

Unlearn to Evolve Toll-Free

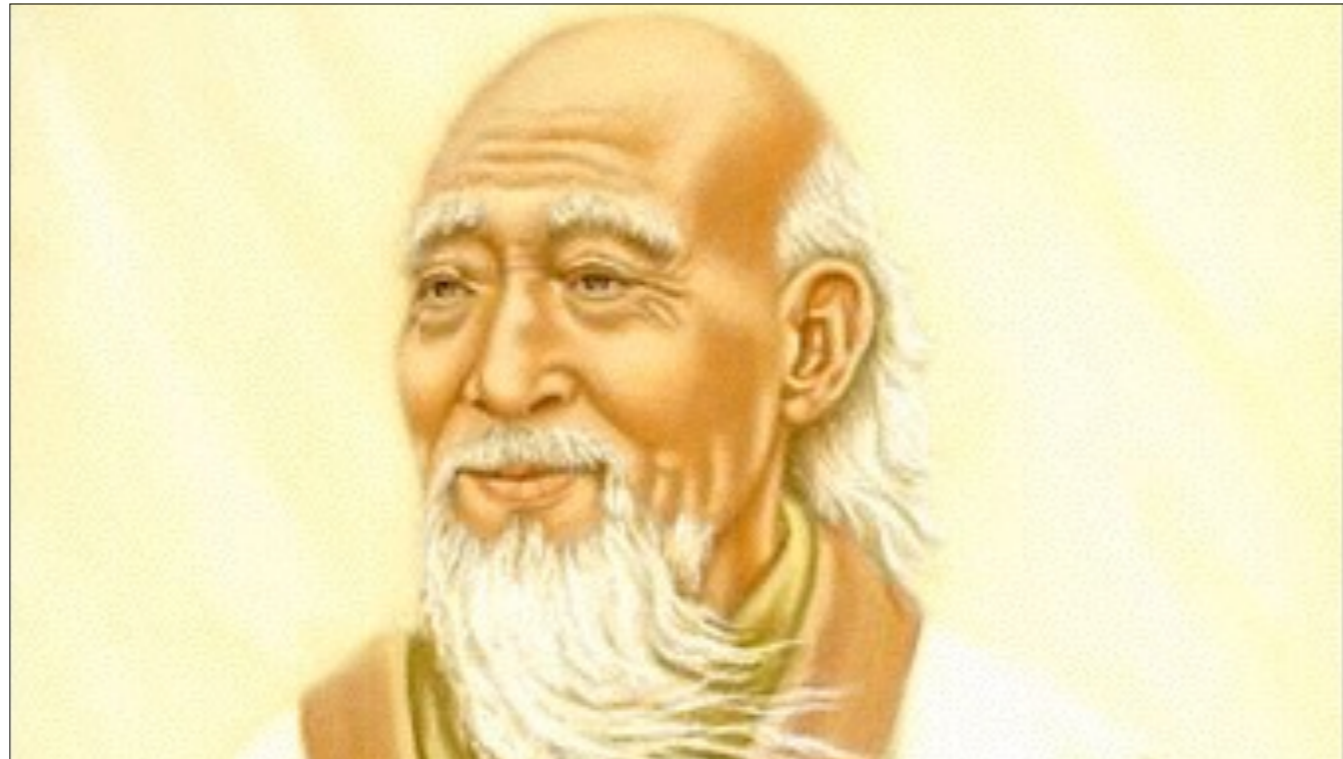


SOMOS
Fort Lauderdale, FL
November 2, 2016

The greatest change is the rate of change

We are transitioning to a period of constant transition





“To attain knowledge, add things everyday;to attain wisdom, subtract things every day”.

So, am I going to make you wiser? No but I am about “these AHA moments”.





To unlearn, remember "The Big AHA"!

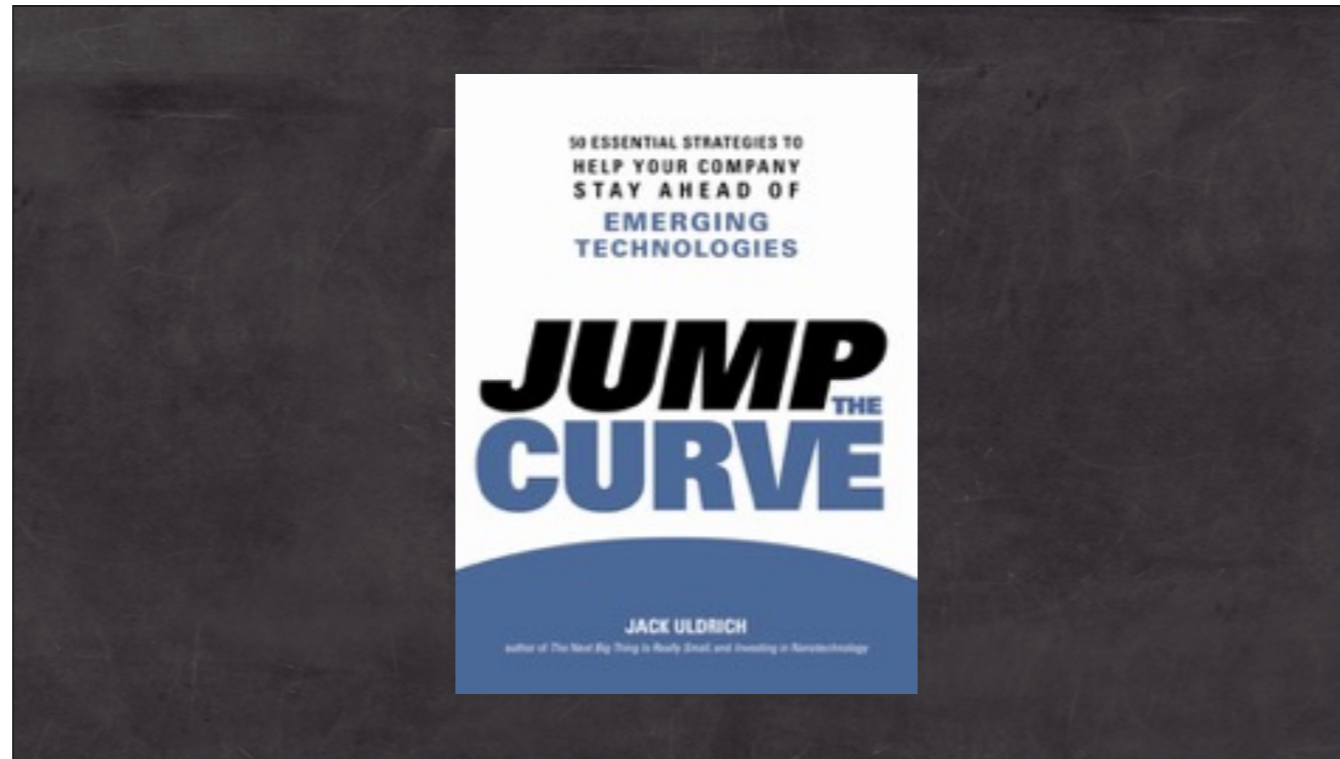


**Let's rewind and
watch it again**

Trane Vision: Together We Win!

What we need to **learn** of new opportunities— like the gorilla
How do we view our customers must change — solutions, not products
How we market and communicate—some techniques will go away



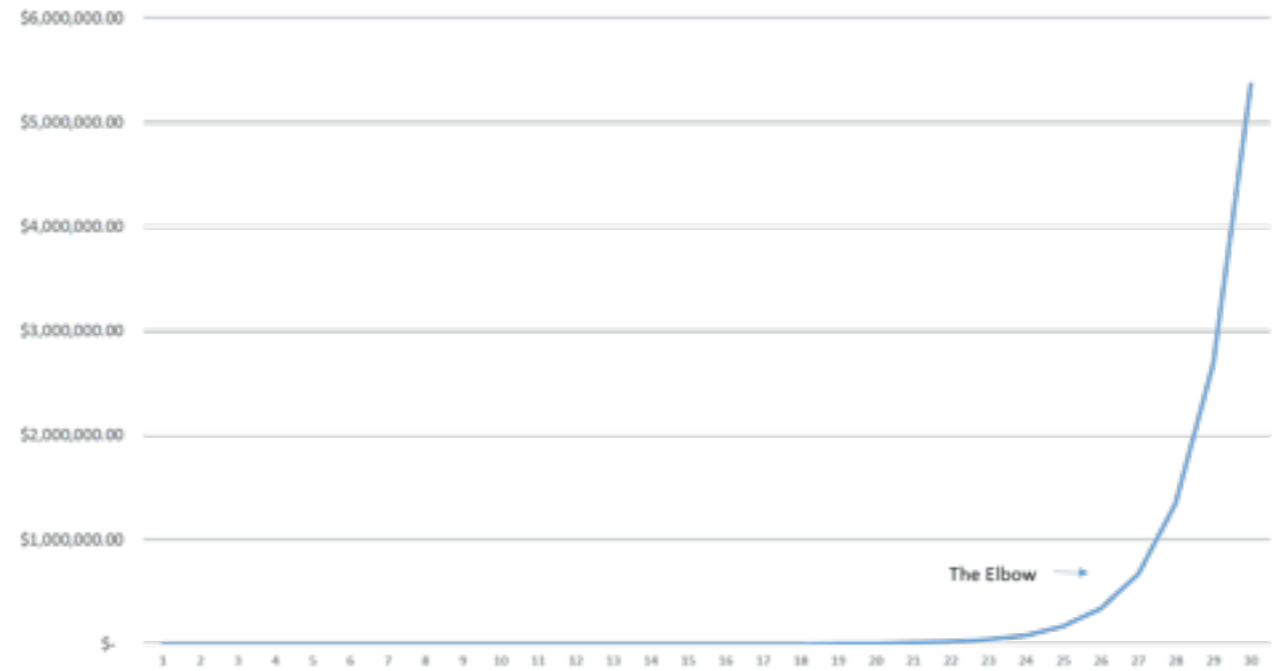


How do you think like a futurist?

