dunnhumby

CONSULTANCY SERVICES

Transform your retail business and succeed in the data-driven economy

As the global pioneer of customer data science, dunnhumby helps to answer critical questions from retailers to improve customer experience and deliver long-term growth.

Businesses choose to complement their own in-house expertise with Consultancy Services from dunnhumby.

We offer end to end Consultancy Services from assessment through to solutions design with practical delivery and implementation. Analysing customer data, we:

- Uncover valuable customer **insights**
- That **personalise** shopping experiences
- And **transform** retailers to customers-first
- To deliver long-term **measurable value**

Our Consultants deliver solutions across the business at C-suite as well as more specific areas – Customer Knowledge, Customer Engagement, Category Optimisation and Price & Promotions.

? What questions can we help you answer?

1. How do we expand our customer base whilst still looking after our core customers?

2. How do I future-proof my data and marketing strategy?

3. How do we align our entire business around the customer experience?

4. How do I maintain the best customer experience across all channels?

5. How do we prevent duplication and wasted effort when technology is developing so fast?

Do it well every time
We work right across your business to ensure wasted or duplicated effort and resource is eliminated.

Future-proof
We create holistic strategies with you – evolving as you change.

Growth with no limits
Benefit from improved customer experience & stronger loyalty.

⟟ The dunnhumby difference

1. Over 25 years of embedding customer centricity in retail growth strategies.

2. Pioneers in customer data science, data analytics and the practical application of Big Data.

3. Experienced in multi-year, multi-national partnerships to deliver solutions, that combine Big Picture thinking with detail and rigour.

4. We bring a collaborative and transparent working style to our client relationships.

5. Our expertise works to your advantage; we listen, challenge and lead, rather than tell.

6. Our range of Consulting Services are built upon extensive experience working with 70+ retailers and 1,000+ brands.

📊 Our science sets our Consulting Services apart

We revolutionised the way people think about loyalty when we pioneered the practice of customer data science over 25 years ago. We've continuously innovated since, finding new and better ways to personalise all customer interactions to drive improved customer experience, higher loyalty and sustained profitable growth.

- Our client-facing Consultants are powered by over 500 data analysts and scientists with a proven track record
- Partnering with leading academic institutes to deliver cutting-edge in computer science, artificial intelligence and machine learning techniques: Imperial College London, Massachusetts Institute of Technology, University College London, University of Cambridge, University of Oxford, Yale University

INSIGHT TO ACTION TO RESULTS WITH THE RIGHT PARTNER

We don't just consult, or just deliver tools - we embed customer data science and will help you scale and operationalise insights across your business

📈 Return on investment

We transform organisations putting the customer at the centre, building new capabilities and sustainable results with our clients.

- Customer-centric businesses are more successful - the top 25% customer-centric retailers make **3% higher banner sales and 7% higher market share**

- Retailers can expect up to **5% like-for-like annualised sales** growth

- Delivering average ROI up to **10x investment**

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> dunnhumby has played a pivotal role in Tesco's development to be the leading UK grocery retailer. We see dunnhumby as central to the restructuring of our business so that it is entirely focused on the customer, and an important strategic partner for the business going forward
>
> - Dave Lewis, Tesco CEO

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Consulting – what we offer

Our consulting solutions and frameworks are flexible, collaborative and deliver value in the short, medium and long term.

Areas of Consulting expertise

Customer Knowledge: Build a more responsive and customer-centric retail organisation. Gain a better understanding of your customers, identify important strategic customer groups and focus on creating a relationship to best engage those customers.

Customer Engagement: Make your customer experience work harder to drive loyalty. Identify and quantify the biggest customer headroom opportunities and develop personalised communications strategies.

Category Optimisation: Drive sales growth through more effective category strategy, planning and execution. Understand which customers are shopping and how their behaviours are impacting category and product sales to make the right decisions on assortment, product and stock.

Price & Promotions: Analyse, forecast and execute customer-oriented strategies to overcome competitive pricing threats. Process, understand, model and act upon all the market drivers influencing the shopper's behaviours around pricing and promotions.

Consultancy practice deliverables

Assess - our Consultants use our unrivalled retail data strategy experience,and base clear recommendations in commercial reality. Our audits and healthchecks help guide you through any subsequent project work.

Design - we use our knowledge of the ever-changing technological environment to recommend solutions that leapfrog your competition, and fit seamlessly into your wider data strategy infrastructure.

Deliver - we manage implementation through collaboration. We transfer knowledge to you, avoiding future dependency, leaving you free to benefit from continued positive customer experience driving loyalty.

Measure - we'll work with you to define customer and business measures of success, so you can continually evaluate and optimise performance.

ASSESS → DESIGN → DELIVER → MEASURE

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Who we work with

dunnhumby has a large global footprint with both retailers and CPGs. We work with transformative, iconic brands across multiple industries including grocery, consumer goods, health, beauty, personal care, food service, apparel, advertising and more.

TESCO

SHOPRITE

Vanguard
华润万家

L'ORÉAL

P&G

Kellogg's

WHOLE FOODS MARKET

meijer

metro

dunnhumby

PIONEERING CUSTOMER DATA SCIENCE RESULTS FOR RETAILERS AND BRANDS

A world-leader in customer data science, dunnhumby has pioneered the use of big data to drive growth for retailers and brands since 1989. With 46 offices in 27 countries, dunnhumby's strategic process, proprietary insights and multichannel media capabilities deliver competitive advantage for clients including Coca-Cola, Homeplus, L'Oreal, Monoprix, Procter & Gamble, Raia Drogasil, Raley's, Shoprite, Tesco and Whole Foods Market. Applying insights from 800 million shoppers globally, with specialisms in customer knowledge, customer engagement, pricing & promotions, category management and supplier collaboration – dunnhumby optimises retailer data investment, develops internal expertise and creates tailored solutions that build margin, sales & profit in all competitive environments.

Contact us to start the conversation
dunnhumby.com