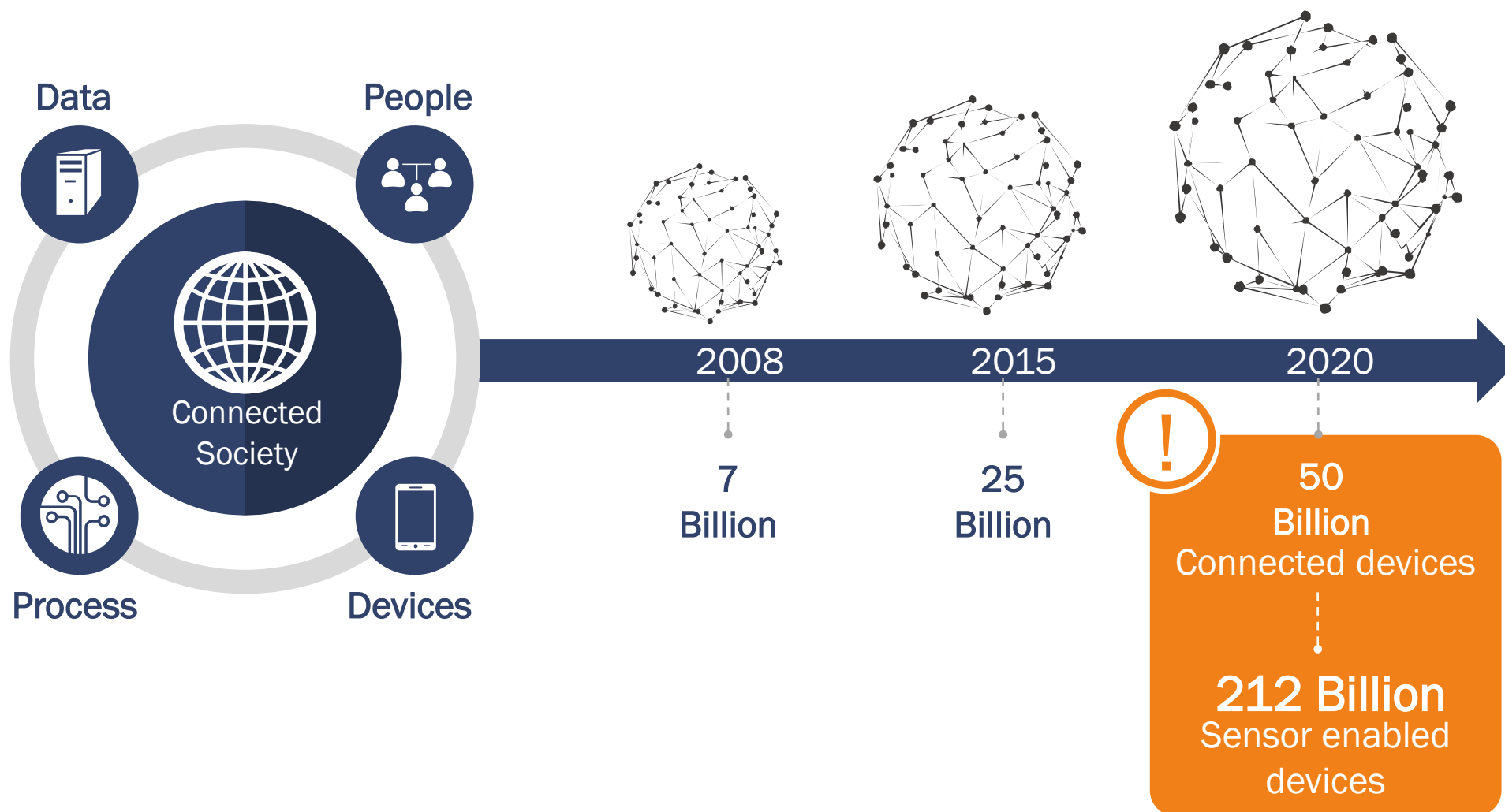


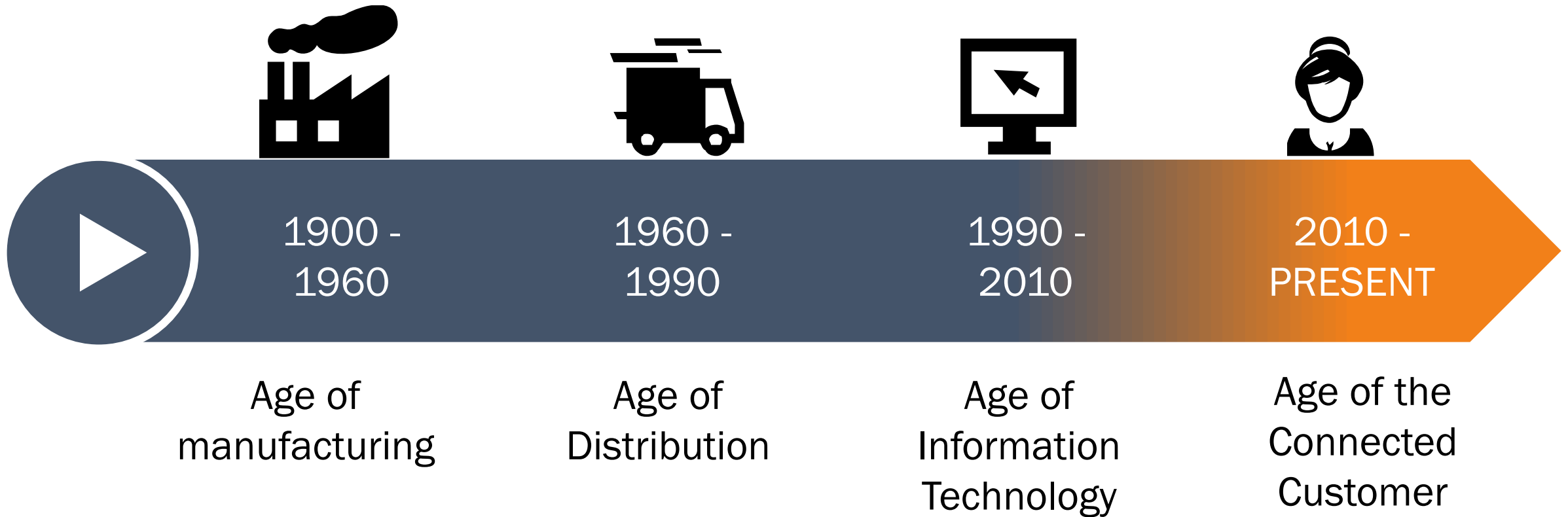


DRIVING CUSTOMER-CENTRIC GROWTH

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



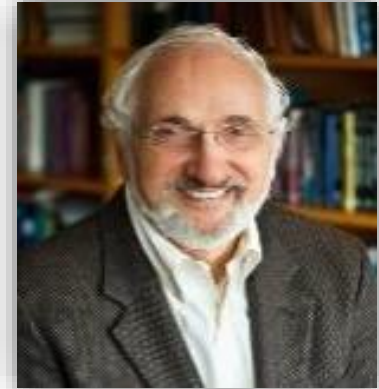
Sir Martin Sorrell
WPP



Diego Scotti
Verizon



Julian Pryn
BAT



Jerry Wind
Wharton



Harish Bhat
TATA



Gayle Fuguitt
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Founding Partners



