

The Lions, the Tortoise and the Rabbit

Which ones are your customers?
Gain unique insight into their
post-pandemic behavior

As affluent and High-Net-Worth customers emerge from the pandemic in 2021, four unique personas will emerge – from the roaring Lion, ready to splurge, to the conservative Tortoise, happy to remain close to home. Discover how lifestyle services can be a powerful customer experience (CX) solution by helping your customers enjoy the life they want – and grow your customer retention, acquisition and lifetime value.



Contents

- 4: POST-PANDEMIC PLANNING FOR CLIENTS AND THEIR CUSTOMERS**
- 5: THE LIONS**
- 11: THE TORTOISES**
- 14: THE RABBITS**
- 17: HOW TEN CAN HELP YOU TRANSFORM YOUR BUSINESS**



A century ago, the world finally put the 1918-20 influenza behind it. One of history's deadliest epidemics gave way to a decade that would be named for its economic abandon and social revolution.”

– Martin Sandbu, Financial Times, 1 Jan 2021¹

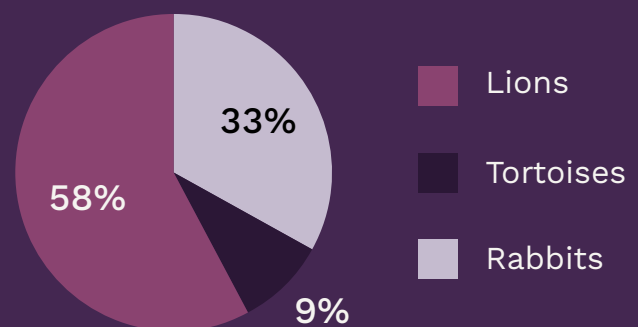


Post-pandemic planning for clients and their customers

January 2021 was likely the strangest start to the year that most people have experienced. The past months have been reminiscent of the 1918 influenza pandemic, which was followed by the roaring twenties, defined by liberal spending and extensive social interaction. According to Yale professor and social epidemiologist Dr Nicholas Christakis, this is what awaits us at the end of the COVID-19 pandemic.²

Our members are a resource that allows us to predict the behaviour and trends of the affluent and wealthy, and we've already begun to understand their post-pandemic intentions and attitudes. What we've discovered is a spectrum of behaviors, which we've split into four personas, while pinpointing the services best placed to help them as they re-emerge into the world.

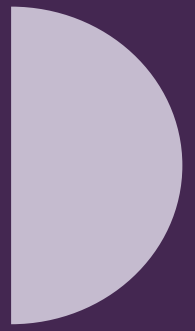
- The Lions (the Wild and the Wise)
- The Rabbit
- The Tortoise



**Preliminary results, update to follow as more data becomes available*

In 2021, providing customers with valued lifestyle services will offer a strategic CX solution for long-lasting relationships. In doing so, you will increase card spend and assets under management (AuM), grow customer retention, advocacy, and drive new customer acquisition.





The Lions

The Lions are the defining personas of the roaring twenties. They don't want to return to normal life – they want to live like never before.

58% of our members are Lions

Household savings have soared³ globally and a pattern emerging worldwide sees savings concentrated to high-income households. Indicative of this trend, Lions have spent the pandemic working remotely with minimal socializing. They've built up savings and are showing a frustrated desire to spend.

Two subcategories of Lion have emerged: the Wild, and the Wise. Despite their differences, Lions share a desire to expand their social bubble, allowing them to build our clients' brand, acting as advocates for the service among their peers, and driving acquisition of new customers.



The Wild and the Wise

The Wild aka Simba

Like the famed Disney character, Wild Lions are passionate, impulsive, and restless.

They are led by feeling, not thinking, and their main priority is to start living and enjoying life again.

They don't care too greatly how much they spend – they have pent-up energy and cash to burn.

Wild Lions are visible and socially competitive – if they're having fun, the world needs to know about it.

The Wise aka Aslan

Like the beloved character from the Narnia novels, Wise Lions are thoughtful and analytical.

They have weighed up the risks and decided that activity is worth it.

Wise Lions have savings and limited time.

Although they still appreciate the value of money, their approach is "If not now, when?"

