



DRIVING GROWTH THROUGH INSIGHTS AND PURPOSE

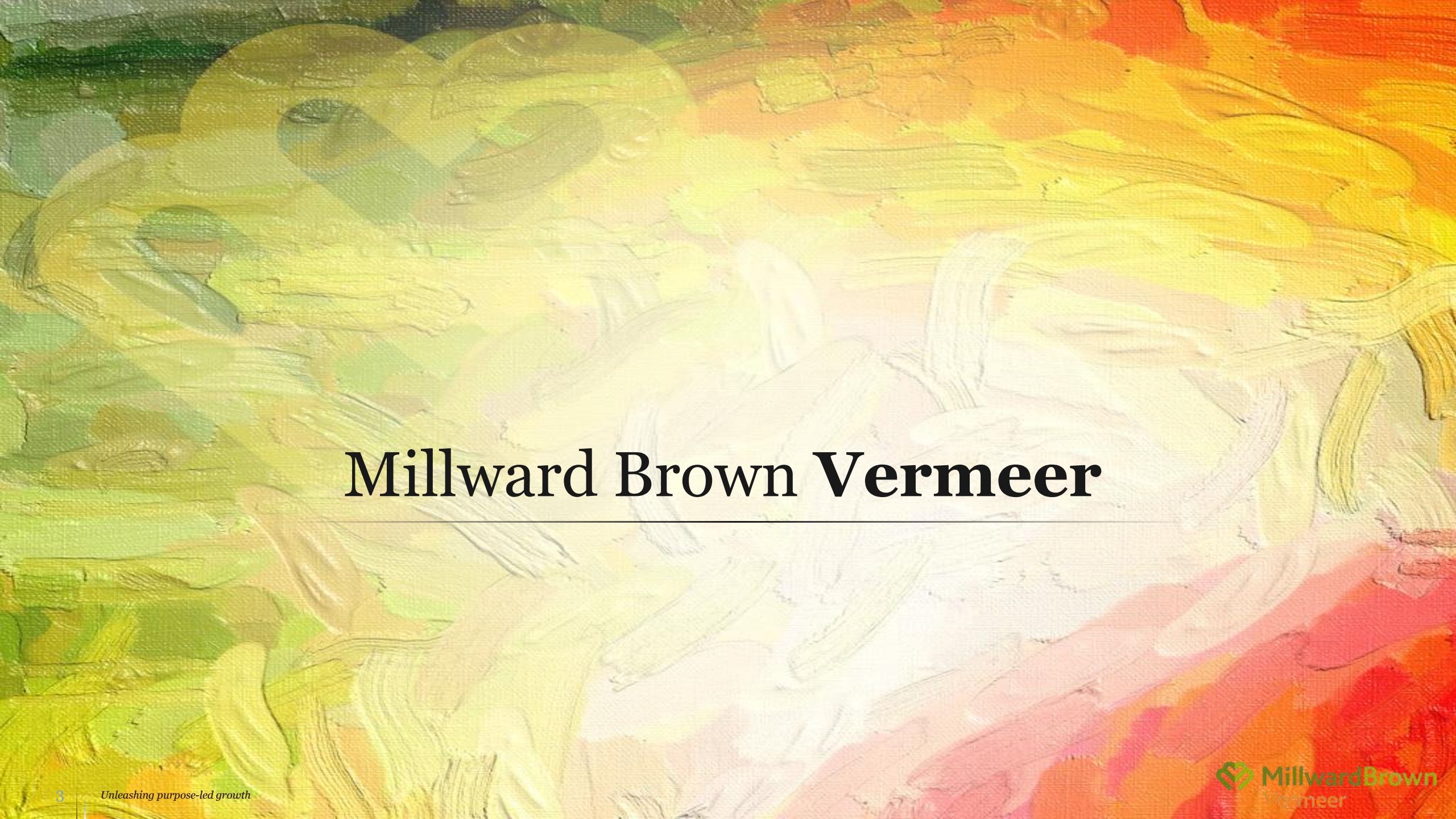
AMSTERDAM, OCTOBER 13 2015

Marc de Swaan Arons



Marc Schroeder



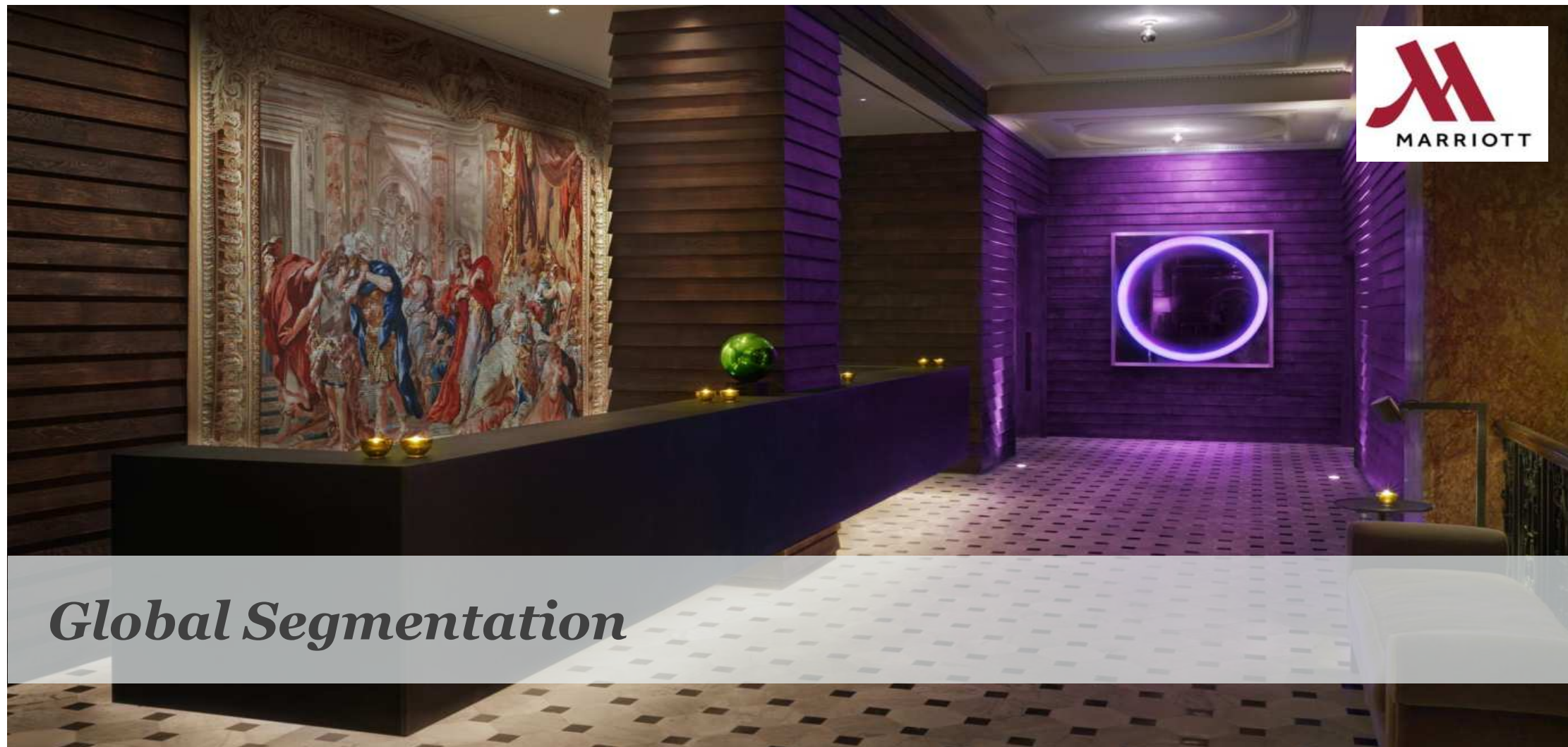


Millward Brown **Vermeer**

Unleashing Purpose-led Growth



Strategy



Global Segmentation

