



# Customer Engagement

Creating experiences that build lifetime loyalty

Customer Engagement connects and improves every interaction your Customers have with you.

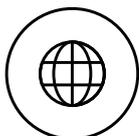
As competition continues to grow for Customer attention and with the rapid evolution of offline and online communications and touchpoints, marketers are increasingly challenged. The need to build Customer loyalty and deliver connected, streamlined experiences has never been higher.

Our Customer-First strategies deliver highly personalised communications and experiences:

- **Loyalty** strategies that predict and personalise rewards, recommendations and promotion
- **Lifecycle Marketing** strategies that deliver highly relevant communications to retain and grow Customer value
- **Digital Experience** strategies that remove friction and help build seamless Customer journeys

We bring together advanced personalisation strategies and science, with flexible consulting frameworks, enabling technologies and multichannel activation. As Customer Data Science pioneers, we've revolutionised the way people think about loyalty. Helping partners and clients keep up with today's connected Customers – identifying and quantifying the best opportunities to build trust, lasting loyalty and profitable growth.

**For retailers - Chief Marketing Officers, Chief Customer Officer, Heads of Loyalty, CRM, Retention and Digital**



Over 30 programmes across 17+ markets



More than 2% like-for-like sales uplift



+2% uplift in Customer retention rates



+45% increase in Customer engagement levels

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# Key questions & challenges answered

With Customer shopping behaviour continuing to evolve and fragment, there is a growing need for an effective solution to address declining Customer value, high Customer churn and low return on Customer acquisition efforts.

- How can I deliver against marketing strategy to support sales growth, retain and grow Customer value?
- How can I create, evolve or optimise a Customer engagement strategy that meets Customer expectations and business needs?
- How can we differentiate ourselves against the competition?
- How can we use Customer data to personalise at every touchpoint?
- How can we determine which Customers and channels to invest in to improve sales and ROI?

## What we offer to solve these challenges

Customer Engagement helps connect and improve every interaction your Customers have with you – wherever they are. We do this by personalising an integrated set of touchpoints around the Customer, powered by our advanced personalisation strategies and science.

Our Customer Engagement solutions deliver highly personalised communications and experiences. Each one addresses different needs of our clients, and they can be combined in a ‘full-service’ Customer Engagement strategy – each supported by an innovative Consulting Toolkit.



### Customer Loyalty

**Predicts and personalises rewards, recommendations and promotions that matter most to your Customers.**

We create compelling loyalty propositions, effective strategies and detailed plans for delivering science-led, loyalty programmes that meet both Customer and business needs.



### Lifecycle Marketing

**Ensures highly relevant communications to help you acquire, retain and grow your Customers.**

We provide integrated strategies and plans for creating meaningful relationships with Customers; increasing sales through personalised interactions based on behaviour that drive a Customer to act.



### Digital Customer Experience

**Focuses on delivering experiences that Customers identify as essential in their relationship with a retailer or brand.**

We define comprehensive experience strategies to identify Customer needs; using measurement and analytical tools to listen to and observe behaviour and help our clients design experiences that Customers appreciate and adopt.

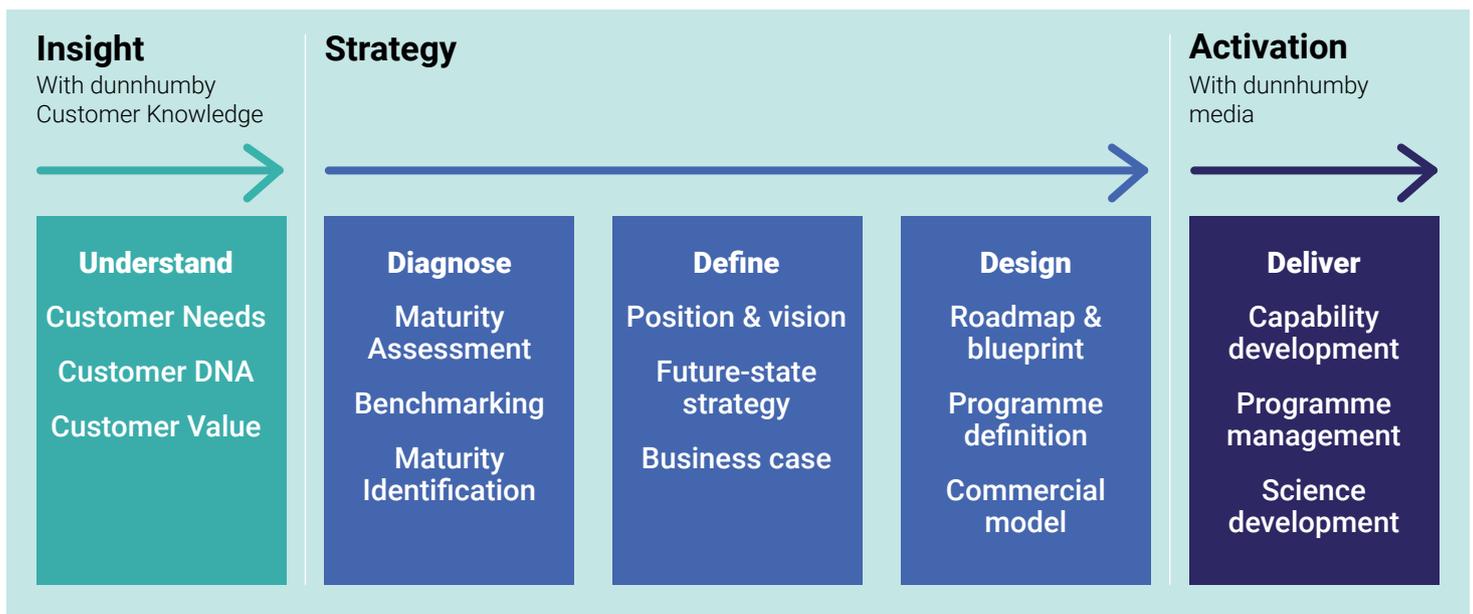
# Return on investment you can expect

Customer-First retailers use our Customer Engagement solutions to:

- ➔ **Improve Customer experience** through personalised and seamless communications strategies, that are relevant for Customers
- ➔ **Create long-term value for Customers** with Customer-centric loyalty programmes
- ➔ **Drive improvements in commercial performance**; our programmes typically delivering more than +2% like-for-like sales uplift
- ➔ **Realise positive shifts in brand and Customer metrics** across brand equity, awareness, NPS, satisfaction and Customer value
- ➔ **Gain competitive advantage** through innovative and differentiated propositions, Customer experiences and communication plans

## How it works

dunnhumby's Consulting framework is consistent across all Customer Engagement solutions, and underpinned with our Consulting Toolkits, meaning you can quickly benefit from our 30-years of expertise.



## How effective is it?

Just ask these dunnhumby clients:

<b>Customer Loyalty</b> <b>North American retailer:</b> Created a best-in-class loyalty programme, which delivered gold standard for 1:1 surprise & delight programme and <b>4% contribution to sales</b>	<b>Lifecycle Marketing</b> <b>European retailer:</b> A personalised communication plan showed business opportunity worth <b>1.5% like-for-like sales</b>	<b>Digital Customer Experience</b> <b>UK&amp;I retailer:</b> Targeted satisfaction drivers which identified 5 top optimisations to focus on to generate <b>£16.5MM additional revenue</b>
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### THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail – one of the world's most competitive markets, with a deluge of multi-dimensional data – dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.



Connect with us to start the conversation

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