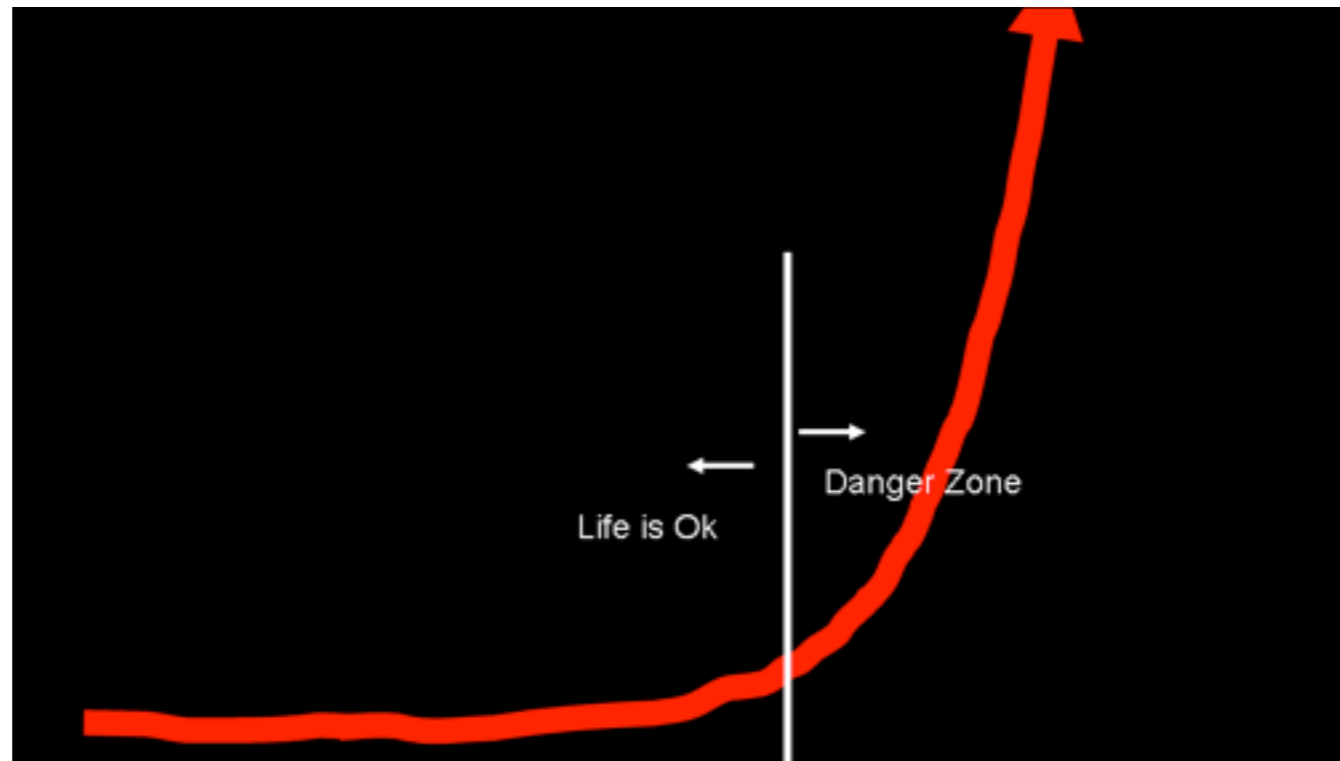


Story of a penny doubling

A Penny Doubled Every Day







Exponential growth takes us into “unchartered —and dangerous- waters.” Computer processing power, data storage, bandwidth, sequencing of human genome, advances in biotech, nanotech, robotics, 3d printing, sensor, big data, renewable energy and the sharing economy







The Internet will come to us.

New methods of work?



Trend #2: Augmented reality

July 2016

Pokemon Go ... only 3 weeks old (faster than Twitter, Netflix)

Augmented Reality could be really big trend

1. Explore, engage
2. Optimal learning experience
3. Exercise & creating real communities ...



Picture of a mall ... imagine a toll-free number appearing before a person in an attempt to engage them in an action.

1 Thousand
1 Million
1 Billion
1 Trillion
1 Quadrillion



What is the mathematical relationship between these numbers?

