



BRANDS, ARE YOU READY TO
ENGAGE WITH CONSUMERS
THROUGH WEARABLE TECH?
NEARLY **70 PERCENT** OF
CONSUMERS SAY THEY ARE.

What impact will wearable technology have on customer engagement? Brands understand the consumer is empowered with the ability to influence others via social media and online reviews like never before. Smart brands can, and do, respond by engaging consumers where they are - laptop, tablet, and phone. Now wearables - fitness monitors to smart watches to clothing - are the new frontier in customer engagement.

By understanding what consumers want and how they want to engage via wearable technology, brands can deepen their customer relationships, build brand advocates and reach new audiences. Wearable technologies allow a brand to be in touch with the consumer as they move throughout their day.

Wearable technology - a natural extension of online and mobile channels - is quickly emerging as the latest channel of consumer engagement. Wearable technology presents a new opportunity for brands to deliver a more personalized and informed service; faster checkout; greater access to deals; and real-time input into consumer purchasing decisions.

The goal of our research is to reveal consumer wearable behaviors, beliefs and perceptions and to provide insight, which CMOs and marketing professionals can use to improve their customer engagement strategy across a customer's journey.

We hope that you'll find the research informative and helpful as you develop your customer engagement strategy and delivery platform. Tweet us your feedback at @STARTEKGlobal.

Best regards,
John Hoholik, Senior Vice President of Global Marketing & General
Manager of Customer Engagement Group
Roger Huff, Director of Social Media & Digital Strategy

Listen Up Brands: Consumers Open Up About Wearable Tech Devices

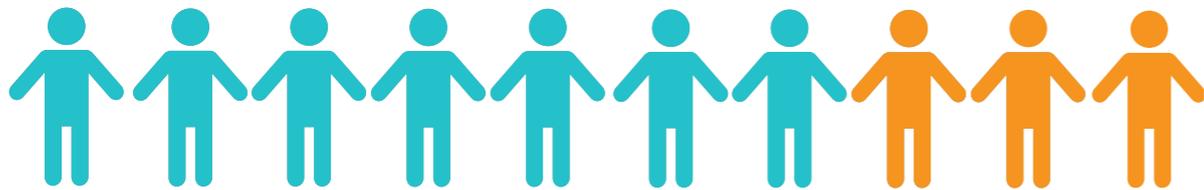
Are Brands Ready to Engage Through Wearable Technology?



Nearly **two-thirds** (64%) of consumers surveyed use their wearable tech daily



One-third of Millennials plan to purchase a wearable tech device in 2015



Three out of ten Baby Boomers don't own wearable tech, but are interested in the technology



Women Want Fitness Devices; Men Want Watches



43%

43 percent of customers surveyed currently own a fitness wearable tech device (22% using Fitbit, 7% Jawbone, 7% Garmin, 7% Nike)



38%

Over one-third (38%) of men are most excited about smart watches



68%

68 percent of women say they are most excited about fitness wearable technology, so are 56 percent of Baby Boomers



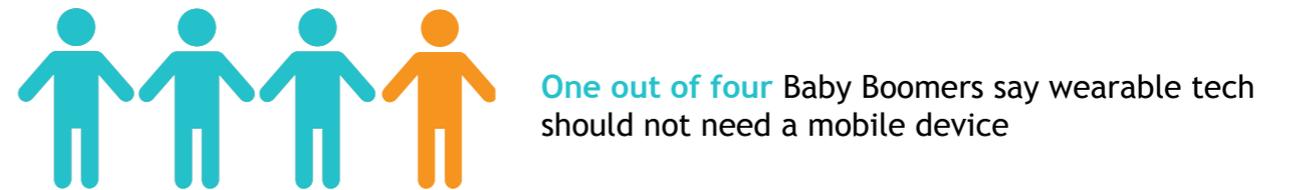
90%

90 percent of consumers surveyed are not impressed by smart jewelry and smart clothing

Consumers Want a Seamless Experience



Consumers Want a Seamless Experience



WHAT WE LEARNED:

Consumers are excited about wearable technology and adopting it quickly - this is an opportunity for brands to take advantage of a new customer engagement channel. Brands need to listen to what their customers want, including an omnichannel experience from phone to social to wearable tech, and create a personalized customer engagement strategy that will successfully take on this new touch point, leaving their competitors in the dust.

Engagement 2.0: Brands Connecting with Consumers via Wearable Tech

Will Wearable Technology Change Social Media Engagement?



7 OUT OF 10 WOMEN

Seven out of ten women do not want access to social media sites such as Facebook, Twitter, Instagram via wearable tech



38%

Yet, over **one-third** of men (38%) and Baby Boomers (34%) want quicker and easier access to social media sites through wearable tech

Are You Engaging With Your Customers Through Wearable Devices?



Three out of four Millennials believe wearable tech is a new way consumer brands can engage with customers



Half of all consumers surveyed say they would buy wearable tech so brands can send alerts and have more insights into their lifestyle

WHAT WE LEARNED:

Engagement 2.0 continues to evolve as new technology is introduced into the market. As brands continue to integrate technology into their engagement strategies, marketers need to understand how each consumer prefers to interact with brands through wearable devices.

With wearable technology, brands have the ability to gain real-time insights - from consumer's preferences to their interactions - giving brands the ability to fully understand their consumers on a personal level. By having a strong understanding on their wearable tech demographic, marketers can develop and share content that is tailored through social media or digital alerts.

