



INTEGRATING BRAND AND CX

KANTAR

Meet our speakers



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A photograph of a family (father, mother, and two children) sitting on a sofa in a living room. The father is holding a smartphone, and the family appears to be looking at it together. The room is decorated with a large wooden cabinet, a television, and various decorative items. The text "From possessions..." is overlaid on the left side of the image.

From possessions...

...to moments

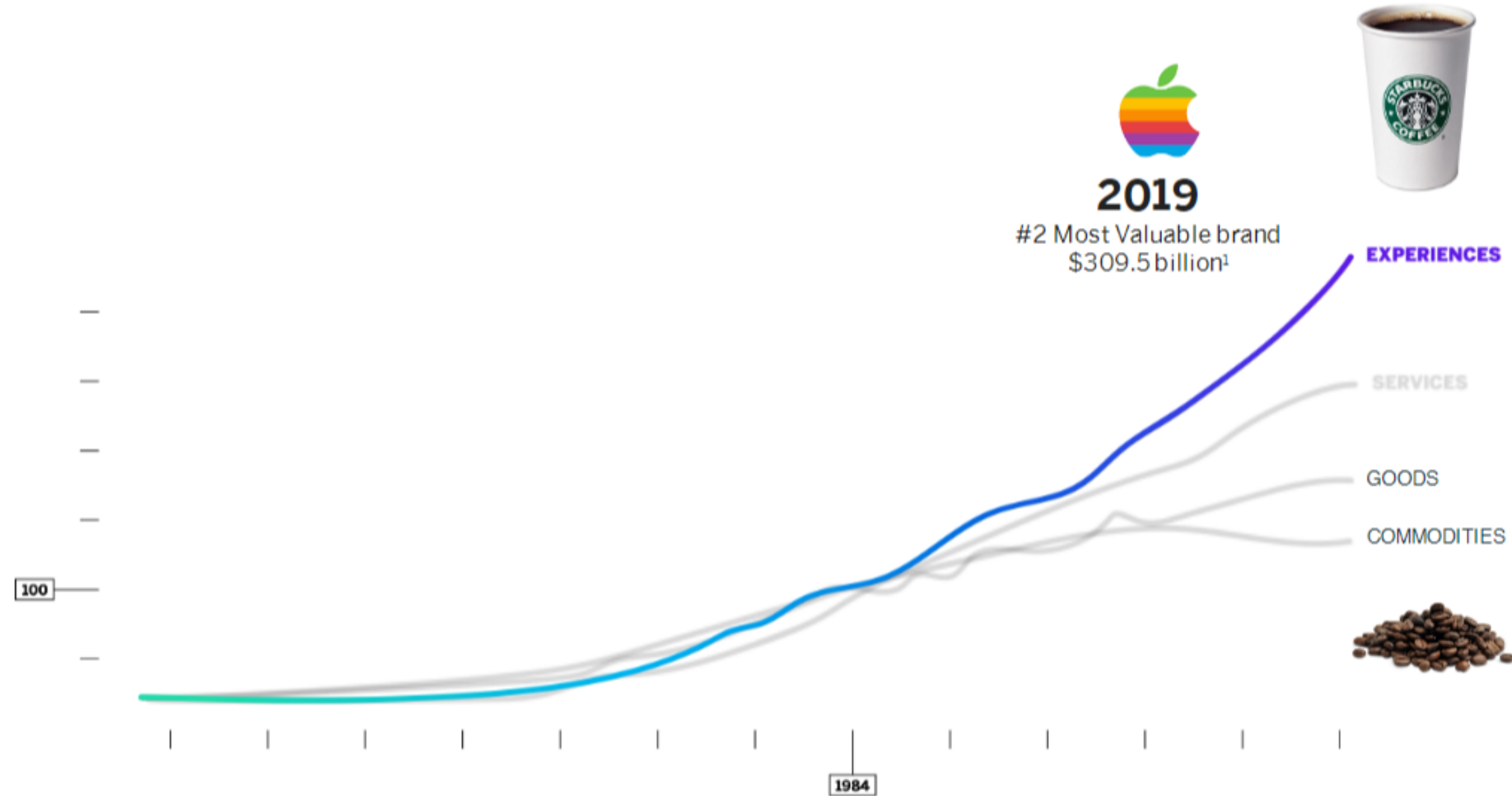


and memories

Today's operating environment

CONSUMER PRICE INDEX

1960-2010



Source: Bureau of labor statistics; Lee S. Kaplan, lee3Consultants.com.
1. BrandZ

Customer Experience Management ensures profitable customer lifetime value

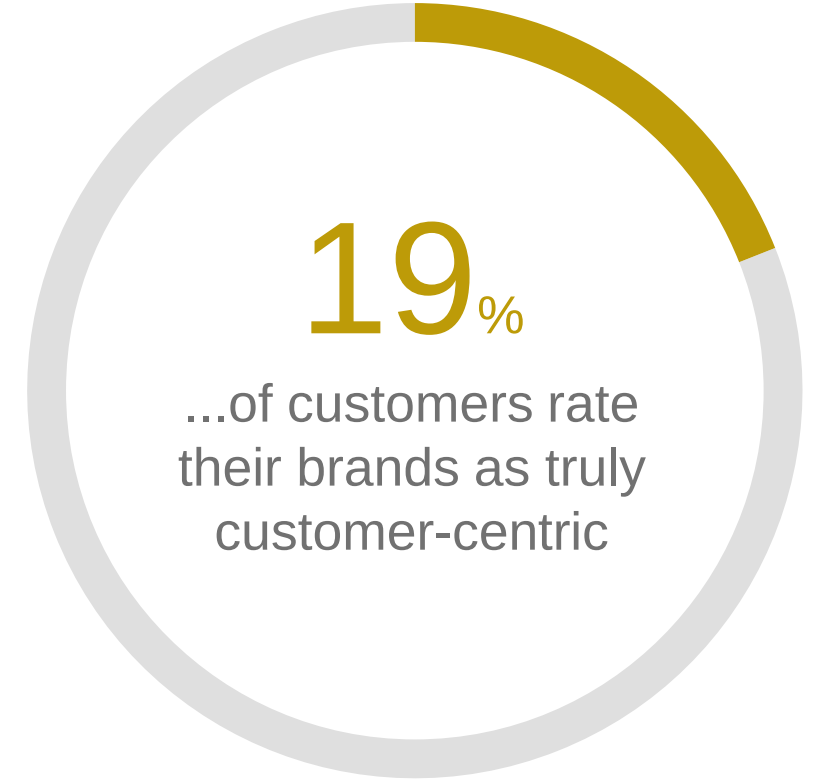
Consider this reality...

30-70% of customers have **churned** in any given year in every sector from soft drinks to airlines

Increasing customer **retention 5%** increases profits by 25%-95%

It is **10x** easier to **upsell** to existing customers to win new ones

Unfortunately there
is a big gap between
ambition and reality



But when was
the last time
you walked
a mile in your
customers shoes?



We asked 2,000 people.

Join me in a small
social experiment.

I have **3 questions...**



Q

What percentage of customers believe brands would **not** always act on feedback they provide?

- A. Anywhere up to 60%
- B. Between 60% and 90%
- C. More than 90%

A

Act



96%

of customers believe brands would not always act on feedback they provide

Q

The proportion of customers who have never heard back from a brand after giving feedback?