Purpose



Organization



Marketing Organization

Excellence



Masters of Marketing in a Digital Age

Valuation

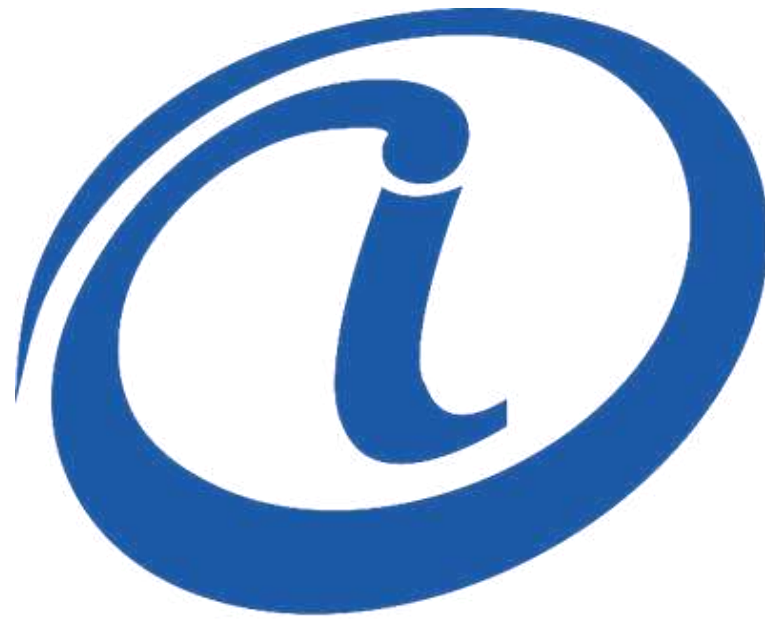


Brand & Marketing Mix Valuation

Thought Leadership Initiatives



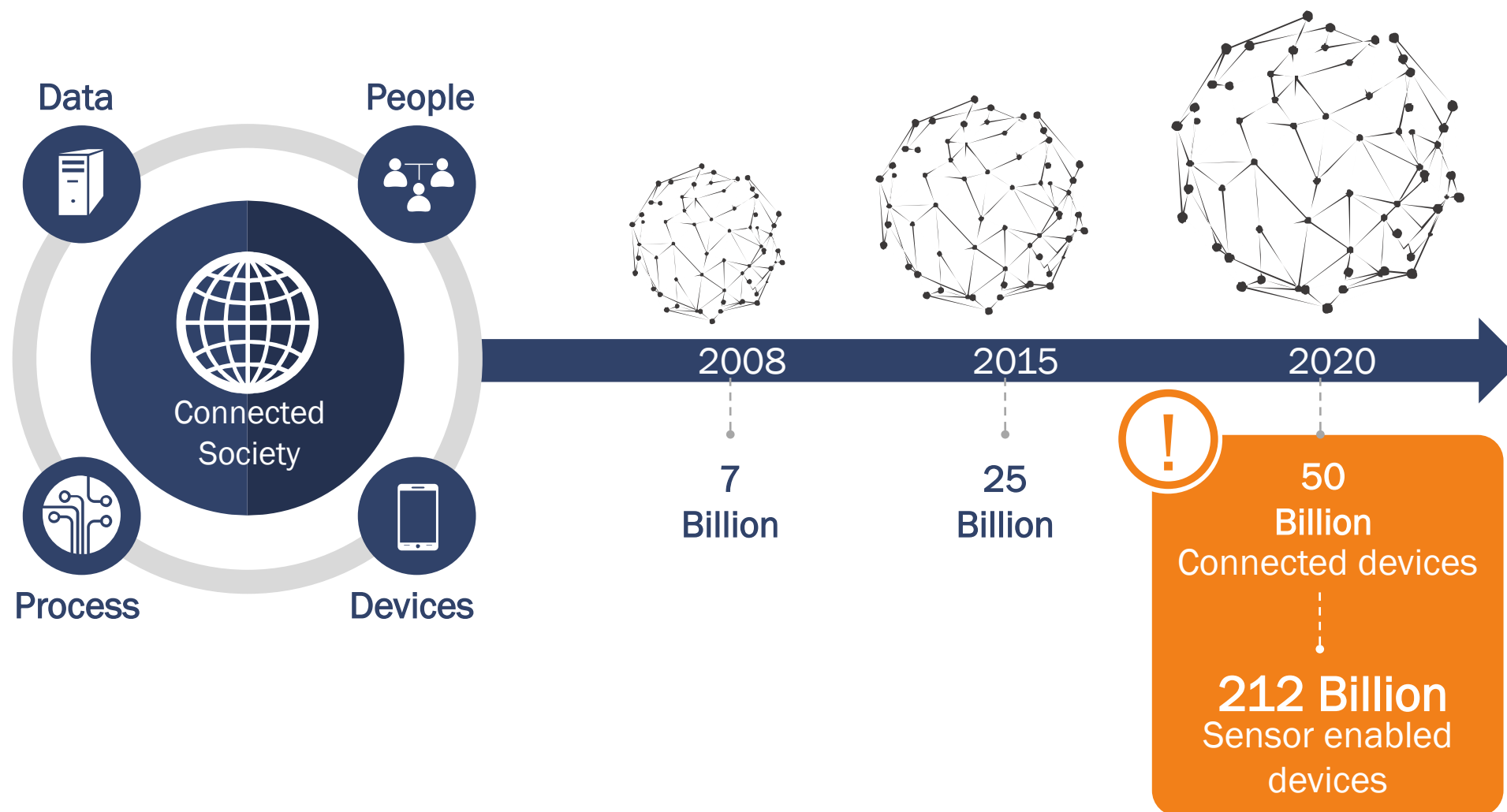
Today:



