

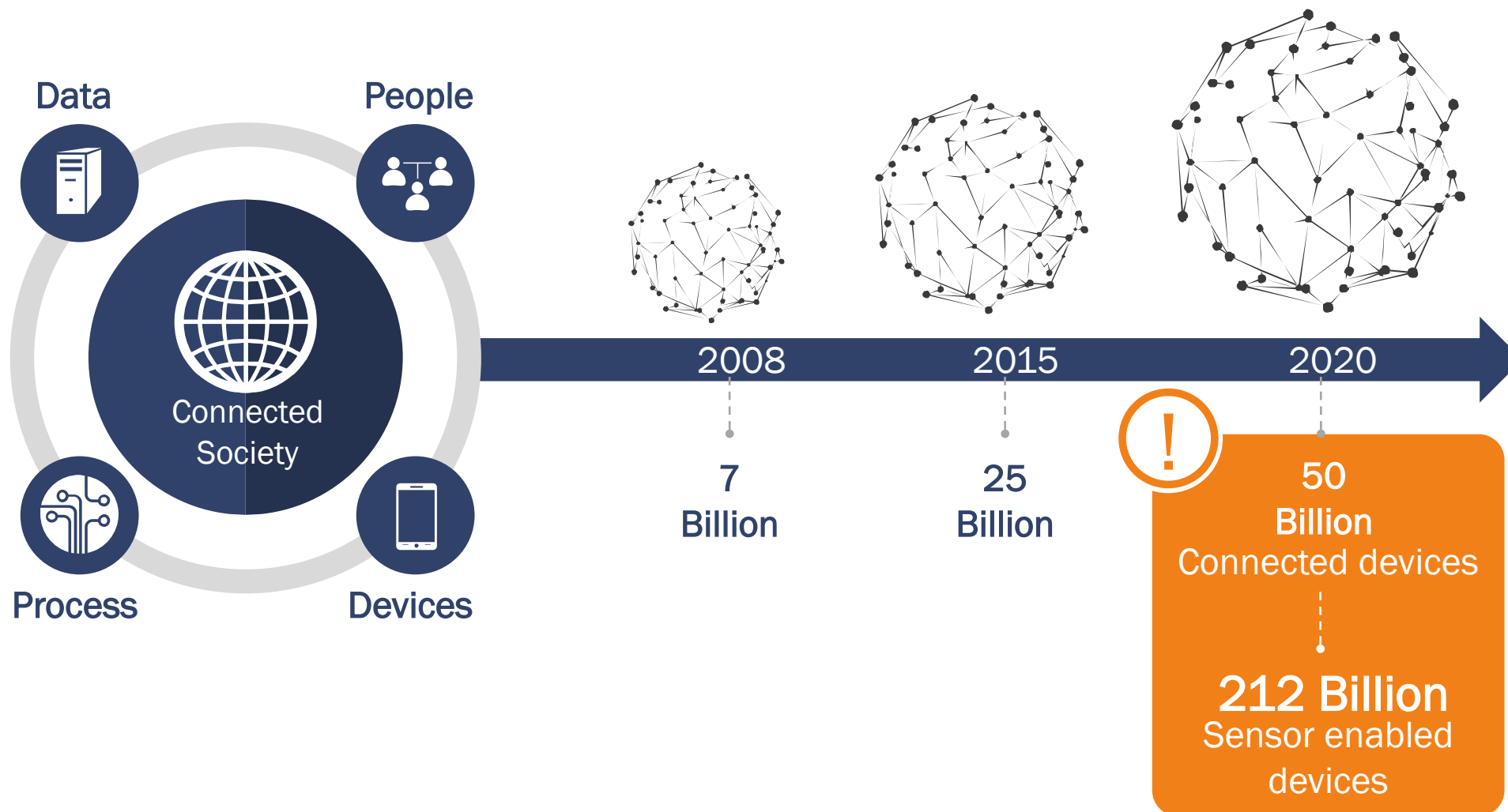


DRIVING CUSTOMER-CENTRIC GROWTH

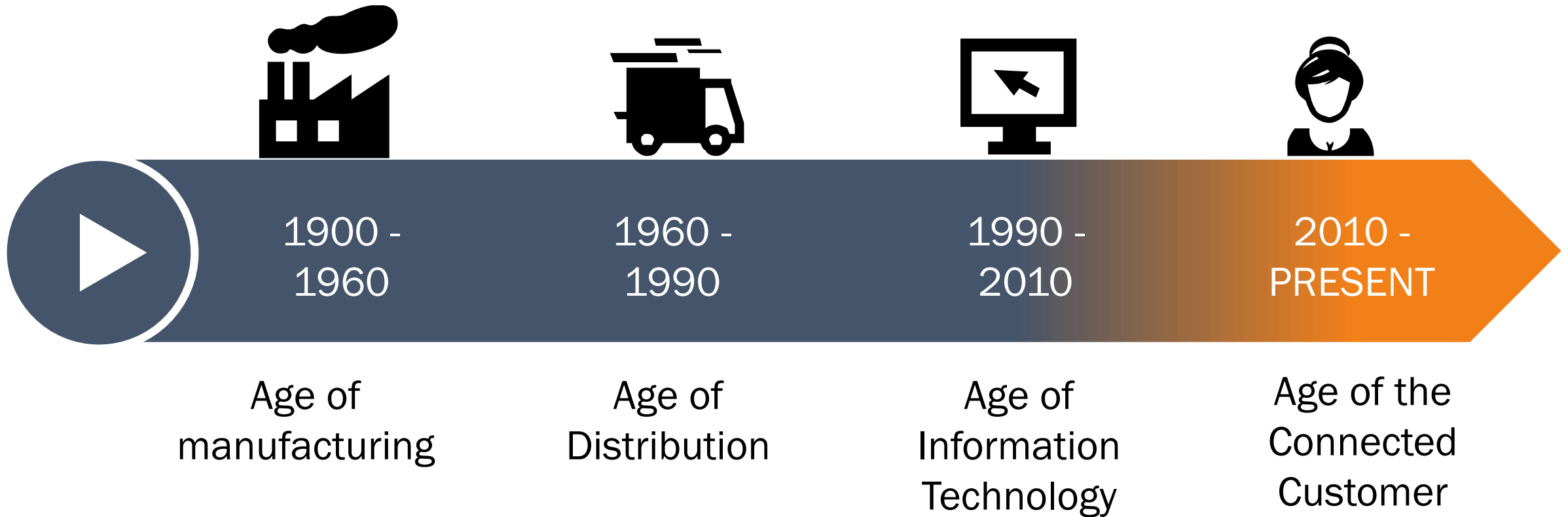


@insights2020
#blijfbij

Welcome to the connected society



Traditional value drivers no longer provide competitive advantage



Everybody talks about Customer Centricity

Transforming to a Customer-Centric Marketing

05/22/2020

BUILDING A CUSTOMER-CENTRIC BUSINESS VIA INTEGRATED INFORMATION MANAGEMENT

Customer centricity in the UK utilities sector

A Customer-Centric approach to front-end business intelligence deployment

Request a FREE
Customer Centric
Readiness Assessment

Customer Centricity movement or myth?