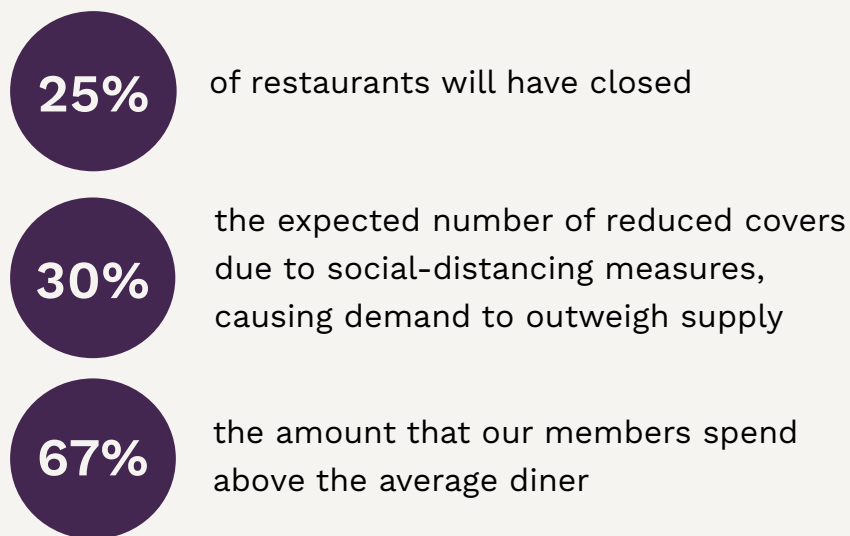


How the Lions will emerge from, and live after, the pandemic

Dining

The Lions can't wait to return to the world of culinary theatre and Michelin-starred dining, with 'special occasion' restaurants (think The Fat Duck in the UK or Alo in Canada) sitting at the top of their to-dine list.

The restaurant industry in a post-COVID-19 world:



The Wild Lions

This group wants to make up for lost time and resume their social activities.

As trendsetters and social creatures by nature, Wild Lions will be eager to cram multiple spots and activities into a night out.

The Wise Lions

Wise Lions will be eager to spend and make the most of their time. They'll upgrade to the tasting menu, book dinner at the chef's table, and splurge more than they might have in 2019.

How we can help:

At Ten, we're perfectly placed to make The Lions' plans come true thanks to our existing partnerships with the world's finest dining spots, over 10,000 of which provide members with priority access and/or held tables during peak times. We can also guarantee our members unmatched

experiences as our dining partners know they are high spenders – a huge drawcard at a time when restaurants are bound to seat fewer guests.

For more information about how we can help our members return to dining, click [here](#).

Travel

All Lions, Wild and Wise, seem set to take their 2021 holidays to the next level. They're not seeking a return to 2019, but rather a renaissance.

Looking ahead in travel:

30%

the number of members who chose the "upgrade" option over the cost-saving option in 2019

60%

the increase in 'upgraded' bookings for 2021

36%

business class bookings will drop by 19%-36% according to IdeaWorks⁴. This will also cause prices to drop. We'll track this and alert our Lions - especially the Wise ones - to the best deal.



The Wild Lions

City breaks in the best hotels.

See as many exciting sights, and go on as many trips, as possible.

Unbothered by the amount they're spending.

Frustrated about needing to keep up with the ever-changing restrictions and rules for travel.

The Wise Lions

Extraordinary "bucket-list" travel plans.

Sabbaticals or longer holidays to see the world.