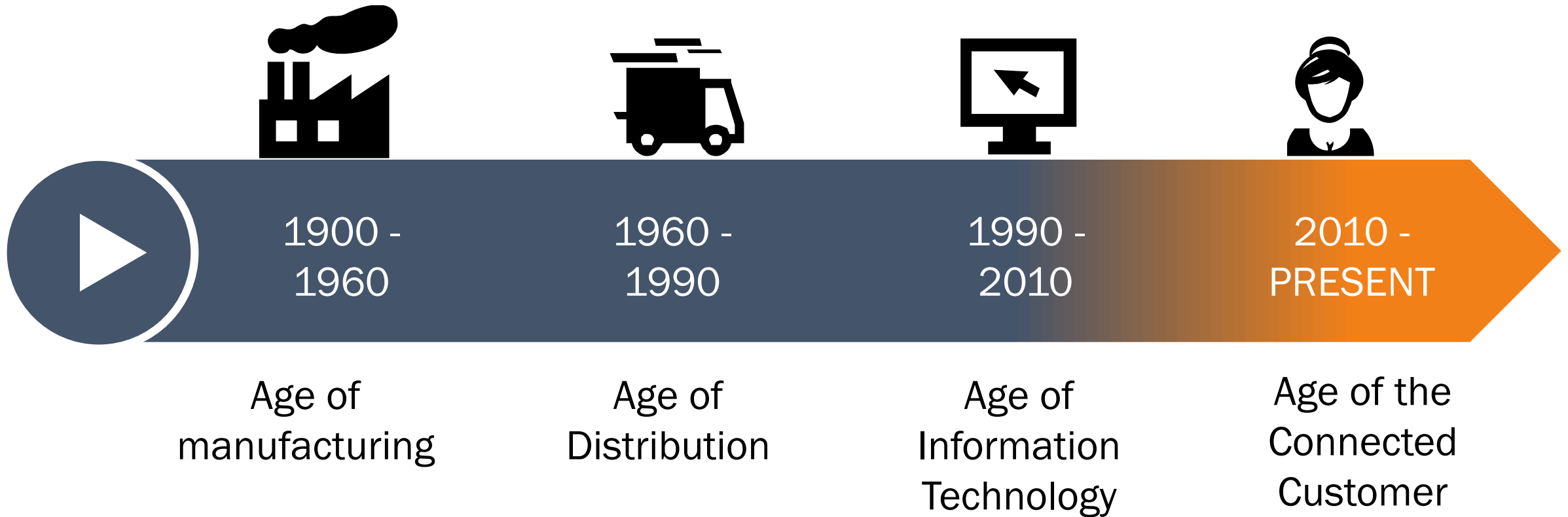
INSIGHTS 2020

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?

