Why Customer Centricity & not Technology is the Future of MR

IIeX-NA, Atlanta
Denyse Drummond-Dunn (@Denysech)
MR Industry is Stagnant at $43bn

NOTE: Net growth rates 2014 (Adjusted for inflation)

SOURCE: ESOMAR GMR 2015
Qn.: Do you think there is a need to transform all or part of the business to remain competitive?
Top 10 Industry Challenges

- Technology: 0.45
- Consultation: 0.4
- Handling Data: 0.38
- Sampling: 0.25
- Competition: 0.21
- Budget / Cost: 0.23
- Methodology: 0.22
- Platform: 0.18
- Quality: 0.09

Source: GRIT Report Q3-4 2015

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Marketing is now **Art AND Science**

<table>
<thead>
<tr>
<th></th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRM</td>
<td>0.1</td>
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<tr>
<td>Brand building</td>
<td>0.14</td>
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<tr>
<td>Strategic planning</td>
<td>0.2</td>
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<tr>
<td>Customer centricity</td>
<td>0.27</td>
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<tr>
<td>Analytical thinking</td>
<td>0.29</td>
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</table>

SOURCE: Korn Ferry. IMAGE: Blackinkrol.com

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Performance CEX Leaders & Laggards

**CEX Leaders**
- 91%

**S&P 500 Index**
- 14.5%

**CEX Laggards**
- 489%

A Top Company Objective

**NOTE:** S&P 500 2007 - 2012
3 Things to Start Doing Today!

1. Customer Objectives
2. Customer Understanding
3. Customer Connection
What price should Brand “S” be?

At what price does our target audience value the brand? What price would they be willing to pay?
1. Define Customer Objectives

How can we grow the market share of Brand “A”?

How can we attract consumers from competitor Brand “X” who are looking for a low sugar CSD?
2. Deepen Customer Understanding

SOURCE: ESOMAR GMR 2015
2. Understand Customers’ Why

“The less qns we ask - to consumers - the more answers we’ll get”

Download the 4W™ Template on C³Centricity
2. Target using Customers’ Why

Segmentation Bases

- Demographics
  - 2012: 64%
  - 2013: 57%

- Behavioural
  - Preferences / interests / hobbies
    - 2012: 37%
    - 2013: 46%
  - Channel (e.g. social / mobile)
    - 2012: 53%
    - 2013: 52%

- Geographic
  - 2012: 70%

- Transactional / RFM (recency / frequency / monetary spend)
  - 2012: 47%

- Customer engagement
  - 2012: 37%

- Media interaction
  - 2012: 18%

- Psychographic / attitude / satisfaction
  - 2012: 7%
  - 2013: 10%

SOURCE: eConsultancy 2014
Search, Social Media helps explain Consumers’ WHY?
3. Increase Customer Connections

Watch/Listen to Customers
- WITH your Colleagues
Be the Customer

Nestlé LACTOGEN 1

Breastmilk provides the best food for your baby and reduces the risk of diarrhoea and illnesses.

Nestlé LACTOGEN

Suitable from birth

MÖVENPICK

French

MÖVENPICK

French

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3 Things to Start Doing Today!

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“What would our customers think about the decision we’ve just made / will make?”
Is OUR Future Leading Customer Centricity?

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