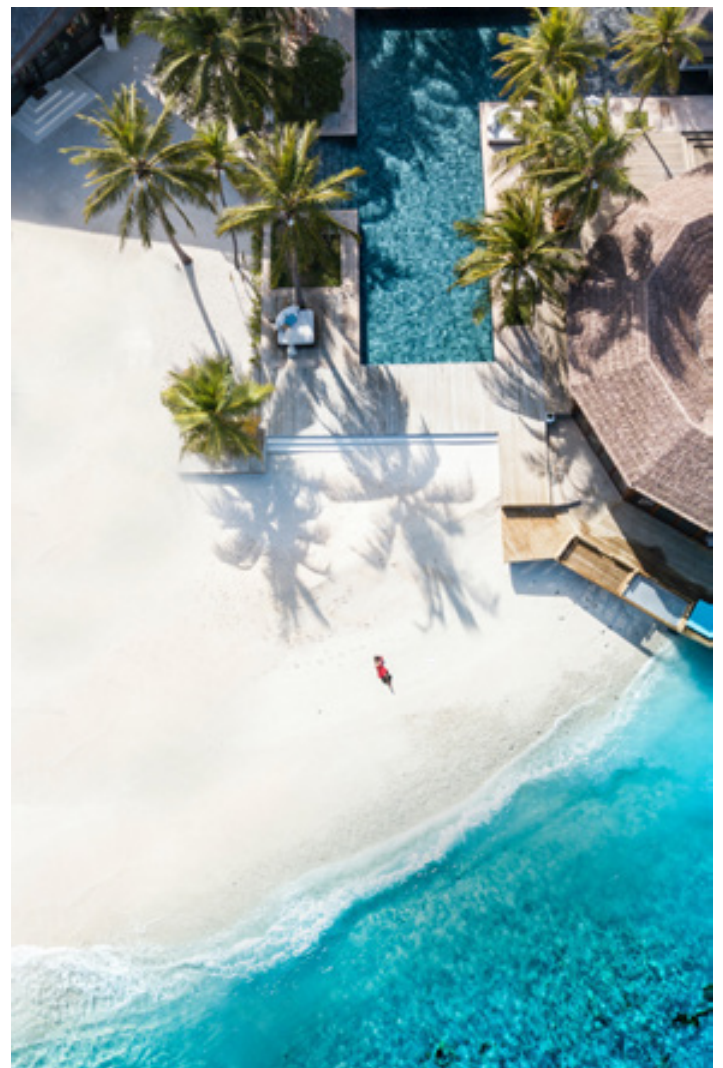
Value-for-money and logistics taken into consideration.

While ready to return to the world, 2020's cancelled trips and lost deposits have made them wary.

How we can help:

Members appreciate the security of booking through us, our ability to provide flight savings of up to 20%, our dexterity in handling confusing legwork, and the exclusive rates and benefits received when booking at one of our 650,000 partnered hotels. Hotels will be more selective about which guests receive their flexible terms in 2021, but due to our existing relationships, we are most likely to be able to negotiate with them as they trust us.

For more information about how we can help our members travel, click [here](#).



Entertainment

All expectation lies with 2021 as everyone waits with bated breath to see when their favorite artist, sport, festival or production will return.

The Wild Lions

Wild Lions have missed the atmosphere of gigs, sports events, theatre and high-status culture. Anything they book, they'll want to make a day of – drinks before and after, restaurant bookings, and VIP or upgraded hospitality packages.

The Wise Lions

Wise Lions are ready to return, too, although they'll be more selective with their event choices. They will rely on us for face-value tickets and to handle the terms and conditions of the purchase as they don't want to lose ticket deposits or face further disappointment.



How we can help:

Despite high demand, supply will be lower than ever with 2020 tickets rolled over to 2021. But if there's anyone who can get our Lions the tickets they want, it's us. We've partnered with major global venues to offer members private boxes for upcoming tours from the likes of Elton John and guaranteed seats for every performance at the opera. We are the preferred source of business for the world's promoters, producers and venues, including Ticketmaster, AEG Europe, CTS Eventim, and SISTIC.

