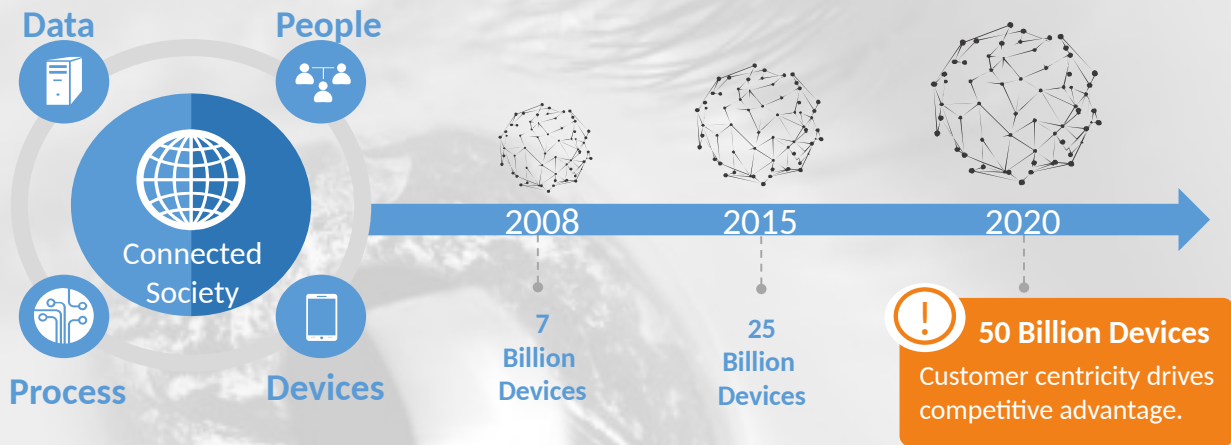


DRIVING GROWTH THROUGH CUSTOMER CENTRICITY

Key Findings
In-House Presentations and Workshops
Benchmarking Tool

2020: The Connected Society



Insights2020

Insights2020 is the largest global initiative to focus on the strategic framework, practical guidelines, and case studies to help Marketing and Insights & Analytics (I & A) leaders drive customer centric growth. Focus areas include:

- Role of I & A in driving business strategy and growth
- Organizing the I & A function in terms of structure and processes
- Building the capability - equipping the I & A function for success
- Emulating the leadership competencies and behaviors of overperformers

ByWe

Marketing2020

Insights2020 builds on Marketing2020, the largest marketing leadership initiative ever, of which the findings were published as a Harvard Business Review cover story.



Insights2020 drills down on the **Big Insights** growth driver identified in Marketing2020.

Insights2020 Advisory Board



Keith Weed
Unilever



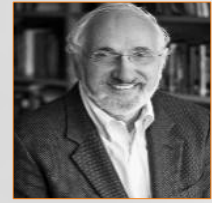
Sir Martin Sorrell
WPP



Diego Scotti
Verizon



Julian Prynne
BAT



Jerry Wind
Wharton



Harish Bhat
TATA



Gayle Fuguitt
ARF



Rob Norman
GroupM



Tony Fagan
Google



Barbara Lamprecht
Volkswagen

"I am particularly excited about practical application opportunities highlighted by the findings. These findings offer every CMO and Insights & Analytics leader a clear list of focus areas and I look forward to sharing and exploring the findings with the industry." - Keith Weed, Unilever



Founding Partners



Publishing Partners



Insights2020 is the largest global study of its kind, based on over 350 vision interviews with business, Marketing and Insights & Analytics leaders; as well as a quantitative survey with 10,000+ respondents from 60 countries.

