



GIVING CUSTOMERS A VOICE

IN A WORLD FULL OF
NUMBERS



Alex Genov, Head of Customer Experience Research







OVERWHELMING CONSUMER CHOICE



BIG DATA

“...will become a key basis of competition, underpinning new waves of productivity growth, innovation, and consumer surplus.”

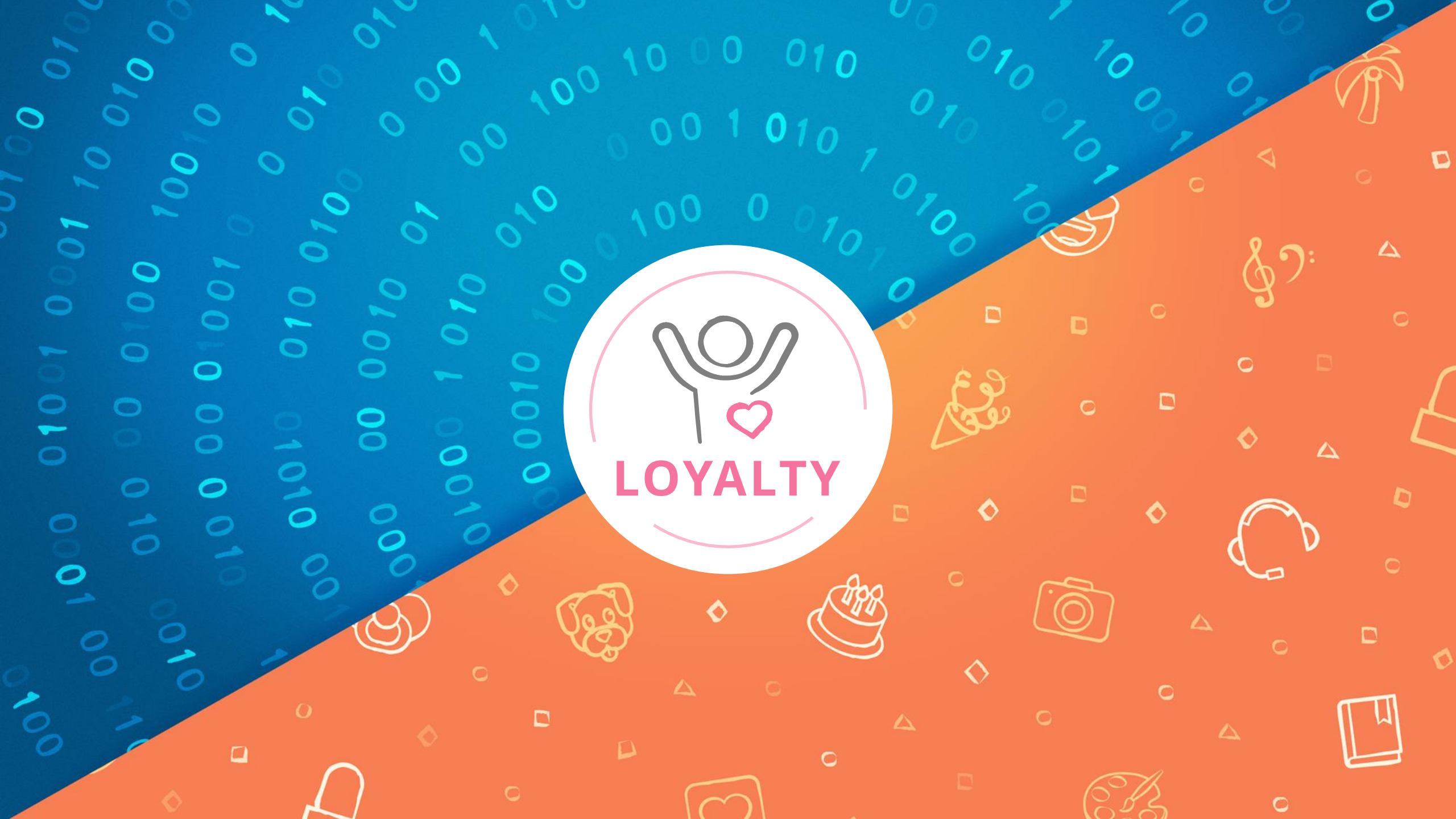
McKinsey



CUSTOMER LOYALTY

“...the most effective way to maximize customer value is to move beyond mere customer satisfaction and connect with customers at an emotional level.”