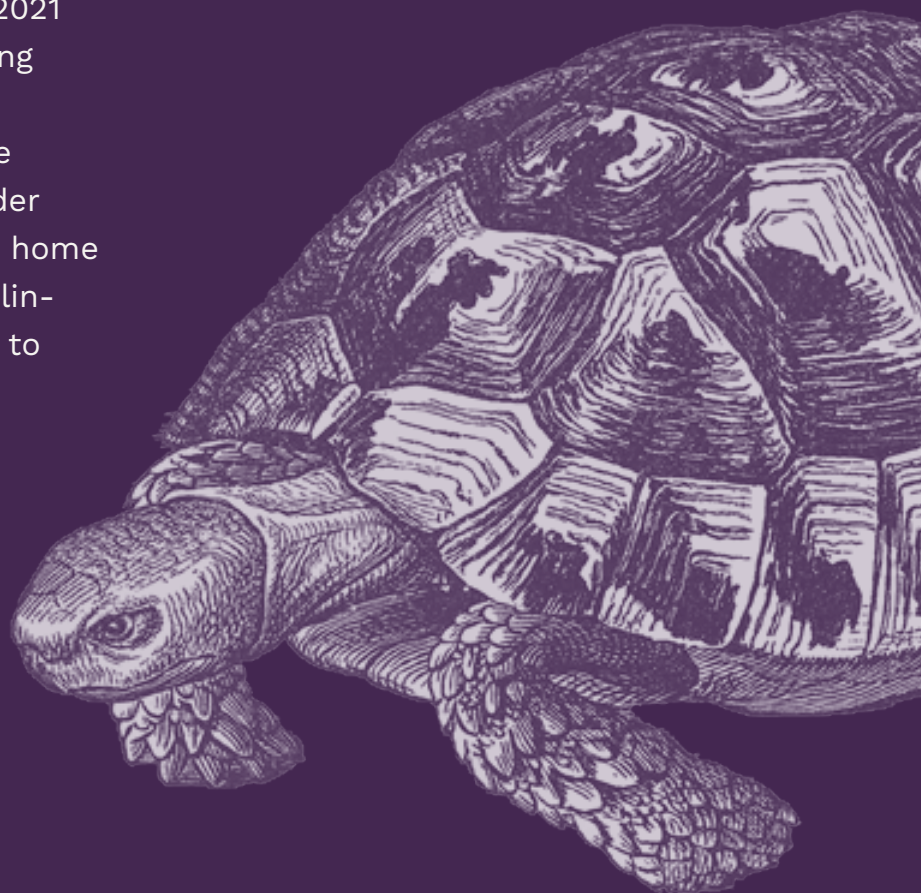
The Tortoises

“Slow and steady wins the race” is a familiar adage for Tortoises. Whatever their reasons, whether it is job insecurity, vulnerability, comfort, or a low appetite for risk, they will wait to emerge from their shell.

9%

**of our members
are Tortoises**

Our Tortoises are more conservative than our Lions. Eager to protect themselves and comfortable in their home and new way of life, Tortoises will continue to spend 2021 working from home; video conferencing with colleagues, and only traveling if it is truly essential. Tortoises are more interested in using our services to order a new garden heater or redesign their home office than booking a table in a Michelin-starred restaurant or sourcing tickets to a sold-out gig.



How Tortoises will emerge from, and live after, the pandemic

Dining

For our Tortoises, ordering a takeaway is as risky as it will get. Fortunately, many restaurants (especially those in major cities) have adapted and will continue serving high-quality takeaways or finish-at-home boxes, and offer our members exclusive deals for the perfect night in.

How we can help

For day-to-day life, we can organize fresh grocery deliveries to their door, so they don't have to risk a visit to the supermarket. For extra-special evenings, we can arrange for a private chef to run a digital cook-along, sending them all the ingredients, extras and drinks in advance. No matter what, we will still be there, sending them inspiration (including our new exclusive e-zines DINE, WINE, and COOK) until they are ready to leave their shell.

To download our e-zines or to find more information, click [here](#).



Travel

While Tortoises will not travel for some time, we will still be on hand to provide them with inspiration, ideas, and wanderlust for their future trips. Throughout 2020, we sent members targeted communications including weekly mailers, and staycation, short-haul and long-haul guides, which we will continue to produce going into 2021. We also released, and will continue to release, issues of our travel e-zine, EXPLORE, further allowing our Tortoise members to travel from their sofas.

Entertainment

In 2020, we had to pivot to provide our members with entertainment they could enjoy from the comfort of their home. Over the course of last year, we launched a number of innovative initiatives, including:

- The Book Club; to superb feedback, offering members the chance to engage with award-winning authors in live, virtual discussions.
- Digital events series, including cooking masterclasses with celebrity chefs on three continents, a Q&A with the Broadway cast of Hamilton, and virtual wine tasting.
- Four inspirational new e-zines: DINE, COOK, EXPLORE and WINE.

We will continue these digital offerings well into 2021 for our Tortoise members, who won't be attending big events anytime soon. To find out more about our inspirational e-zines plus other ways we have adapted to serve our members during 2020, read our Concierge Innovations and Trends: 2020 and Beyond case study.