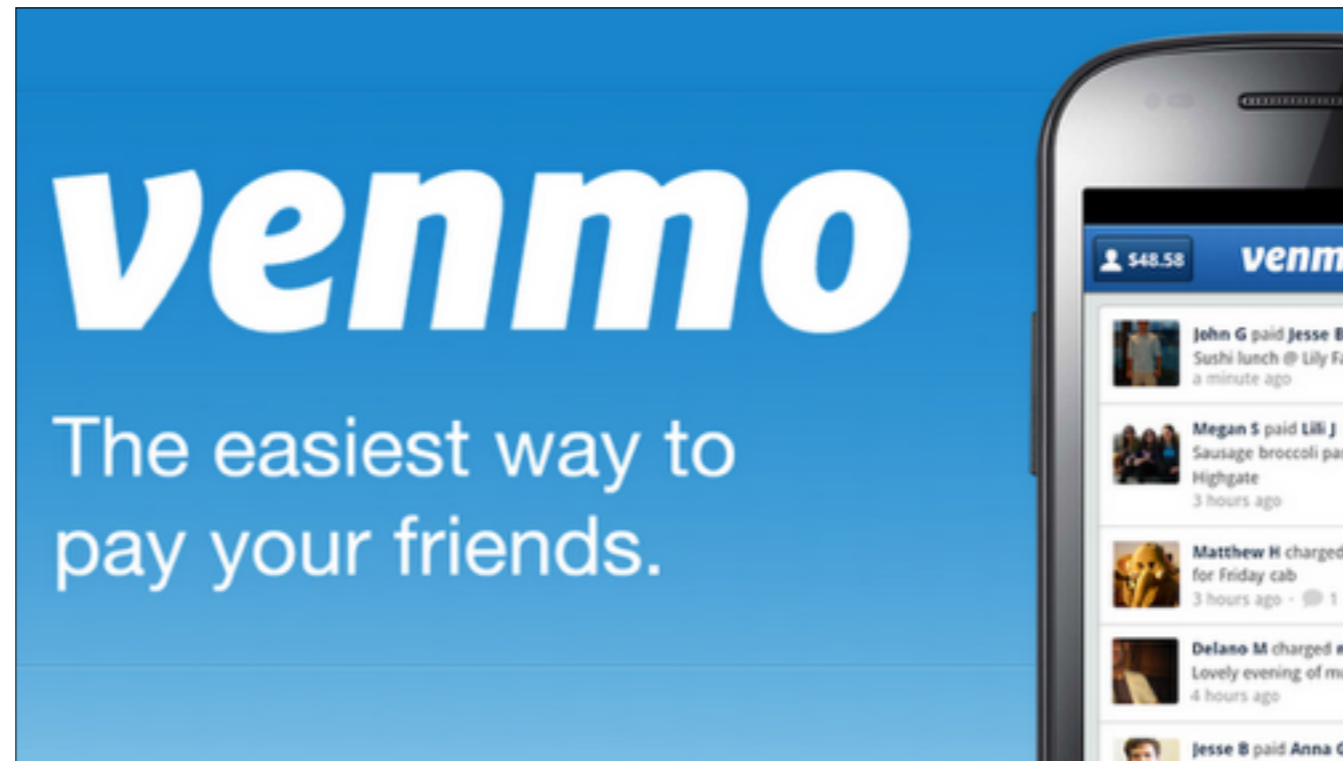


Where we were 18 years ago





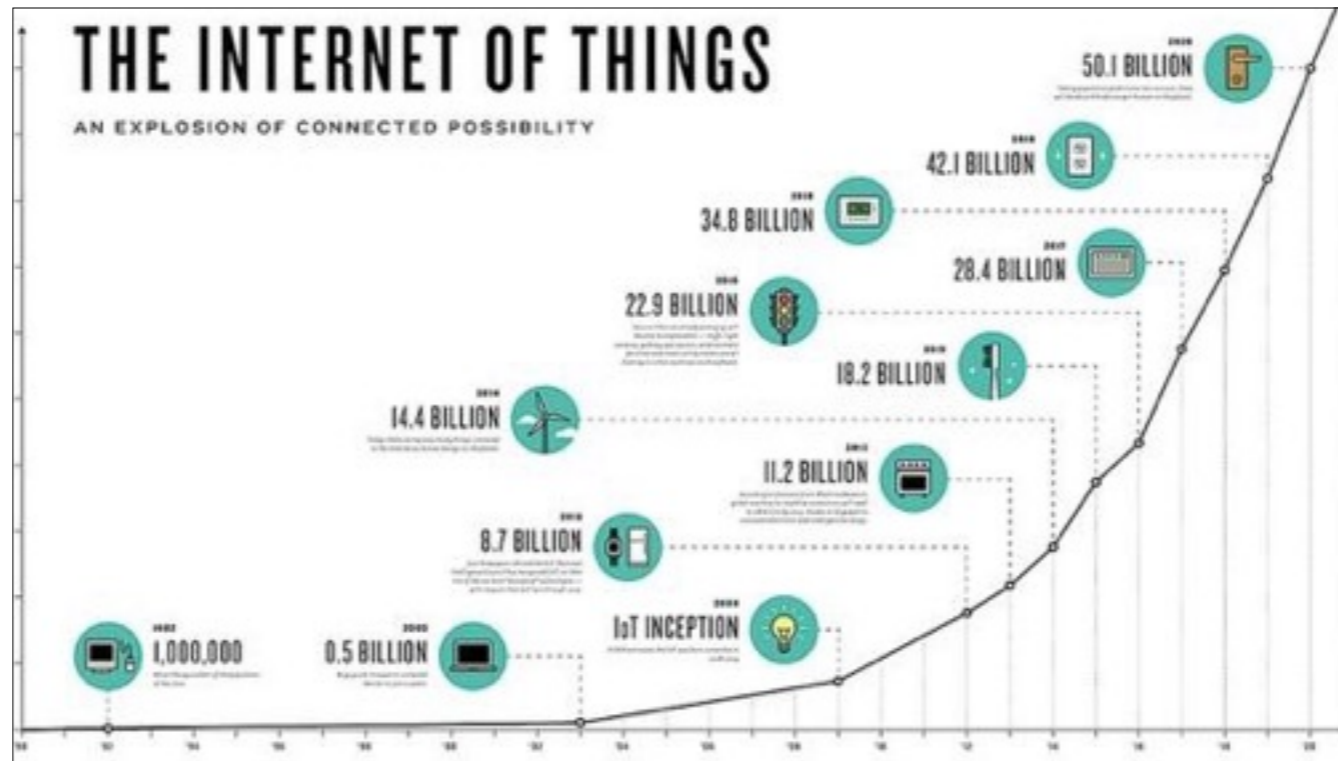
Gen Z ... 82 million
Millennials ... 83 million
Boomers ... 76 million



Venmo ...

40% of Gen Z have never set foot in a physical bank.

Toll-free payment methods?



The Internet of Things will transform manufacturing, retail, healthcare, energy, and agriculture.



Your goal ... how did they do that?

Create a connection

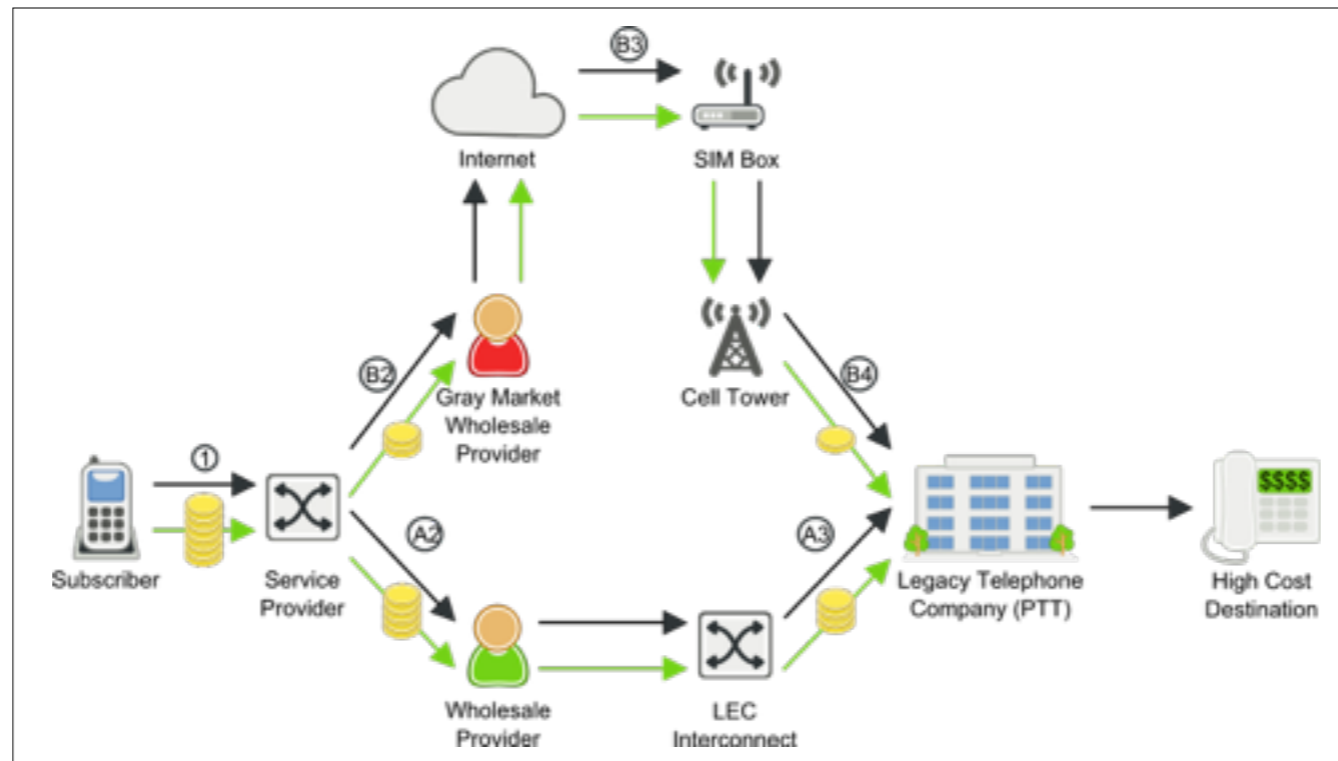


Trend #6: Artificial Intelligence/computer processing power

IBM Watson ... 80 trillion calculations per second



One insurance company is using artificial intelligence to prevent fraud.



Prevent toll free fraud





How do you help prevent hearing loss before it ever occurs?

This is where the future is headed.

You will want to talk to a real doctor ASAP ... toll-free may be the solution.