The Insights2020 Coalition



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



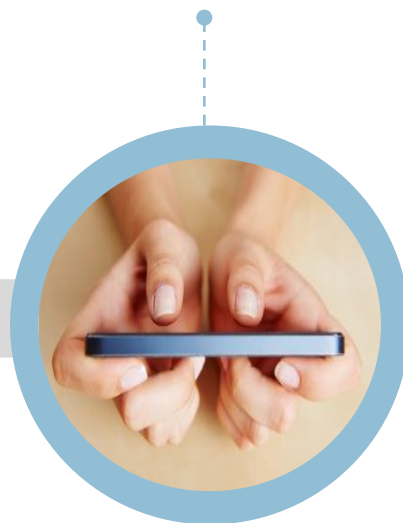
Overperformers vs Underperformers



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

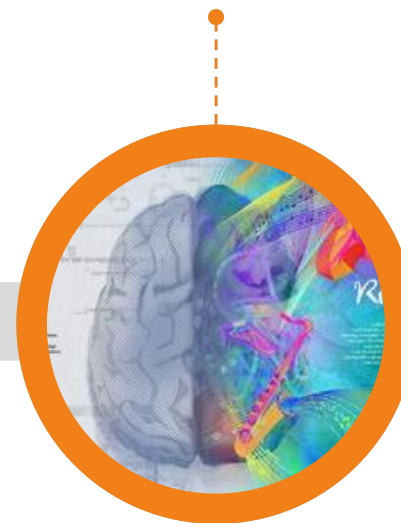


Making sense
of data

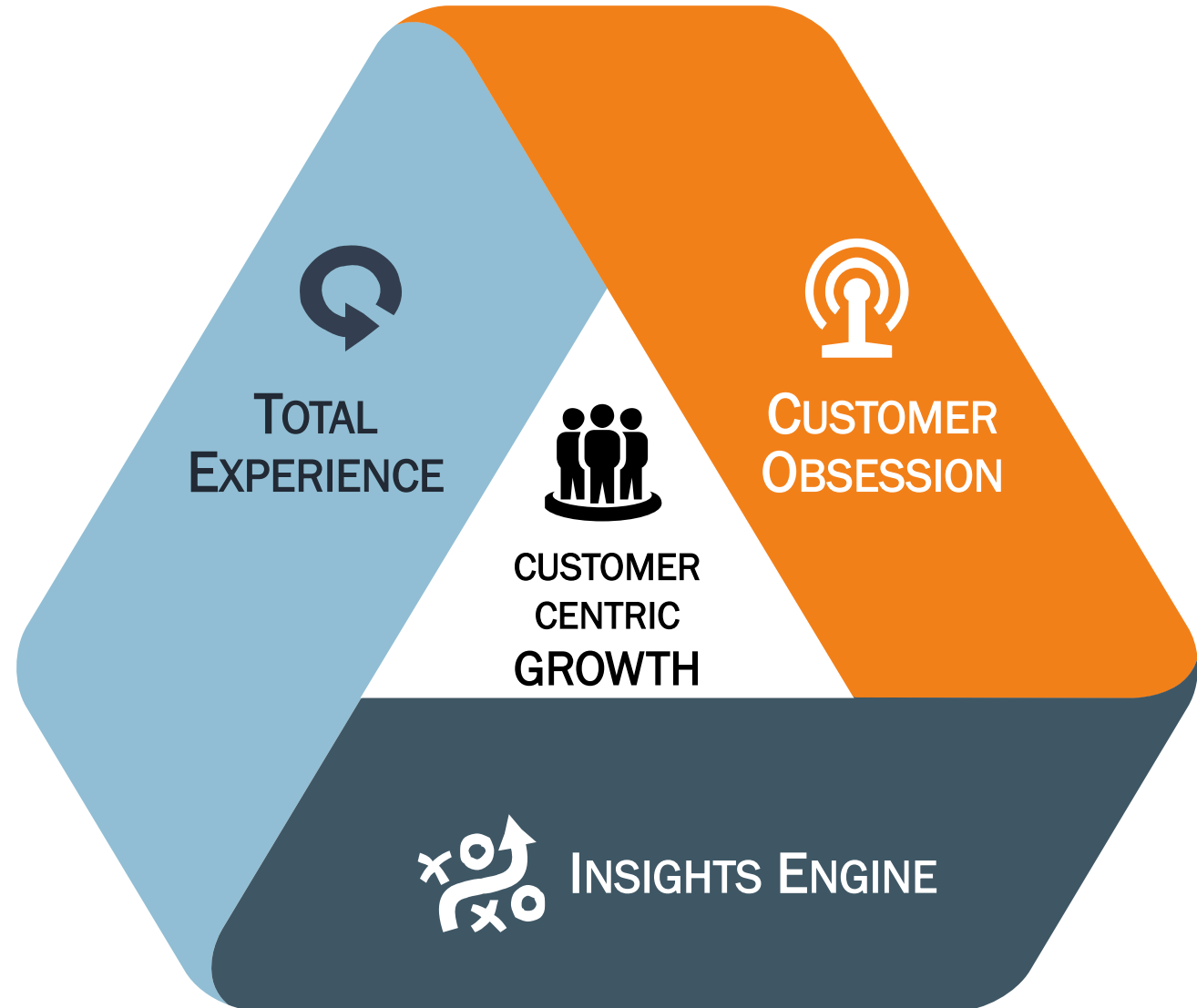


Especially true for
overperformers

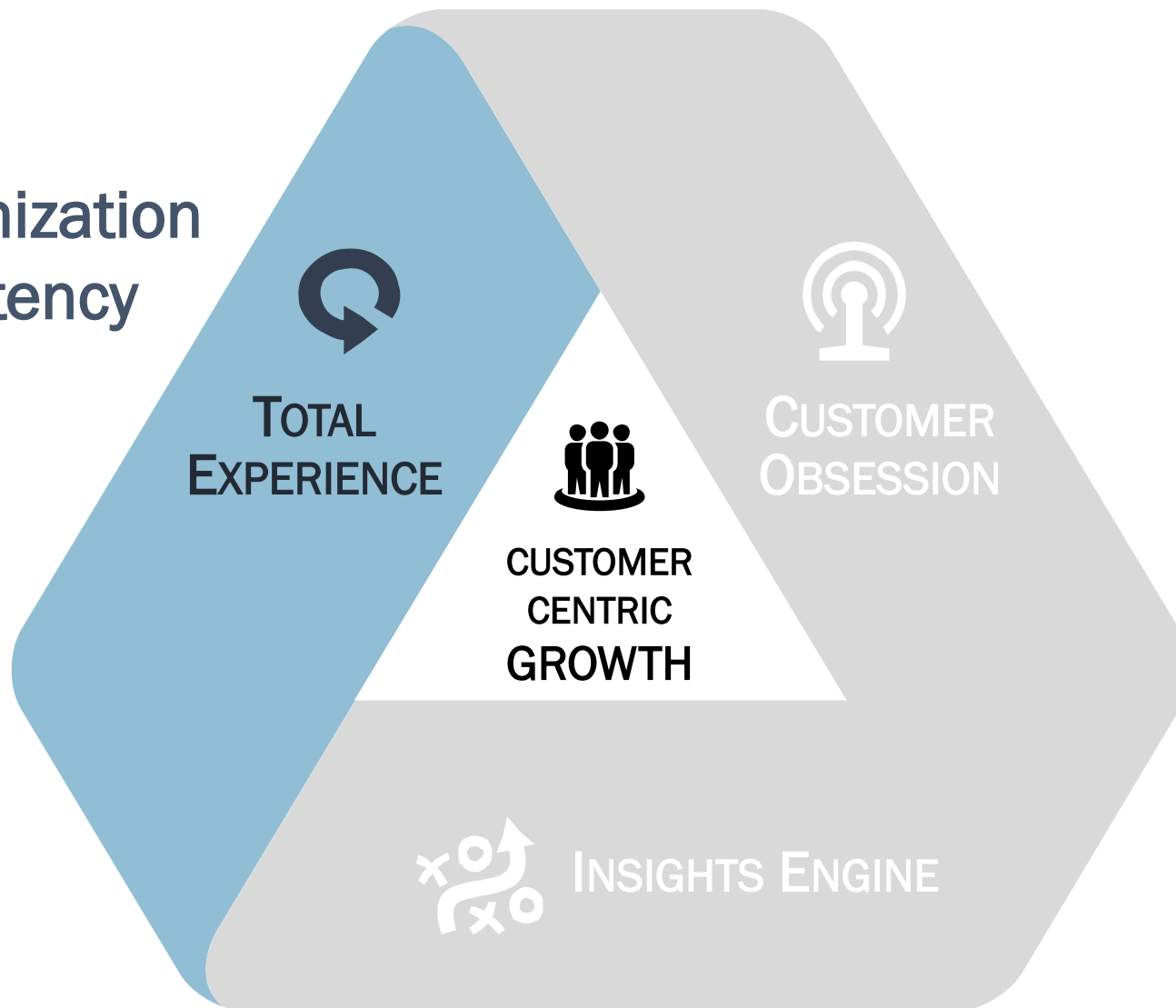
Recruiting
wholebrain
people



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 2. Data-driven customization



