

## Personality without People

Digitisation and automation are inevitable in the long-term – but how are consumer attitudes affecting uptake of these services?

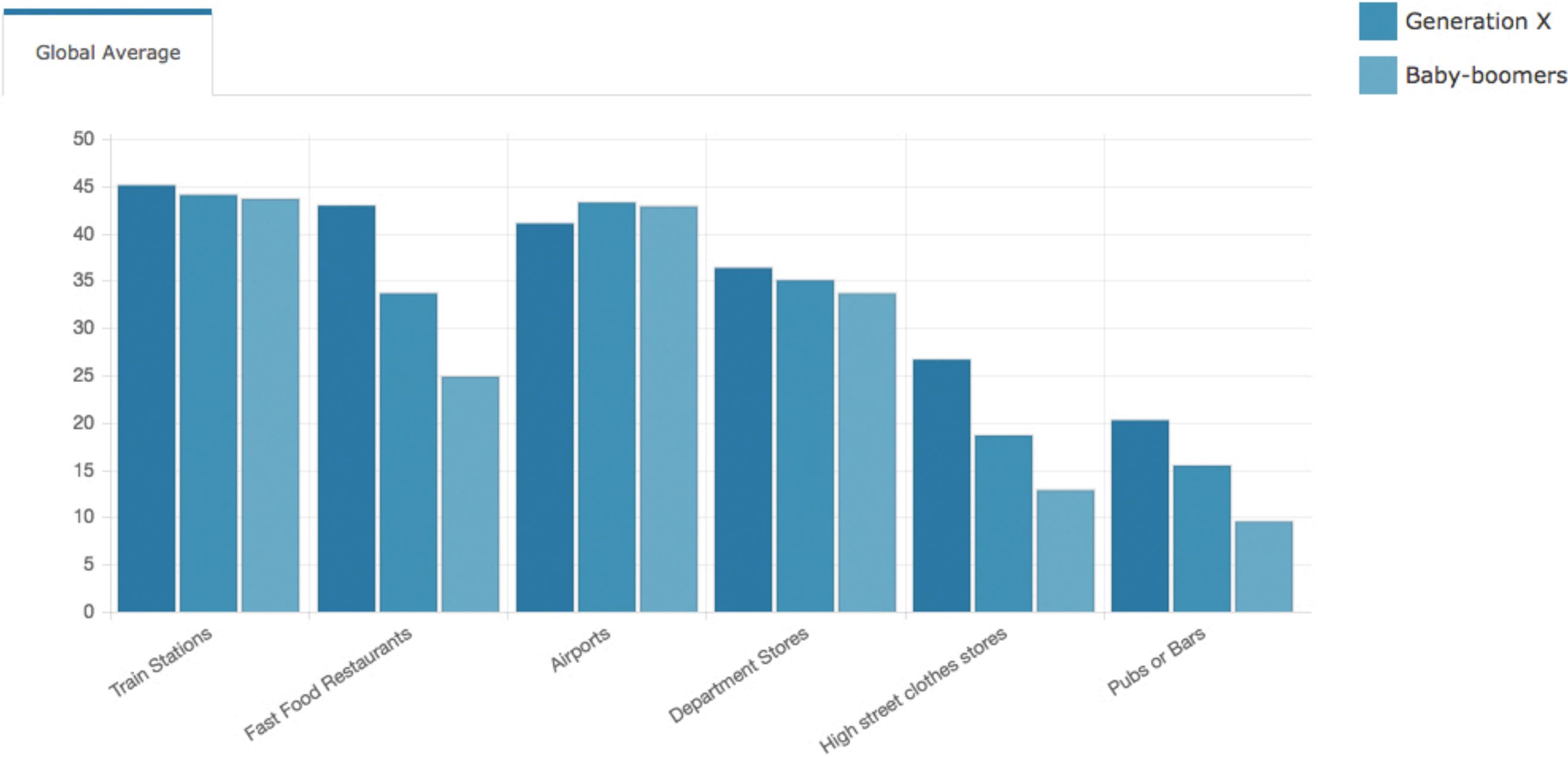
Where do mentalities today stand around online remote service? In-person automation?