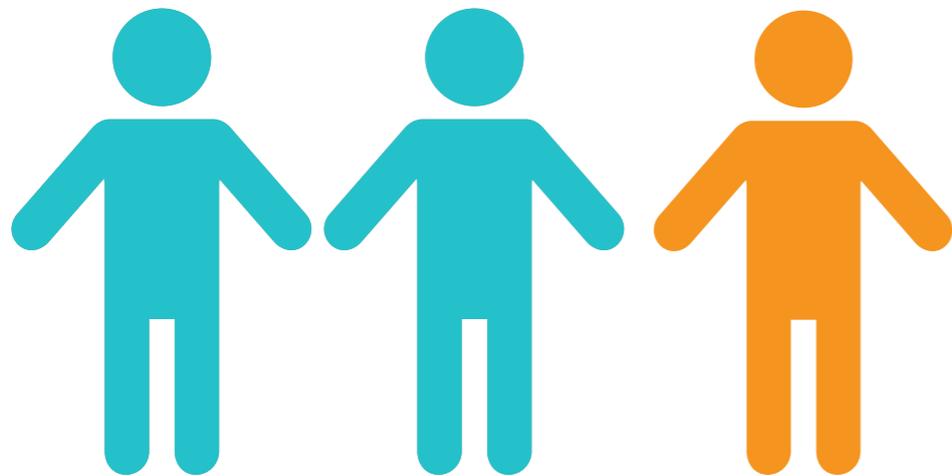
Brands need to understand consumers' behaviors to engage in a private, yet meaningful way.

Wearable Tech Brings Customers to the Center of All Interaction

Are Wearable Consumers Brand Agnostic or Brand Loyalists?



About **three quarters** of consumers say the brand of the wearable tech will NOT influence their purchase decision. Yet, close to **one-third** of men say the brand of the wearable tech will influence the decision to buy it.



Close to **one-third** of consumers say that they would buy a wearable tech device because it

“looks cool”.

Fitness Tech Wearers Ready to Engage; Online Shoppers Not So Much



74%

74 percent think wearable tech will change how they will engage with fitness providers and **22 percent** say in-store and online shopping

One in five men and Millennials think wearable tech will change how they engage with brand advertisement

1 IN 5 MEN

WHAT WE LEARNED:

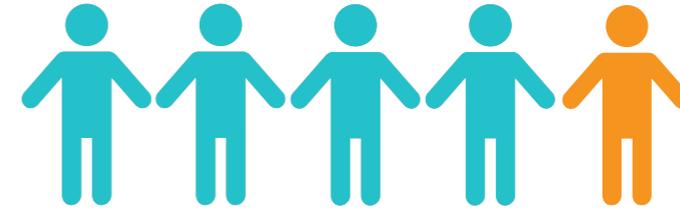
Brands looking to engage with wearable consumers have to realize that the engagement story is shifting from brand to product. Through this product, brands have a direct line of communication to their customers - putting customers at the center of the interaction - personalized and relevant interactions.

Whether focused on meeting fitness goals or shopping for a birthday gift, brands have the opportunity to be top of mind for their customers.

This is the future of engagement for brands. Gone are the days of pushed communication announcements. Today, it's about immediate alerts that are relevant to your customers' goals and personal choices.

Is **Apple** Leading the Way in Wearable Tech Devices?

Consumers Split on Taking a Bite Out of the Apple Watch



Four out of five people do not plan to buy the Apple watch and over **90 percent** of consumers do not think the Apple watch will replace the iPhone



51%

Over half of consumers (51%) expect the Apple watch screen to be too small



54%

54 percent of consumers say the Apple watch is an exciting use of wearable technology

WHAT WE LEARNED:

Apple has a track record of educating consumers on the benefits of new devices so they see added value and utility from the purchase. Even before the Apple watch details were announced in March 2015, consumers had formed strong opinions about purchasing and using new wearable tech. Brands benefit from understanding shifting consumer engagement expectations as they adopt new wearable tech products.

Conclusion

Consumers today are more informed and engaged than ever before - reading reviews, comparing pricing, and talking about products and brands on social networks. Thanks to technology, there are rapidly emerging avenues for brands to listen to that conversation and drive engagement across channels.

Wearable technology presents the latest channel in the omnichannel experience and, our research shows that brands need to create a personalized customer engagement strategy across all channels from phone and email to social and wearable tech.

This new channel offers brands real-time consumer insights, allowing them to gain knowledge of their consumers on a personal level. With a deeper understanding of the wearable tech demographic, marketers can develop and share content that is tailored to the user (or audience).

Technology is only getting more sophisticated and so is the customers' desire for personalized engagement with a brand. Today, consumers are interested in immediate engagement that is relevant to their goals and personal choices.

KEY TAKEAWAYS:

- Wearable technology is the latest customer engagement channel. Brands that take advantage of this emerging channel will be able to deliver a more personalized and informed service; faster checkout; greater access to deals; and more real-time input into consumer purchasing decisions.
- Today's customers are empowered, and brands have a direct line of communication to their customers. By created personalized and relevant interactions, brands can turn their customers into lifetime brand advocates instead of one-time buyers.
- CMOs must understand how their customers prefer to engage with their brand and create a personalized omnichannel engagement strategy to continue to build that relationship.

METHODOLOGY:

STARTEK surveyed **over 1,000 consumers** who own or plan to buy wearable tech this year in February 2015 through an online survey. Responses were collected from both male and female respondents, ages 18-60 in the United States.

The survey consisted of **20 questions**, using multiple option questions with one or more answers. Responses were random, voluntary and anonymous.