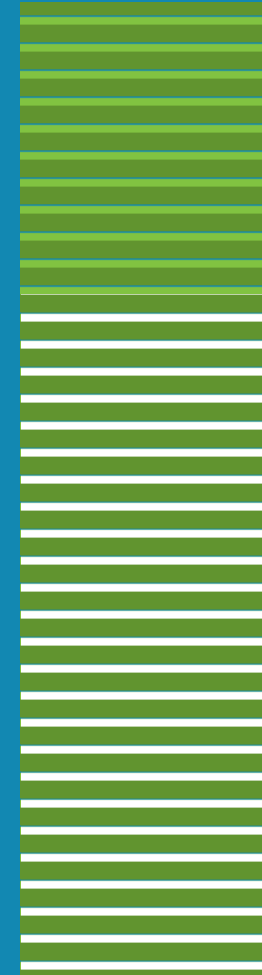
A. Anywhere up to 60%

B. Between 60% and 90%

C. More than 90%

A

Closing the loop



70%

of customers have never heard back from a brand after giving feedback

Q

The proportion of customers who say they will recommend you but never go on to do so...

A. Anywhere up to 60%

B. Between 60% and 90%

C. More than 90%

A

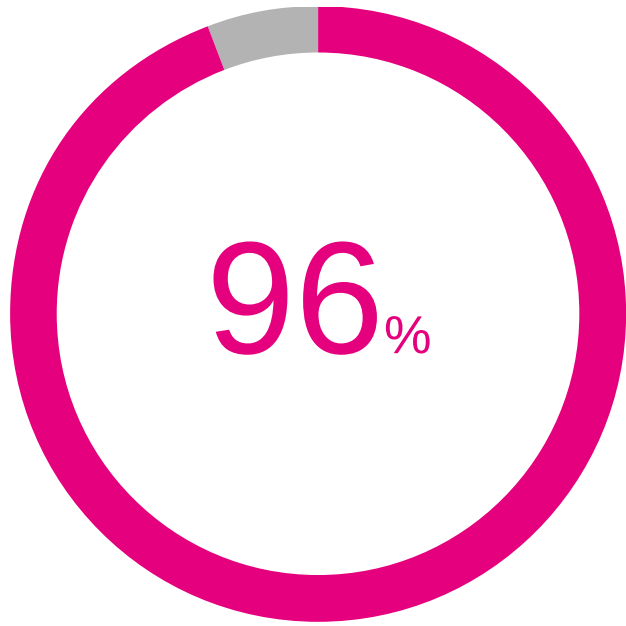
Actual recommendation



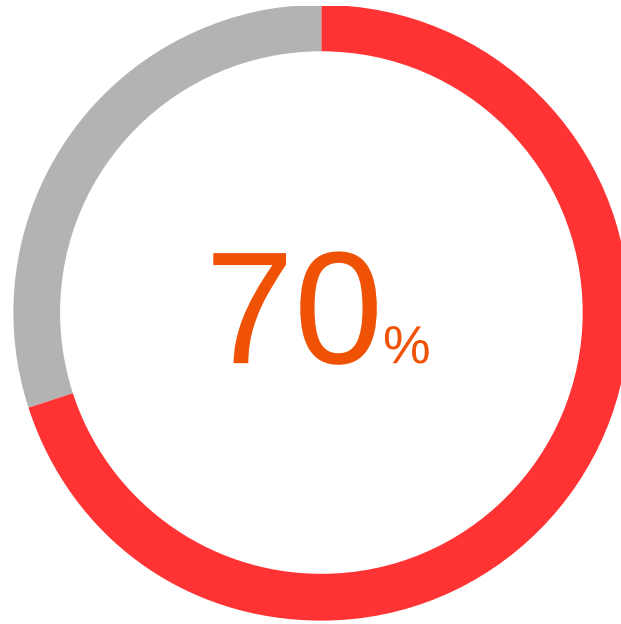
40%

of customers who say they will recommend you but never go on to do so

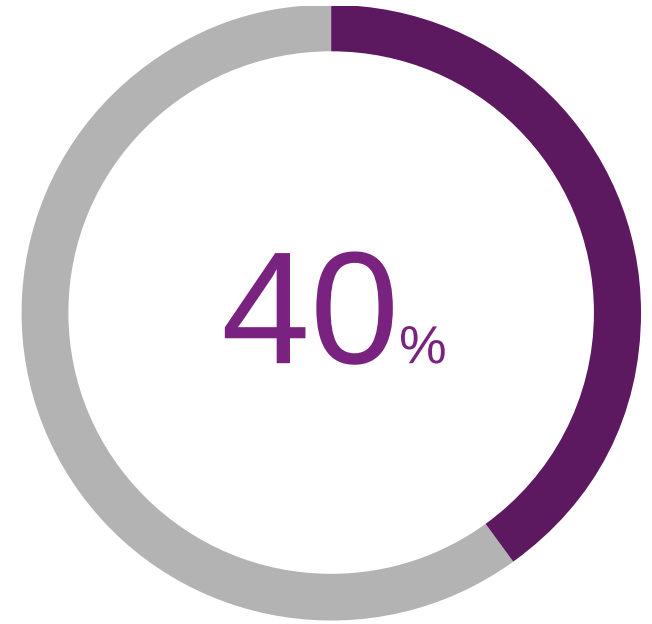
Let's recap...



96% of customers don't believe you will act

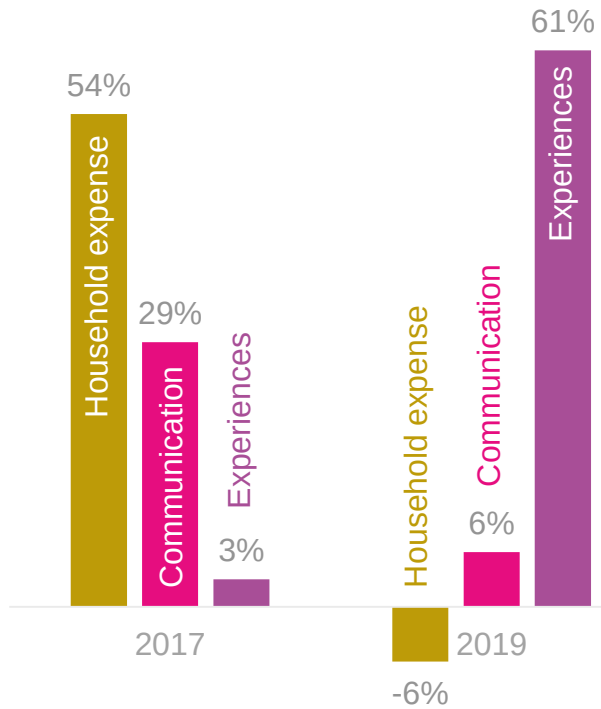


So, in 70% of cases you don't go back to them



But that's OK, 40% are lying to you!