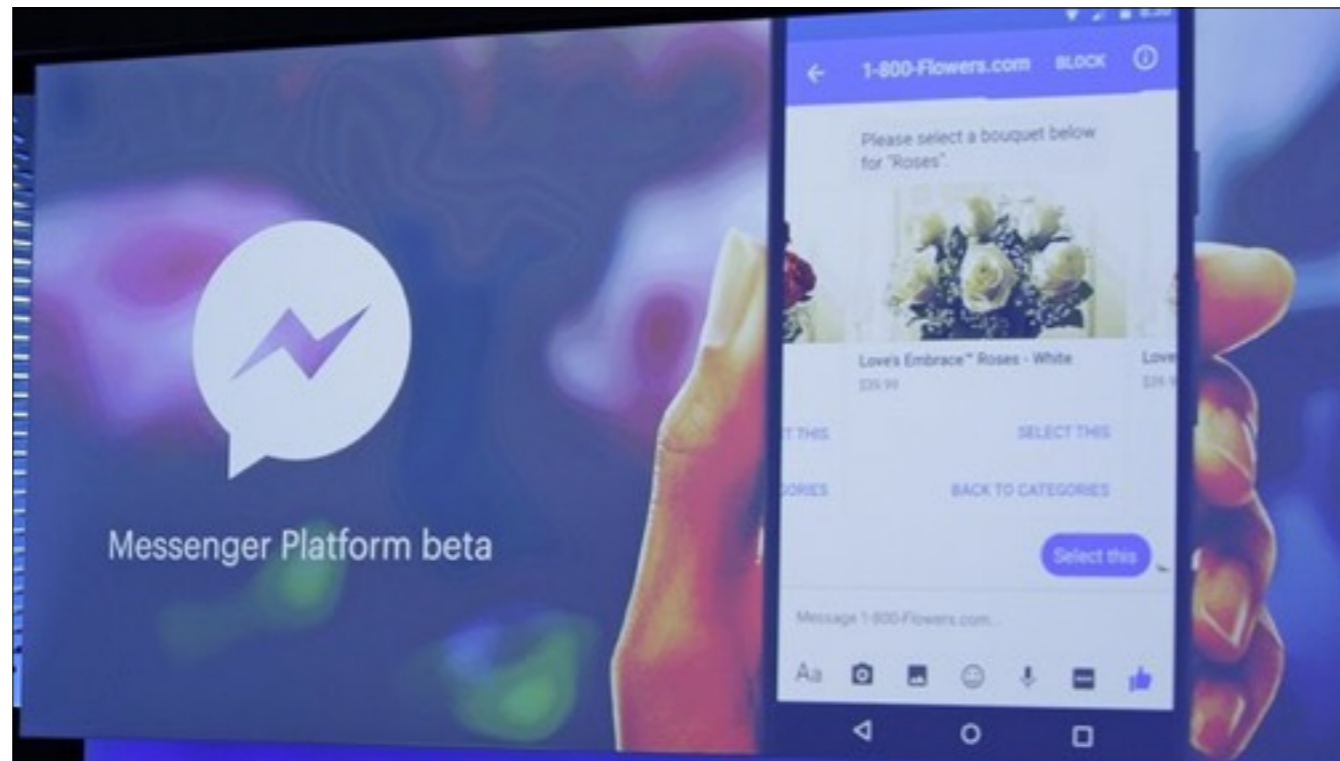
OnStar / Customer service

1 (888) 466-7827

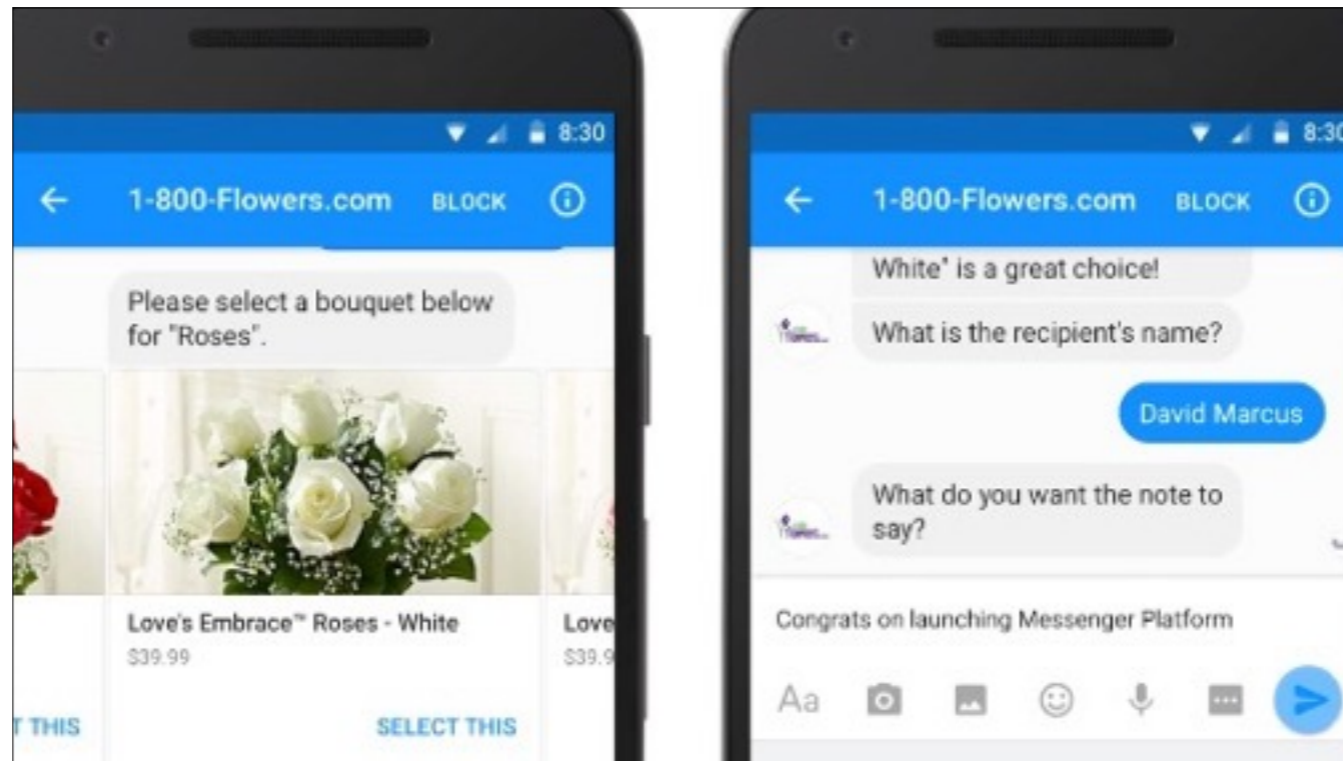


Prevent toll free fraud



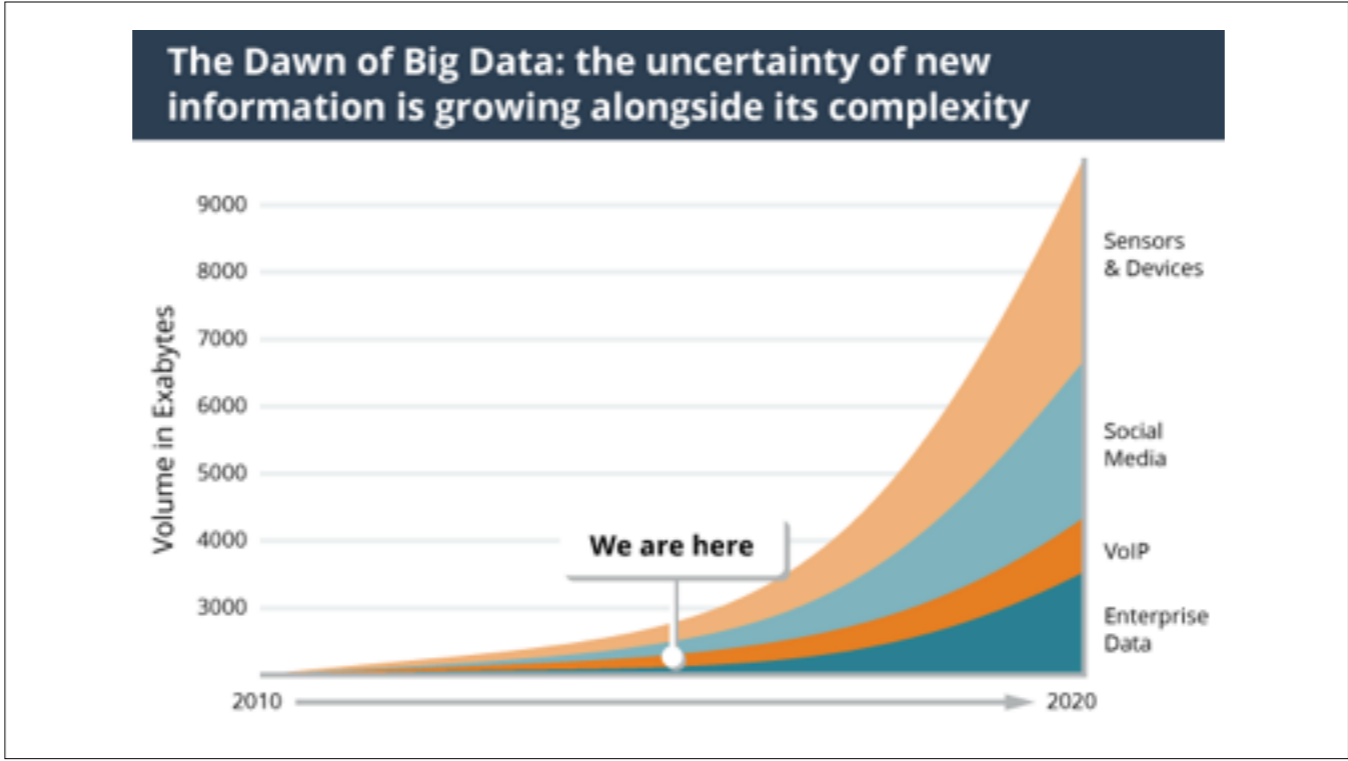


Chatbots ... an emerging trend. Trend #13?



What is your AI strategy?

1-800-Flowers has one ...



Trend #7: Big Data/Data Analytics



Where we are today: Echo



And it wants to “deliver everything in the world.”