### Depop!

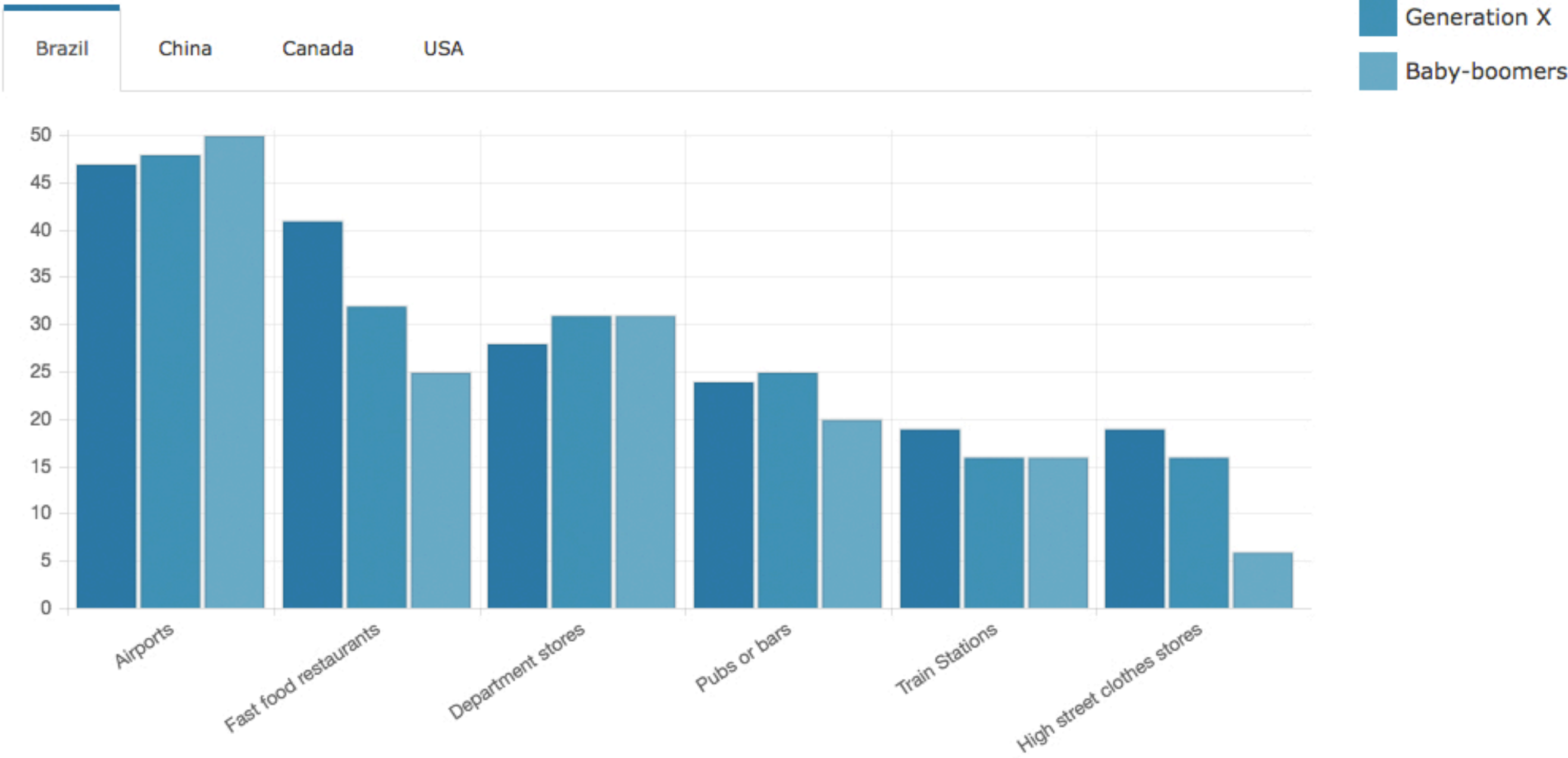
The Depop trend shows how strong appetite for automated services in the real world is between generations and regions. From self-check-in at the airport to self-service terminals at a fast-food restaurant, automated services are slowly but surely making their way into an increased number of contexts.