Changes in household spend



Myanmar Consumer spending has increased for experience

A focus on your brand experience translates into real returns

12-year growth in brand value, based on the perceived quality of brand experience:





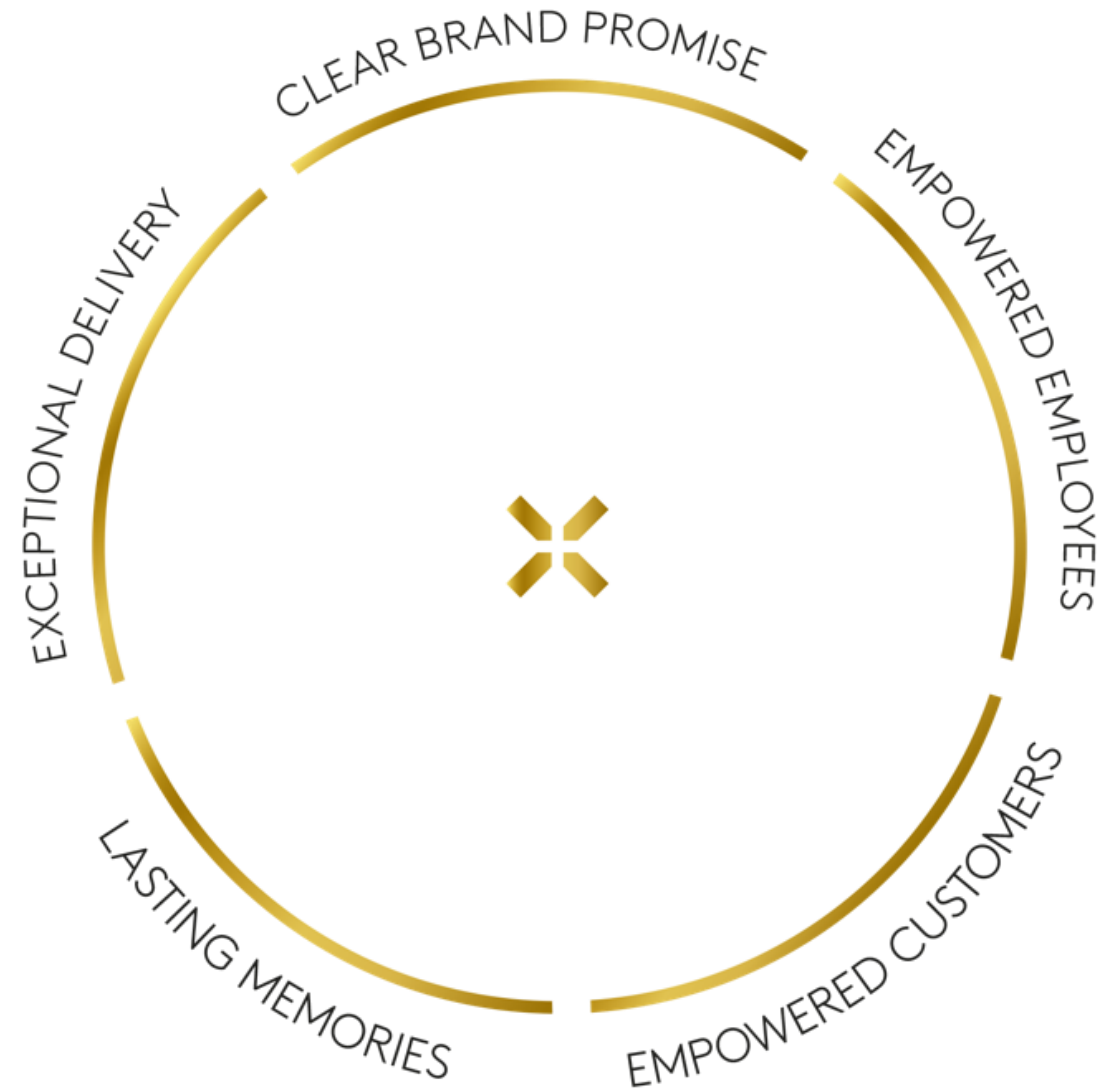
BRAND
PROMISE



CUSTOMER
EXPERIENCE

Coherence is where
the **MAGIC** happens

**CX Winners are
excellent across 5 key
success factors**



Success Factor #1
Clear Brand Promise





Having a **clear
promise** is key in
creating preference
for your brand

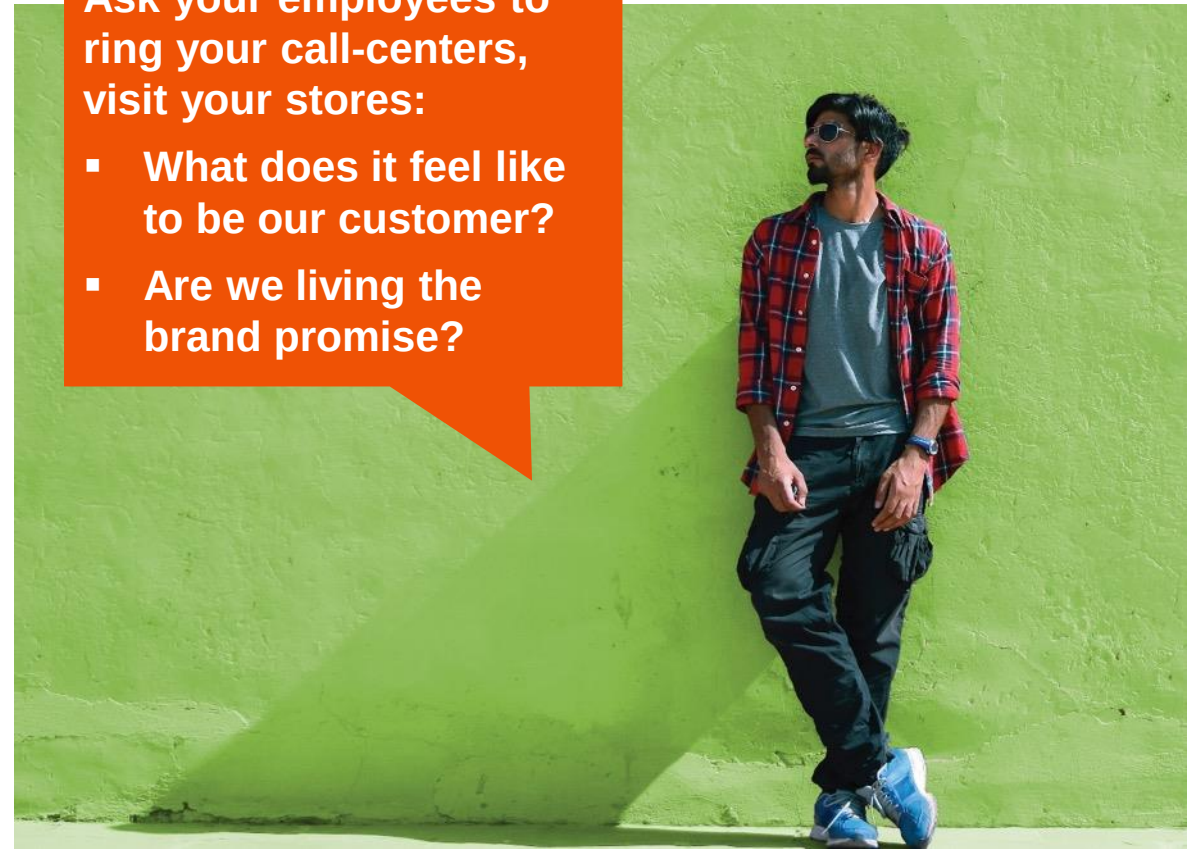
Food for thought

Many brands use North Star Workshops to develop a vision for the type of experience they want to provide



Ask your employees to ring your call-centers, visit your stores:

- What does it feel like to be our customer?
- Are we living the brand promise?