20 TIPS FOR THE
MARKETER
[View Whitepaper](#)

But ... does it drive business growth?





WHAT

are the drivers of
Customer Centricity?

HOW

to achieve
Customer Centricity?



Keith Weed
Unilever



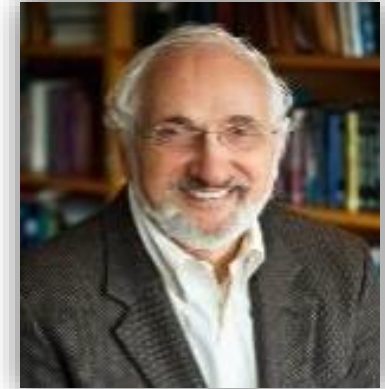
Sir Martin Sorrell
WPP



Diego Scotti
Verizon



Julian Pryn
BAT



Jerry Wind
Wharton



Harish Bhat
TATA



Gayle Fuguitt
ARF



Rob Norman
GroupM



Tony Fagan
Google



Barbara Lamprecht
Volkswagen



60 Markets
337 Vision Interviews
10,495 Survey Respondents

- LinkedIn Behavioral Analysis
- Wharton Crowd Sourcing
- 8 Global research teams
- Cross-industry, Cross-function

Overperformers vs Underperformers



Insights into action
across all
touchpoints



Behavioral
Data



Personalization



Brand
Purpose



Especially true
for **overperformers**

Internal silos &
bureaucracy



Especially true for
underperformers

Legacy of
structure &
functions

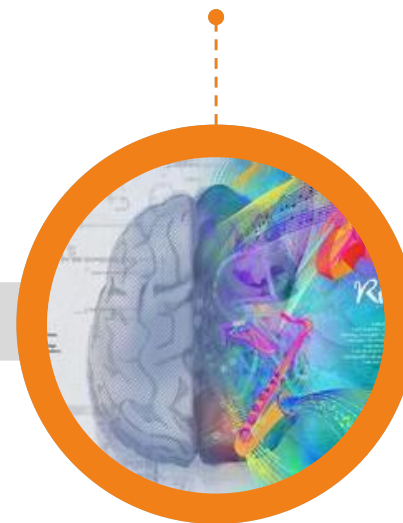


Making sense
of data



Especially true for
overperformers

Recruiting
wholebrain
people

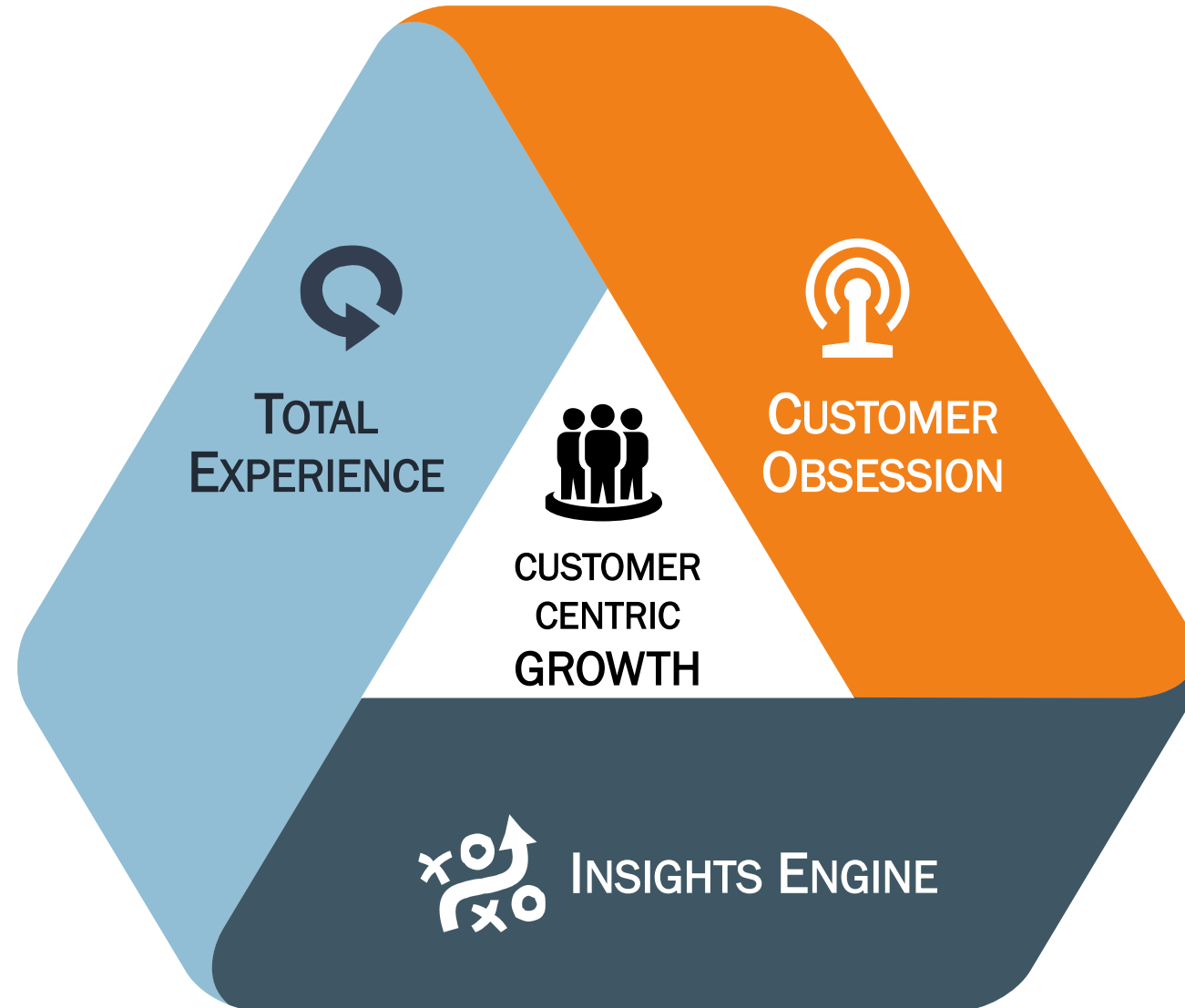


DIGITAL FIRST

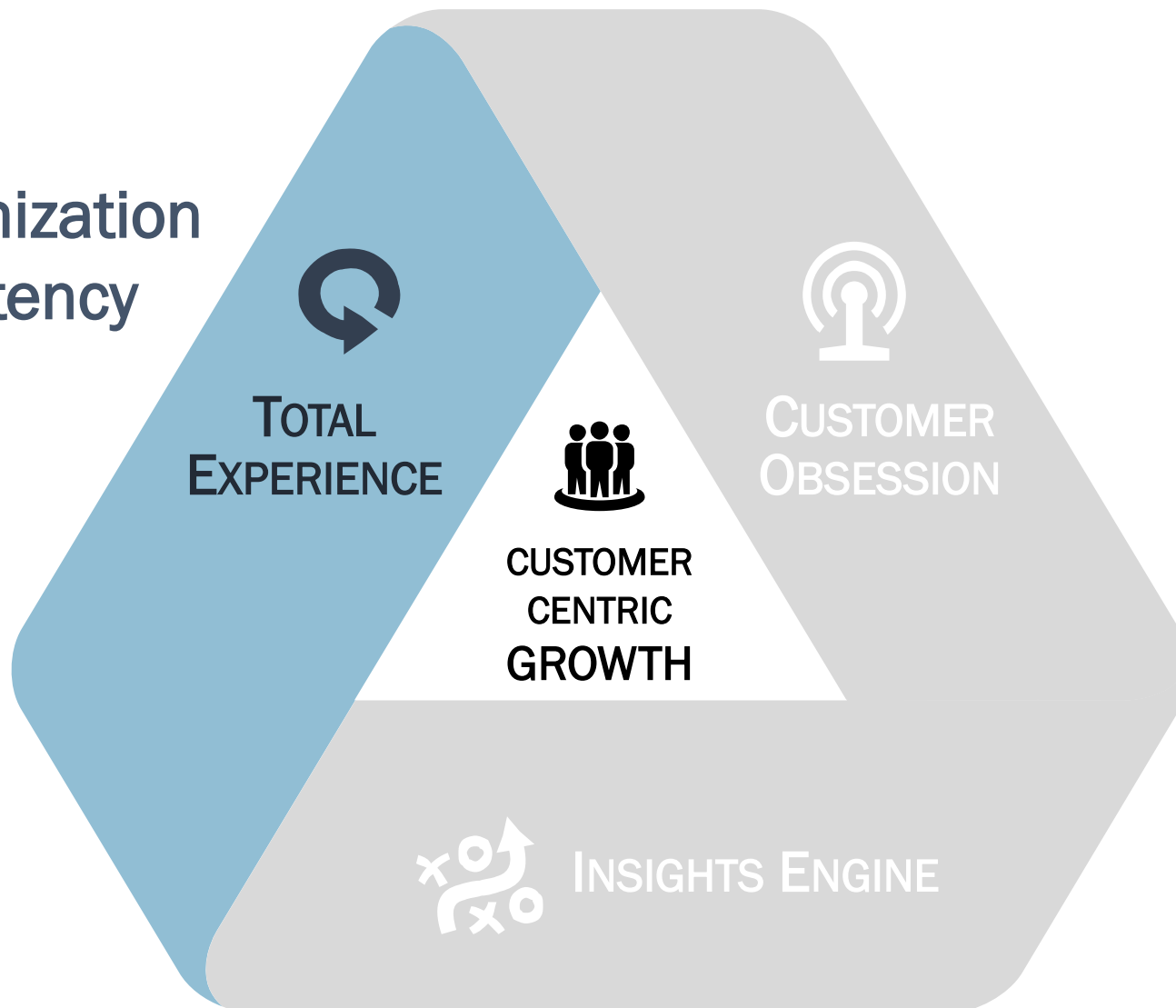
or

PEOPLE FIRST?