Publishing Partners

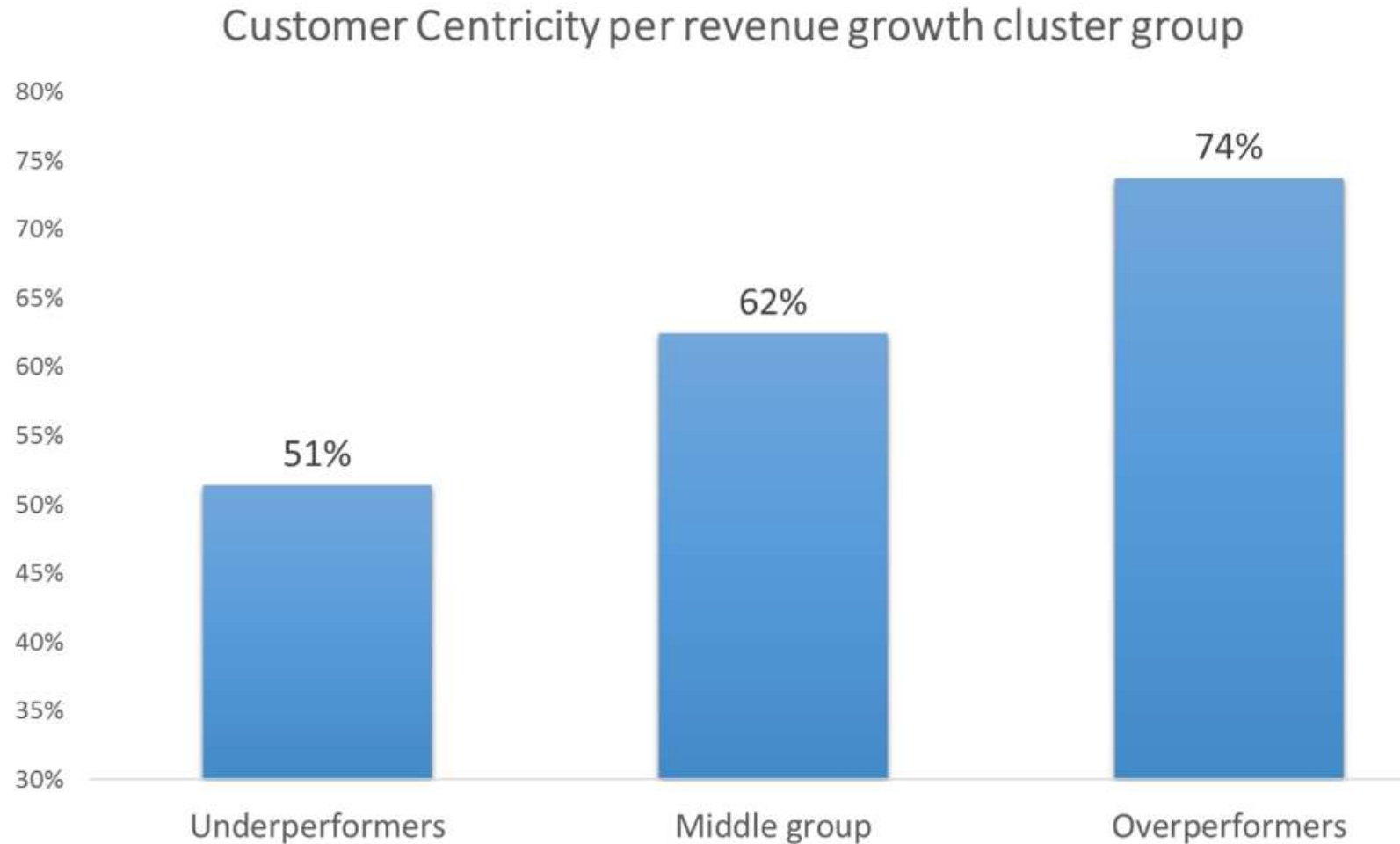




60 Markets
337 Vision Interviews
10,495 Survey Respondents

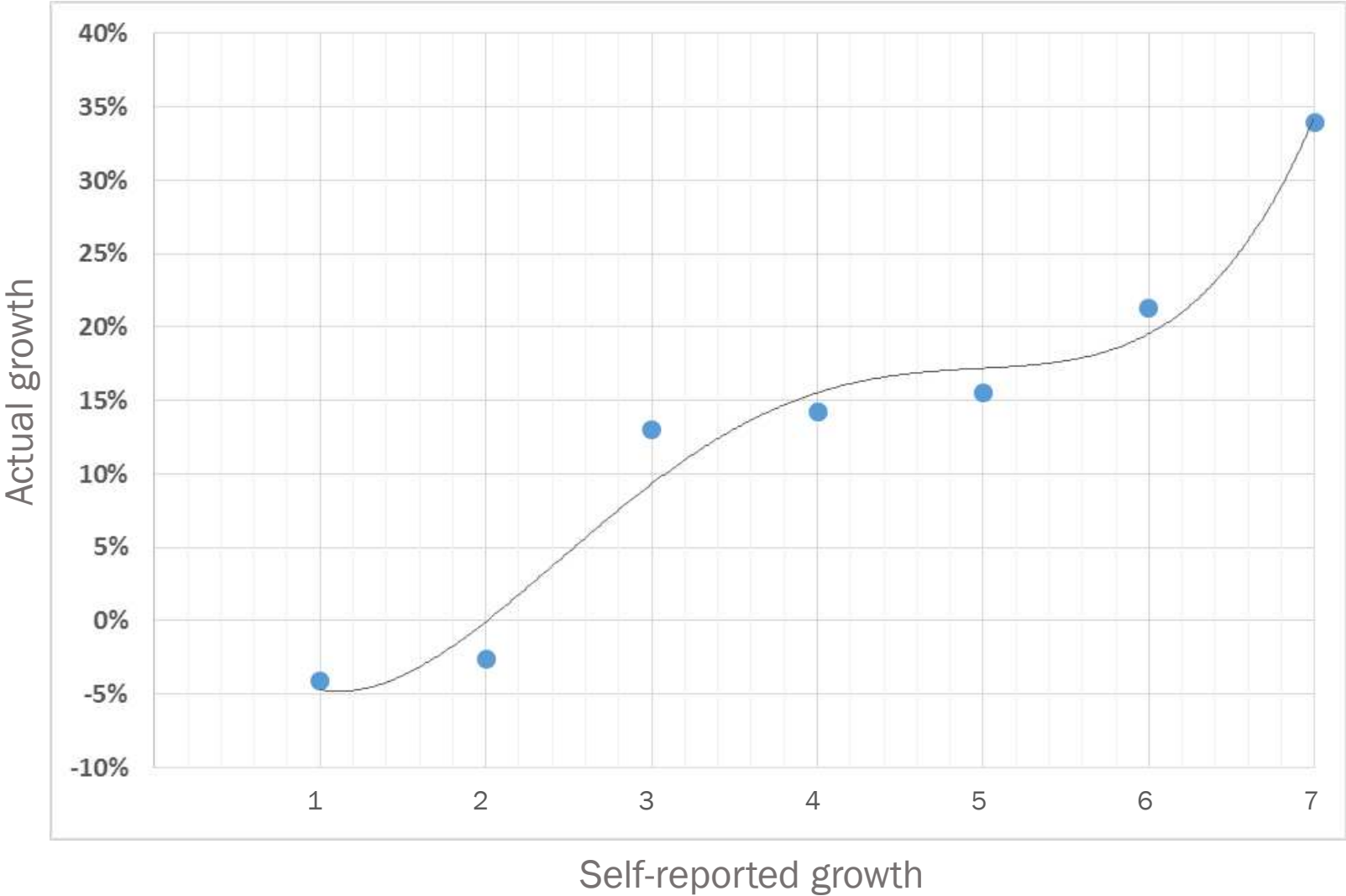
- LinkedIn Behavioral Analysis
- Wharton Crowd Sourcing
- 8 Global research teams
- Cross-industry, Cross-function