**Alan Zorfas and Daniel Leemon,
Harvard Business Review**





CUSTOMERS AREN'T
NUMBERS

IMAGINE WITH ME

a person who fits this description:



Identifies Male

Born in 1948

Raised in the UK

Married twice

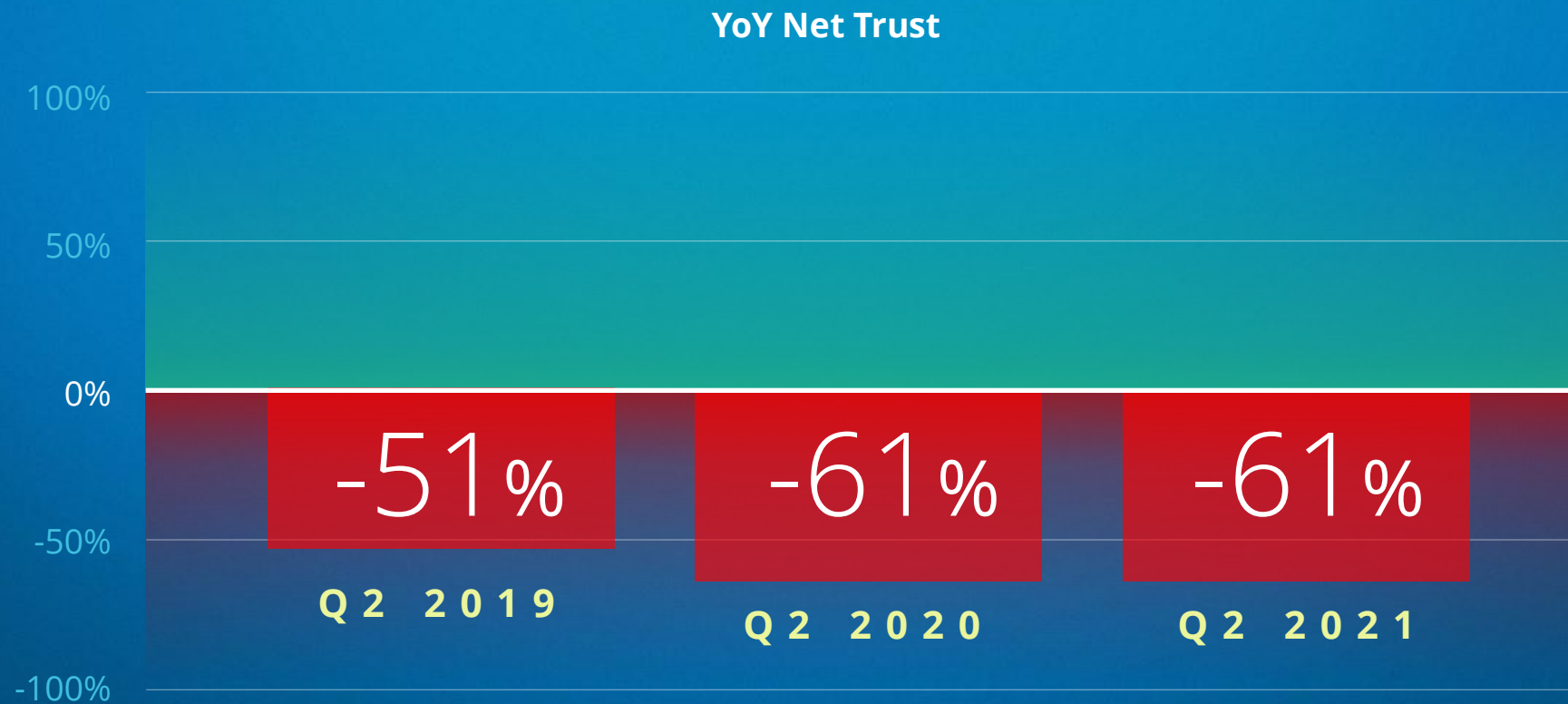
Lives in a castle

Extremely Wealthy

Quite Famous



THE STATE OF CUSTOMER TRUST



Based on quarterly general population of US consumers survey.