Key dimensions of Customer-Centric growth



1. Purpose-led
2. Data-driven customization
3. Touch point consistency



Driver 1. Purpose-led



Link everything to a
clear brand purpose

80%

32%

Driver 1. Purpose-led



Driver 2. Data-driven customization

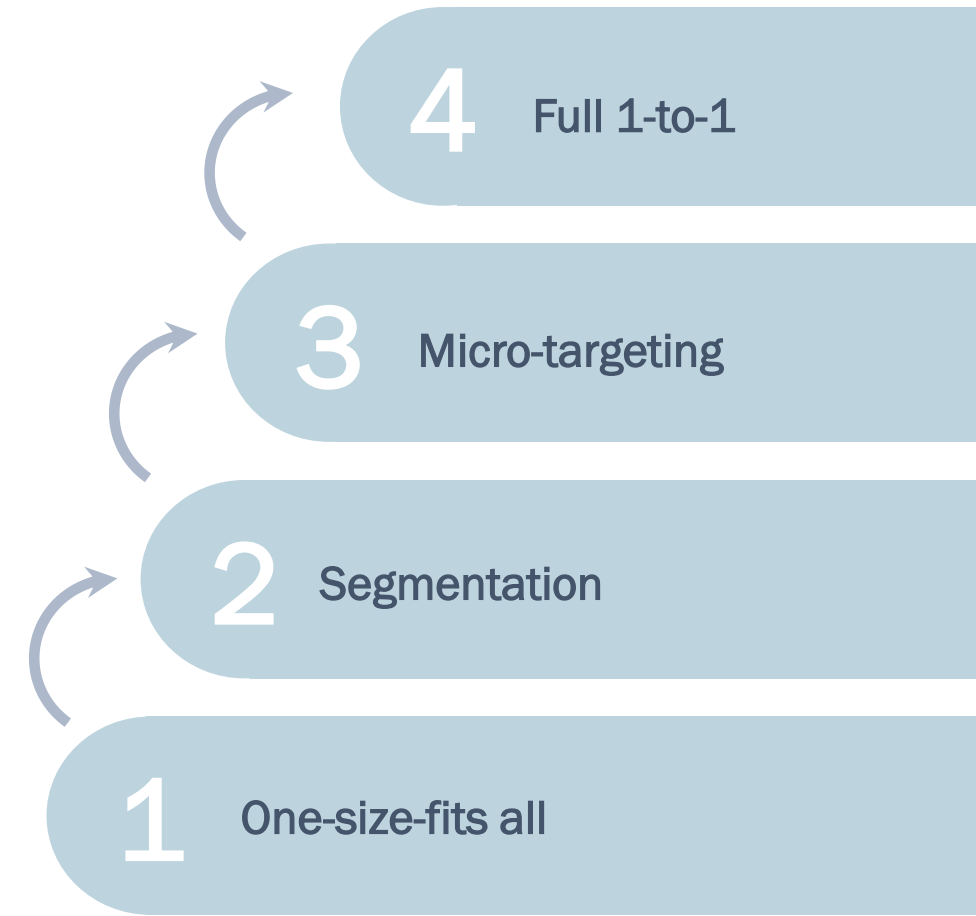


Creating experiences based
on data driven insights