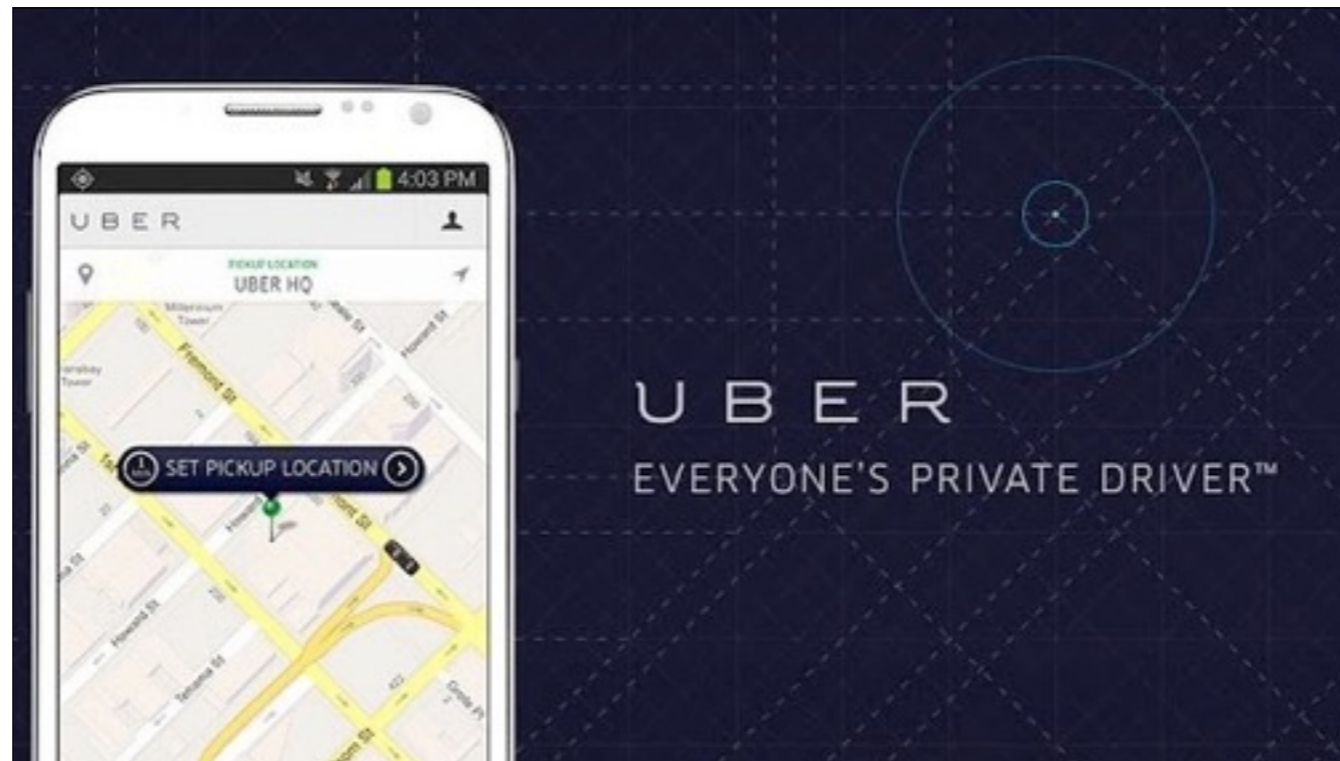


You must unlearn!





Just as yield signs are yellow and black anymore ... either are taxis



Trend #9: Collaborative Consumption/Sharing Economy

Uber \$40 billion



More toll-free numbers ... as small restaurants leverage this platform.



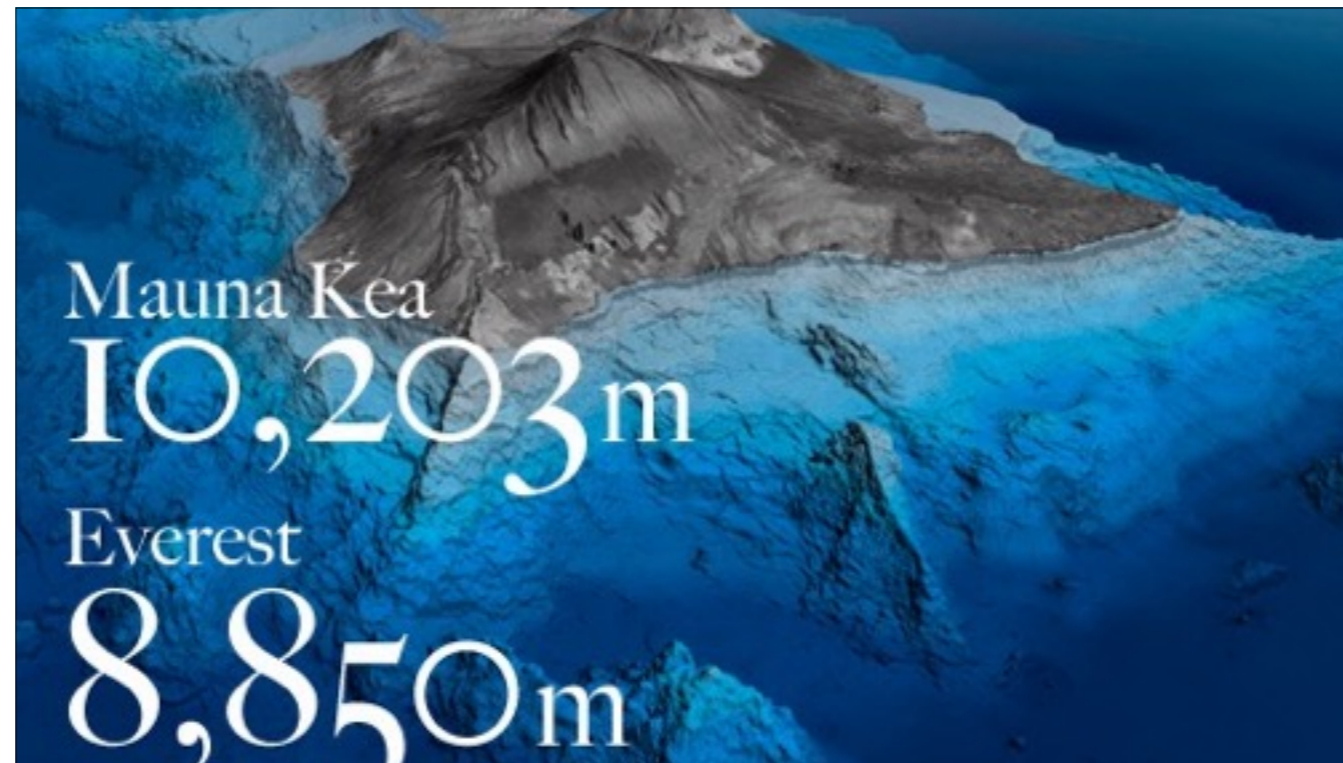


60 million ... 40% may be freelancers by 2020.

Will many of them advertise using toll-free? Yes!