Customer Centricity and Revenue Growth go hand in hand

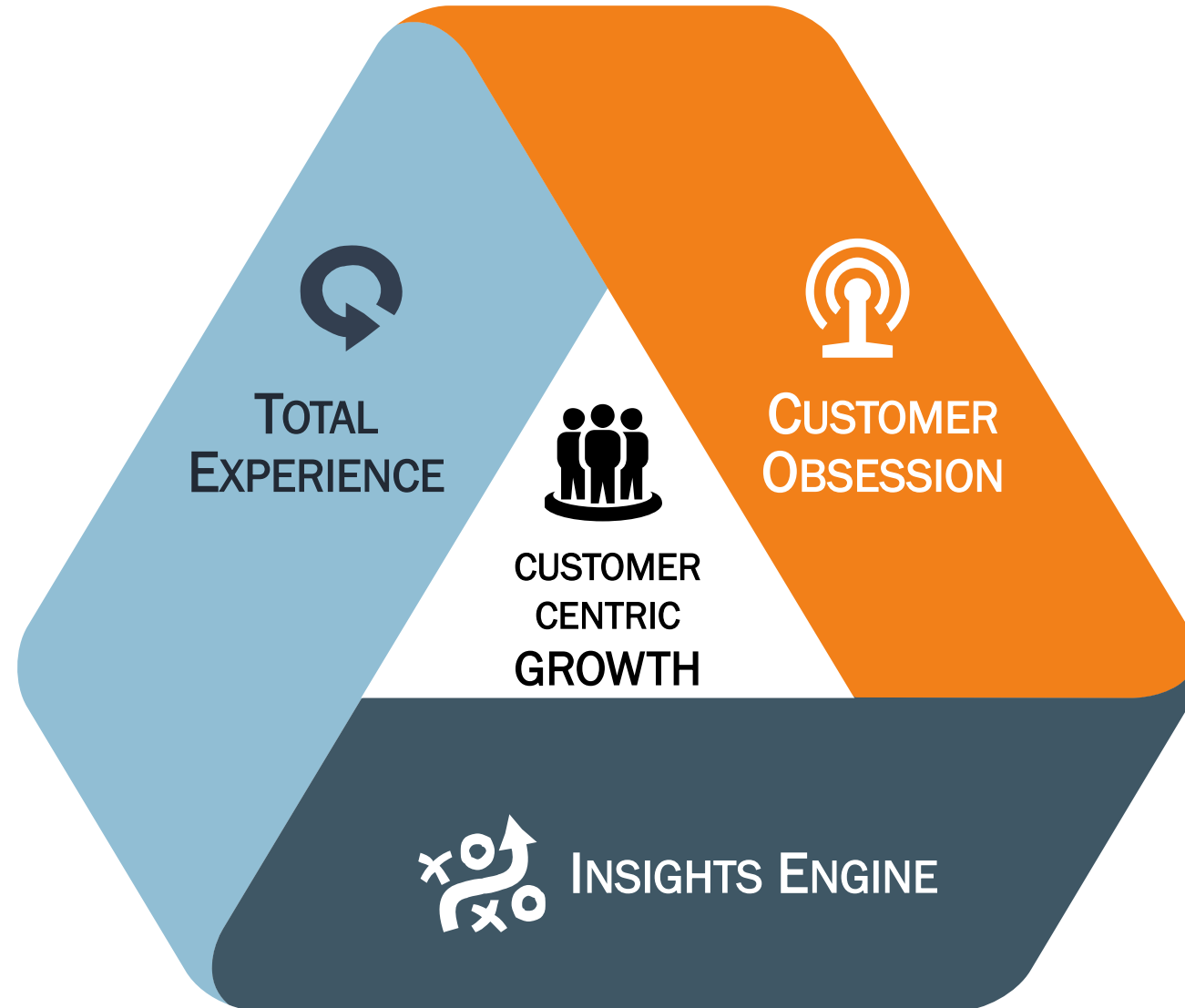


Overperformers vs Underperformers

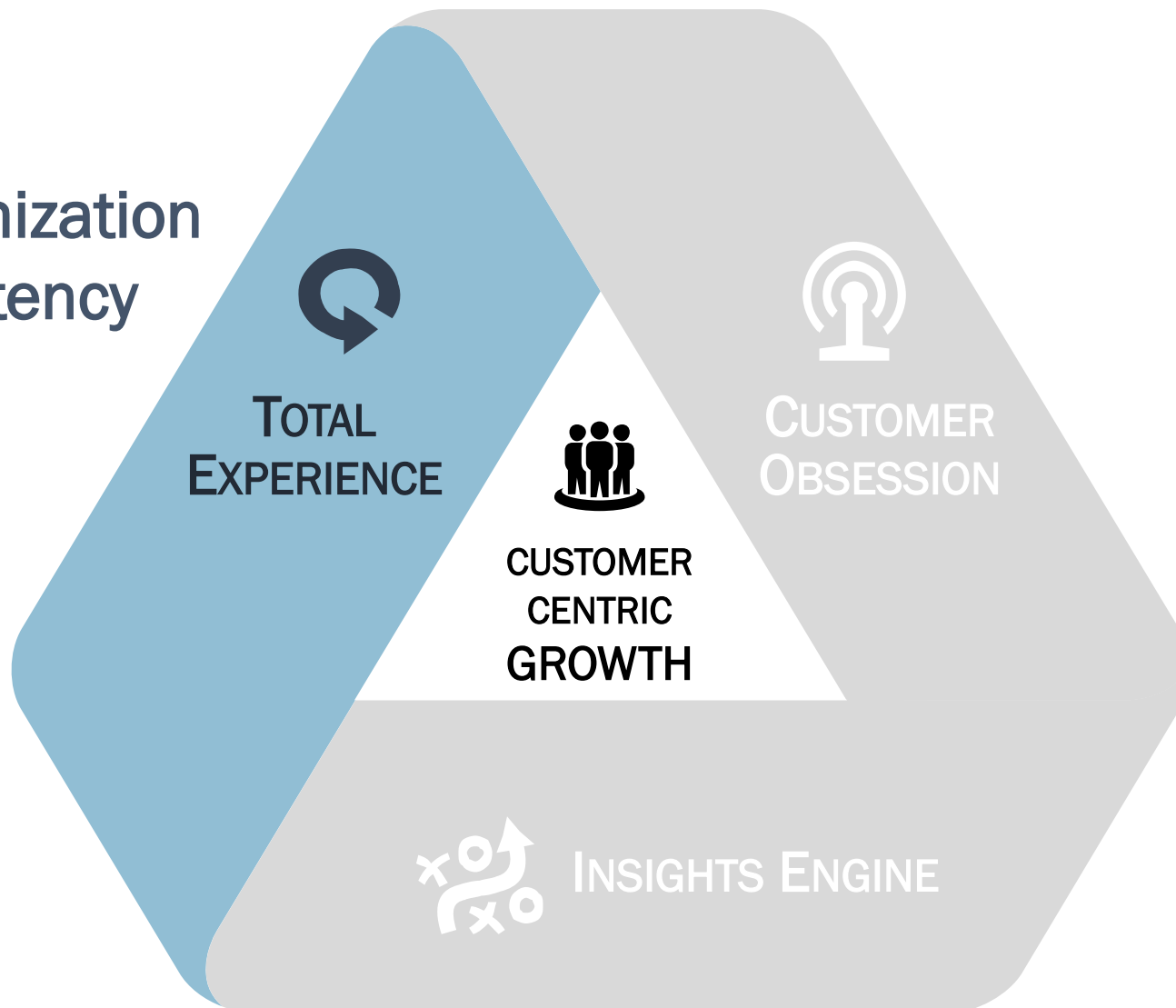




Key dimensions of Customer-Centric growth



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

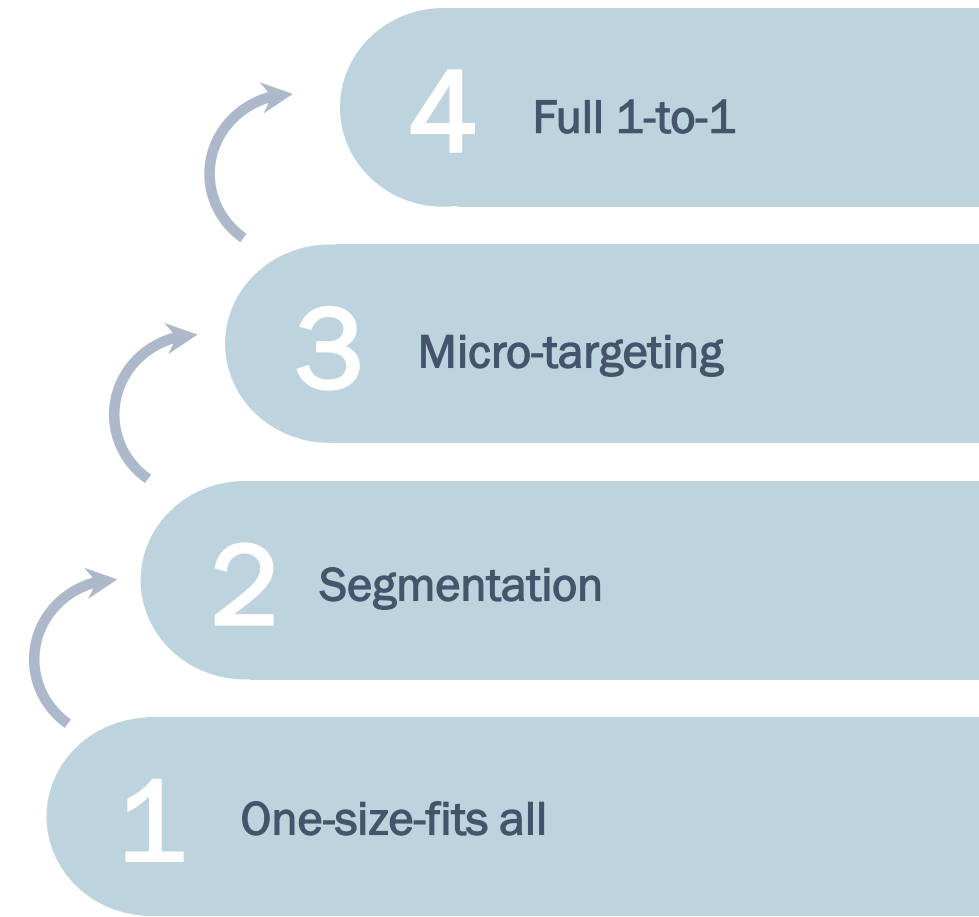
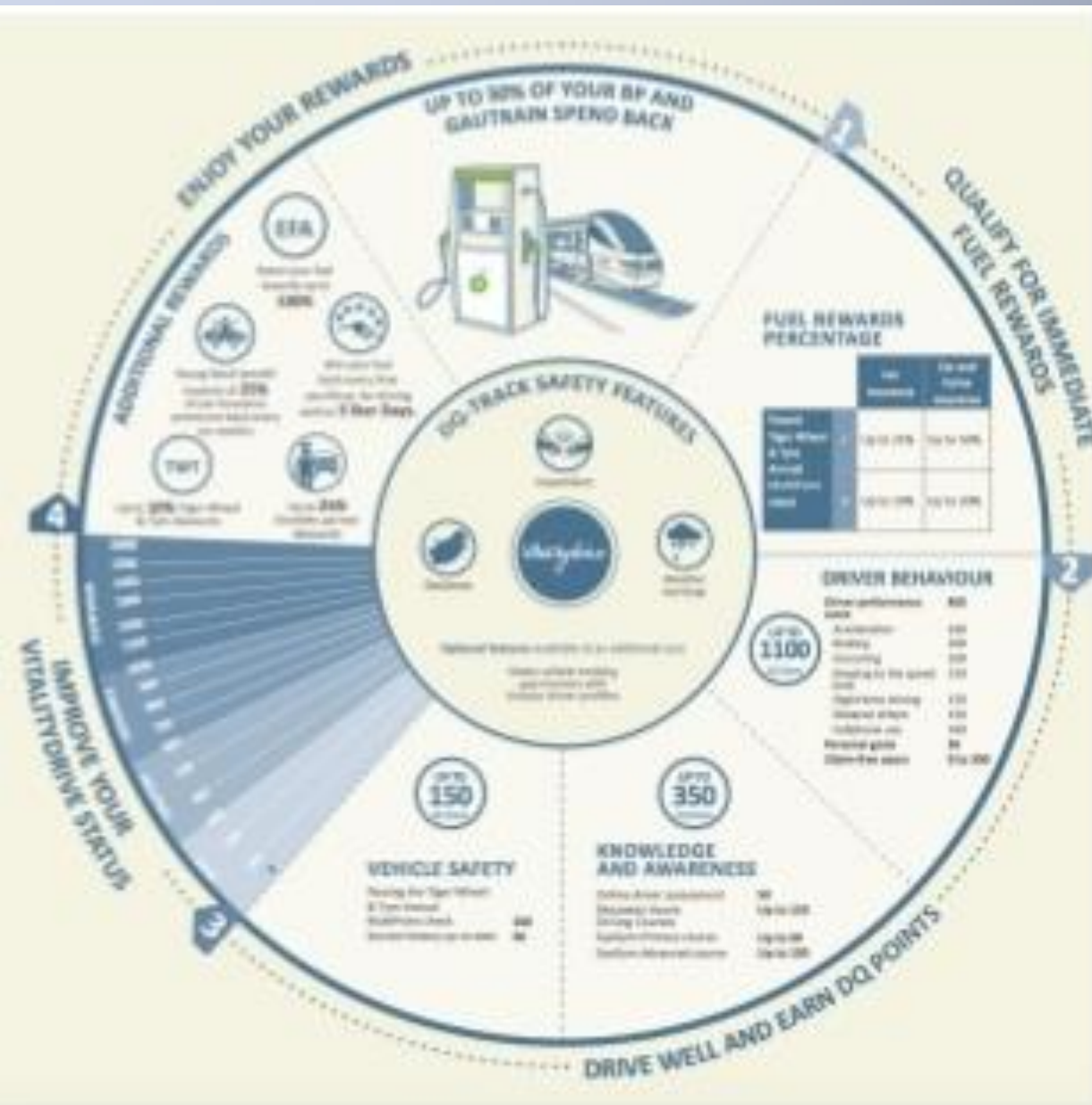