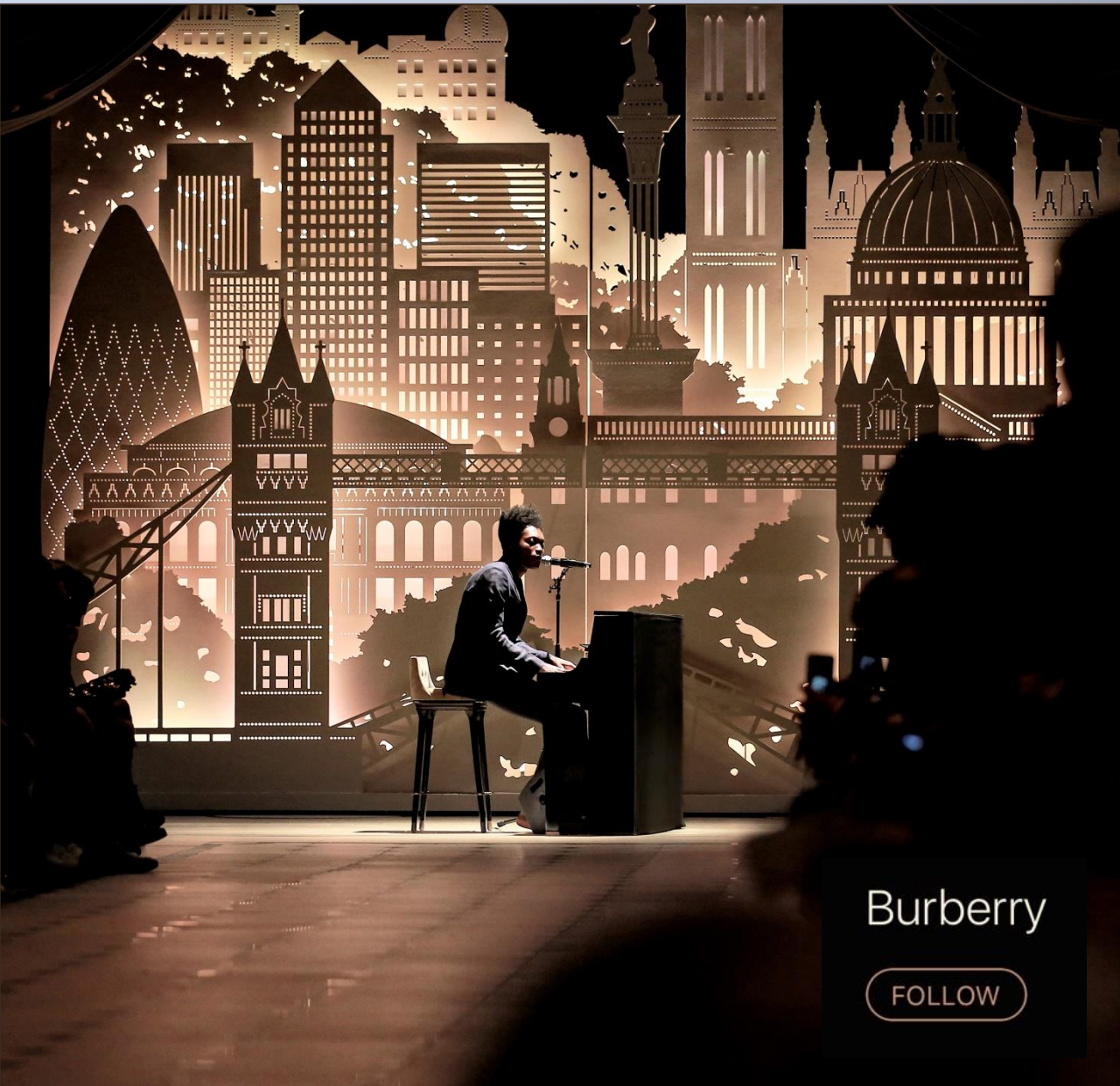
73%

31%

Driver 2. Data-driven customization



Driver 3. Touch point consistency



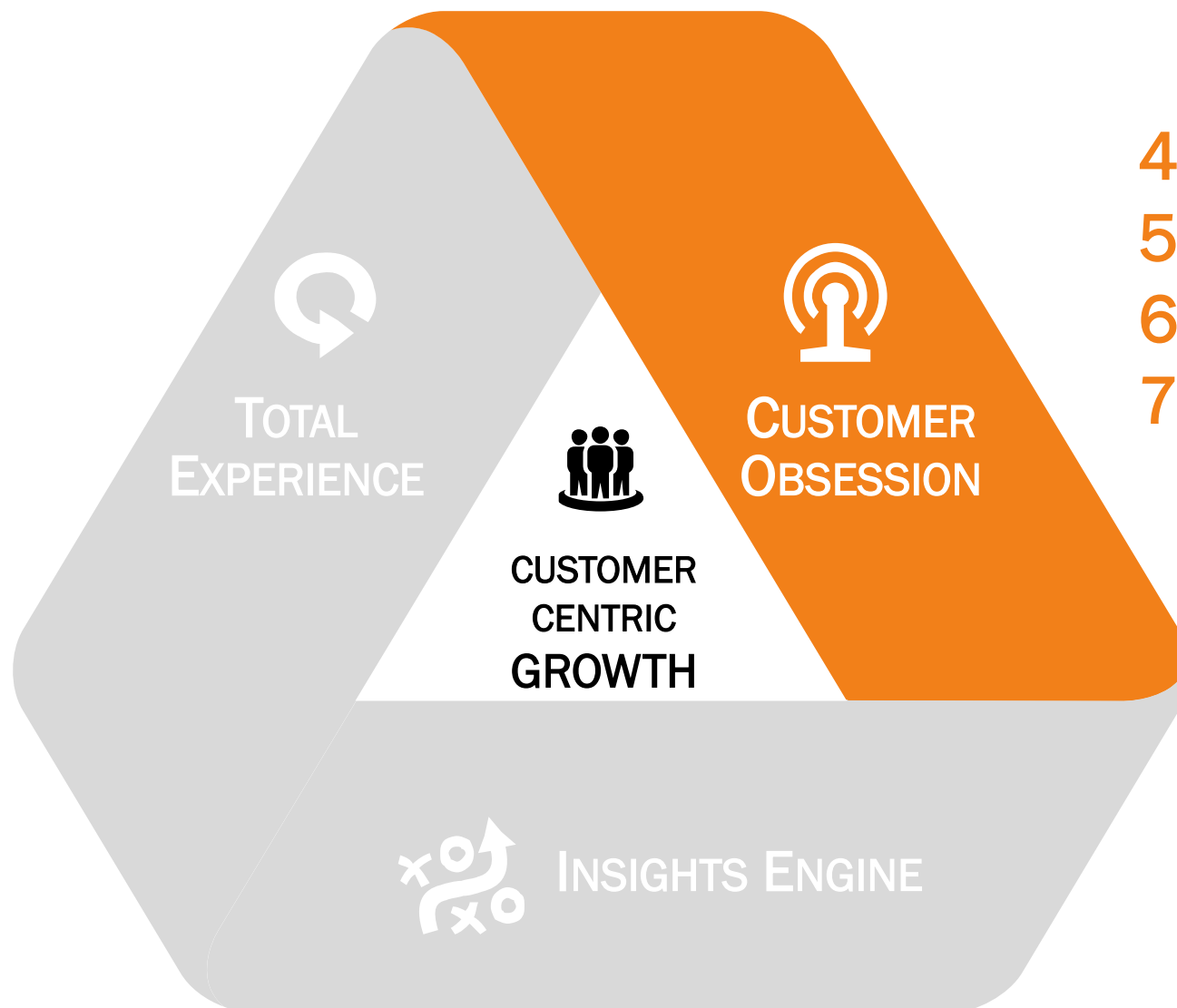
Burberry

FOLLOW

I&A to drive consistency
across all touch points

64%

29%

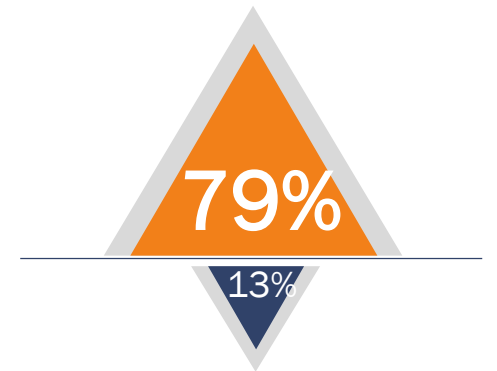


- 4. Embraced by all
- 5. Leadership priority
- 6. Collaboration
- 7. Experimentation