How we continue to help

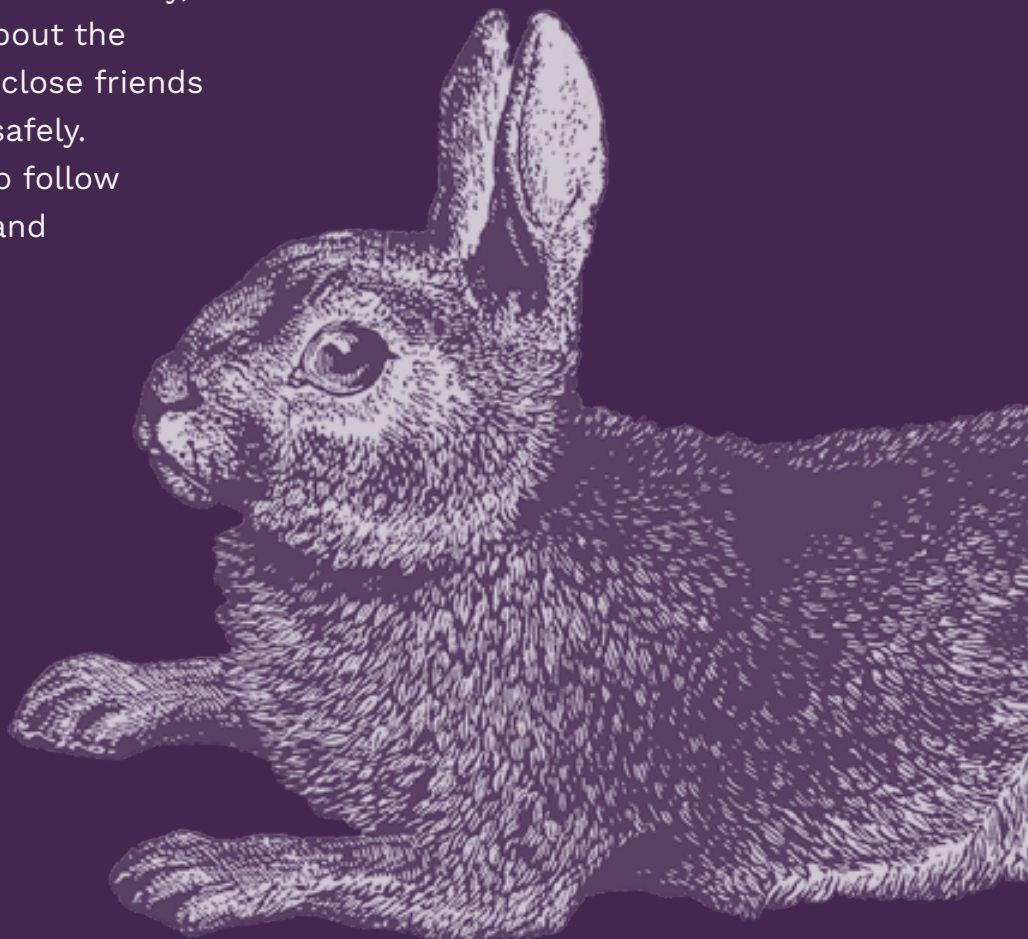
In 2020, there was a 30% increase in total online requests compared to 2019, with thousands of unique users browsing our digital platform. We expect the popularity of this service to remain in the future across all our personas, but especially with the Tortoises, who will continue to rely on online shopping. With sought-after brands like Apple, Dyson, Hermès and Jo Malone London providing members with the highest level of offers, there is something for everyone. We also enable members to continue their fitness regime from home, offering discounts for online classes and attire from brands such as LES MILLS, DailyBurn, Barre 2 Barre, and lululemon.

The Rabbits

While wanting to return to their lives before the pandemic, Rabbits, like their namesake, also want to stay close to home.

33% of our members are Rabbits

After our Wise and Wild Lions, Rabbits are the second-largest cohort of personas, falling somewhere in the middle between Lions and Tortoises. Rabbits tend to worry, so although they are excited about the opportunity to reconnect with close friends and family, they want to do it safely. As a result, Rabbits continue to follow all the necessary precautions and government guidelines.