Creating experiences based
on data driven insights

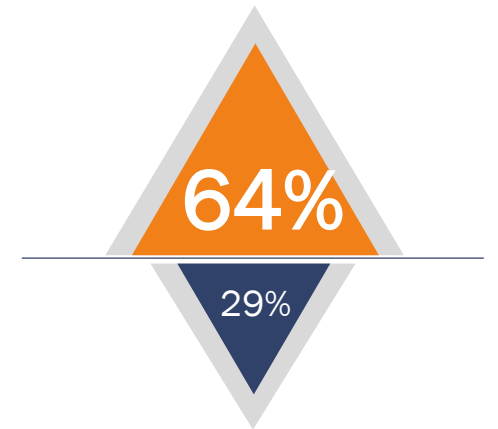
73%

31%

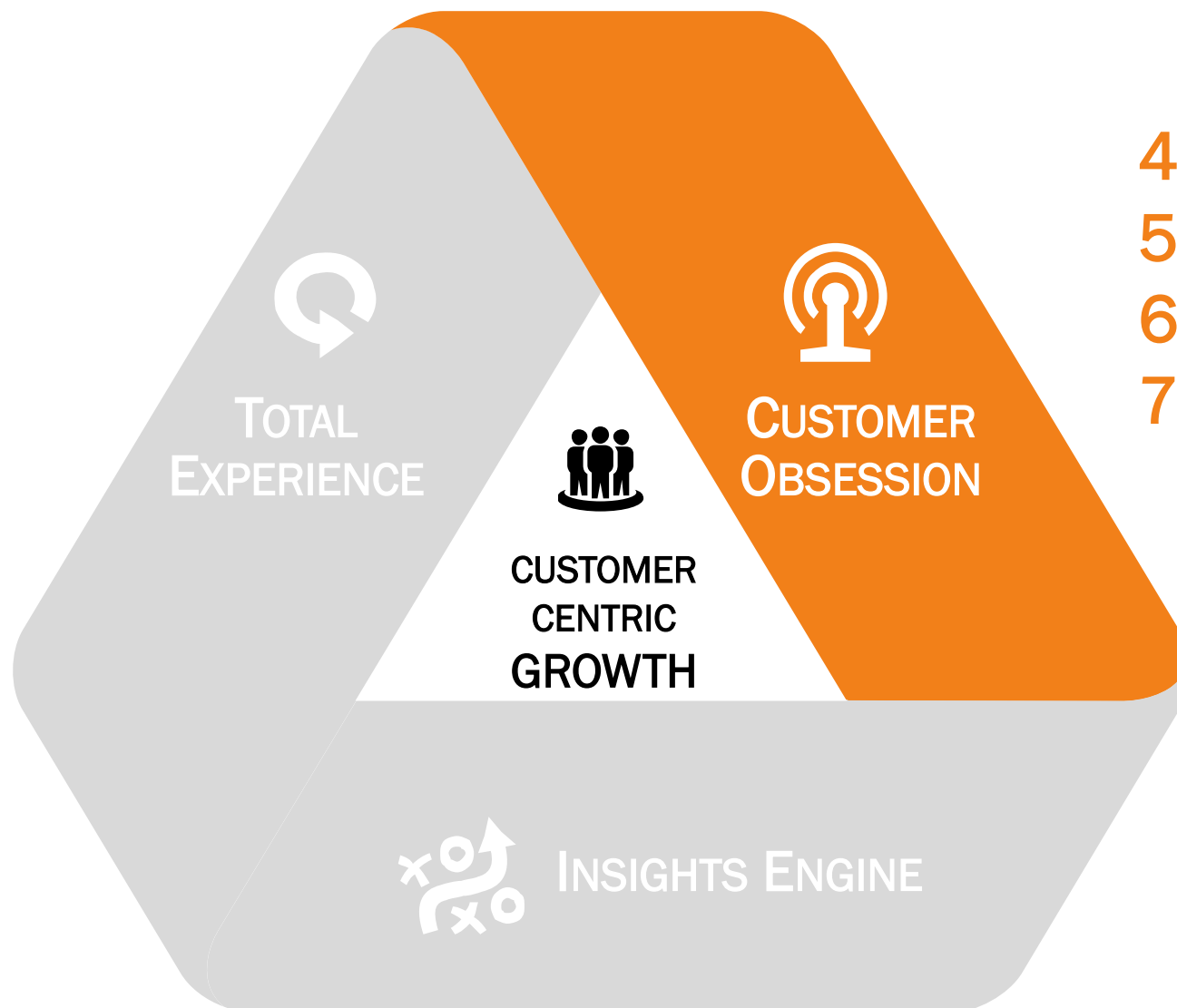
Driver 3. Touch point consistency



I&A to drive consistency
across all touch points



Key dimensions of Customer-Centric growth



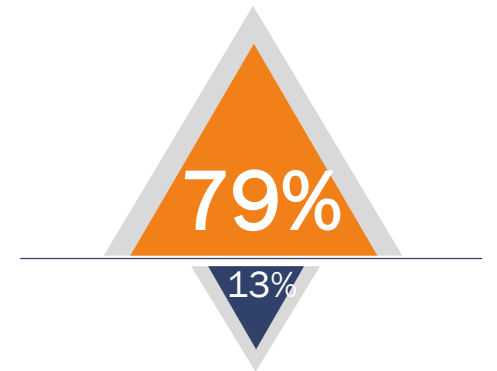
- 4. Embraced by all
- 5. Leadership priority
- 6. Collaboration
- 7. Experimentation



