EXPERIENTIAL DISRUPTION
Enhance Customer Loyalty & Elevate Your Brand
MEET YOUR SPEAKERS

At Bozzuto Jamie provides strategic direction, overseeing all brand, marketing and public relations efforts for Bozzuto’s top-rated development, construction, property management and homebuilding divisions.

Jamie serves on the advisory boards for the Department of Mathematics for The Ohio State University, Zillow Multifamily and Virginia Tech Property Management. Jamie earned a mathematical theory degree from The Ohio State University, where she was captain of the swim team.

Khushbu Sikaria focuses on long-term innovation strategy and product development for Bozzuto. In her role, she will work with start-ups, venture capital firms and strategic partners to ensure the company remains at the forefront of the evolving real estate tech environment.

Previously, she oversaw upfront project planning and business development as the Vice President of Advisory Services. She has been integral to the growth and expansion of Bozzuto Management Company, including increasing the company’s portfolio to 68,000 in FY17.
WHAT IS EXPERIENTIAL DISRUPTION?

Disruption is no longer something that is only expected of the few global leaders, like Amazon or Apple. Customers now expect every company with whom they do business to constantly evolve and adapt to their changing needs and wants. But the concept of disruption is more than simply implementing the latest technology and hiring innovative minds. It’s research, it’s data gathering, listening and thinking differently. It’s creating something that didn’t exist before that makes us wonder how we lived without it. Our talk will explore the powerful ways in which you can disrupt the customer experience to drive engagement and loyalty and elevate your brand.
Ten Disruptions
Customers aren’t just comparing you to your competitors anymore. They are comparing you to the best service they have ever received. They expect that you are easy to do business, that their experience is great, seamless, and customized.
Convenience, personalization and experiences

Customer experience has fast become a top priority for businesses in 2019.

Customers no longer base their loyalty on price or product. Instead, they stay loyal with companies due to the experience they receive.
Amazon Locker
+ COACHELLA

Planning ahead?
Load up on festival essentials now.

Waiting to pick up at the festival?
Order and ship to an Amazon Locker at Coachella on April 11.

Festival Must-Haves

- Neutrogena Sunscreen
- Belkin Pocket Power
- Humble Chic Earrings
- Listerine Ready Tabs
- Pedialyte
- Fujifilm Instant Camera

How to Ship
SEPHORA
Virtual ARTIST
Get the best 3D live experience on the

Product Try-On
Instantly try on eye, lip and cheek makeup.

Looks
Get inspired by and try looks created by Sephora experts.

App Exclusives
Learn more about features exclusive to the app.

TRY THE WEB VERSION ➤

TRY THE WEB VERSION ➤

LEARN MORE ➤
Self service customer service is not only acceptable, it’s expected. A large portion of our customers want – and expect – a quick answer or resolution to a question or problem, they don’t want to make a phone call to get it.
Hi, Lisa...

Lisa is a leasing artificial intelligence (AI) for hire. She automates all leasing communication without changing your property management software.

GET A LIVE DEMO
Internet of eyes and ears

Automagically

Smart computing is moving from the Internet of Things to the Internet of Ears and Eyes, as more and more everyday objects become outfitted with smart speakers and cameras and the latest in voice and visual recognition technologies.
1. Arrive relaxed
   Take it easy knowing you’ll get through security in minutes.

2. Confirm it’s you
   Check in at a CLEAR location with your eyes or fingertips.

3. Keep moving
   Get where you’re going with time to spare.

Experience the difference
Let us guide you home.
Wellness / self-care

Consumer are taking mindful ownership of self care. Whether it’s exercising at home, optimizing sleep or even the quest for better mental health, these trends empower people to live their best lives, and encourage people to look inward and find their zen.
Emily's iPhone

Screen Time

Today

2h 45m
22m above average

Social Networking 1h 13m
Entertainment 50m
Productivity 18m

Limits

Social Networking 2 hr

Most Used

Facebook 32m
YouTube 30m
Instagram 28m
Messages 23m
Our lives are busy. Find and measure fitness anywhere for everyone.
TOP FITNESS TRENDS

1. Wearable Technology
2. Group Training
3. High Intensity Fitness Training
4. Fitness Programs for Older Adults
5. Bodyweight Training
6. Employing Certified Fitness Trainers
7. Yoga
8. Personal Trainers
9. Functional Fitness Training
10. Exercise as Medicine
11. Health/Wellness Coaching
12. Exercise for Weight Loss
THE FUTURE OF FITNESS IS AT YOUR PLACE
MIRROR
THE NEARLY INVISIBLE INTERACTIVE HOME GYM
Biophilic design is about incorporating natural elements into your workspace and home so you can be surrounded by nature even when you are indoors.
Wellness architects are reinvigorating consumer wellbeing by creatively bringing the healing powers of nature into the great indoors.
Pets are becoming much more than just pets to us. They’re family and that is driving demand for a large array of products designed to ‘humanize’ pets.
THERE ARE DOGS WITH BETTER LIVES THAN YOU
PROcedures

Dr. Schmidt will counsel you on whether your pet would benefit from the following procedures.