How Rabbits will emerge from, and live after, the pandemic

Dining

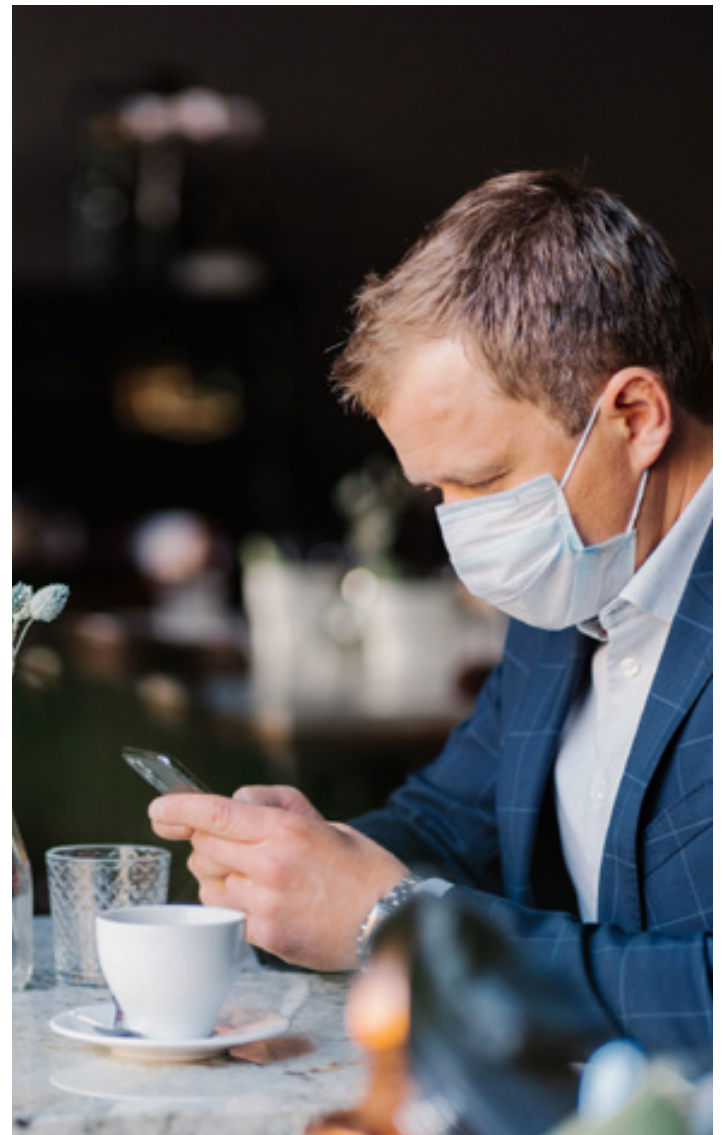
The typical requests we are seeing from these members indicate a return to their favorite, but more local, restaurants. That is why, over the past 12 months, we asked tens of thousands of members around the world for their local dining recommendations.

How we can help

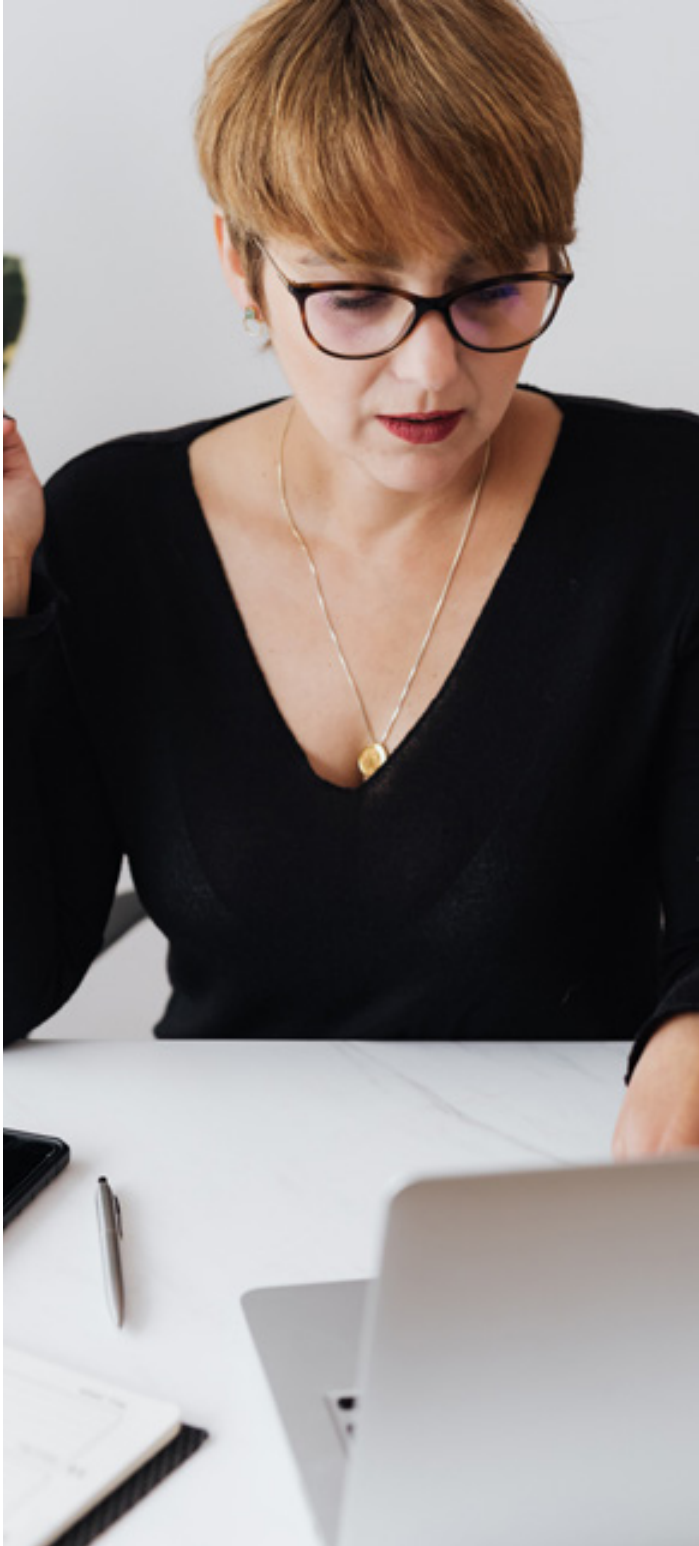
Armed with insight into our members' habits and preferred places, we can make all the necessary arrangements for their return to their favorite spots and suggest other hidden gems they may not know of yet. For the safety conscious, our specialists are trained to explain all the safety measures at individual dining spots, from temperature checks on arrival to improved air filtration and limited capacity.