Preference for self-service in various tourist locations – Global average



Source: nVision Research | Base: 25,258 online respondents who have used self-service technologies aged 16-64 (Indonesia & S. Africa 16-54), 2015 February

Preference for self-service in various tourist locations – Key extra-European markets:



Source: nVision Research | Base: 8 – 2968 online respondents who have used self-service technologies aged 16-64 (Indonesia & S. Africa 16-54), 2015 February

Tomorrow’s consumers will demand a much more complex, nuanced portrait of convenience than before

Immediacy will become an expectation rather than a benefit

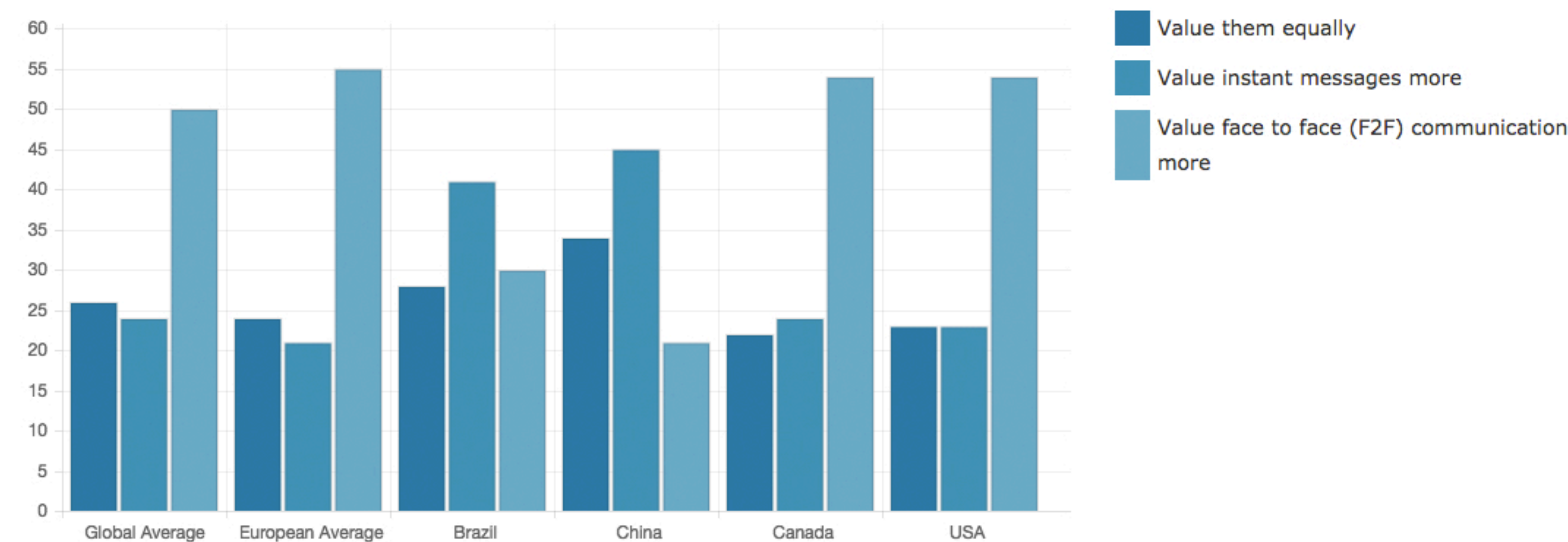
An increasingly significant proportion of the transactions will no longer involve cash

## Computers Learn Human

### Emojinal Intelligence

The Emojinal Intelligence trend explores the consumer need for emotional expression in a digital world – resulting in the huge proliferation of emoji usage seen in 2015, but also in wider overtures towards providing emotionally responsive channels online.

How do “socialising face to face” and “socialising over instant messaging” compare and differ in importance to consumer overall entertainment?



Source: nVision Research | Base: 1000-5000 online respondents per country aged 16-64 (Indonesia, Mexico & S. Africa 16-54), 2015

Globally, it is exactly 50% who either value socialising over instant messaging equally or more strongly than the face-to-face equivalent. In China, it’s more than twice as many people who explicitly value socialising over instant messaging more highly to their entertainment than socialising face to face.

Learn more about the Cashless Society trend, which explores the new payments innovations from around the world that inbound travellers to Europe will increasingly expect from the destinations.

Download full report!