CUSTOMER SCIENCE

THE UNFAIR ADVANTAGE

How a customer-centric approach can help you outperform the competition

dunnhumby

LOYALTY IS A TWO-WAY STREET

dunnhumby is the world's leading customer science company. What does that mean, exactly? We help companies understand their best customers, and how to keep them coming back. Because we've found that when you show customers you truly know and love them, they'll return that loyalty in big ways.

REINVENTING THE CUSTOMER EXPERIENCE

Analysing data from nearly one billion customers worldwide – including shopping habits, social network interactions, local weather patterns, media exposure, and more – we uncover trends and apply insights that help you meet your customers' current needs, predict their future ones, and create engaging, personalised multi-channel experiences that build lasting loyalty. It's a proven process that's delivered competitive advantage and sustained growth for our clients, time and again.

INSTILLING A LOVE OF LOYALTY

Through deep data analysis and a broad, programmatic approach, dunnhumby partners with clients to transform them into customer-centric companies. Why? Because when you know and treat customers better than your competitors, you get a leg up. In fact, lots of good things happen when you put customer science at the heart of your strategy:

TRANSFORM THE CUSTOMER EXPERIENCE

- Personalised shopping experiences
- Multi-channel communications
- Real-time dynamic digital advertising
- Mobile-assisted shopping

OPTIMISE YOUR STORE

- Shopper-led planograms
- Right assortment of products
- Convenient shopping journeys

DELIVER REAL VALUE

- Relevant promotions
- Smartly-priced products

BUILD LOYALTY AND ADVOCACY

- Develop your loyalty programme
- Transform customers into advocates
- Align staff around a customer loyal strategy

MAKE THE MOST OF YOUR DATA SET

- Better understand what customers feel, think, and do
- Uncover, analyse, and apply insights in real-time

LEARN MORE ABOUT THE CUSTOMER SCIENCE ADVANTAGE AT DUNNHUMBY.COM

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OUR QUALIFICATIONS

We know customers
With access to data on nearly one billion customers in 75 countries, we provide the most robust data set available.

The right data at the right time
Our world-leading science and algorithms ensure every customer receives the right message at the right time, in and out of store, on social, on mobile, and at every other touch point.

Agents of change
Through lasting partnerships, we transform clients into customer-first organisations that are better equipped to earn customers' loyalty every day.

GET TO KNOW US

dunnhumby were first to discover the power of customer science 25+ years ago, and have innovated continuously to deliver measurable and repeatable results since.

We employ more than 2,000 people in offices across Europe, Asia, Africa, and the Americas, and include social marketing and advocacy experts BzzAgent, advertising technology innovators Sociomantic, and merchandising analytics software company KSS Retail.

OUR REFERENCES

We've achieved remarkable results with some of the world's most powerful retailers and brands, creating lasting partnerships that instil a love of loyalty and build meaningful multi-channel customer experiences that improve like-for-like sales and profit margins.

amc · Coca-Cola · coop Norge · éxito

future group · GNC LIVE WELL · GPA · Home plus

L'ORÉAL · macy's · metro · MONOPRIX

PEPSICO · P&G · RaiaDrogasil · Raley's

SC Johnson A Family Company · SHOPRITE · TESCO · Unilever

Let dunnhumby help you make the best business decisions now, and prepare you for whatever is down the line.

Find out how at dunnhumby.com