Success Factor #2

Empowered Employees



Enable your employees to deliver outstanding customer experiences



Shared understanding

Of purpose, brand promises and customer values



Ability to deliver

The expected customer experience

- Clear instructions how to deliver branded interactions
- The right tools that make it easy to deliver great experiences



Continuous feedback

to constantly adapt and optimise their behaviour in customer interactions



The will and energy

To deliver memorable customer experiences

Food for thought



Empowerment
= authority + business rules + agile culture

Success Factor #3

Empowered Customers



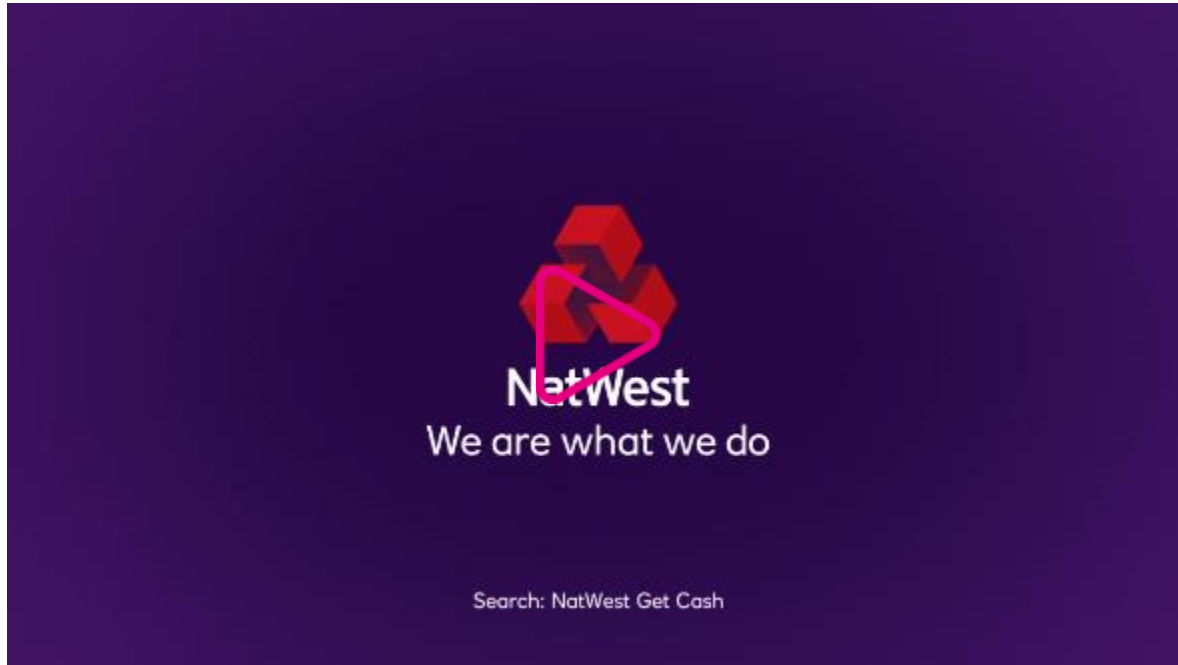
Food for thought



Discovery Bank links to people's lives and experiences through behavioural banking



Focus on simplicity to optimise your customer's journey and deliver positive experiences increase retention and acquisition through advocacy



Click image to play ad

NatWest developed a clever service to address in a simple and digital way the moment a wallet or card is lost

How a Cardless withdraw service make a couple proud?



Success Factor #4

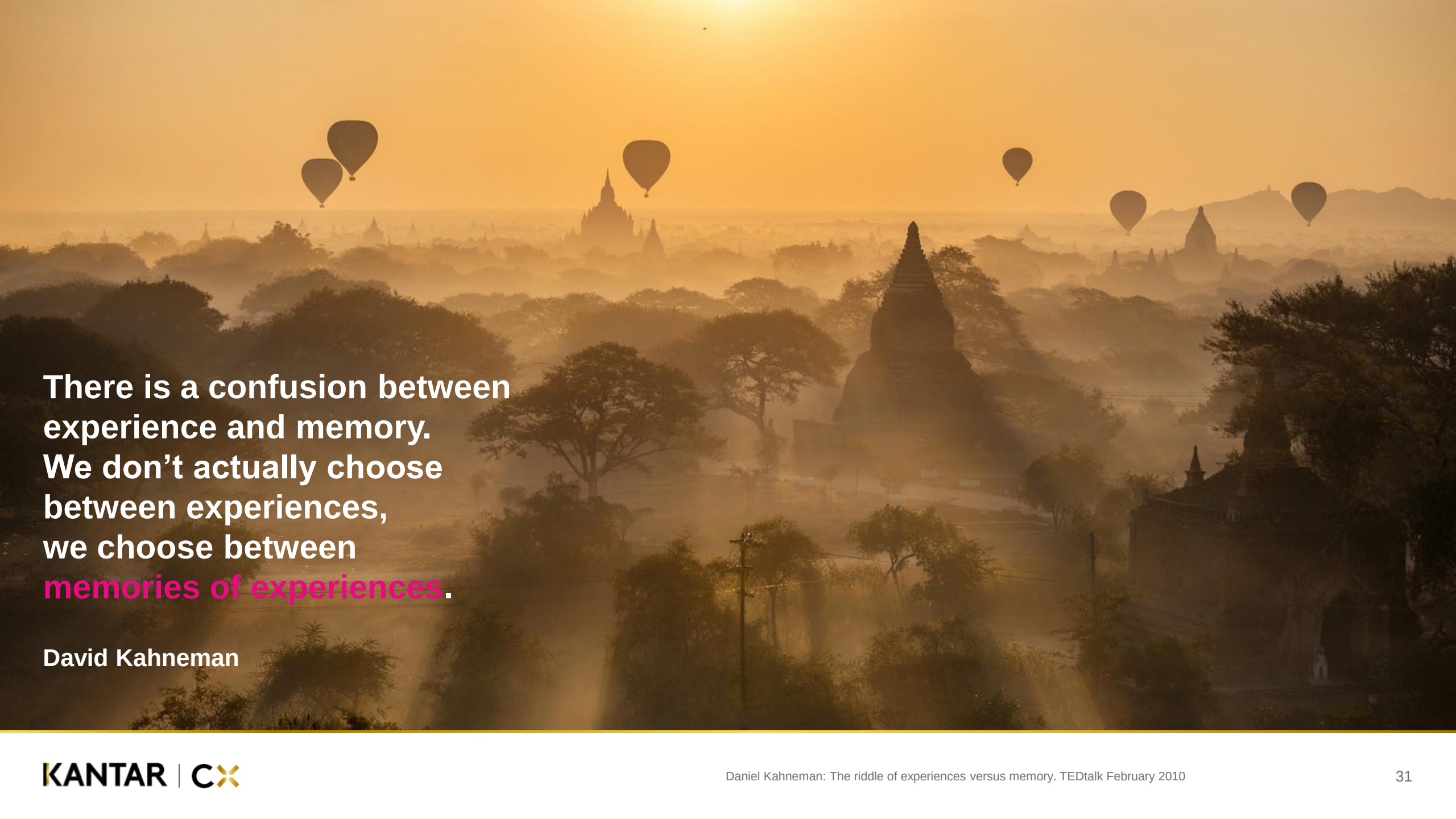
Lasting Memories



**I've learned that people
will forget what you said,
people will forget what
you did, but people will
never forget how you
made them feel.**

Maya Angelou
Poet, memoirist, actress, director
and civil rights activist





There is a confusion between
experience and memory.
We don't actually choose
between experiences,
we choose between
memories of experiences.