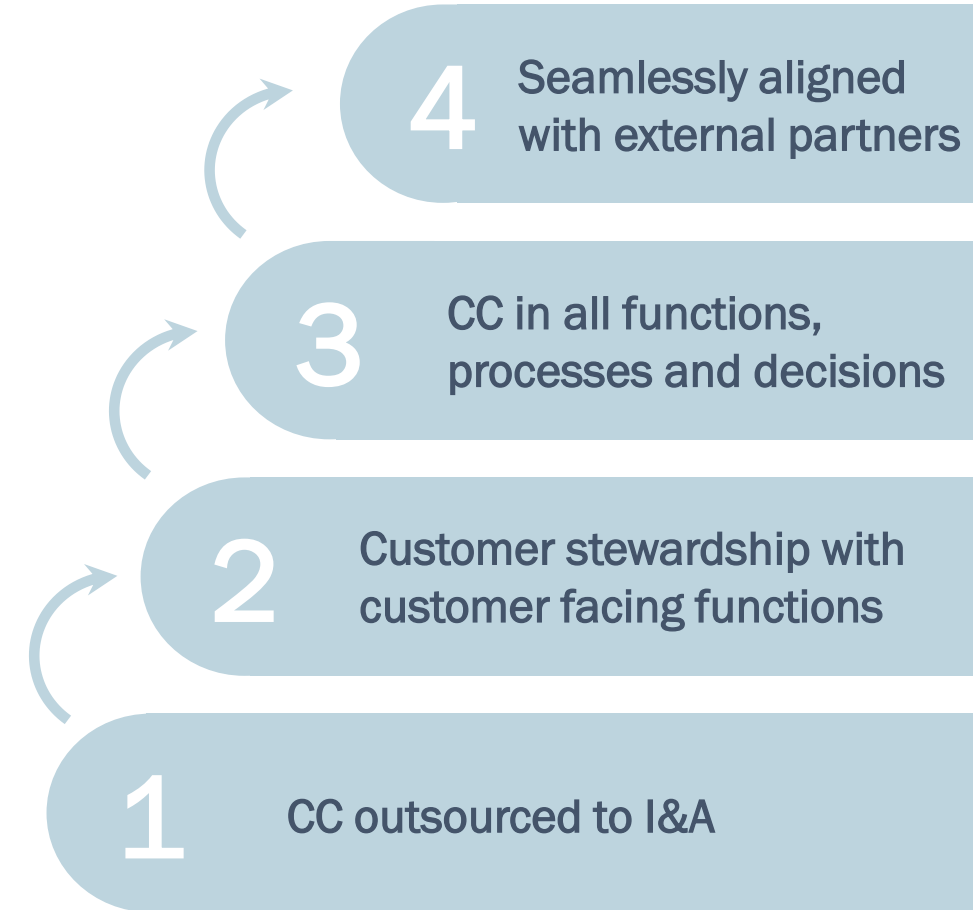
Driver 4. Embraced by all



Customer Centricity is fully embraced by all functions



Driver 4. Embraced by all



Driver 5. Leadership priority



refresh your world with  pepsi

Customer Centricity is a
top priority for leaders

91%

48%

Incentives are based on
customer related KPIs

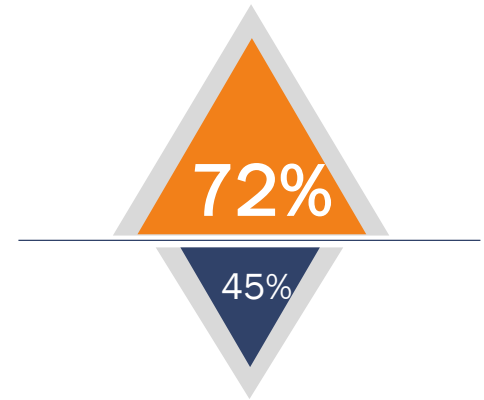
45%

24%

Driver 6. Collaboration



