



# DRIVING GROWTH THRO! UGH CUSTOMER CENTRICITY

ARE MARCH 2016









**INSIGHTS**  
**2020**  
DRIVING CUSTOMER-CENTRIC GROWTH





Keith Weed  
Unilever



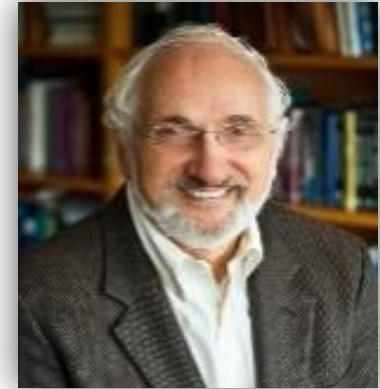
Sir Martin Sorrell  
WPP



Diego Scotti  
Verizon



Julian Pryn  
BAT



Jerry Wind  
Wharton



Harish Bhat  
TATA



Gayle Fuguitt  
ARF



Rob Norman  
GroupM



Tony Fagan  
Google



Barbara Lamprecht  
Volkswagen



**WHAT**  
**are the drivers of**  
**Customer**  
**Centricity?**

**HOW**  
**to achieve**  
**Customer Centricity?**

# The Insights2020 Coalition



## Founding Partners



## Publishing Partners



@insights202



