The world is becoming more and more digital and communication keeps evolving.

### SAVING IT WITH SYMBOLS

- More than 900 million emojis are sent everyday without text.
- One emoji. Several meanings.
- Humans and machines need to learn to decode accurately — within contexts such as culture or gender.

#### WHAT DID YOU INTEND TO SAY?

- Hugging face
- Neutral face
- Face savoring delicious food
- Folded hands (Thank you)
- Praying
- Clapping
- Blessed
- That’s cool
- Funny shrug
- Hug
- Unamused
- Bored
- Neutral / Content
- Silly
- Joking
- Yum

Source: BrandWatch Analytics, analysis of 6 billion emojis

### INTERNET OF THINGS (IOT)

Adoption is projected to grow at an exponential rate.

<table>
<thead>
<tr>
<th>Year</th>
<th>Connected Devices (bn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>43 bn</td>
</tr>
<tr>
<td>2023</td>
<td>51 bn</td>
</tr>
<tr>
<td>2024</td>
<td>62 bn</td>
</tr>
<tr>
<td>2025</td>
<td>75 bn</td>
</tr>
</tbody>
</table>

Source: Grand View Research, Inc

- As a result, companies will be able to enrich customer data through these technologies.
- They will also have a new swath of unstructured customer data.
- While still coping with the current landscape.

### THE DOCUMENT OF THE FUTURE

In the future a single car insurance document could include:

- Voice message from driver or witness
- Information from IoT device tracking engine
- Getting ready for the future but consider that...

- **Systems should:**
  - Quickly and easily integrate new technologies
  - Allow different communication channels for customers to contact the brand
  - Efficiently turn unstructured data into structured data
  - Leverage the right mix of automation and human workforce

**"Companies are not going to choose something for the next twenty years. They need to be able to easily replace different blocks within the end-to-end process, as new technologies emerge or are replaced."**

— David Ziltener
Head of Global Go-to-Market

Source: Facebook and Messenger data, April to July 2018

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For further information www.swisspostsolutions.com

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Source: SPS

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