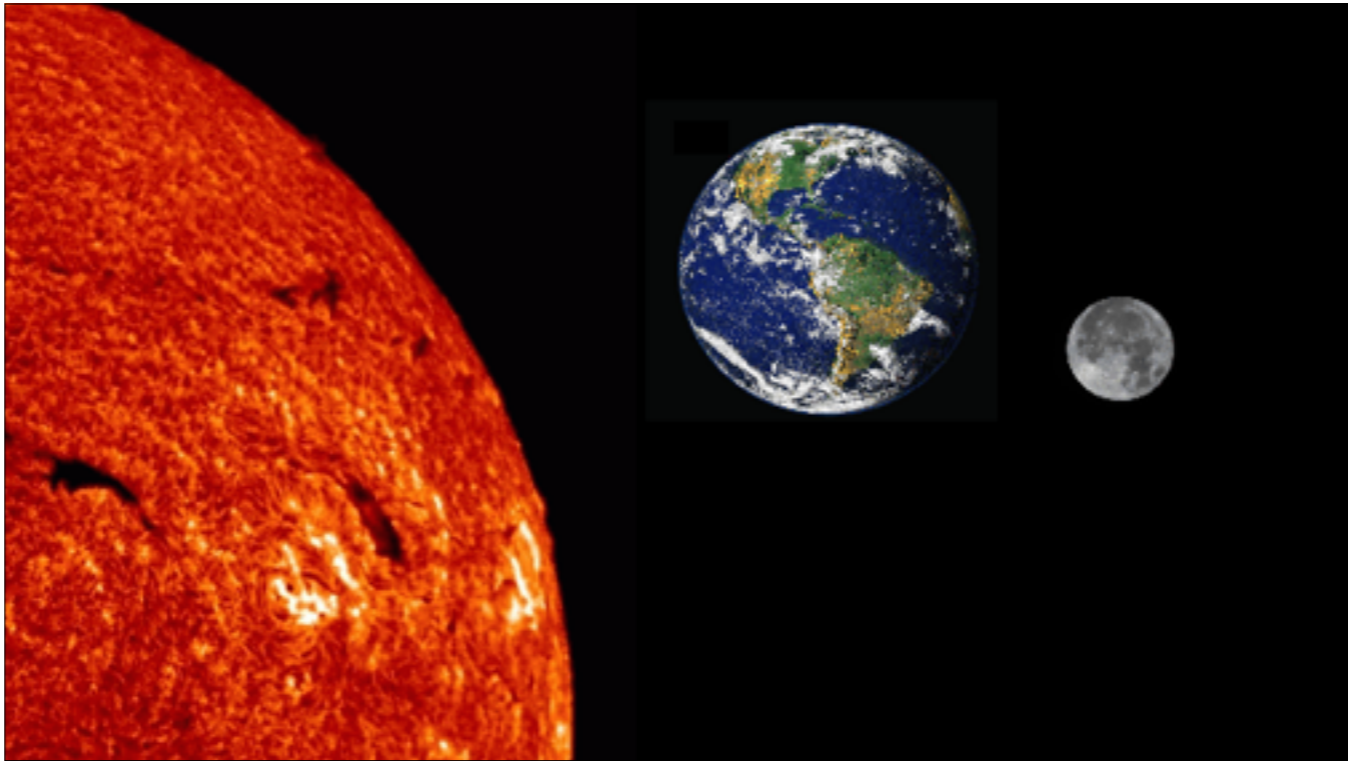




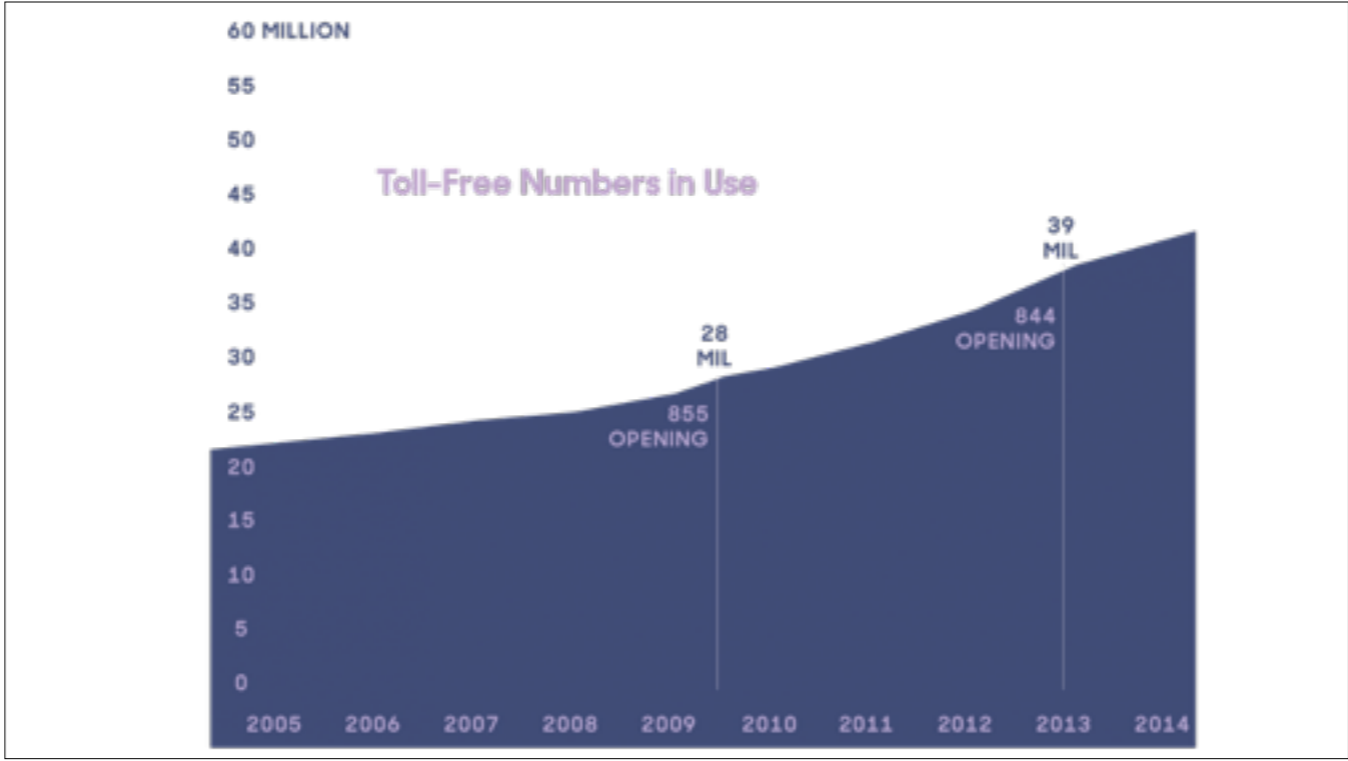


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As an example, Amazon is now building physical bookstores because people want interaction.

They will want more phone calls.



Toll + texting + chatbots

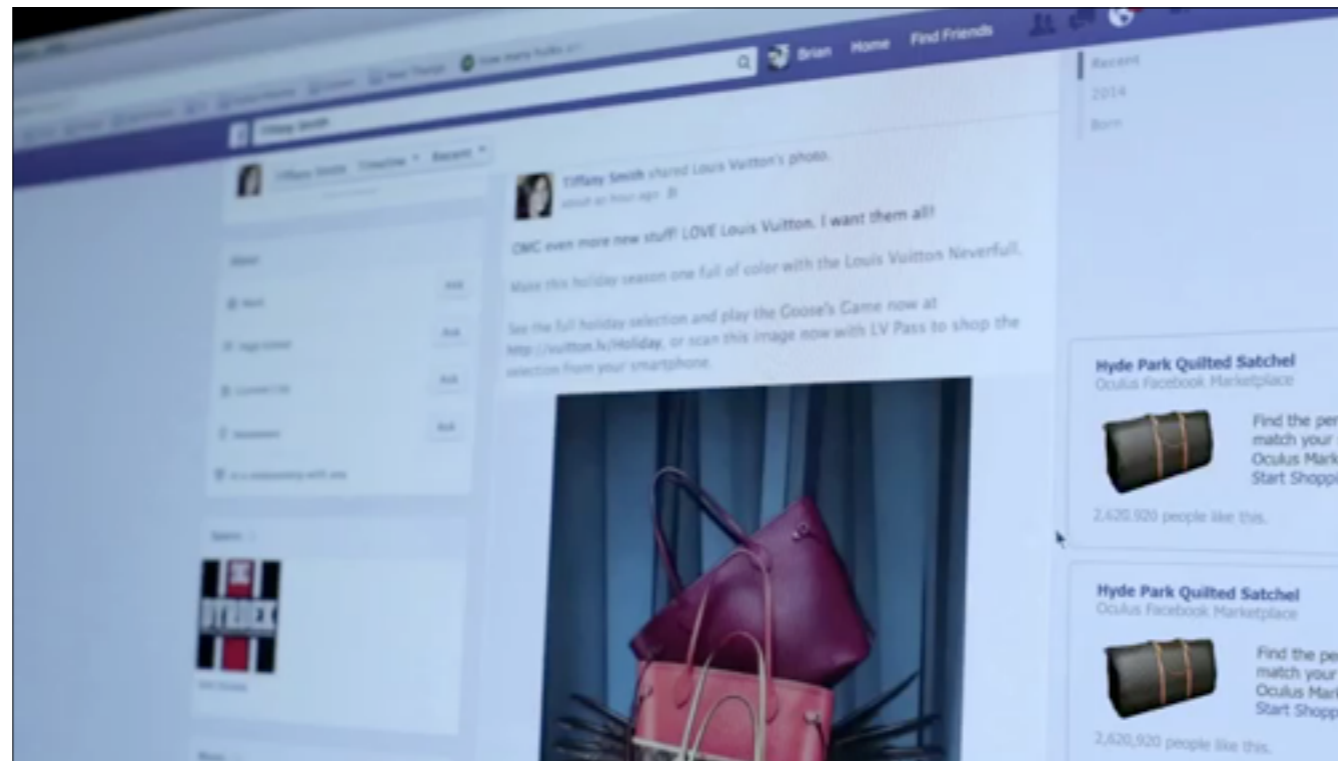






How Chatbots are Revolutionizing Customer Service on Social Media

Maybe you think Chatbots are dumb ... or virtual reality

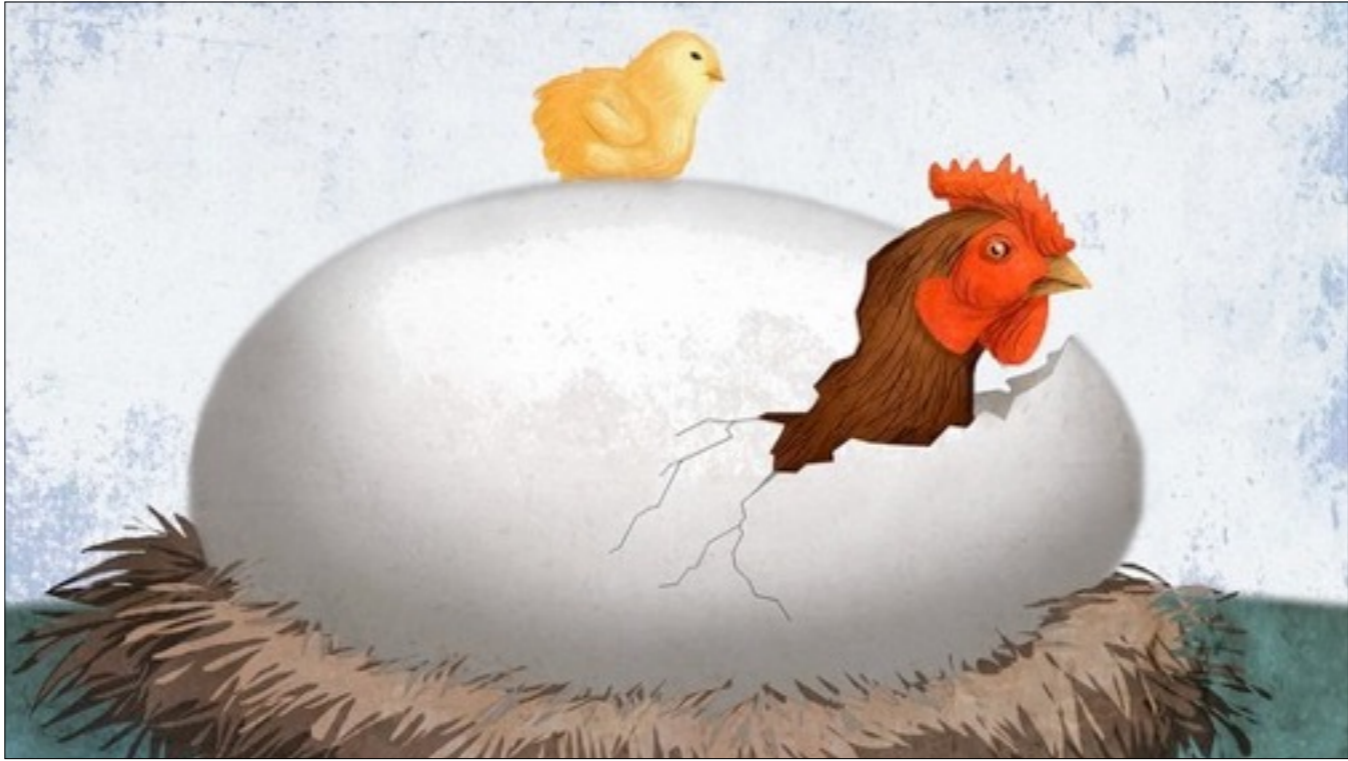


The retail experience could soon be transformed.