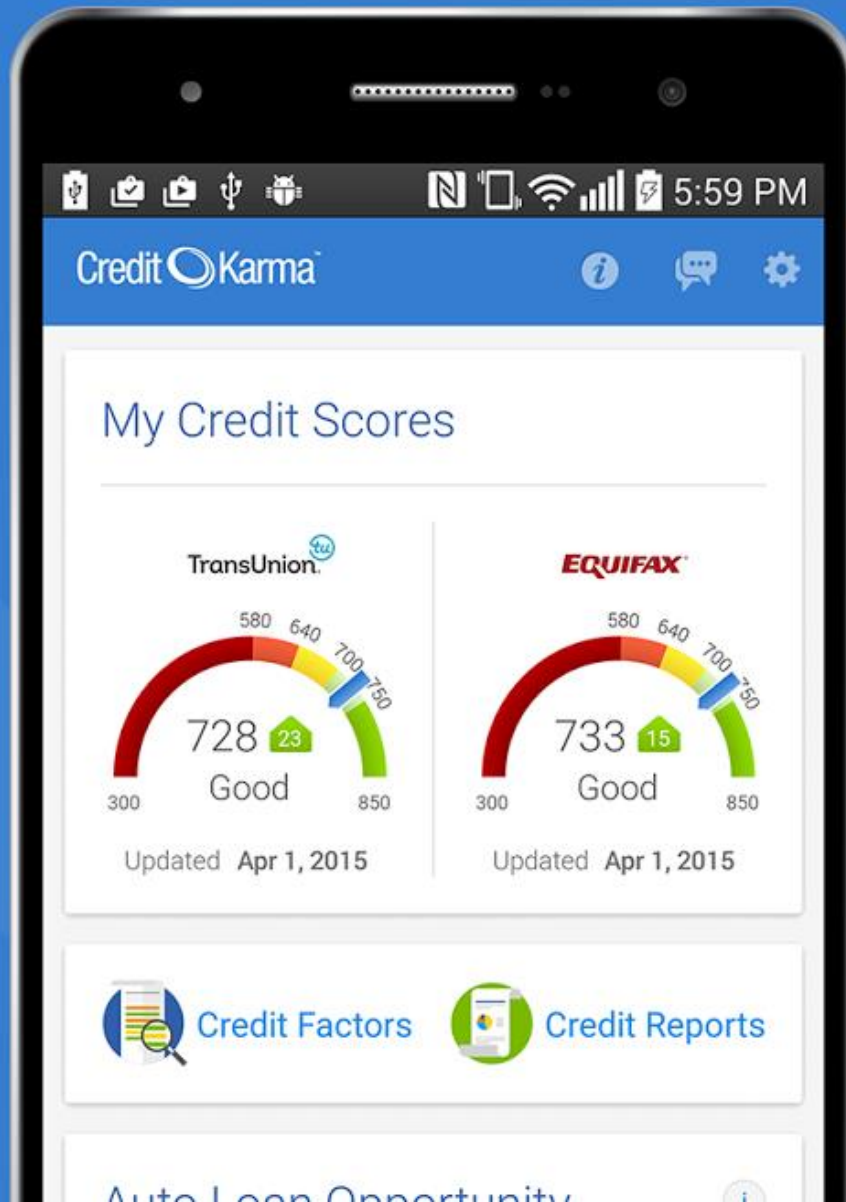
Driver 4. Embraced by all



Customer Centricity is fully embraced by all functions



Driver 5. Leadership priority



Customer Centricity is a top priority for leaders

91%

48%

Incentives are based on customer related KPIs

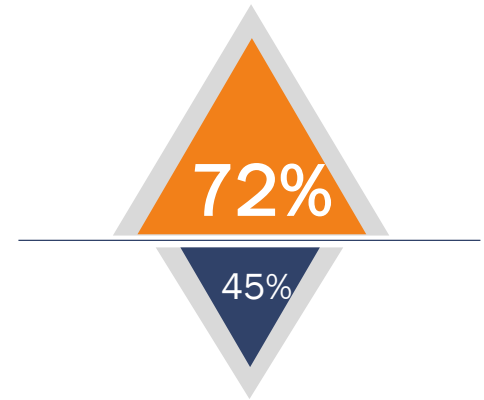
45%

24%

Driver 6. Collaboration



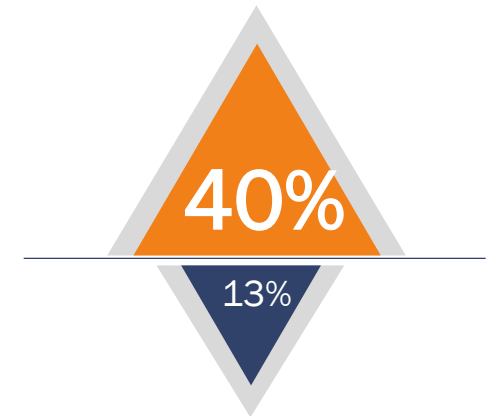
Work closely with
customers

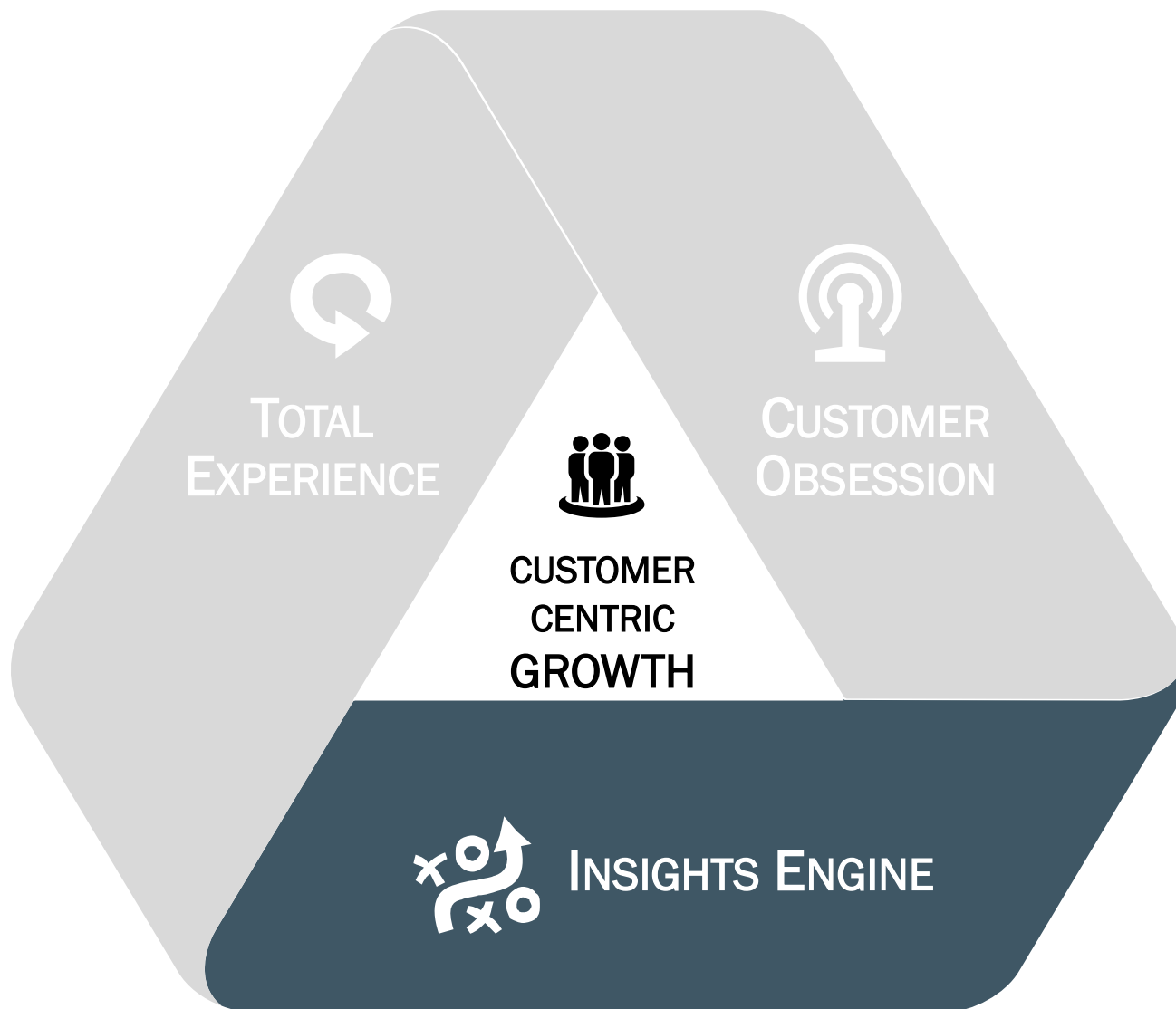