David Kahneman

You need to create memorable customer experiences in the moments that matter



Create positive emotions
in moments that matter



Those experiences
become memories



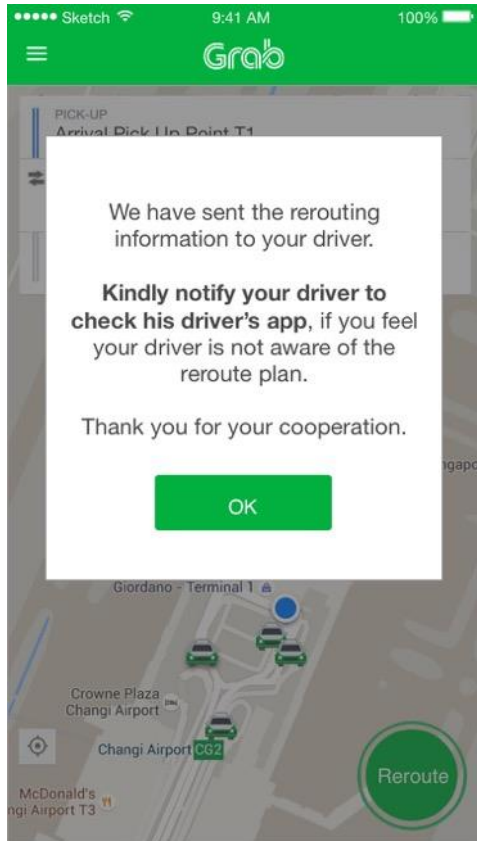
Memories drive
relationships



And relationships drive
business outcomes



Grab assistance and handicapped Grab drivers creating the moments.



A man with dark hair and a slight beard, wearing a dark blue patterned button-down shirt, is speaking and gesturing with his hands. He is positioned in front of a large window with a black frame, which looks out onto a green, tree-filled area. In the background, to the left, a person wearing a red cap is partially visible. To the right, a person with long dark hair is seen from the back, wearing a black shirt. The overall scene is brightly lit by natural light from the window.

**Happy International Week
of the Deaf**



Creating positive emotions is paying off through economic value

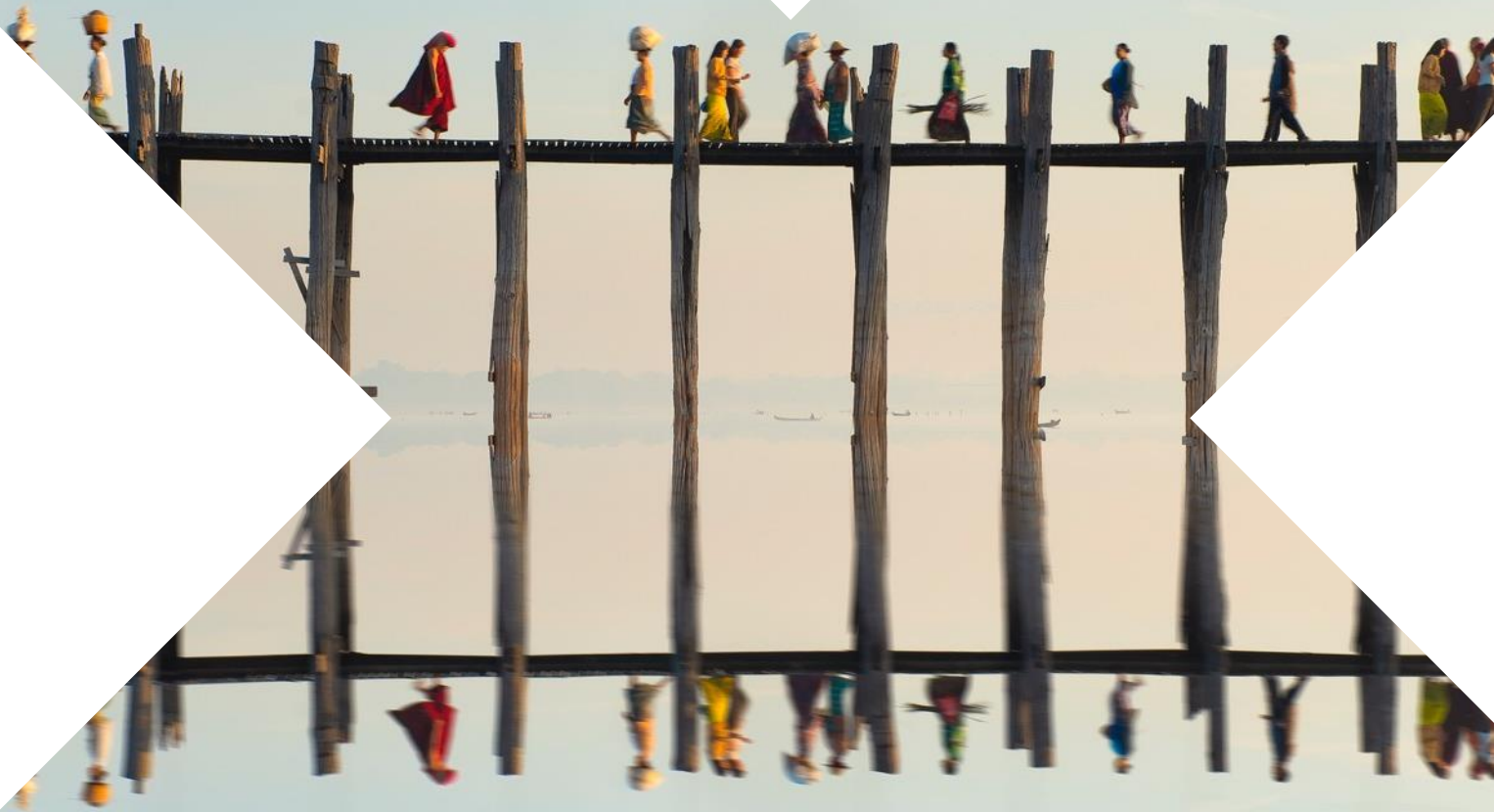
As a main driver for
customer preference,
delighting consumers
leads to sales growth

3x

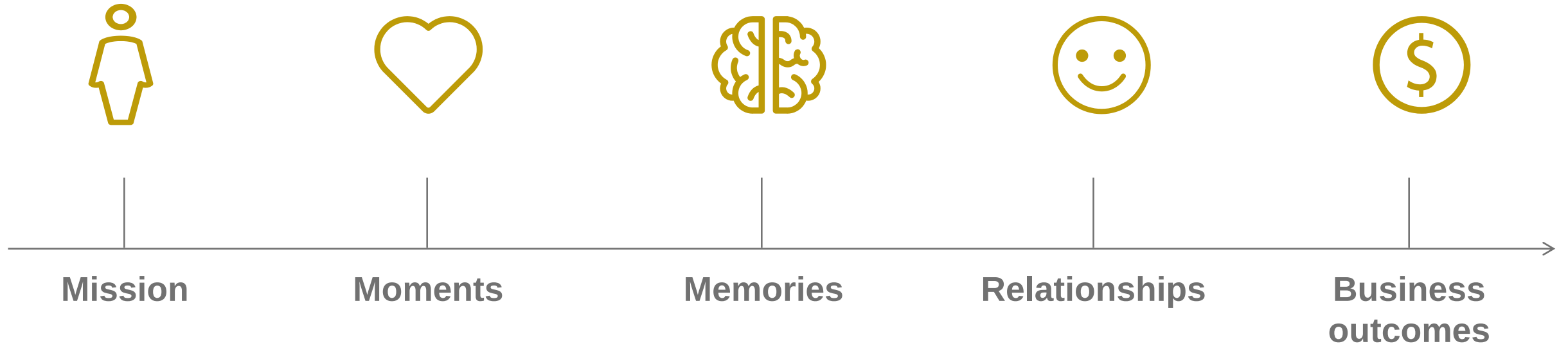
Delighted consumers
spend more than three
times as much with their
favorite brand per year
than 'neutral' consumers

Success Factor #5

Exceptional Delivery



Map journey to understanding the mission



Create delight in the right moment at the right time

Ordering Process Conditions on delivery **Product range** Online reviews **Convenience**
App usability **Delivery time** Information via email **Customer Service** Staff responsiveness
Call centre hours Complaint handling Company newsletter Prices Security Discounts
Value of delivery Payment options Delivery options Website design Product descriptions
Social Media Check out process Competence of staff

...**Don't** try to delight in everything

Activate moments that matter, be ruthless in the moments you choose

Making it as easy for
the customer as possible



Going beyond fulfilling
service standards



Making customers feel
valued and important



Of course not all interactions have to be memorable.

