



# and End.

## Press Release

**Joe Macleod to launch business helping companies end their customer relationships.**

**Wait! What? That sounds counter intuitive.**

**andEnd. is the worlds first customer ending business.**

After writing the Ends book, and spending years researching the theme, Joe believes society has an enormous problem with off-boarding in consumer relationships.

We design rich, emotional and meaningful experiences to on-board the consumer through advertising and marketing. In contrast the off-boarding of a consumer experience is barren of emotion and meaning. This sacrifices consumer action, holding back engagement, limiting reflection and responsibility. Long term side effects of this can be seen in the product, service and digital landscapes. Consequences seen as changing climate, industries fined billions for mis-selling and individuals eroding their online reputations.

Recent examples...

- Thousands of business clumsily ended their services for Europeans as a result of GDPR.
- Plastic in the sea is a failure in the customer life-cycle. A lack of coherent consumer off-boarding opportunities.
- Rail passenger through outdated transaction models are powerless at the end of the travel experience.

**The enormous opportunities in endings.**

Businesses can improve long term brand loyalty and presence, improve consumer experience, align with legal expectations, neutralise the negative aspects of consumption and raise business awareness of consumers behaviour.

**www.andend.co**

**andEnd. The Offering**

- Raising awareness of the opportunities and impact of endings through talks and training of staff.
- Assessing current state of a businesses and its consumer off-boarding through audits.
- Advising, designing and delivering better endings to improve the wider business and the consumer experience.

**The Audience**

Since the launch of the Ends book last June, Joe has been touring the world. **Audiences in tech, design, financial services, product development and sustainability have all found the subject of Ends, enormously relevant in their work.** Presented at over 40 events in the last year, often as a keynote, at venues across Europe, America, Middle East and Russia.

<http://www.andend.co/articles-and-links/>

**The Ends book**

The Ends book makes a compelling case that demonstrates how, over centuries, our changing relationship with death has led to the loss of our relationship with endings. Giving rise to guilt-free consumers, an overly-blamed business sector and a society which finds itself at a loss when it needs to grapple with responsibility. Paperback and Ebook. [www.amazon.co.uk/dp/9163936445/](http://www.amazon.co.uk/dp/9163936445/)

Reviews of the book

"Ends is a thinking persons design guide."

"Ends should be on every experience designer's must-read list."

"This should be required reading for all product managers and anyone with "experience" in their title."

**Who is Joe**

Joe Macleod has decades of product development experience across digital, physical and service sectors. Previously Head of Design at the award-winning studio Ustwo. He then spent 3 years on the Closure Experiences project researching, writing and publishing the Ends book. He is now founder of andEnd. A business helping companies end their customer relationships.

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