Creating experiences based
on data driven insights

73%

31%

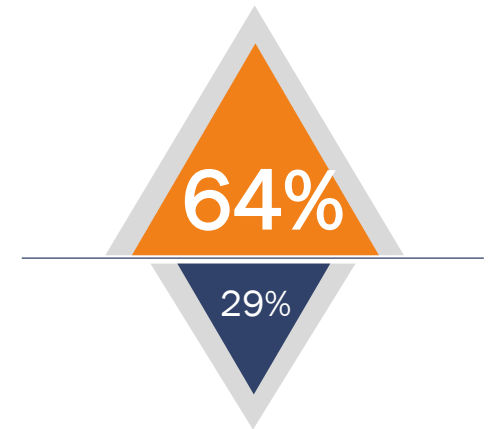
Driver 2. Data-driven customization



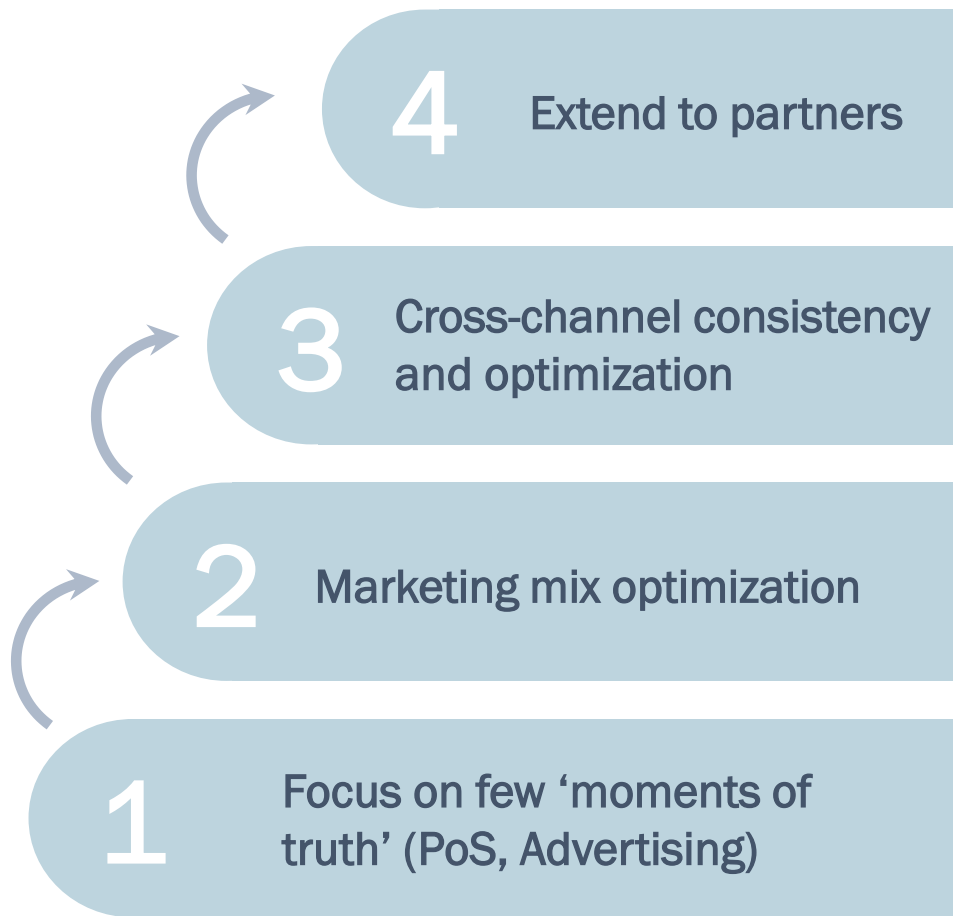
Driver 3. Touch point consistency



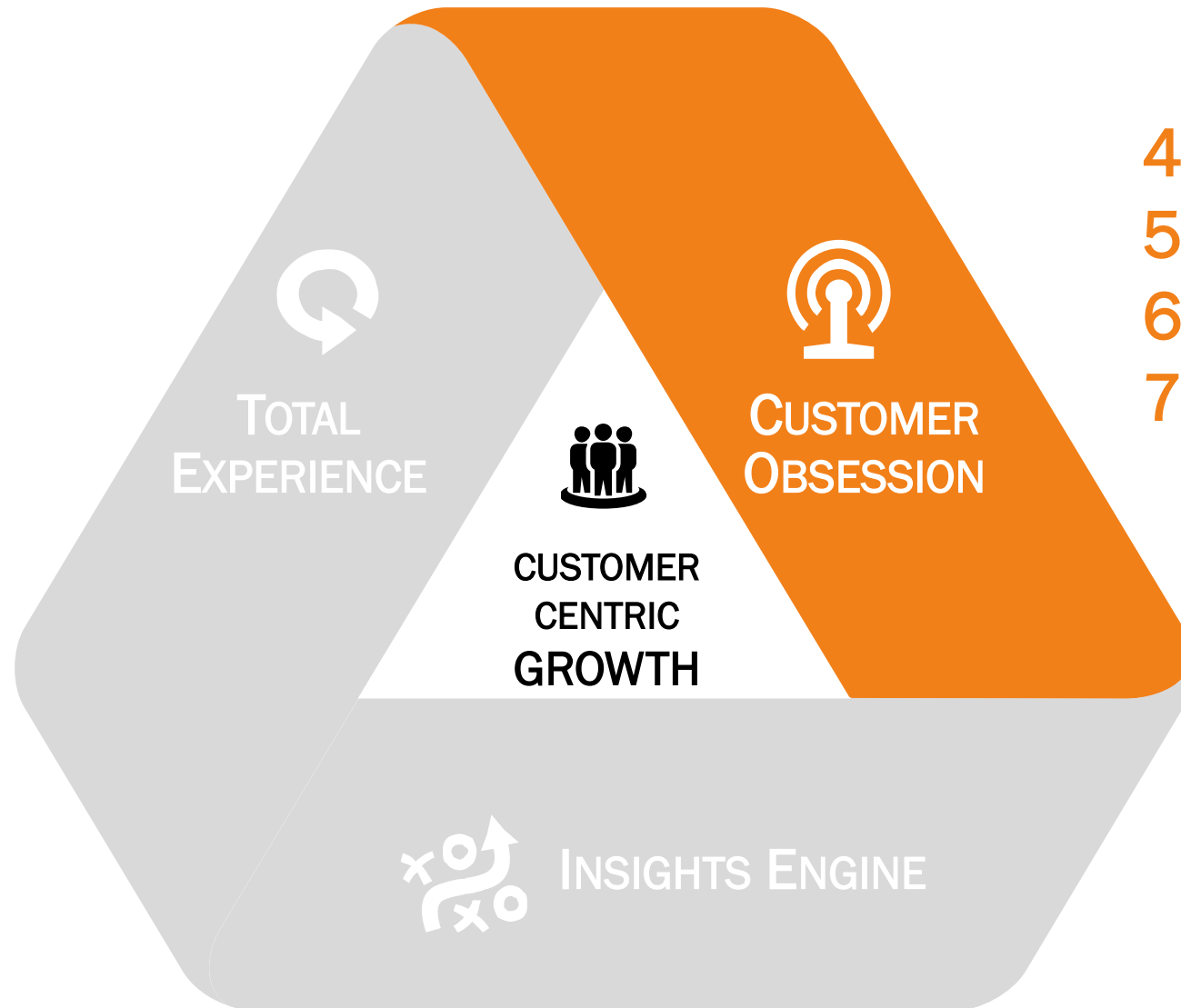
I&A to drive consistency
across all touch points



Driver 3. Touch point consistency

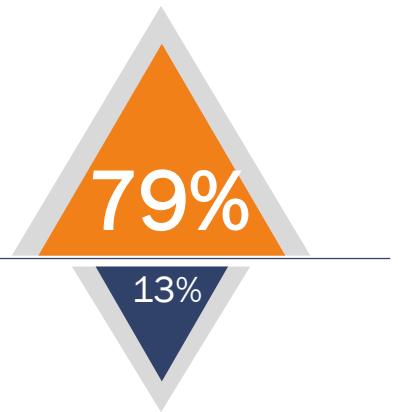


Key dimensions of Customer-Centric growth

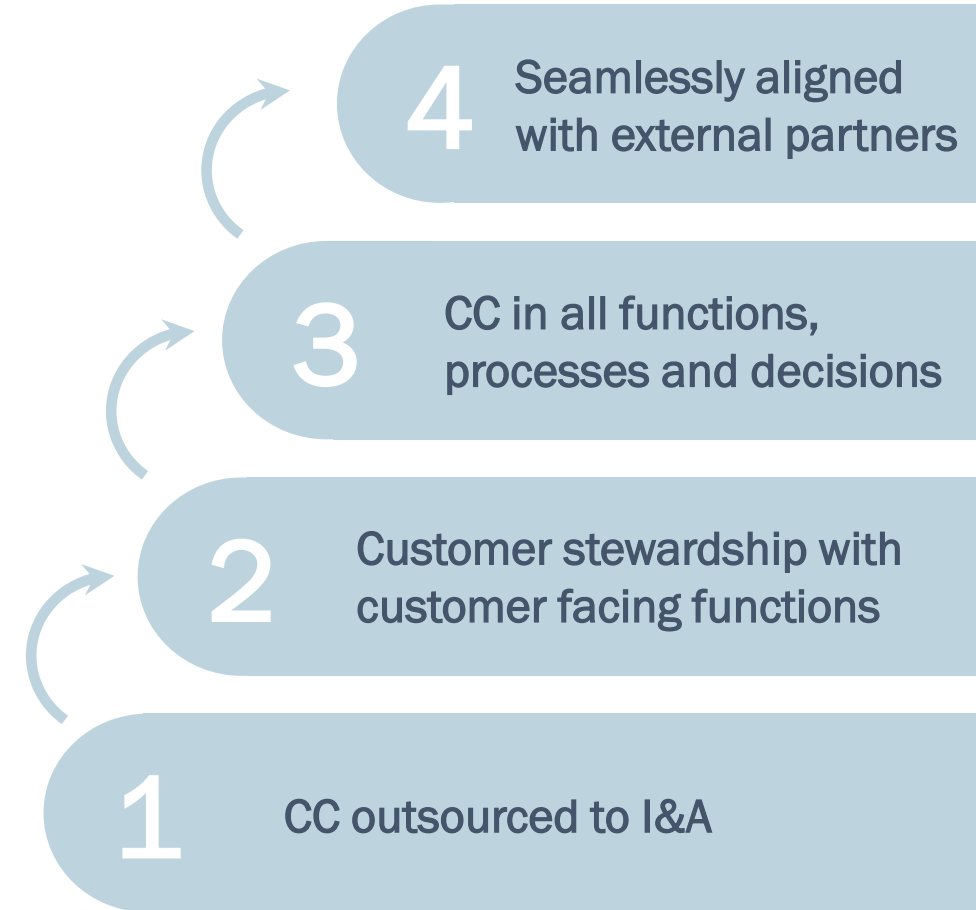


- 4. Embraced by all
- 5. Leadership priority
- 6. Collaboration
- 7. Experimentation

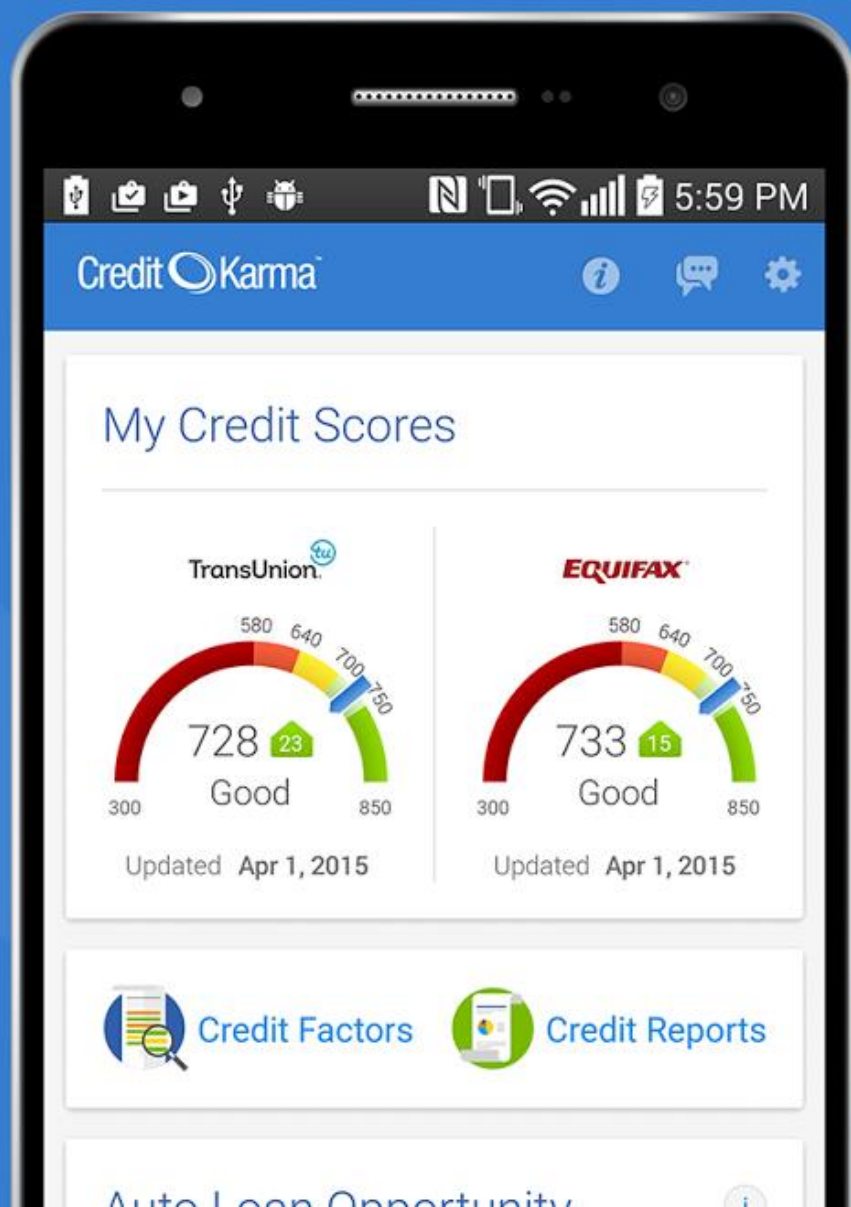
INSIGHTS
2020
DRIVING CUSTOMER-CENTRIC GROWTH