Travel

Rabbits will be asking our lifestyle managers to book their annual trips for 2022, whether that is a family ski trip, a summer villa in Tuscany, or a South African



safari. Until then, they will plan staycations close to home, ensuring all government guidelines are being followed in their accommodation of choice.



How we can help

Travel agencies are not equipped to deal with staycations. They live on commissions, have limited knowledge when it comes to their home turf, and lack the expertise required to plan the type of trip our members want. At Ten, our experts have plenty of experience in domestic travel and we don't run on commission. Our goal is to be the most trusted service in the world, and that includes organizing the perfect staycation.

For more information on why Ten is the expert at planning staycations, click [here](#).

Entertainment

Rabbits will return to entertainment cautiously. If they go to a concert, it will be because it's a once-in-a-lifetime gig – and they won't go near the packed crowd, choosing instead to sit in a private box where they can guarantee safety and, similarly to Lions, the best experience possible. Otherwise, like the Tortoises, they will continue to take advantage of our digital offerings until they feel more comfortable with large crowds and bigger venues.

How Ten can help you transform your business

The most successful businesses in 2021 will be the ones that put their customers first, and that is what we're here to help our clients do.

Everyone will emerge from the pandemic differently; the proud Lions will live like never before, the worrying Rabbits will refamiliarize themselves with their local area, and the wary Tortoises will wait in their shell until they know it's safe to emerge.

At Ten, we are emerging optimistically. Last year saw us pivot and support members in new ways. This allows us to continue supporting our Tortoises and Rabbits in any way they need. For our Lions, we can't wait to resume travel and entertainment services, when safe, helping them to plan the lives they've been dreaming about since March 2020.

For our corporate clients, 2021 is the time for them to get to know their customers who have changed over the pandemic. Although times are uncertain, our clients can feel hopeful, as 2021 provides plenty of opportunity to understand existing customers and acquire new ones. Ten's lifestyle services are a strategic CX solution for any brand's customer engagement and acquisition ambitions.





During epidemics you get increases in religiosity, people become more abstentious, they save money, they get risk averse... Then, once pandemics end, often there is a period in which people seek out extensive social interaction.”

– Jessica Glenza, The Guardian, 21 December 2020

About Ten

As the world's leading lifestyle management service, Ten has 20+ years of experience, a strong global team of lifestyle managers and a fully transactional digital platform. Ten works with more than 50 of the world's major banks, and wealth managers and premium brands to develop relationships with clients and their families.



References

1. "Goodbye virus-ridden 2020, hello Roaring Twenties"
www.ft.com
2. "Epidemiologist looks to the past to predict second post-pandemic 'roaring 20s'"
www.theguardian.com
3. "A light shines in the gloom cast by Covid-19"
www.ft.com
4. "Three big ideas that will change hospitality in 2021"
www.phocuswire.com





Contact details

Contact us at businessdevelopment@tengroup.com
or visit us at www.tenlifestylegroup.com to discuss how we
can support you.