Driver 7. Experimentation



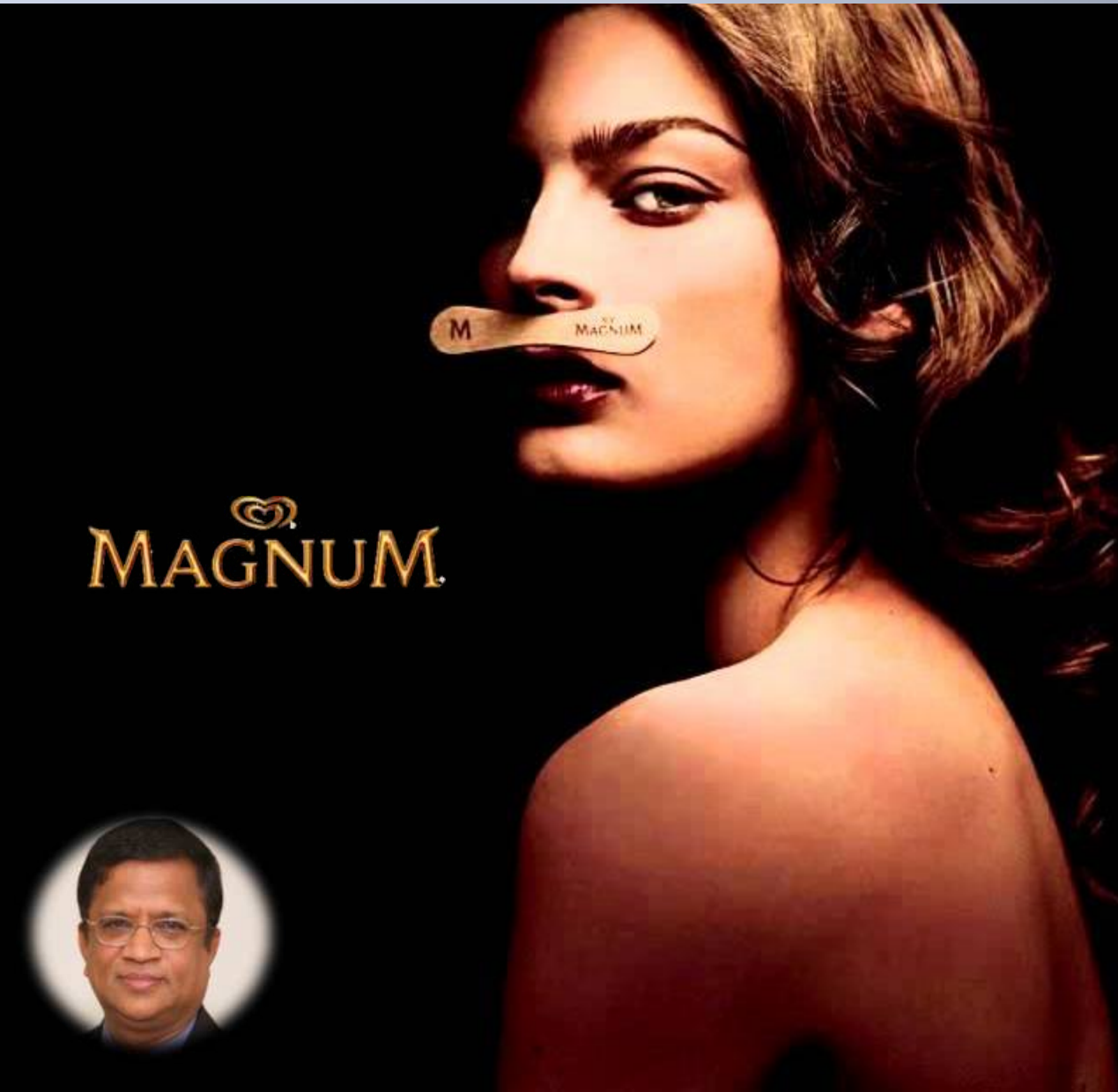
Embracing risk and
experimentation



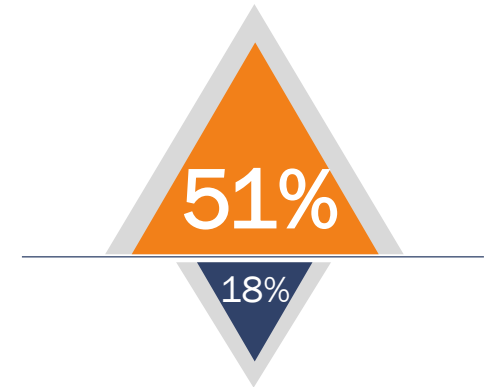


- 8. Leading role of I&A
- 9. Unlocking the power of data
- 10. Critical capabilities

Driver 8. Leading role of I&A



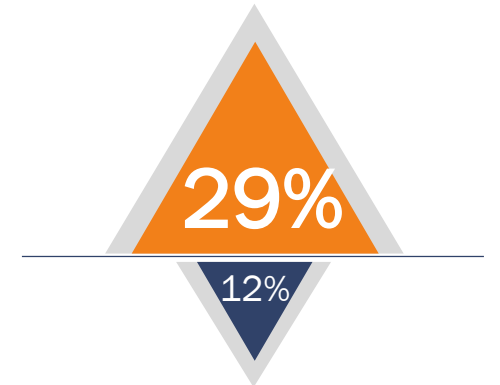
I&A leading the
business



Driver 8. Leading role of I&A



I&A reports into
the CEO





THE ECONOMIC GRAPH

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!