Driver 4. Embraced by all



Driver 5. Leadership priority



Customer Centricity is a top priority for leaders

91%

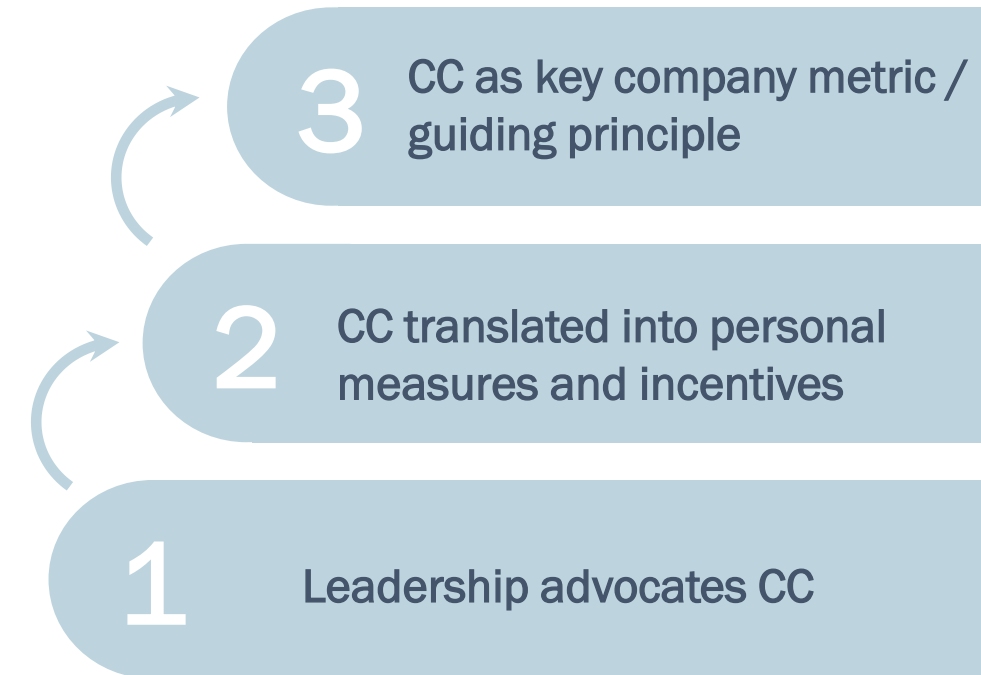
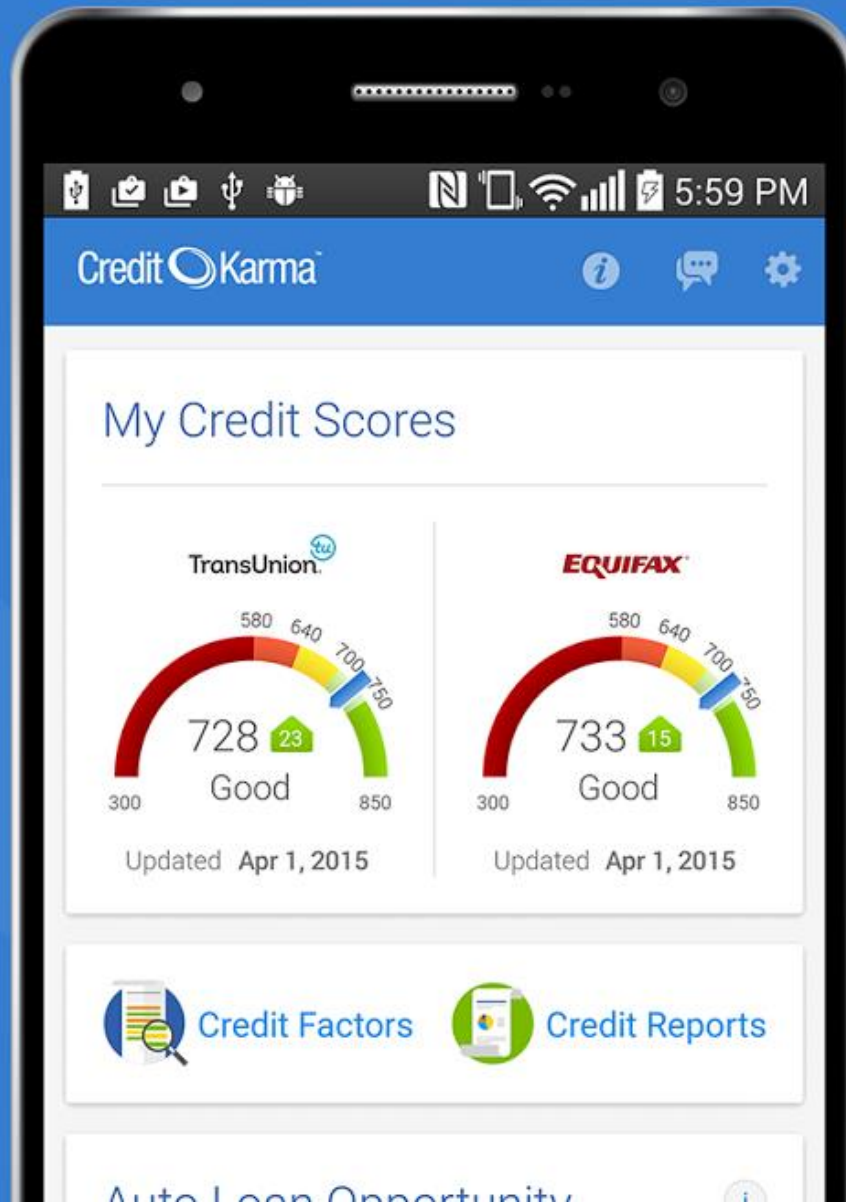
48%

Incentives are based on customer related KPIs

45%

24%

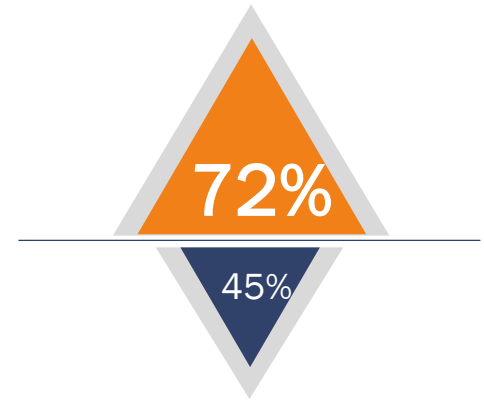
Driver 5. Leadership priority



Driver 6. Collaboration



Work closely with
customers



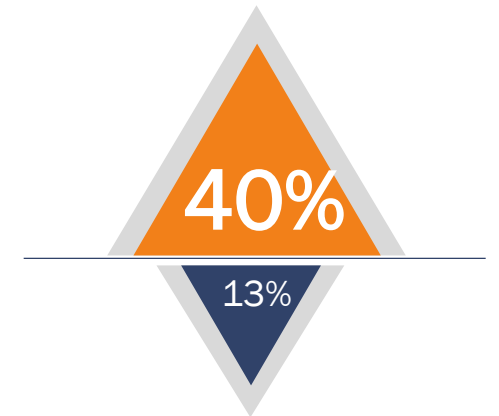
Driver 6. Collaboration



Driver 7. Experimentation



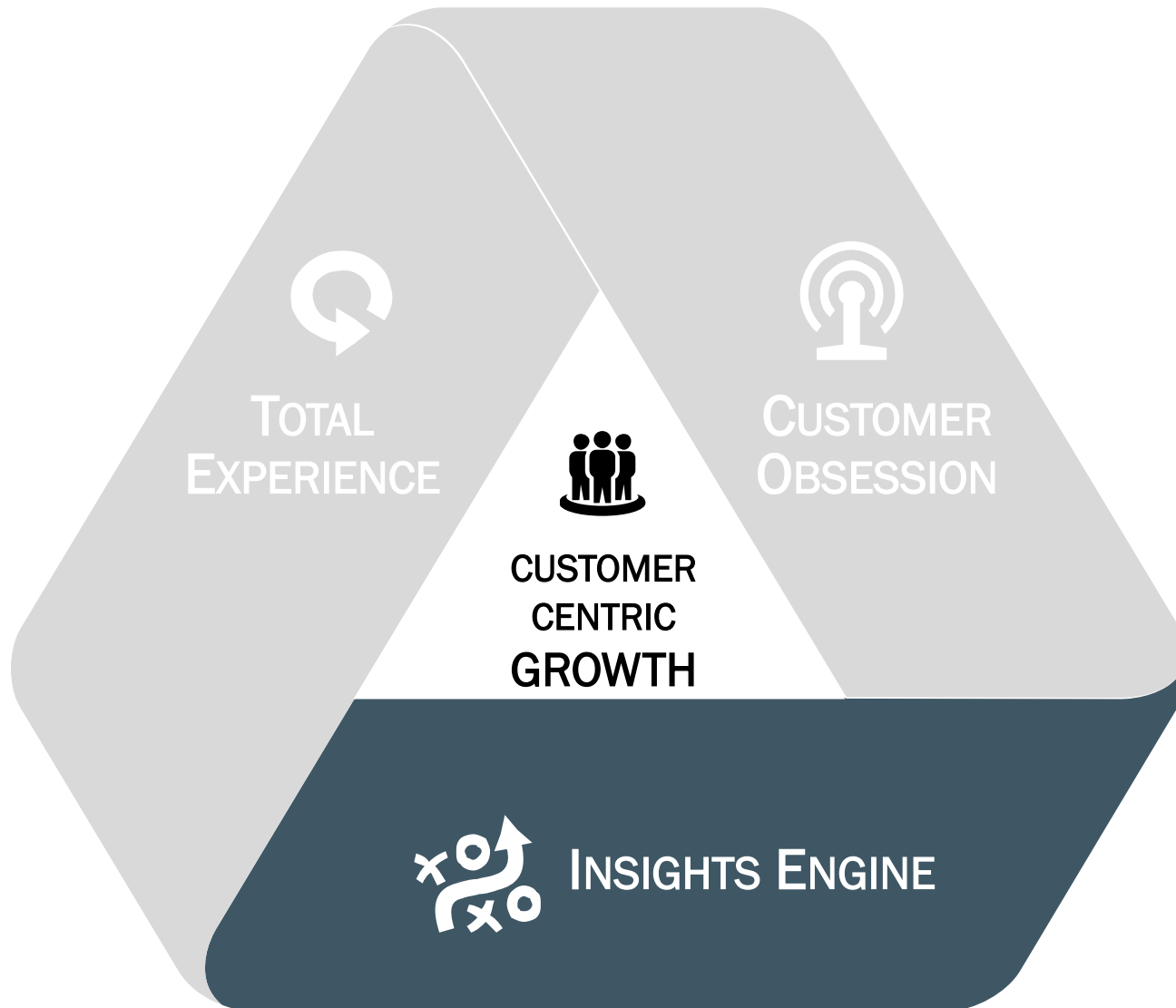
Embracing risk and
experimentation



Driver 7. Experimentation



Key dimensions of Customer-Centric growth

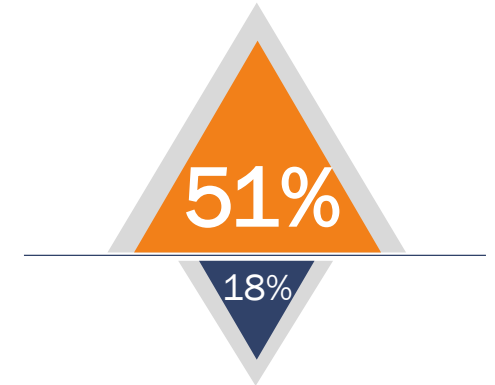


- 8. Leading role of I&A
- 9. Unlocking the power of data
- 10. Critical capabilities