For example, an ATM simply needs to work. While a face to face interaction with a relationship manager provides us opportunity to create a positive emotion



PERFORMANCE
Excellent

EMOTION
“Delighted”

START —————→ END

Relationship Manager Journey



ATM Journey



PERFORMANCE
Excellent
Very good

EMOTION
“Neutral”



PERFORMANCE
Fair
Poor

EMOTION
“Angry”
“Disappointed”



First, be excellent

CX+ evaluates your **CX performance** based on five key success factors

Clear brand promise

What the brand stands for is clearly articulated and understood

Empowered employees

Employees provide proactive, responsive and empathetic service

Empowered customers

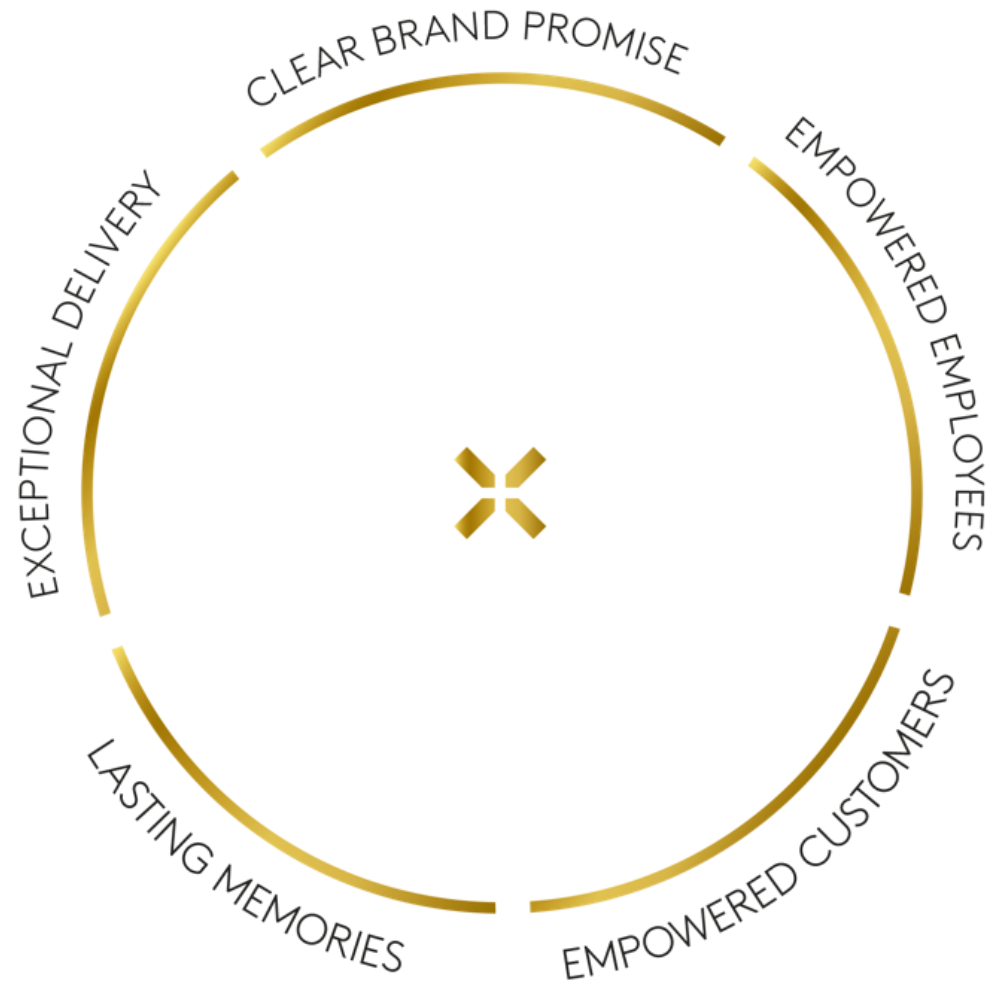
Customers can 'do it their way' through frictionless and relevant digital and omnichannel excellence

Lasting memories

Positive emotional moments are created throughout the customer journey

Exceptional delivery

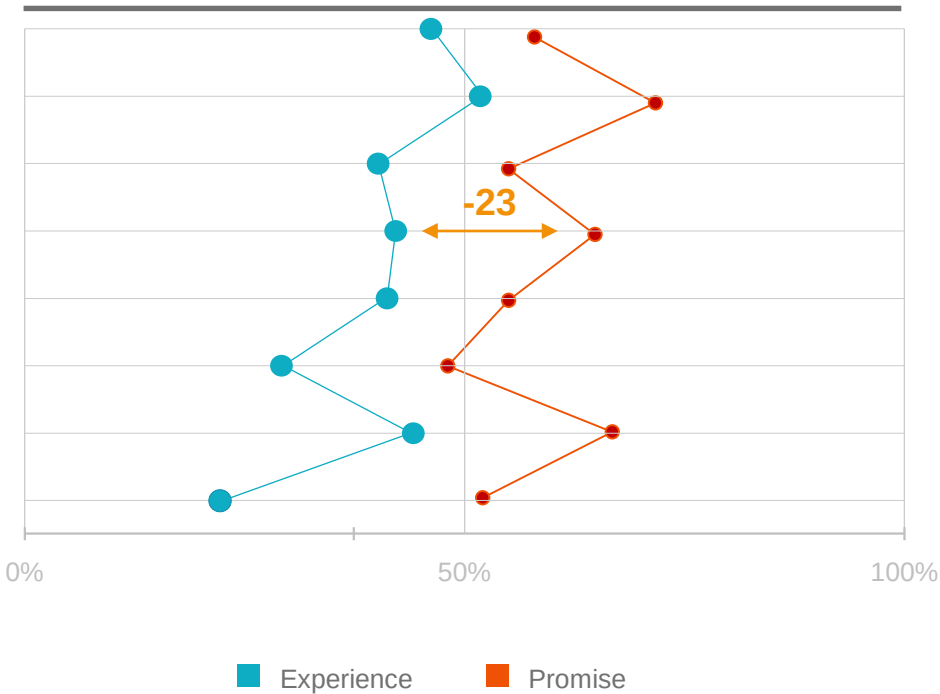
Delivers experiences which reinforce the brand choice. Generates loyalty, advocacy and greater customer lifetime value



