Customer Knowledge

**Maximise your data assets to drive a Customer First approach**

A programme of analytical insight and detailed Customer strategy development, to create and operationalise a Customer-First cultural transformation.

Suited for retailers who want to revolutionise the use of data and science to understand and anticipate Customer needs. Either revitalising an existing Customer strategy or creating a cultural change to differentiate themselves and outperform competitors.

dunnhumby has world-leading Customer insight and strategy methods combined with the latest technology solutions, which enable retailers to know their Customers better than anyone else.

For retailers – CEOs, CMOs and leaders on a mission to transform their organisations to Customer First

Our Customer centricity studies confirm that Customer-First businesses outperform others, with the top 25% growing:
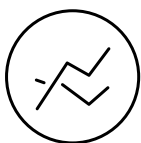
+3% like-for-like sales

+7% market share

dunnhumby

Key questions & challenges answered

Retail has never been more competitive, or had more opportunities for transformation. To stand out and drive benefit growth, organisations need to embed Customer First in their culture and core.

CUSTOMER

- How can I learn more about our Customers and understand what drives their behaviour?
- Which specific Customers should I focus on to grow my business?
- How do I build propositions around the needs of Customers?
- What should my Customer success measures be?

OPERATIONAL

- I have more data than ever before, what can I do with it?
- What insight capabilities will really power our growth?
- How can I actually motivate our people to be more Customer obsessed?
- What processes will help us act on changing Customer needs?

FINANCIAL

- What is the best formula to increase our market share?
- How can we deliver long-term sales growth versus short-term spikes?
- What analysis will help us balance investment across business units?

MARKET

- What will help me understand and make choices about the ways which we can win?
- How do we best respond to competitive action – defend or attack?
- What are the best metrics to drive market share for our segments?

What we offer to solve these challenges

Customer Knowledge is a solution for business transformation, where retailers can differentiate and revolutionise their Customer strategy by putting the Customer at the centre of day-to-day operations.

1. **Assess your current capabilities** in insight and data and benchmark your Customer centricity levels in the organisation; helping to identify the biggest opportunities

2. **Provide a deeper understanding** of your Customers through Customer segmentations and Customer DNA attribution, which includes a detailed understanding of their loyalty drivers

3. **Prioritise Customer investments** and implement new Customer initiatives that use Customer-First planning processes to define a differentiated Customer experience

4. **Embed Customers into day-to-day decision-making** by utilising a tailored suite of Customer reporting, improved Customer policies and processes across the organisation

Our consultancy services provide:

Clear roadmap and blueprint for relevant offers, Customer experience, organisational and business change that puts Customers at the heart of the business	Customer segmentations and DNA that power actionable insight and key opportunities	Improved Customer perception and loyalty, driven by defined Customer promises and established tracking	Initiated Customer plans that should impact business by 2-3% like-for-like within one year

Return on investment you can expect

dunnhumby is helping many leading retailers to stand out in an extremely market, improve shareholder value and grow Customer numbers and loyalty with a Customer-First strategic approach.

➤ Create happier and more **loyal Customers** with an improved experience online and in-store

➤ Maintain a culture that inspires people to want to come to work

➤ Improve performance with visible organisational and business change

➤ Achieve **outstanding Customer engagement** with a Customer plan driving effective ongoing category management, price and promotion optimisation

➤ Deliver **superior growth gains** for their shareholders; Customer-First businesses typically achieve +3% growth in like-for-like sales and 7% growth in market share

How it works

The programme has two main components: Customer Knowledge and Customer Strategy.

Customer Knowledge will maximise the value of your data from applying deep Customer insight into every day decisions:

- Create and enrich your Customer data solution
- Assess your insight capability and identify gaps
- Utilise advanced algorithms to upgrade Customer segmentations and to create new Customer attributes utilising all available data sources for today's omni-channel, social and mobile Customers
- Deliver loyalty driver analysis to determine key Customer needs before, during and after the shopping experience and discover the untapped potential in the market
- Provide prescriptive analytics which identify and improve business performance
- Use predictive analytics to pinpoint winnable headroom
- Link perception and outcome to determine the tangible levers to pull to improve the Customer experience across channels

Customer Strategy is an enhanced programme to make the most of Customer insight. It delivers a detailed Customer plan for retailers to implement sustainable culture change.

- Organisational health check of Customer First capabilities and data strategy
- Embed the right Customer promises and language with detailed identification of commitments to make to Customers and integration into business processes
- Creation and implementation of a distinctive Customer plan prioritising investments where they matter most
- Ongoing Customer tracker reporting on Customer experience improvement and opportunities

How effective is it?

Just ask these dunnhumby clients:

❝ "dunnhumby is central to the restructuring of our business so that it is entirely focused on the Customer".

TESCO

❝ "We have completely changed the way we think about and speak to our different Customer segments... we've really reaped the benefits of having this much deeper Customer strategy".
Non-grocery client (North America)

dunnhumby

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
dunnhumby.com