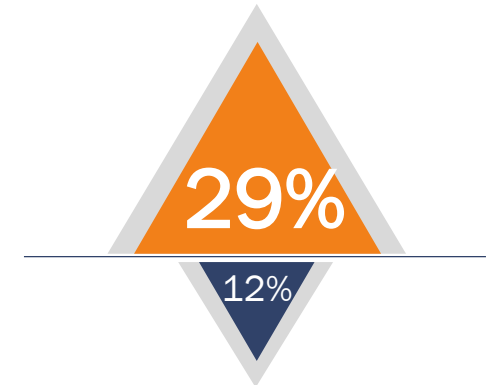
Driver 8. Leading role of I&A



I&A leading the
business



I&A reports into
the CEO



Driver 8. Leading role of I&A





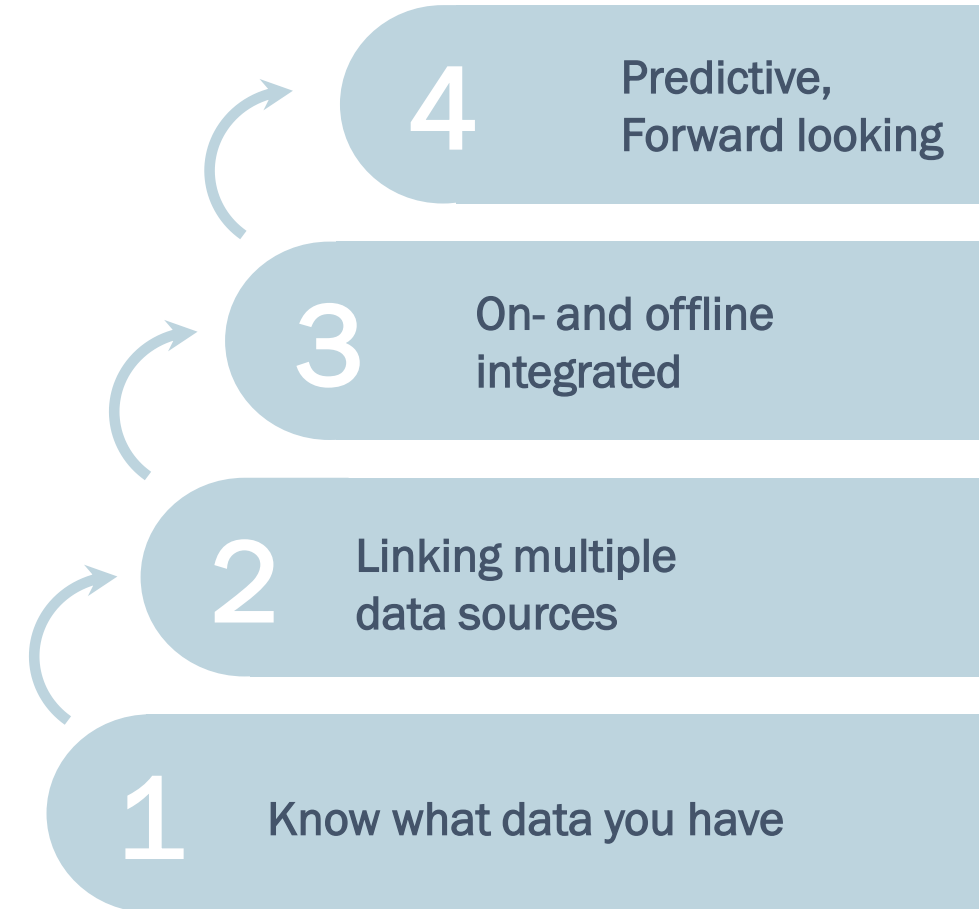
THE ECONOMIC GRAPH

Linking different data
sources to distil insights

67%

34%

Driver 9. Unlocking the Power of Data



Driver 10. Critical Capabilities



Business Sense

75%

50%

‘Wholebrain’ thinking

71%

42%

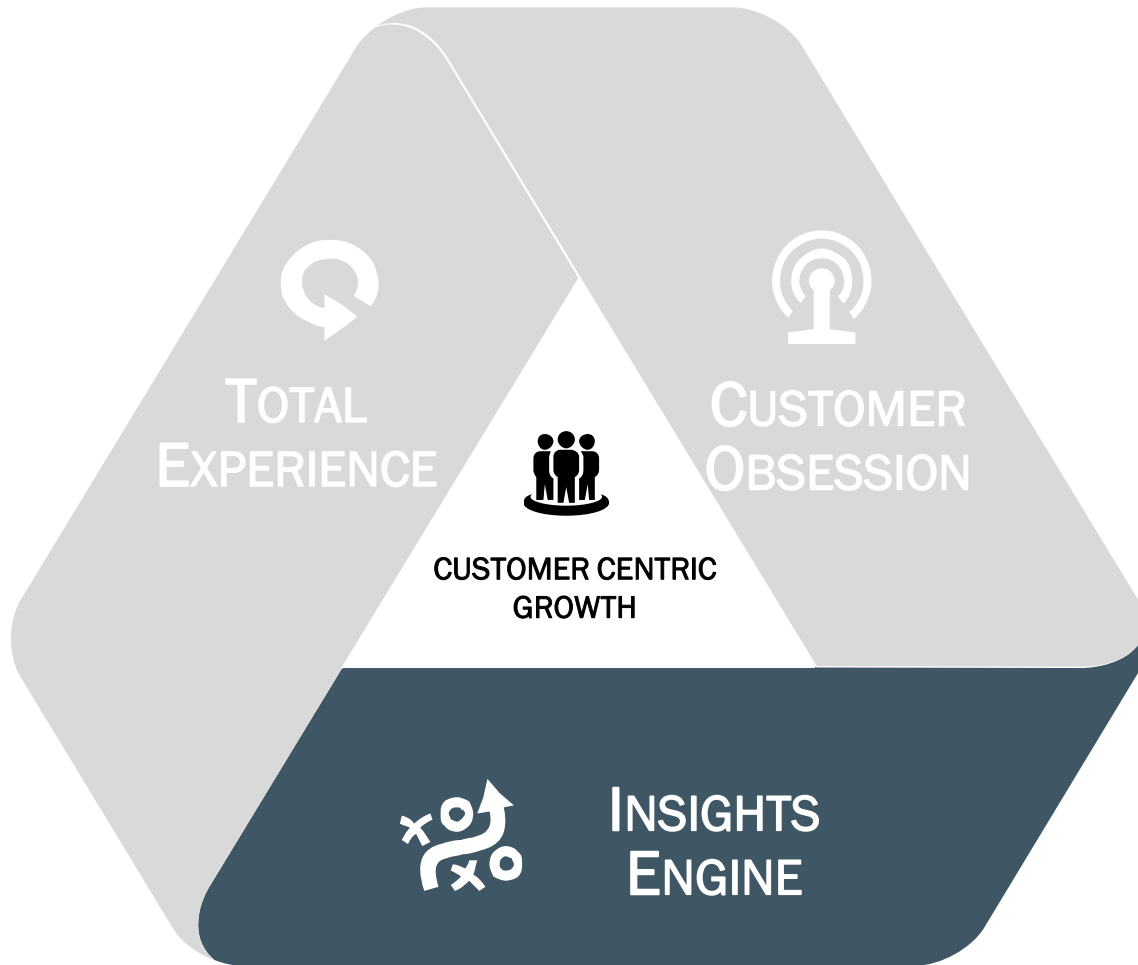
Storytelling

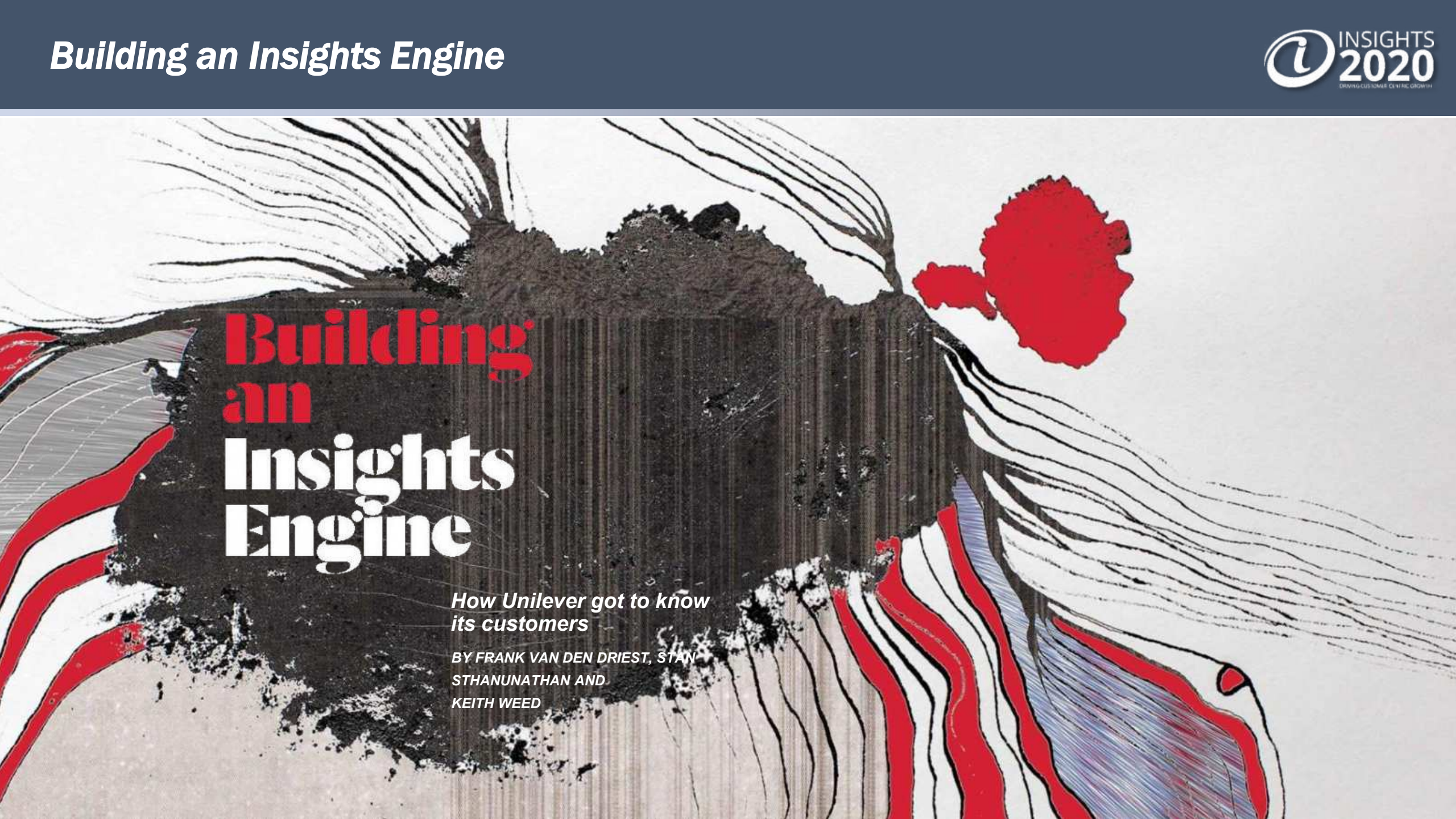
61%

37%

Driver 10. Critical Capabilities







Building an Insights Engine

*How Unilever got to know
its customers*

BY FRANK VAN DEN DRIEST, STAN
STHANUNATHAN AND
KEITH WEED

Building an Insights Engine – Driving Customer-Centric Growth

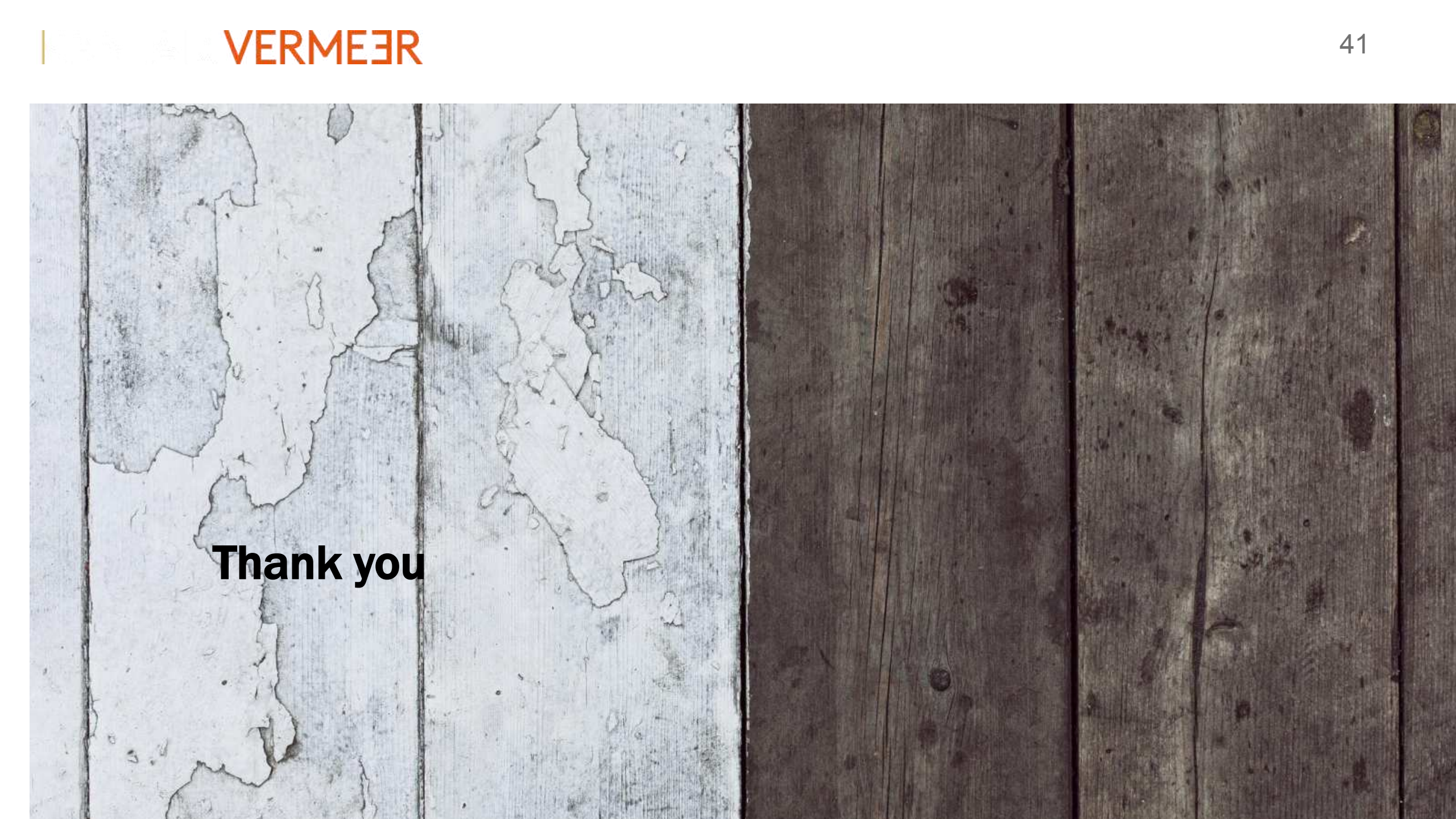


ILLUSTRATIVE NUMBERS

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%

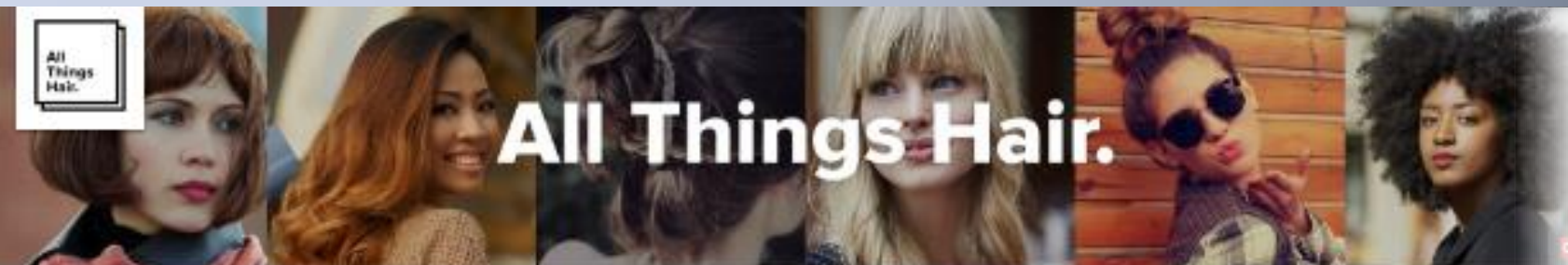
Revenue Growth
Potential

+2.8%



Thank you

1. Access sources



