

# SERVICES 4.0

## AN EVOLUTIONARY JOURNEY



SERVICES  
**1.0**

**MANUAL**

Enabled by  
TOOLS



SERVICES  
**2.0**

**EFFICIENT**

Enabled by  
the INTERNET



SERVICES  
**3.0**

**SELF-SERVICE**

Enabled by  
MOBILE technologies



End-to-End • Frictionless • Anticipatory • Empathic

SERVICES  
**4.0**

**SEAMLESS**

Enabled by  
EMERGING TECH