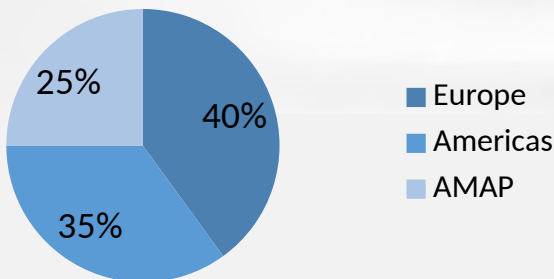


60 Markets
350+ Vision interviews
10,495 Survey respondents

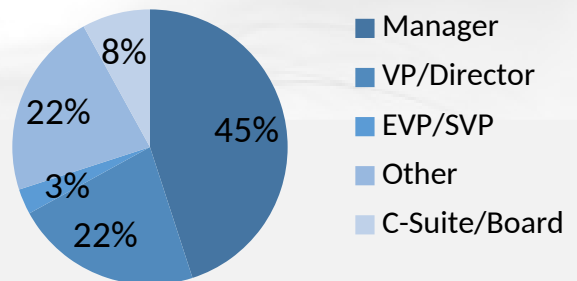
- LinkedIn behavioral analysis
- Wharton crowd sourcing
- 8 Global research teams
- Cross-industry, cross-function

Insights2020 Participants

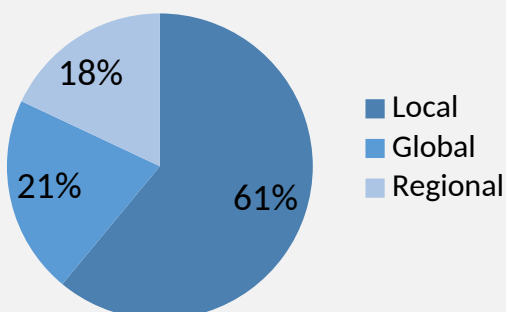
Region



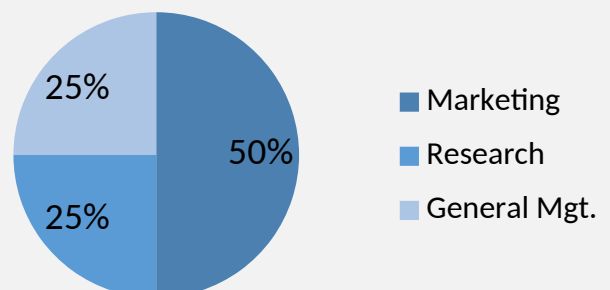
Job Level



Job Scope



Function



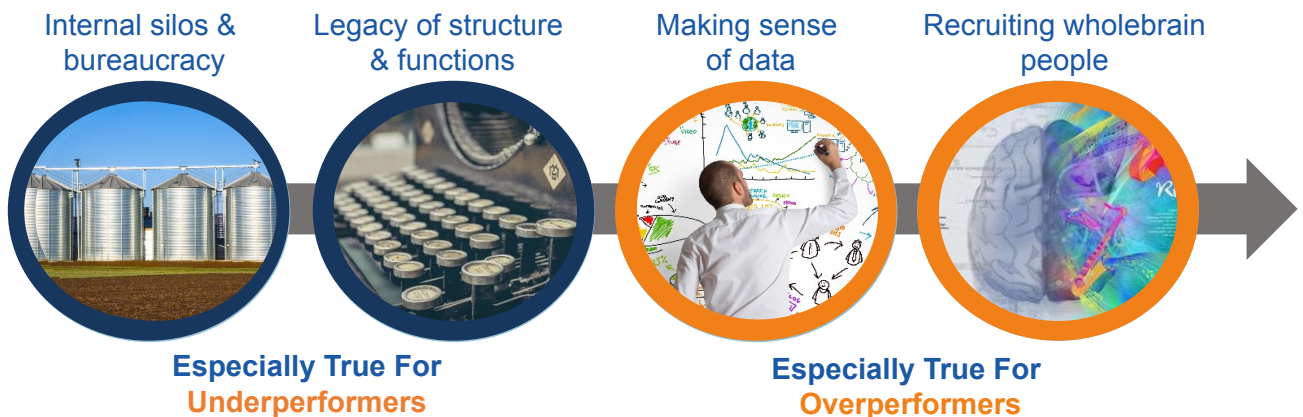
Key Insights2020 findings include:

- Companies that out-perform their peers on revenue growth, do so by over performing on key drivers of customer centricity. In other words, becoming more customer centric drives revenue growth.
- Customer centricity is a strategy to deliver business value against customer needs and guided by brand purpose, not a set of activities.
- The opportunities and challenges for leveraging I & A to drive growth differ between revenue growth overperformers and underperformers.