- **Accupuncture** – Includes a physical exam, acupuncture treatment, and massage.
- **Aquapuncture** – Vitamins and Herbal remedies infused with Acupuncture.
- **Massage Therapy (Tui-Na)** – Chinese Medical Massage for sore muscles and joints.
- **Cold Laser Therapy** – Laser Therapy that reaches deep in the muscles for pain, inflammation, and healing. Also includes massage.
- **Chinese Therapy** – Consult with our Holistic Veterinarian.
- **Therasage** – Heating pad with negative ions and Far Infrared Heating for deep relief.
Silver Towers Apartments offers pet services including dog grooming, daycare and training.
Digital nomads choose to embrace a location-independent, technology-enabled lifestyle that allows them to travel and work remotely, anywhere in the world.
Live a life worth sharing

At Niido, we believe in the power of the sharing economy and the opportunities it represents. That's why we've partnered with Airbnb to create the first residential rental communities designed to support and encourage home sharing.

By building communities where people love to live, share and stay, we empower our residents to live the lifestyle they want.
Sign a lease that lets you live around the world.
Roam provides short-term apartments with a communal feel, for today’s digital work-from-anywhere nomad.
Immersive public landmarks

Monuments that are designed on a larger scale as immersive interactive experiences, to be explored and Instagrammed.
We play in public. We play in private. We play online, offline and waiting in line. We play in stadiums. We play at home. We play on alien worlds. We work to play. You play at work and that’s OK. We play to win. We pay for skins. We play to learn. We pay to watch. We play with your competition. We play on dates. We date to find playmates. We play on good teams. We play with bad sports. We play to keep fit. We cosplay. We play new and ancient games. We play till the end.
Changi Airport

Airport introduces animatronic butterflies and five-story playground.
Video marketing

81% of companies use video as a marketing tool, 85% of all internet traffic in the US will be online videos by 2020, and 90% of customers claim videos help them make purchase decisions.
<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
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<tr>
<td>85% of global internet traffic will be attributed to video by 2020</td>
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<tr>
<td>87% of marketers use video in their campaign</td>
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<td>95% of message will be retained by viewers while only 10% with text</td>
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<tr>
<td>The average user spends</td>
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<td>88% more time on a website with video</td>
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<td>More than 500 million hours of videos are watched on YouTube each day</td>
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<td>More video content is uploaded in</td>
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<td>30 days more than the major US television networks have created in 30 years</td>
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Most engaging videos of 2018

Trending types of real estate videos

CEO’s
Behind The Scenes
How-To & Informational Videos
Customer Videos

360
VR (Virtual Reality)
AR (Augmented Reality)
Follow-Ups
Video Emails
Real Time Videos
TIK TOK
The enterprise real time video platform that instantly connects real estate professionals with prospects to tour a space.

Live Video Tours
- See Notifications
- Interact via Video
- Capture Photos
- Take Notes
- View Maps
- Chat Message

Pre-Recorded Videos
- Search and Share Videos
- Title Video
- Record Clips
- Edit, Reorder, Delete
- Add Captions/Transitions
- Auto-stitch and Publish

All experiences are **instantly saved to the cloud** for easy review and sharing.
vargos_apartments • Follow

Vargos on the Lake Apartment Homes on...

vargos_apartments Not saying we’re Cardi B but we seem to be pretty close 😊
#theatricalthursday #vargosonthelake
#lakesideliving #rapgamestrong #6weeksfree
#leaseatvargos #houston #luxuryapartments

tkogoodsworld Coolest team in property management!

180 views
NOVEMBER 1, 2018

Log in to like or comment.
Inclusive by design

There is no doubt that inclusivity is more important than ever among today’s consumers, and some brands like ThirdLove are garnering lots of positive earned media and loyal fans by embracing the movement.
Brands are including everyone, regardless of race, gender, size, shape, ability level, or any combination thereof.
Inclusive Innovations

Starbucks opens café staffed entirely by seniors in Mexico City and opened a café in DC staffed by deaf baristas, where visitors can learn to sign their orders in ASL.
Website Accessibility Statement

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Put the human back in the brand
Thank You