THE STATE OF CUSTOMER TRUST



Trust is the best predictor of customer loyalty (as measured by the Net Promoter score)

Data from analysis of over 207,000 customer ratings of Net Promoter, trust, personalization, and ease of use

STRUCTURE MATRIX

	Function 1
Trust	.830*
Ease of use	.795*
Ease of search	.699*
Personalization	.635*

Pool within-group correlations between discriminating variables and standardized canonical discriminant functions

Variables ordered by absolute size of correlation within function.

** Largest absolute correlation between each variable and any discriminant function*

3RD PARTY RESEARCH
CONFIRMS THIS

GALLUP



statista 



FORRESTER

FOCUS ON
CUSTOMER



**BUILD
TRUST**



MYTH

If you build it,
they will come...
and will stay



REALITY

Sustainable success
will come from a
customer-first model



M Y T H

You can personalize
customer experience if
you collect lots of **data**



REALITY

Meaningful personalization
involves understanding
customers on a
psychological level



M Y T H

Customer experience
can be **averaged**



REALITY

Customer
segmentation
needs to be
meaningful



M Y T H

Optimize sales channels, and customer satisfaction will increase



REALITY

Create a
**seamless customer
experience**





CUSTOMER
CENTRICITY IS A
JOURNEY



CALL TO
ADVENTURE

*Beginning of
transformation*

CHALLENGES

VOC PROGRAM

ABYSS

*End of
transformation*

TRANSFORMATION





TOP 10

PROGRAM

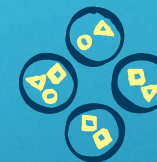
COLLECT



STORE

CREATE YOUR OWN
VOC PROGRAM

ACT



ANALYZE

LESSONS
LEARNED



1
THIS
TAKES
TIME


2 3


1
THIS
TAKES
TIME

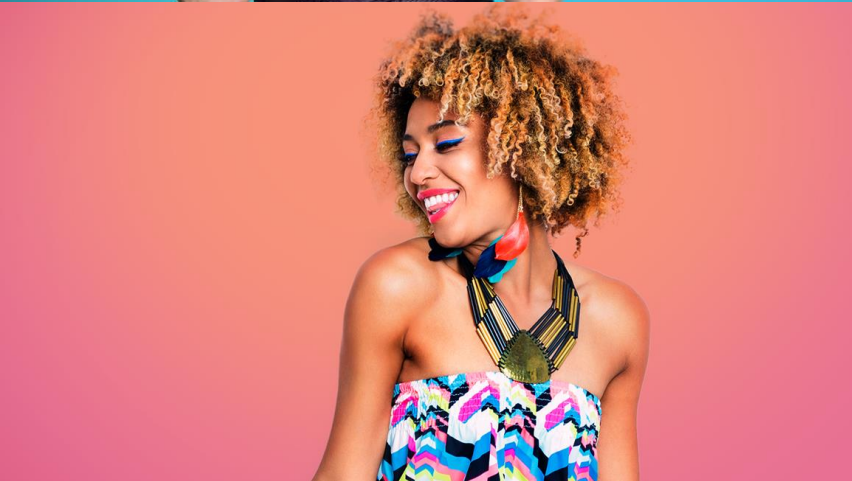
2
CONVINCE
OTHERS


3

1
THIS
TAKES
TIME

2
CONVINCE
OTHERS

3
CLOSE
THE
LOOP




CUSTOMERS AREN'T
NUMBERS



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Forget the Customer. See the Person.

A business guide to understanding your
customers in uncertain times and beyond.

Alex Genov | James Alford | Fernando Cabestany

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Forget the Customer. See the Person.

There has been a trend over the past few years to talk about big data and how it can give us everything we could possibly need to know about our customers. We propose that while big data has its place and value, it's only one piece of the puzzle. The way the world works nowadays makes it really hard and expensive to stand out as a product-centric company. Focusing on individual customers and what they care about, desire and value is a much better approach. In this book, we want to explain the difference in the approaches, with examples and simple overviews on how to gather all the right information to ensure that we can create meaningful connections with our customers.

Alex Genov
James Alford
Fernando Cabestany



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