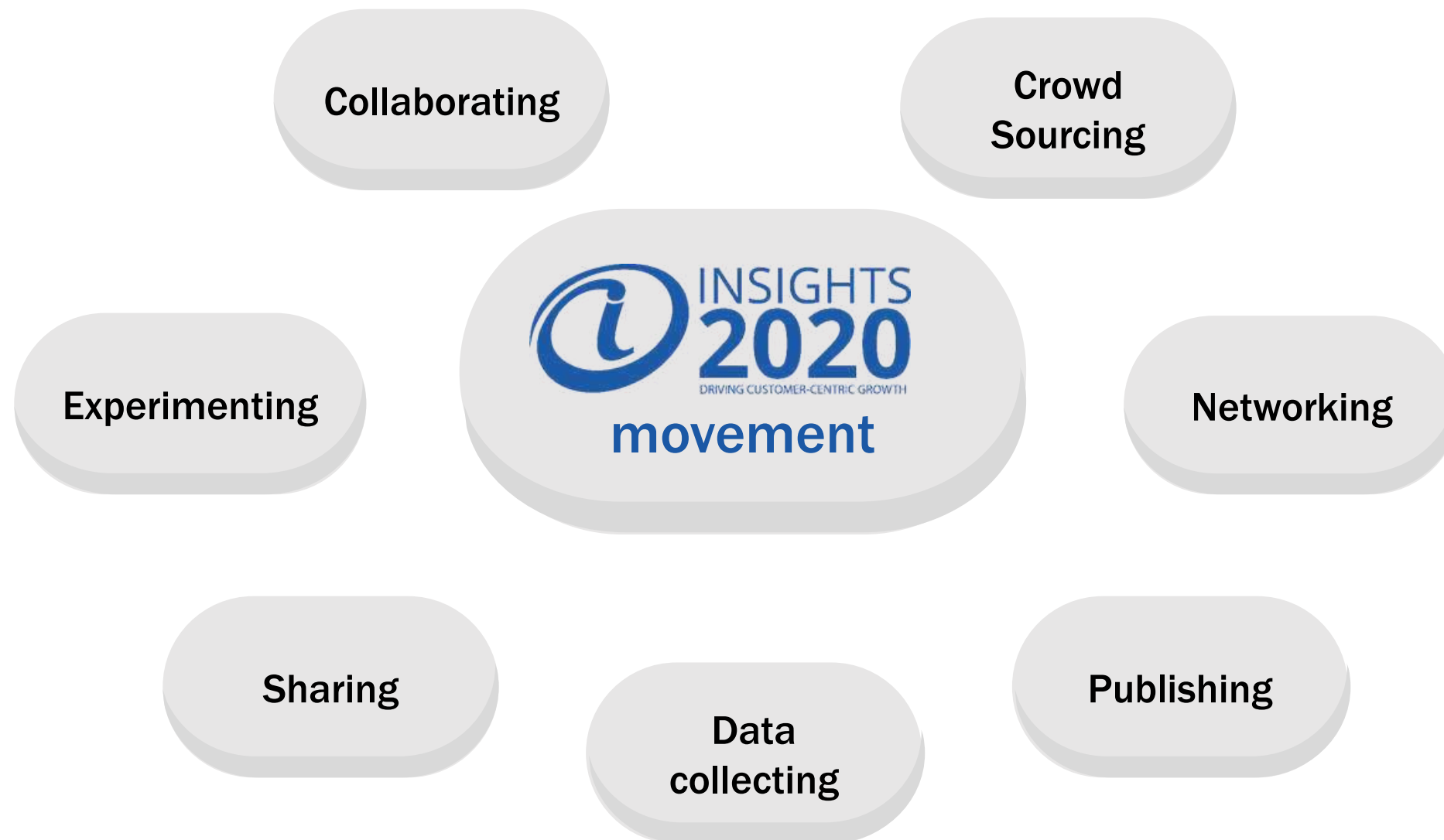
Deliver to customers



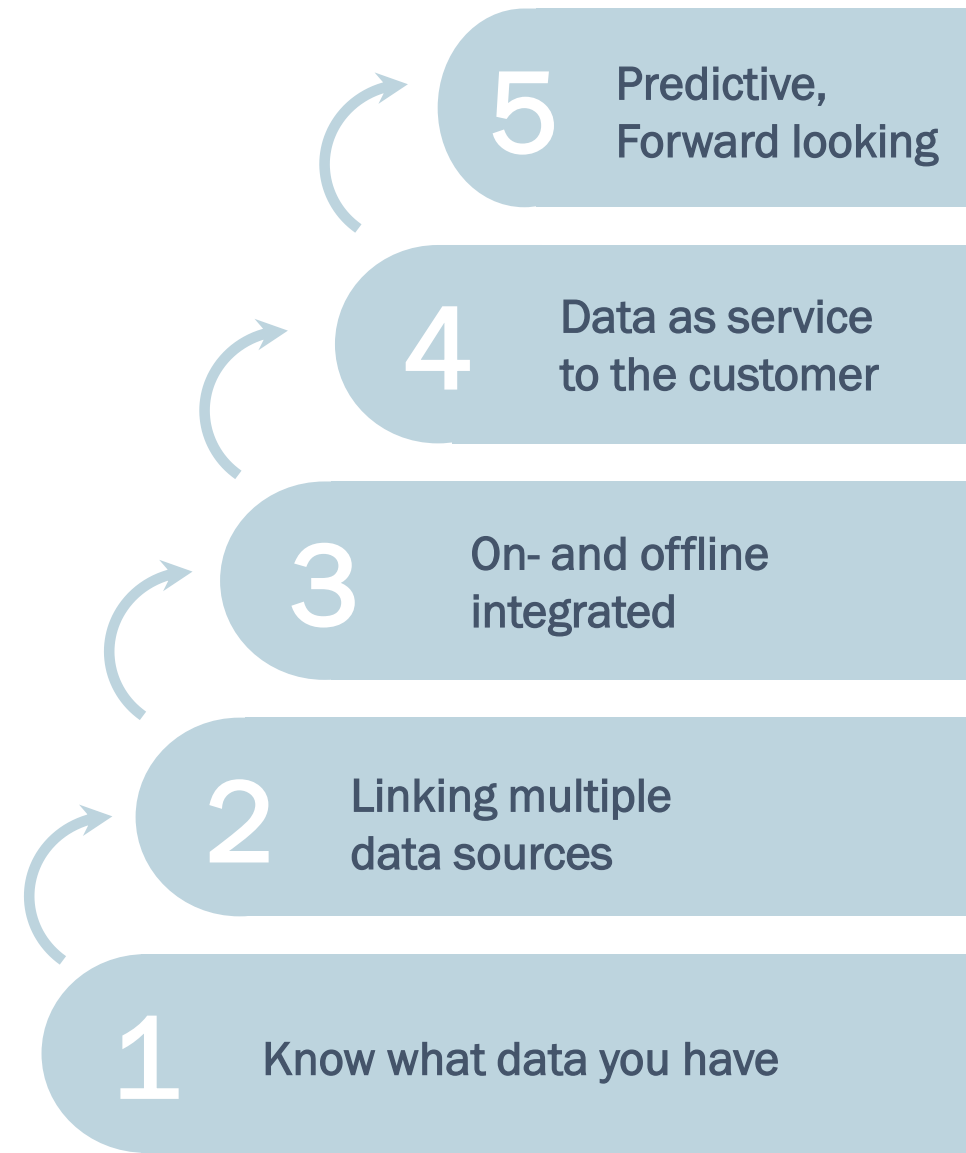
Co-create and innovate with customers



Join us!



Next steps



THANK YOU!



Marc@mbvermeer.com



@insights2020



**GROW FROM
TRUSTMARK TO
LOVEMARK**