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Cute School Hairstyles by MiniMarley12 - All Things Hair
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Visit <http://www.allthingshair.com> for more styling and hair care tips.

Watch more All Things Hair videos from Breanna and her friends:
<http://bit.ly/1AwPRAJ>
These cute hairstyles for school are perfect for any style whether you're going for a look that's girly, edgy or laid back. Try one or all three!
Find out more about the products Breanna used:...

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Style It On



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Style It On - Goddess Braids with Mini Marley | All Things Hair
All Things Hair - US (A Unilever Channel)
4.405 visualizaciones · Hace 1 semana



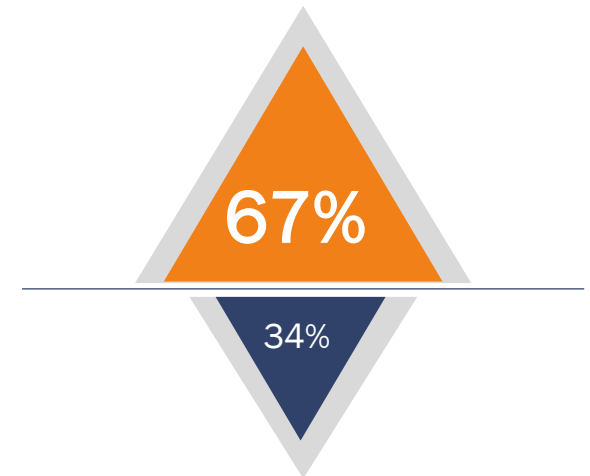
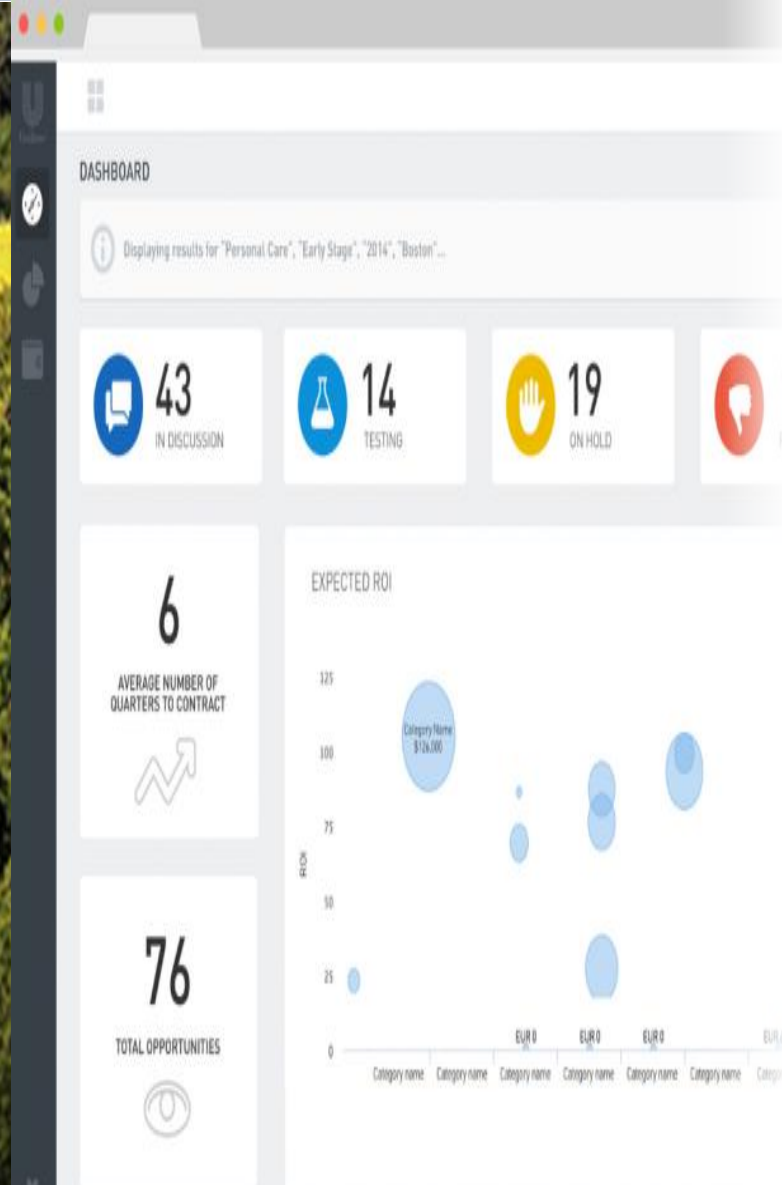
Style It On - French Braid Bun with Nikko Philippi | All Things Hair
All Things Hair - US (A Unilever Channel)
1.746 visualizaciones · Hace 2 semanas