**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**



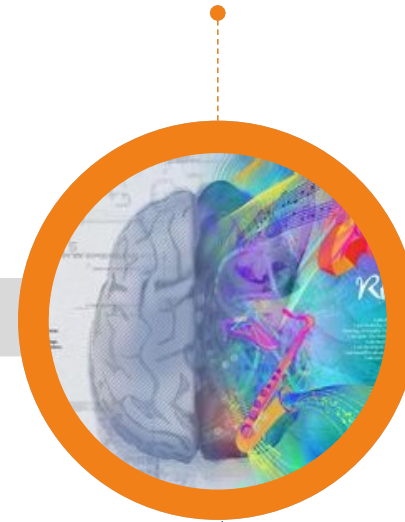
**Legacy of structure & functions**



**Making sense of data**



**Recruiting wholebrain people**

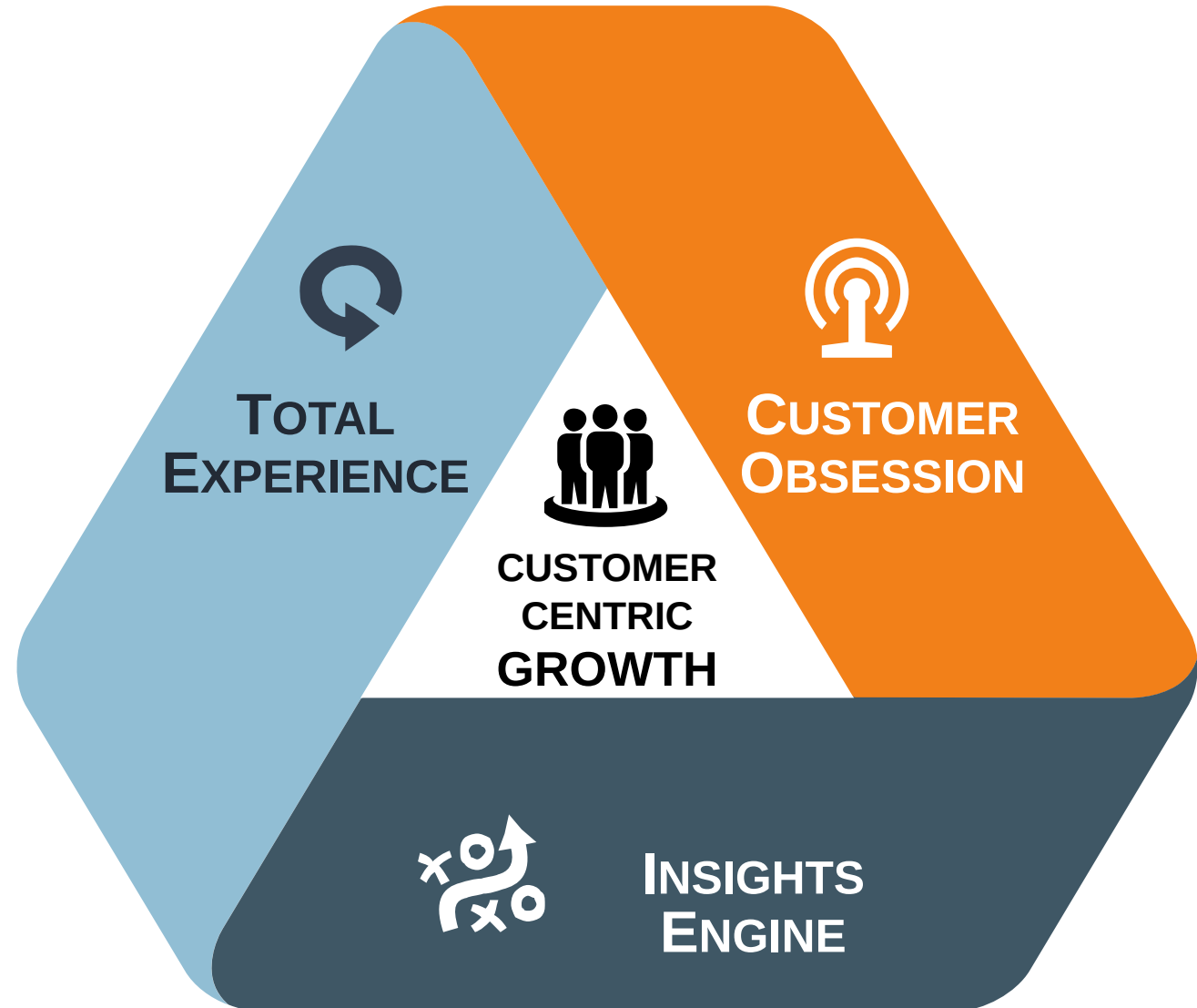


**Especially true  
for  
underperformers**

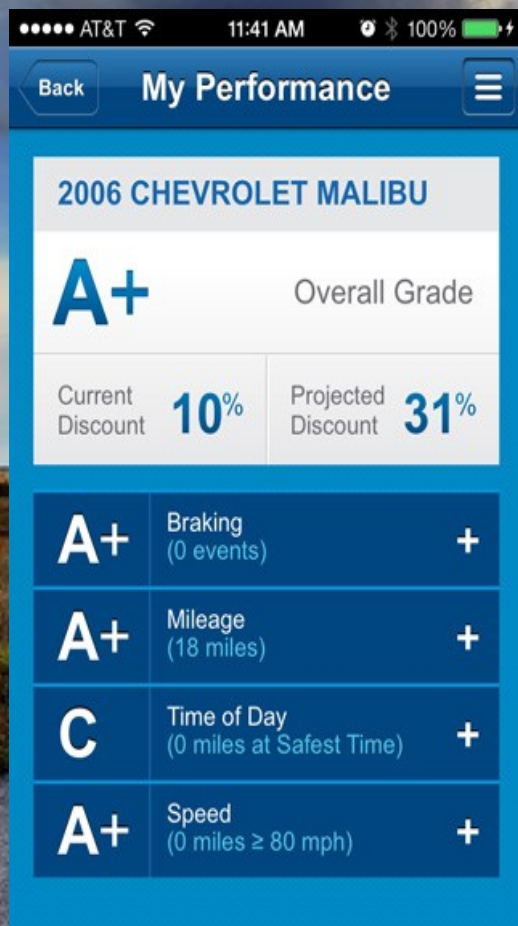
**Especially true  
for  
overperformers**



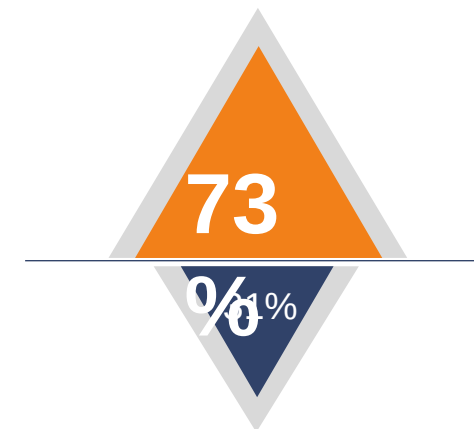
# Key dimensions of Customer-Centric growth



## Driver 2. Data-driven customization



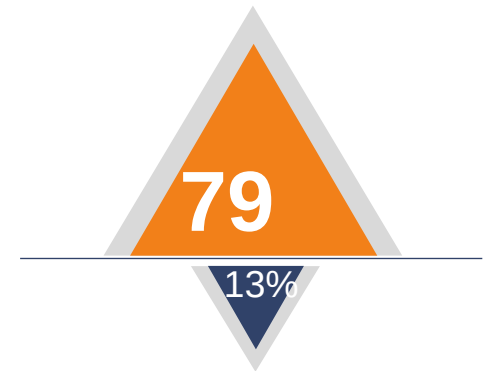
**Creating experiences  
based on data driven  
insights**



## Driver 4. Embraced by all



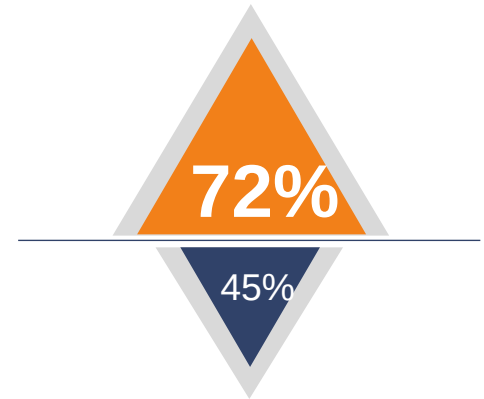
**Customer Centricity is  
fully embraced by all  
functions**