Small mom and pop stores will want a “physical” presence and, perhaps, toll-free number to convey legitimacy.



To get into virtual reality ... virtual education!!!!!!



Get a reverse mentor



DIFFICULTY: MEDIUM

WHAT IS THE NUMBER OF THE PARKING SPOT
THE CAR IS PARKED IN?



TRUL



Technology can't do everything ...



Have you been paying attention?

Another little test ...







4G ... 1400-fold faster

5G ... 100X faster than 4G (Download movies in second vs minutes) by 2020

“The 2G networks were designed for voice, 3G for voice and data, and 4G for broadband internet experiences. With 5G, we’ll see computing capabilities getting fused with communications everywhere, so trillions of things like wearable devices don’t have to worry about computing power because network can do any processing needed.”



Trend #5: Mobile/wireless/telmedicine

Mercy's new \$54 telemedicine center opened in July of 2015.

Will "see" 3 million patients by 2020

300 clinical works monitor 2500 beds in 34 hospitals

35% decrease in average length of stay!

30% fewer deaths!



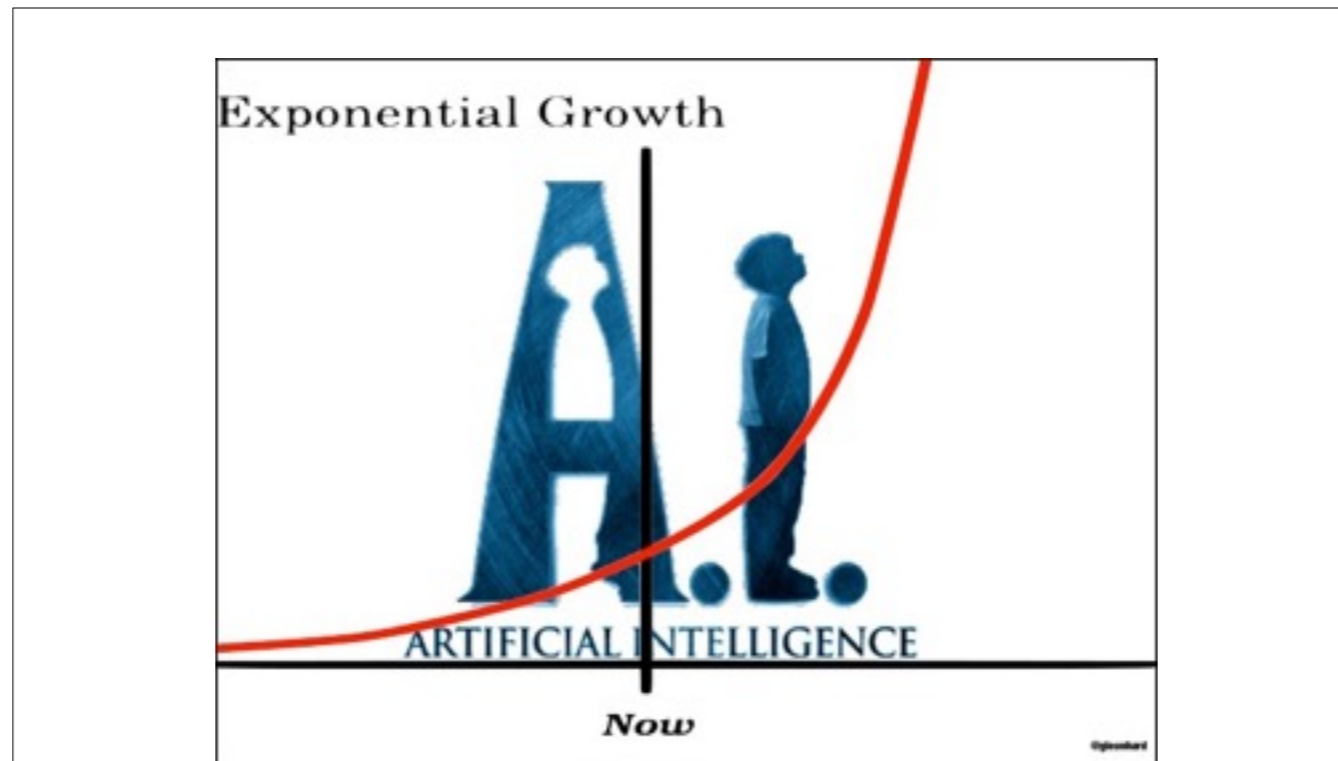
Keep Your 1-800

Customers already call your toll-free number.
With Teckst, we magically text-enable that
same number so you can send and receive
texts, images, videos, and more with
customers.

New company called Teckst.



Think Twice ... you might be on “thin ice”



What is your AI strategy?

Melody

Baidu's AI Medical Assistant provides medical diagnostic services. Please describe the patient's symptoms.

My baby was born prematurely. His skin looks yellowish and so are his eyes. What is happening?

How old is the patient?

2

Is the patient experiencing any of







What is your AI strategy?



Think different



Aymara ... lives in the Andes (Bolivia and Peru) when thinking about the past they gesture in front ... "oh, that's in the past"; when speaking of the future, "they gesture behind.

Sounds, strange, but its a good way of thinking about the future

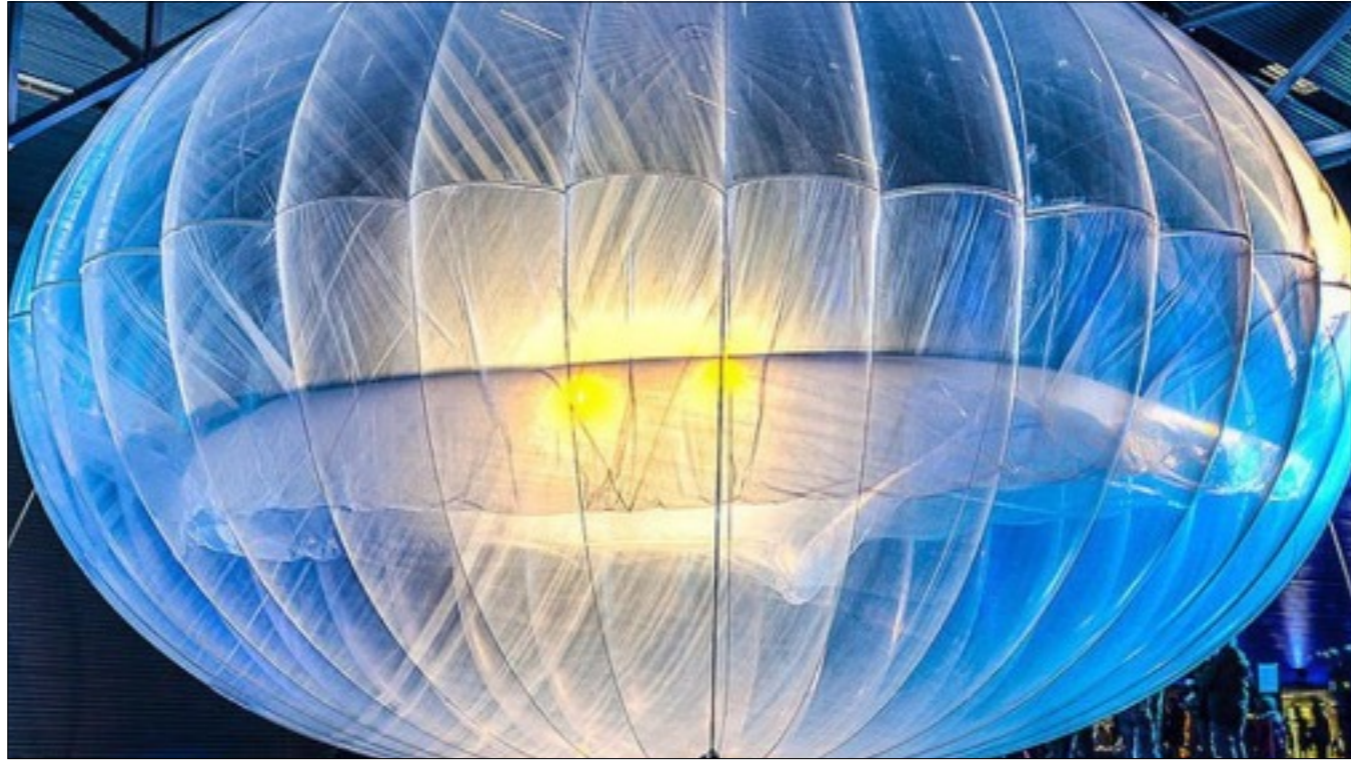
I love that paradox



White glove customer service

Toll free is a luxury ... human connection.