Opportunities



Challenges



10 Drivers of Customer Centric Growth OVERPERFORMERS VS UNDERPERFORMERS (% Agree)

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



Link everything to a clear brand purpose

80

32

Creating experiences based on data driven insights

73

31

I&A to drive consistency across all touch points

64

29

4. Embraced by all
4. Leadership priority
4. Collaboration
4. Experimentation



Customer centricity is fully embraced by all functions

79

13

Customer centricity is a top priority for leaders

91

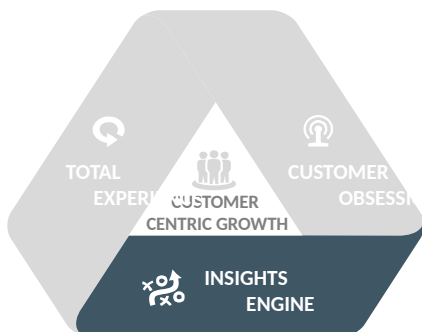
48

Embracing risk and experimentation

40

13

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



I&A leading the business

51

18

Linking data sources to distil insights

67

34

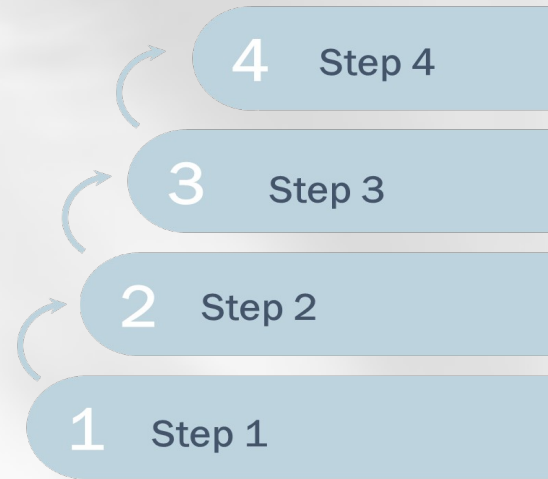
Hiring “wholebrain” people

71

42

Insights2020 Applications

Insights2020 can provide practical guidelines and case study examples on *HOW* to improve your company's performance per driver. We can work with you to diagnose the current score of your company, identify key growth opportunity areas and develop a pragmatic roadmap to improve.



Insights2020 Scorecard

Based on our large respondent base, we can benchmark the impact of the 10 drivers of business growth. This allows us to model business growth scenarios based on your company's current scores.

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%

ILLUSTRATIVE NUMBERS

Revenue Growth Potential

+2.8%

Leveraging Insights2020 for Your Organization



PulseCheck + Growth Opportunity Workshop

- In-company PulseCheck quantitative survey
- 5 – 10 vision interviews for opportunity identification and company context
- Workshop moderated by MB Vermeer; challenges & growth opportunities identification
- One tailored data cut for additional benchmark
- Quantified scorecard with 3 growth ambition scenarios based on Insights2020 data model
- PulseCheck report and workshop debrief



Self-Assessment & Opportunity Workshop

- 3 – 5 intake interviews (issues, opportunities, expectations)
- Insights2020 presentation
- Workshop moderated by MB Vermeer
- Self-assessment exercises
- Growth opportunity identification



Keynote

- 45 minute keynote speech
- One tailored data cut (e.g. industry or country specific)
- Q&A / panel discussion

Join The I2020 Movement

We invite you to join us in our quest to improve customer centricity via our 10 drivers and explore best practices and guidelines on HOW to best achieve this. Reach out to us to learn more!



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