## Driver 6. Collaboration



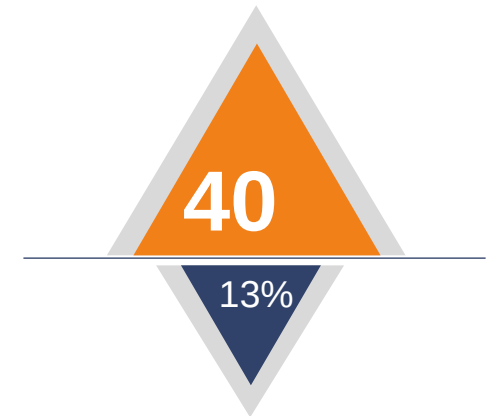
**Work closely with  
customers**



# Driver 7. Experimentation



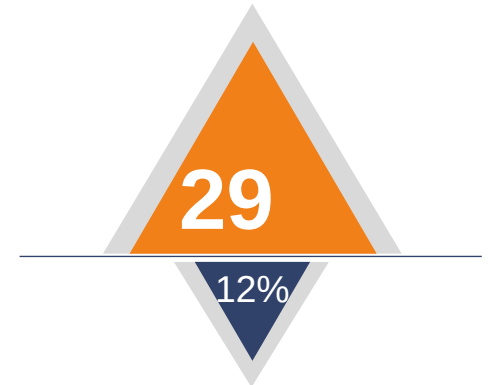
**Embracing risk  
and  
experimentation**



## Driver 8. Leading role of I&A



**I&A reports into  
the CEO**



# 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



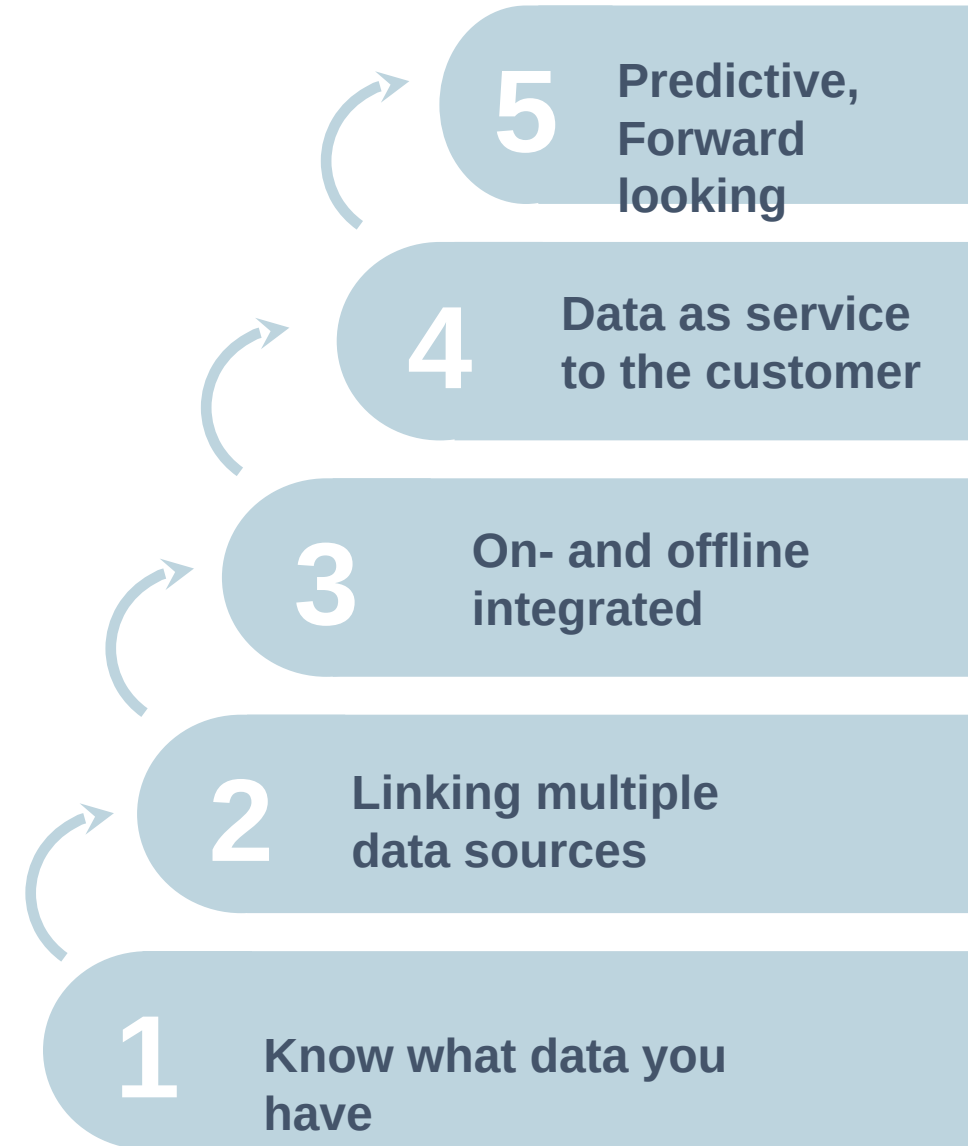
4. Embraced by all
4. Leadership priority
4. Collaboration
4. Experimentation

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

Join us!



# Next steps – Insights2020 Movement







THANK YOU!



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