Then, exceed expectations

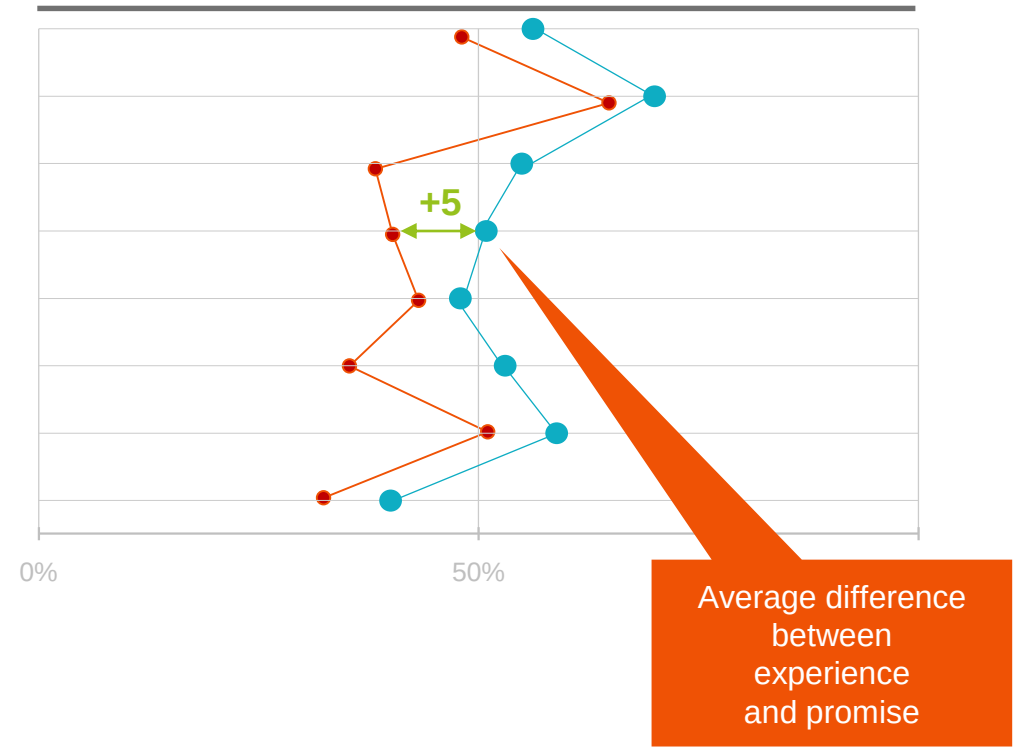
CX+ measures your **Experience Gap** i.e. the experiences of current users vs. expectations of considerers

Over-promise and under-deliver



Quality of products
Trustworthiness
Customer centricity
Ease of finding what I need
Variety of products
Ease of buying products online
Innovative digital services
Conveniently located shops

Positive delivery on Brand Promise



Your roadmap to a customer-centric company culture

1. Have a clear destination in mind
2. Bring the voice of the customer in the organisation
3. Give your staff the authority to take own decisions
4. Let your CEO be the “ignition spark” of this new culture

Your customers will feel the difference, your CFO will feel it too!



Closing the experience gap

Connecting X+O

X
DATA

Experience

Why things are happening

Insights into how well you are delivering on your brand promise to customers.

O
DATA

Operational

What's happening

Insights into your day-to-day operations and how you run your business.

Most organisations operate like this...

DIGITAL TEAM



STORE TEAM



SOCIAL TEAM



CALL CENTER



SALES TEAM



PRODUCT TEAM



But customers do this...

DIGITAL TEAM

STORE TEAM

SOCIAL TEAM

CALL CENTER

SALES TEAM

PRODUCT TEAM



End-to-end platforms are critical enablers for customer experience programmes



Make it easy for customers to give feedback

- Across all relevant interactions
- Automated and multi-mode data collection methods
- Close-to-the-moment to provide real-time value



Enhance survey data for business-led insights

- Operational data
- CRM data
- Organisational hierarchies



Embed customer feedback into the organisation

- Role-based dashboards
- Trends
- Individual results
- Authentic Voice of the Customer



Engage organisation and deploy customer-centric change

- Closing the loop
- Solving issues
- Uncover real customer friction points
- Targets, benchmarking

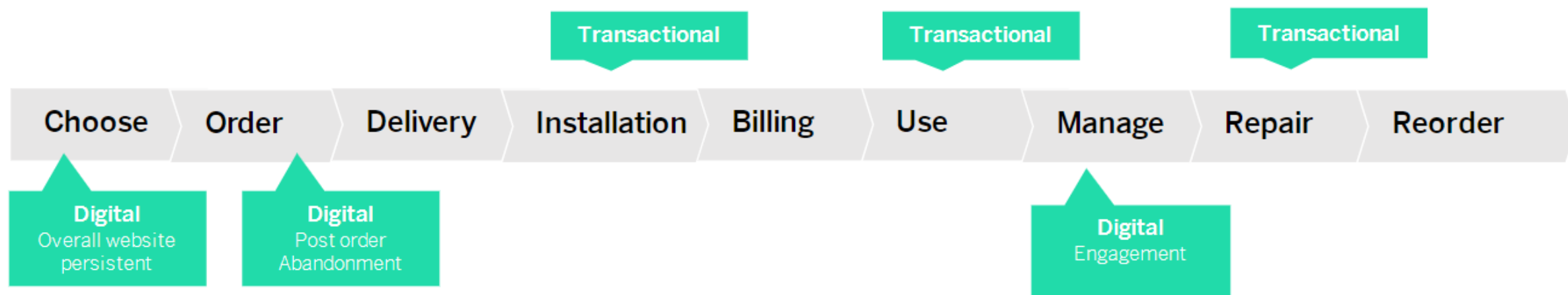
Measuring across the customer journey

RELATIONSHIP

- + Measure Journey. Identifies brand/loyalty drivers
- + Links to financial metrics
- + Engage cross-functionally
- + Key segment performance (account health)
- + Periodic