Insights teams employ
forward looking
analytics techniques

32%

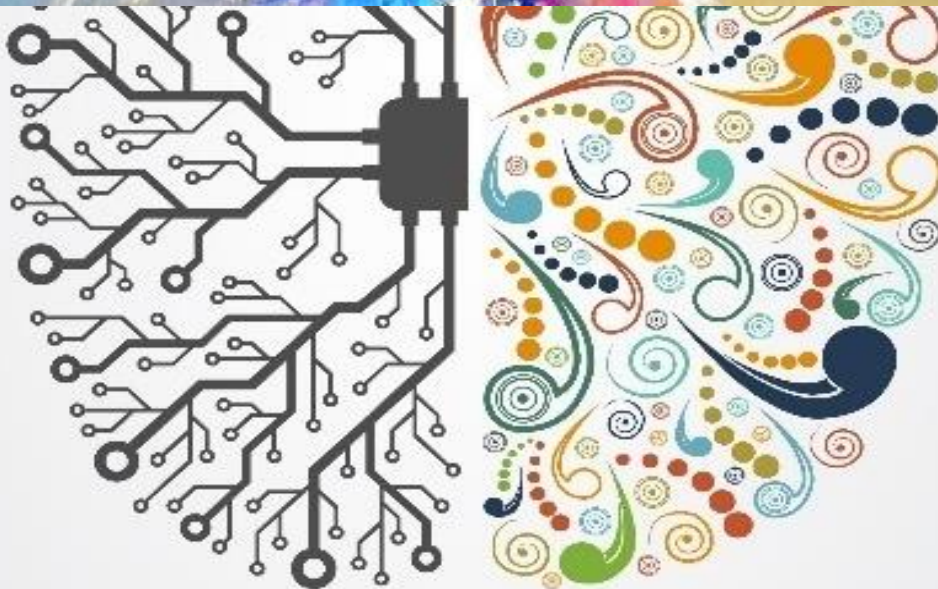
28%

2. Integrate data



Ability to link different data sources to distil insights

3. Distill insights



ANALYTICAL

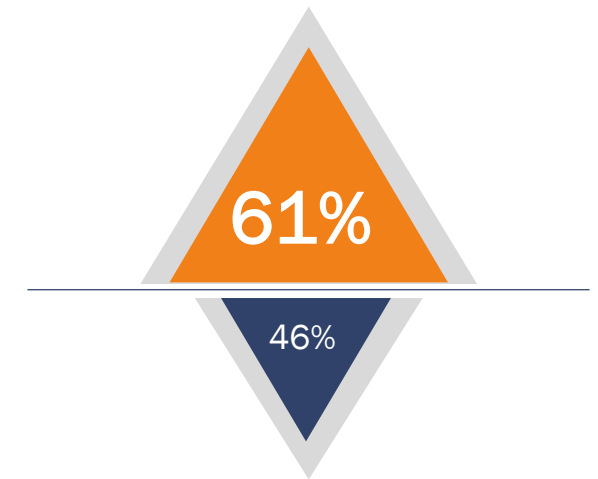
CREATIVE

71%

42%

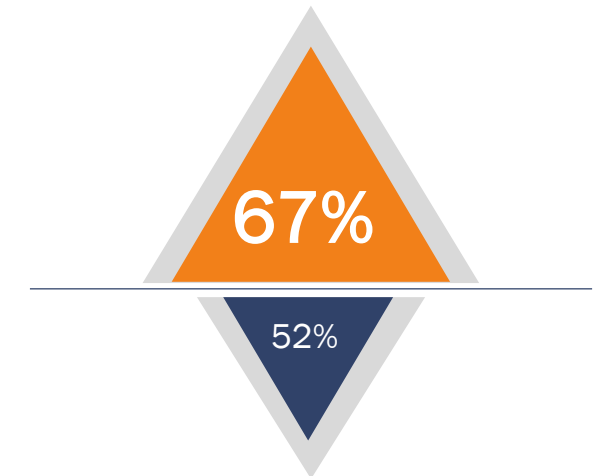
*Insights functions are
skilled at whole-brain
thinking*

4. Develop strategies



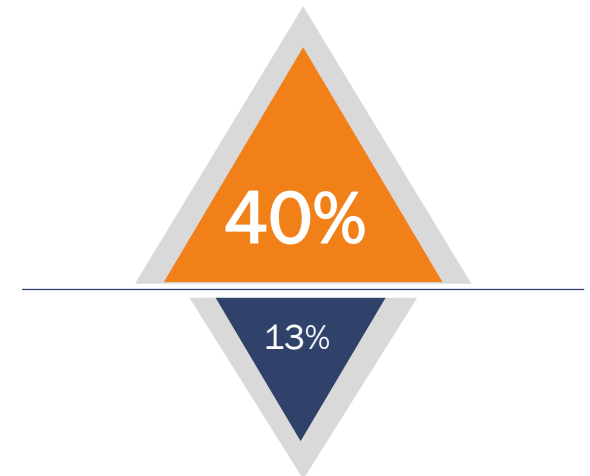
Insights leaders are involved in all key stages of the planning cycle

5. Engage partners



*Insights functions that
work closely with
customers and other
functions*

6. Embrace disruption



Insights teams embrace risk & experimentation

7. Equip for Excellence

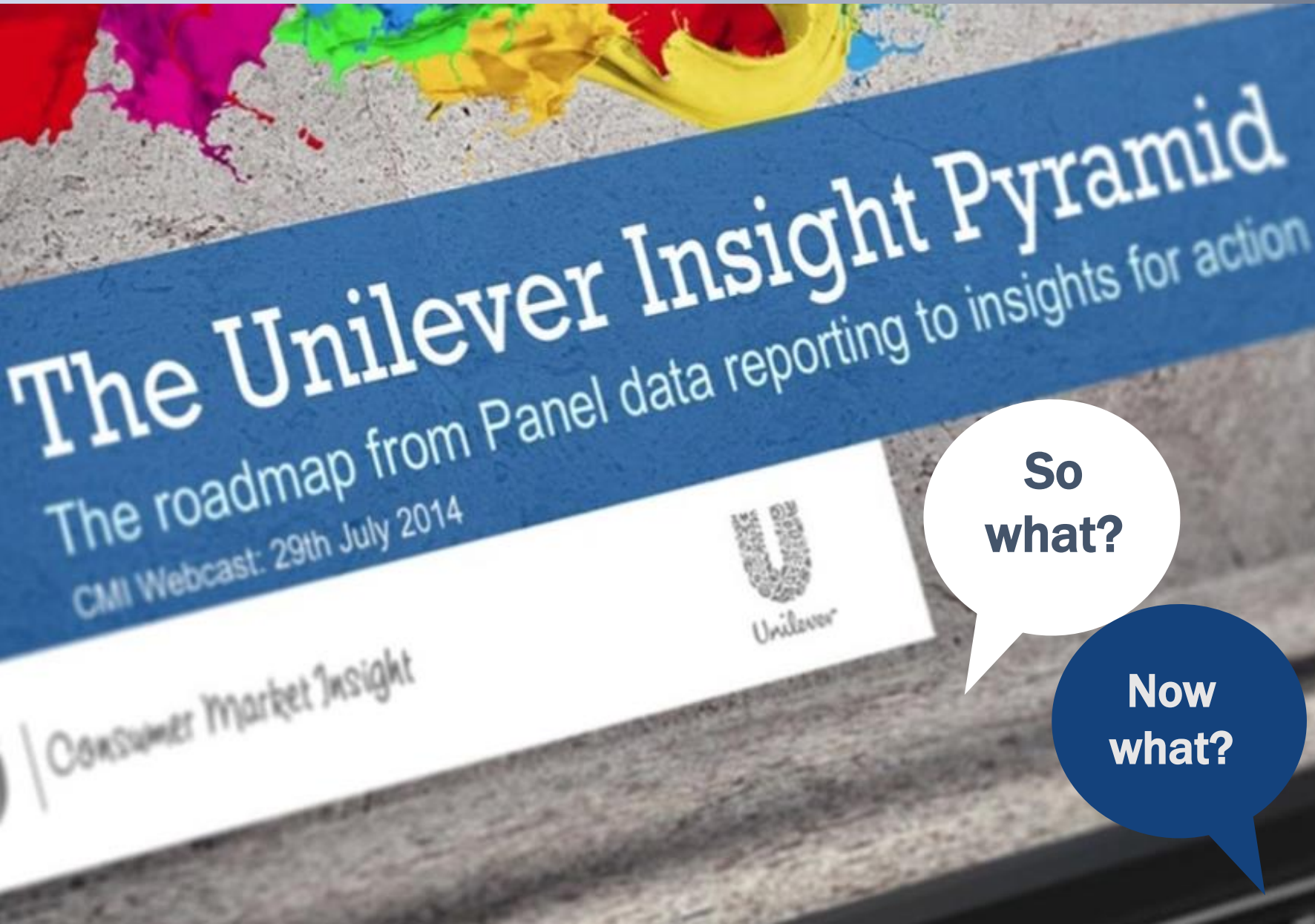


29%

12%

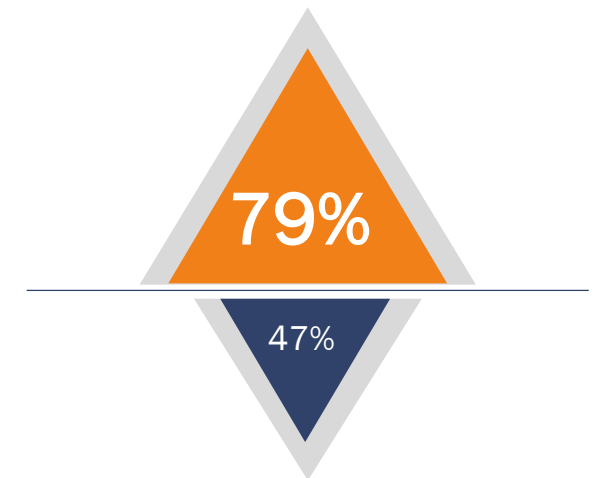
*Insights team leaders
report directly to C-suite
executives*

8. Execute in Real Time



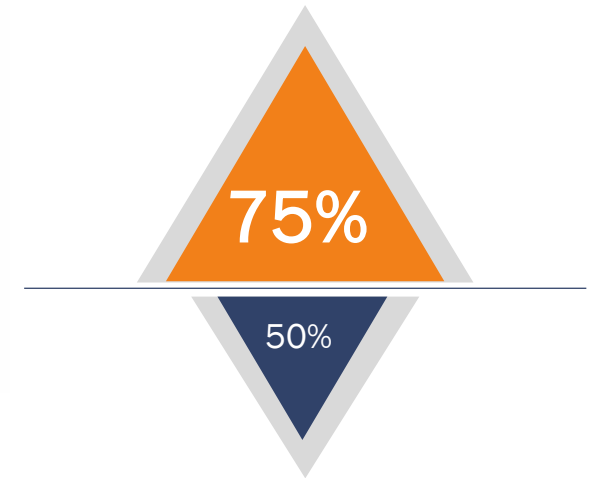
**So
what?**

**Now
what?**



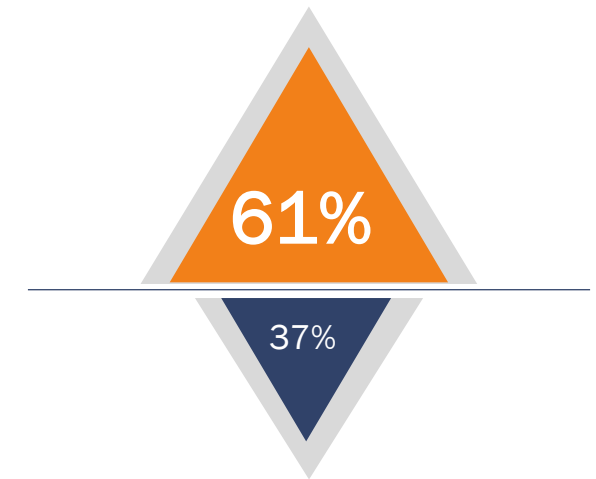
Insights functions pro-actively participate in (strategic) decision making

9. Business Acumen



*Insights functions with
people with business
sense*

10. Storytelling



*Insights teams convey
messages through
engaging narratives*

A dramatic background image of a stormy sea with dark, heavy clouds and white-capped waves crashing against a rocky shore. A lighthouse with red and white horizontal stripes is visible on the right side, partially obscured by the text overlay.

BEYOND INSIGHTS

**PROVIDING INSPIRATION &
PROVOCATION TO ENABLE
TRANSFORMATIONAL
ACTIONS**

From

To

Predicting the future



Shaping the future

Generating Insights



Driving Outcomes

Risk Mitigation



Imagining the Possibilities

Tried and Tested Tools



Innovative Approaches

Studying Consumers



Building relationships
with People



TECH ENABLED PLATFORMS

A close-up photograph of a person's hand holding a black wallet. The wallet is open, revealing several US dollar bills and credit cards. A \$100 bill is prominently visible, showing the serial number LC 29133628 and the letter C3. A blue and white striped credit card is also visible. The background is a blurred wooden surface.

Partner Reward &
recognition



Inspiring Leadership

Creative Leadership

CAPABILITY PROGRAMMES

Business Partnering

CMI Academy

CHANGE

...OR BE CHANGED