By 2020 everyone on earth can have access to the Internet,



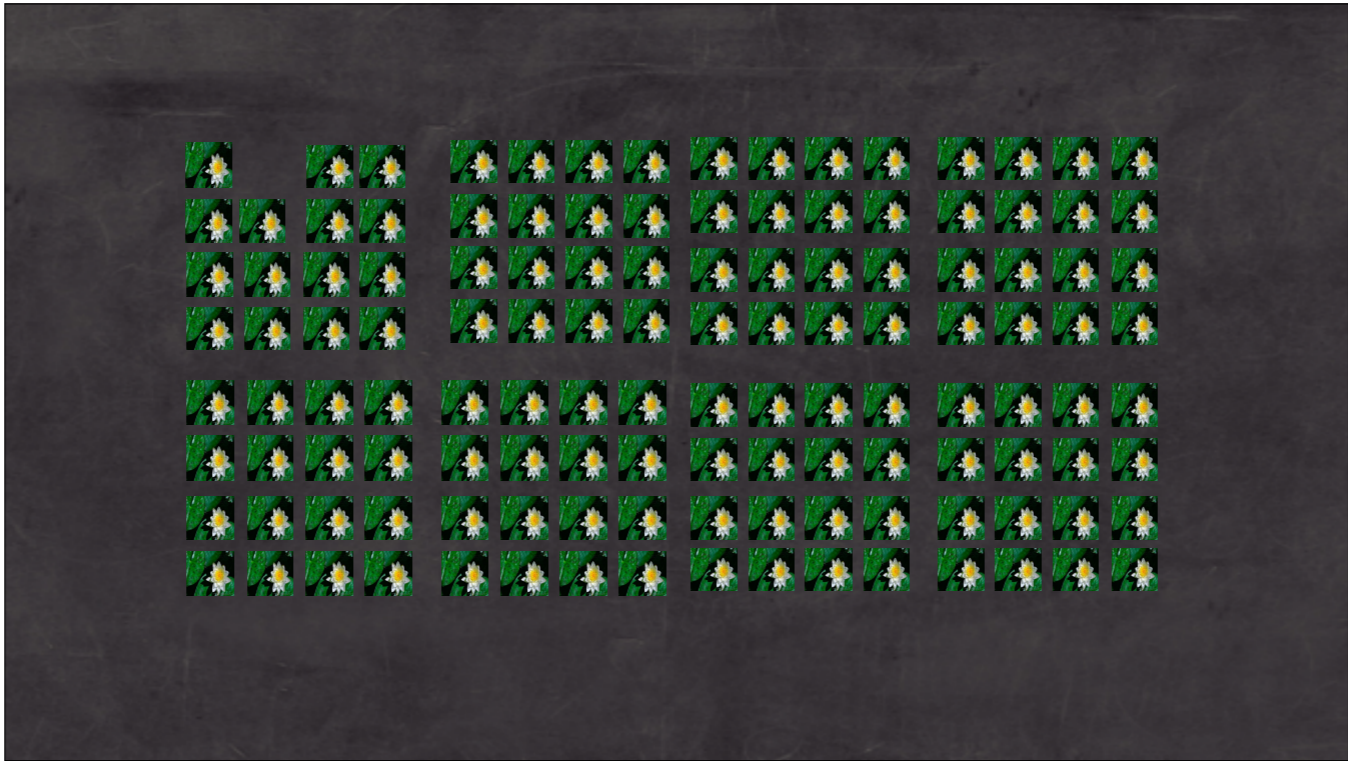


Question:



Why the future will arrive sooner than you expect.

Here is a simple analogy that explains why.



If a lilly pad doubled every day for a month, on Day 20 how much of the lake would be covered?



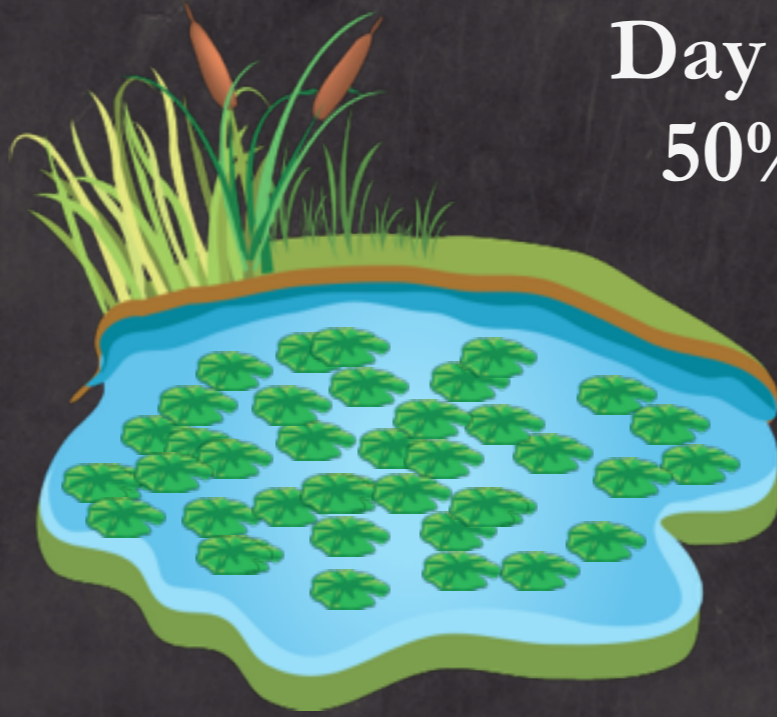
20 doublings only cover .1% ... but what happens over the next ten days is amazing:

- Day 20: 0.1
- Day 21: 0.2
- Day 22: 0.4
- Day 23: 0.8
- Day 24: 1.6%
- Day 25: 3.2%
- Day 26: 6.4%
- Day 27: 12.8%
- Day 28: 25%
- Day 29: 50%
- Day 30: 100%

Day 25
3.2%



Day 29
50%





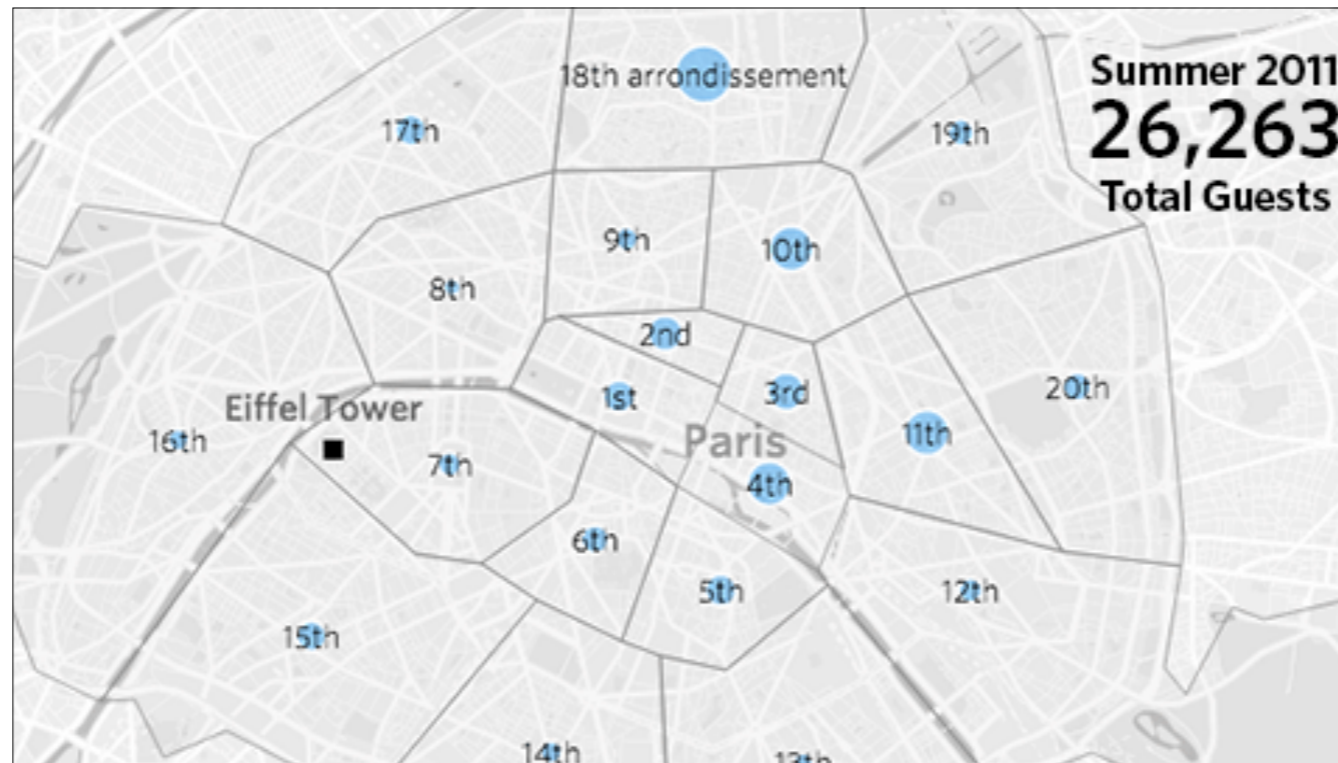
The lesson is this: We are only at Day 20 ... the really big change is just ahead of us!



30 years ago, mobile devices big, clunky, expensive and rare



Today, they are everywhere. Paradigm shift!



Here is a living, breathing example of the lilly-pad-like exponential growth.

Don't think it can happen to Grant Thornton's clients?

Think again ...