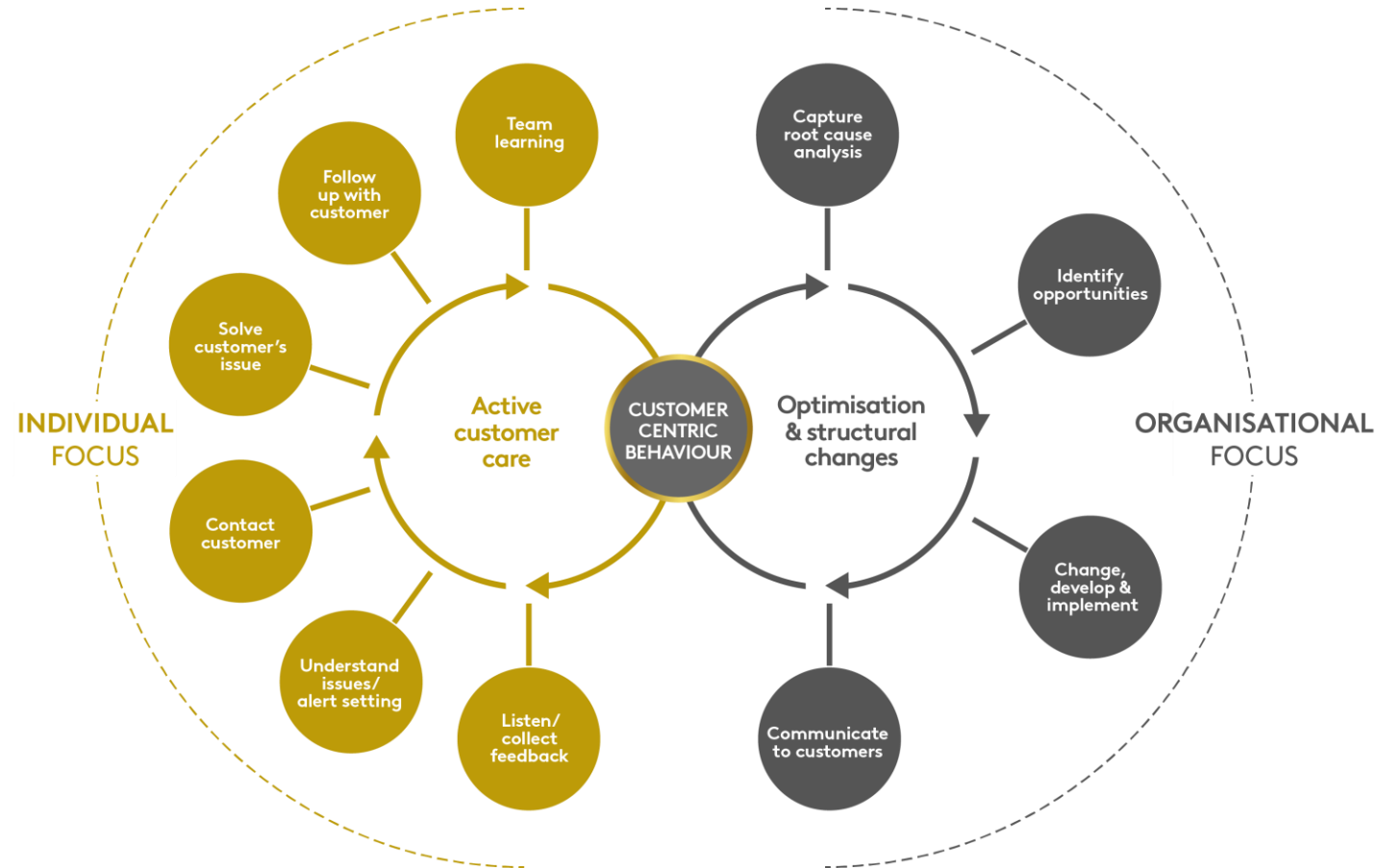
TRANSACTIONAL

- + Ongoing-post event feedback
- + Links to operational metrics
- + Real-time recovery
- + Drive frontline continuous improvement





Our closed loop approach helps you implement change processes and act on customer issues to deliver CX improvements



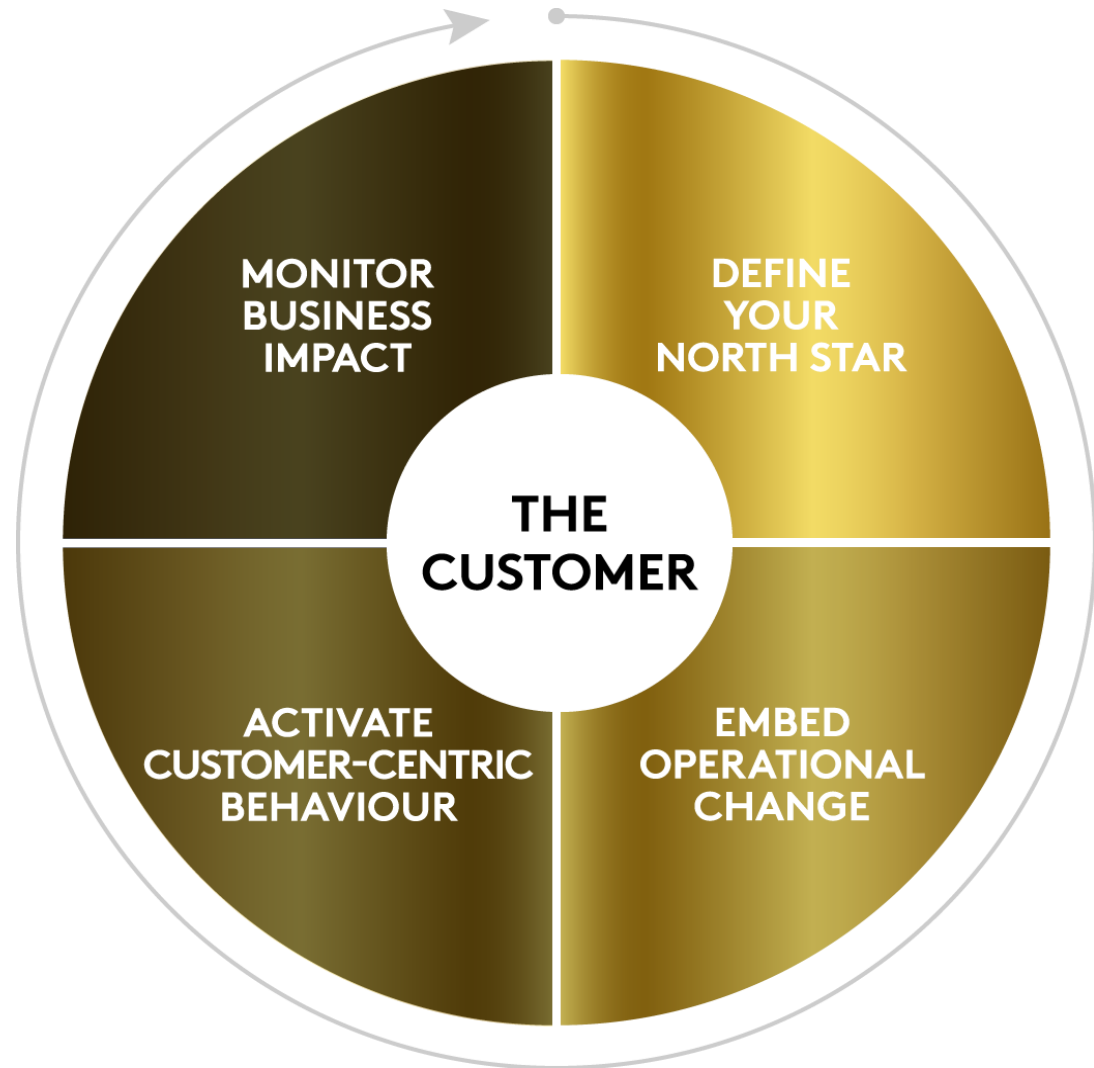
The Kantar difference

Kantar enables brands to collect & analyze insights during **moments** that **matter** to empower **action** to deliver customer and stakeholder **value**

Lots of data, little insights

Lots of insights, little change

Lots of change, little ROI



Q&A



The Experience
Advantage

The Challenges to be ready for

#1 – talk but no walk

Leaders ‘walk’ not matching their ‘talk’.
Avoiding data or ‘shooting from the hip’
with decisions without the debate

#2 – hunt for silo’s

There are many silo’s in organisations, some
are really obvious while others will be critical
to break but hard to find

#3 – foundation building

Most ‘CX’ programs are in foundation
building...target areas of value and volume to
prove capability and business return

#4 – the unintended

Watch out for the unintended consequences of
metrics for your customers & employees

Three actions...

#1 – THIS WEEK

Talk further with one of our
CX experts about our CX
Solutions

#3 – NEXT YEAR

Build this into your annual
customer and people strategy

#2 – THIS QUARTER

Connect with your CX and business
stakeholders, prioritise a focus area
Run a pilot project