means to prosperity.
1 Know your values and own your values.
Among companies that continuously state and reinforce values:

- 86% expect stronger customer relationships in the next five years,
  compared to 73% of the average
- 79% expect to become the most innovative in their category,
  compared to 64% of the average

Base: 1,000 US online adults; Source: Forrester Research
1. Know your values and own your values.

2. Create a values-oriented employee experience first, customer experience second.
“I am very productive at work”

85% of employees that agree with company values compared to 72% of the average

Base: 13,800 US online adults; Source: Forrester Research
“I am likely to stay at my employer”

87% of employees that agree with company values compared to 76% of the average

Base: 13,800 US online adults; Source: Forrester Research
“I recommend my company’s products”

71% of employees that agree with company values compared to 55% of the average

Base: 13,800 US online adults; Source: Forrester Research
1. Know your values and own your values.

2. Create a values-oriented employee experience first, customer experience second.

3. Use values to convey what your brand MEANS.
Does the experience reflect the stakeholder’s Morality?
require Engagement?
expand Awareness?
cultivate a Network?
reinforce Satisfaction?
Among companies that enable people to live their core values:

81% offer a top-tier customer experience compared to 65% of the average

Base: 1,000 US online adults; Source: Forrester Research
Among companies that enable people to live their core values:

37% report double-digit YOY revenue growth compared to 32% of the average

Base: 1,000 US online adults; Source: Forrester Research
Source: Forrester Analytics: Online Population Forecast, 2019 To 2024 (Global) Forrester report

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World online population (in billions)

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<th>Year</th>
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Source: Forrester Analytics: Online Population Forecast, 2019 To 2024 (Global) Forrester report
Fifth most innovative global economy

$7.2 billion investment funding

S$4 billion government-backed innovation fund

48% of consumers say it is rare to find a company that truly innovates.

54% of consumers under the age of 35 agree.

Source: Forrester Analytics Consumer Energy Index Online Survey, Singapore Consumers, July 2019
Moods
Emotions
Risk sensitivity
Thank you

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