Work closely with
customers



Driver 6. Collaboration



Driver 7. Experimentation

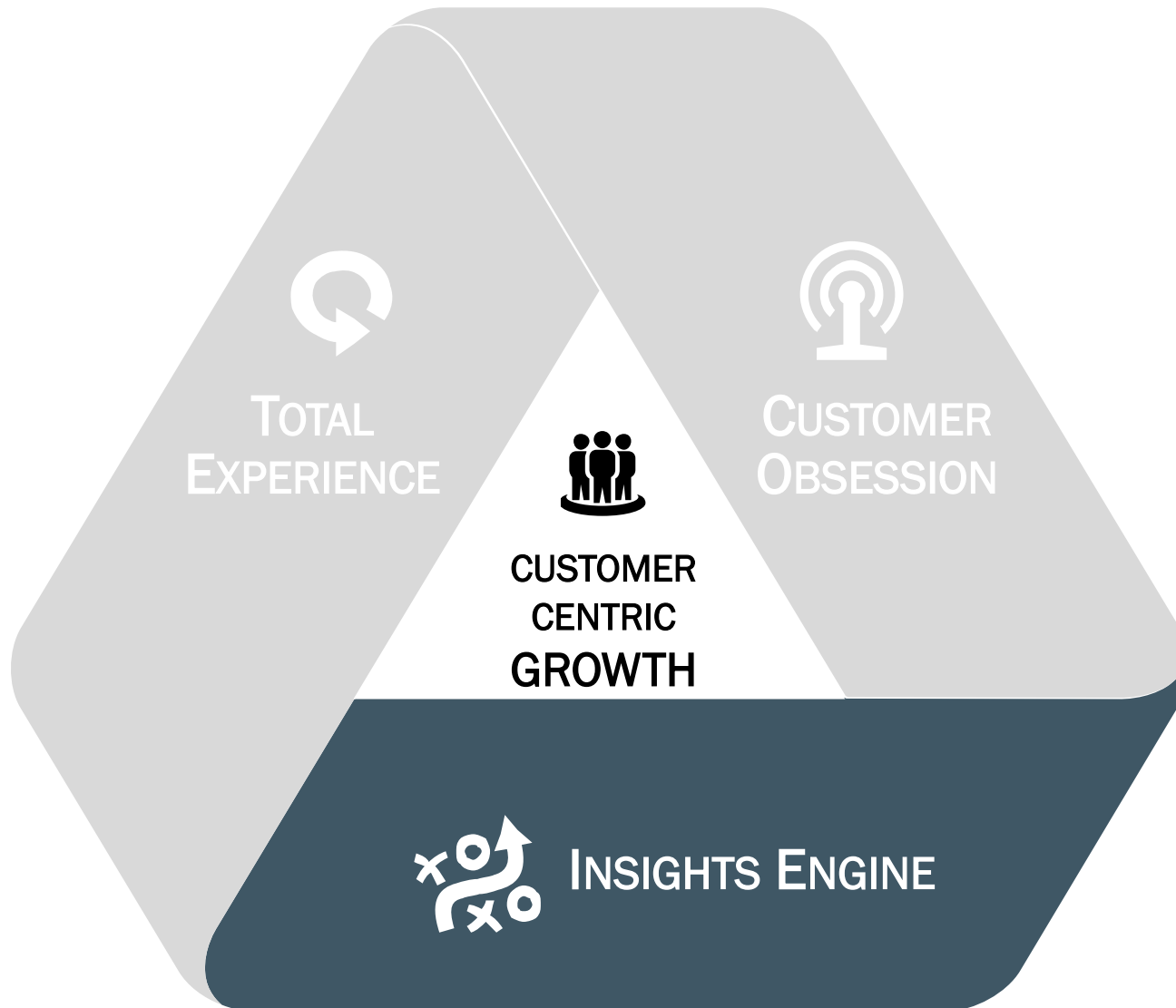


Embracing risk and
experimentation

40%

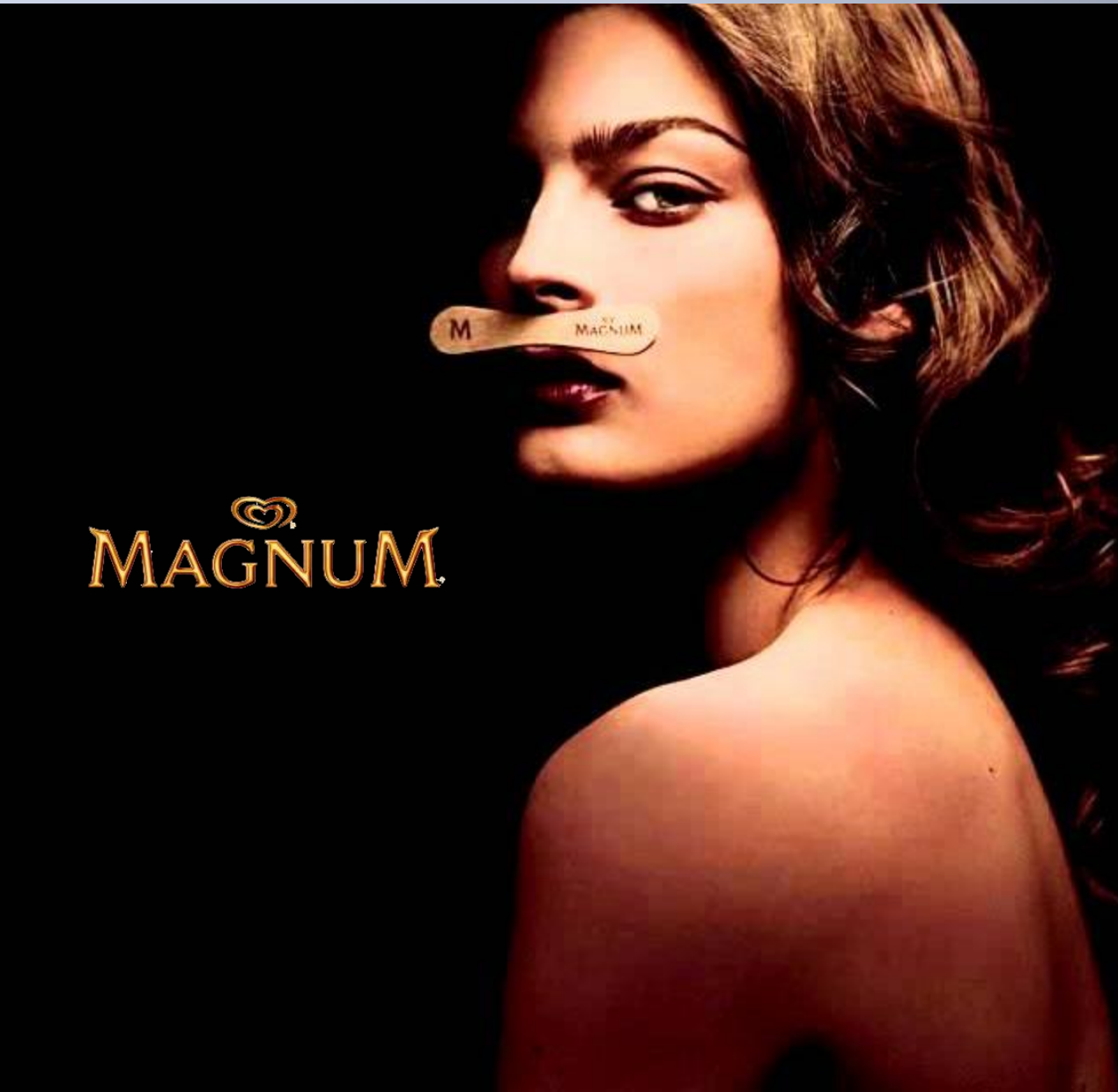
13%

Key dimensions of Customer-Centric growth

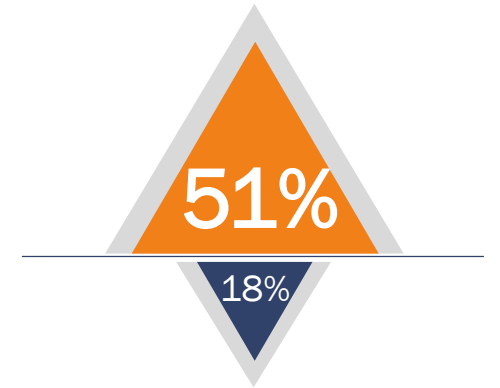


- 8. Leading role of I&A
- 9. Unlocking the power of data
- 10. Critical capabilities

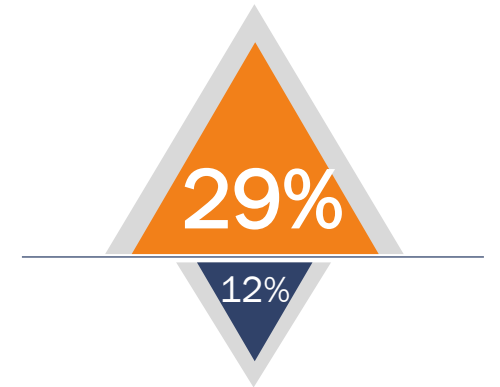
Driver 8. Leading role of I&A



I&A leading the business



I&A reports into the CEO



Driver 9. Unlocking the Power of Data



Linking different data
sources to distil insights

67%

34%

Driver 10. Critical Capabilities



Business Sense

75%

50%

‘Wholebrain’ thinking

71%

42%

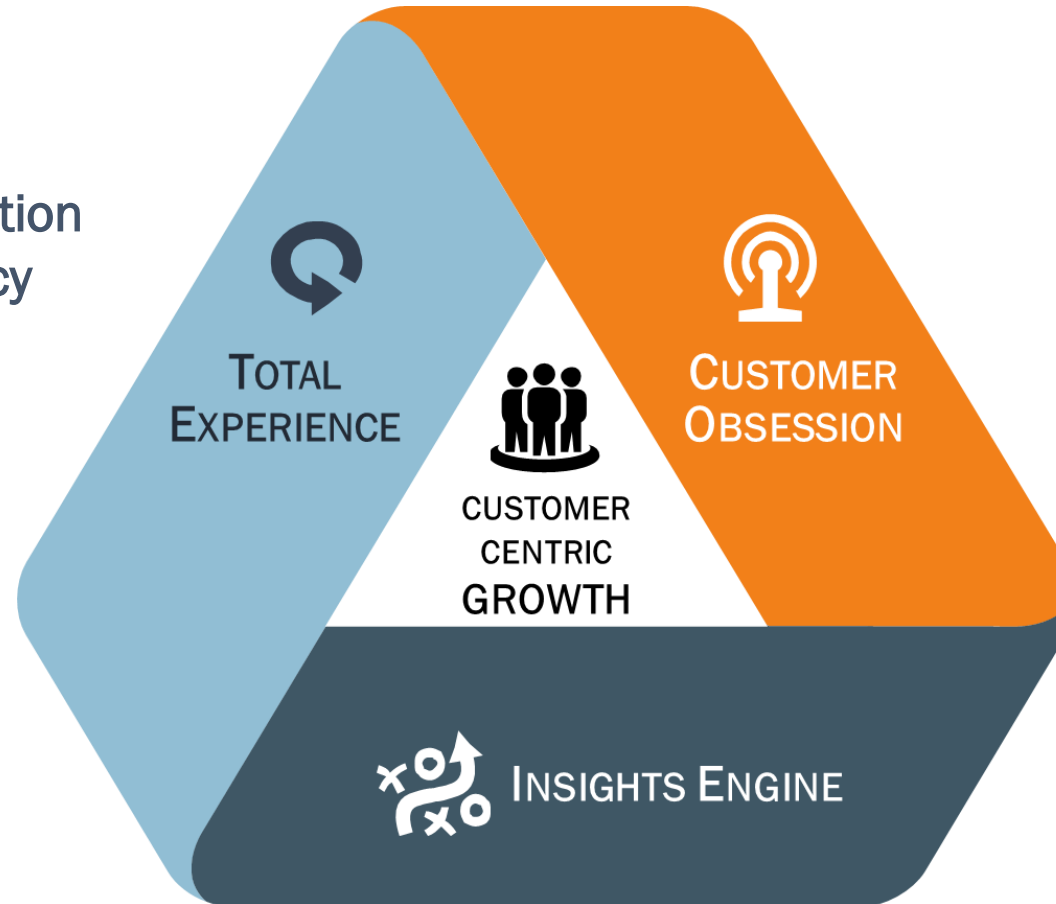
Storytelling

61%

37%

10 drivers of Customer-Centric growth

1. Purpose-led
2. Data-driven customization
3. Touch point consistency



4. Embraced by all
5. Leadership priority
6. Collaboration
7. Experimentation

8. Leading role of I&A
9. Unlocking the power of data
10. Critical capabilities

ILLUSTRATIVE NUMBERS

Total Experience	GAP vs		
	SCORE	BENCHMARK	AMBITION
• Purpose-led	73%	+9%	+2%
• Data-driven customization	49%	-6%	+5%
• Touch point consistency	53%	-2%	+3%
Customer Obsession	GAP vs		
	SCORE	BENCHMARK	AMBITION
• Embraced by all	63%	+3%	+5%
• Leadership priority	75%	+5%	+3%
• Collaboration	61%	-7%	+4%
• Experimentation	34%	-2%	+6%
Insights Engine	GAP vs		
	SCORE	BENCHMARK	AMBITION
• Leading role of I&A	45%	-9%	+8%
• Unlocking the power of data	53%	-6%	+2%
• Critical Capabilities	61%	-2%	+3%

Revenue Growth
Potential

+2.8%

Focus on products and services



Focus on Total Experience



Focus on detail of data



Focus on actionability of data



Manage risk



Experiment!



Deliver to customers



Co-create and innovate with customers



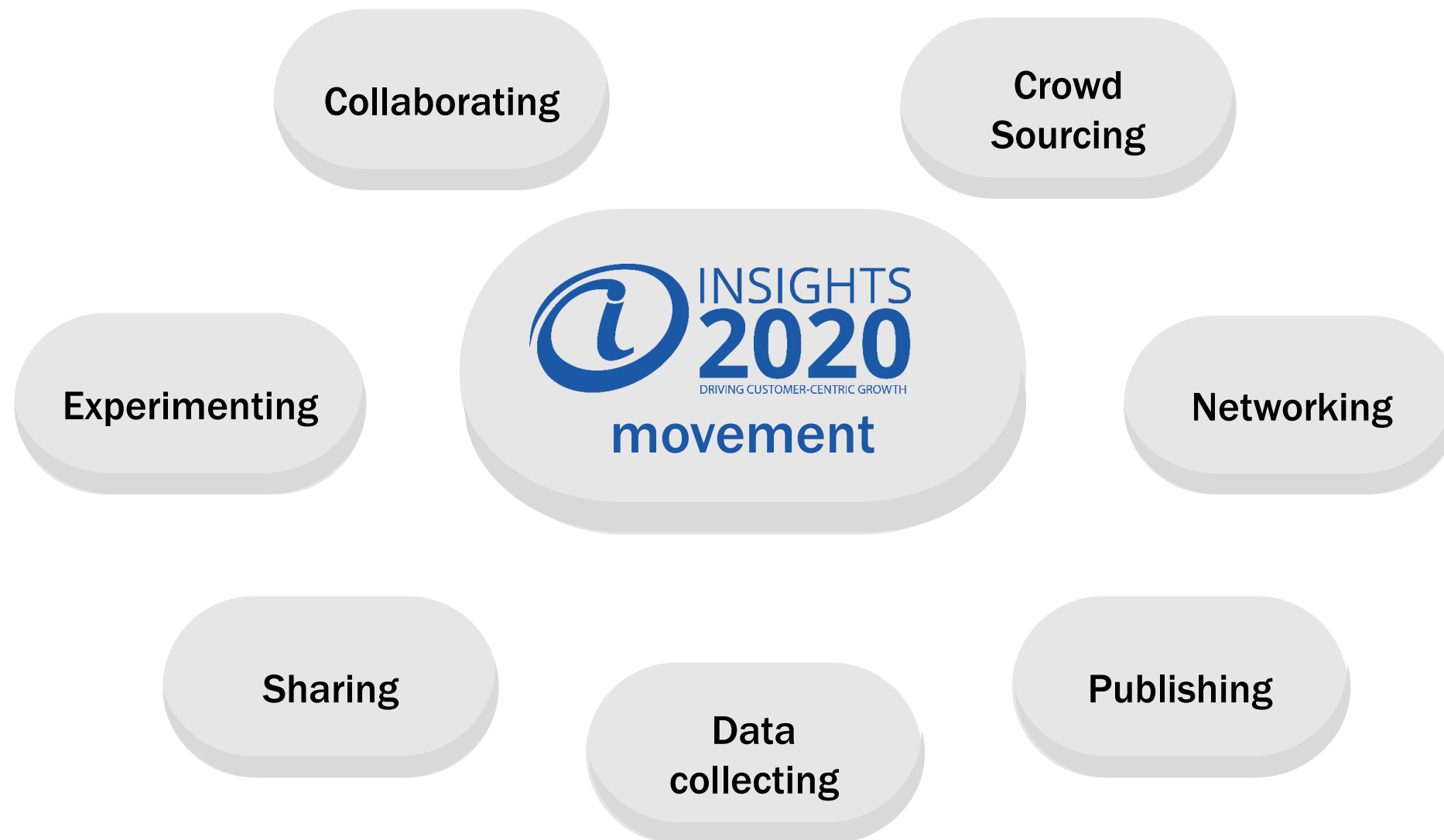
So...

DIGITAL FIRST

or

PEOPLE FIRST?

Join us!



THANK YOU!



<http://lnkd.in/insights2020>



[@insights2020](https://twitter.com/insights2020)