

KANTAR

TRANSFORM
YOUR **CX** AND
POWER
GROWTH

3 STEPS TO CREATE MEANINGFULLY
DIFFERENT EXPERIENCES



The world is changing

Consumers are facing unprecedented economic challenges and as a result they are more discerning about how and where they spend their money.

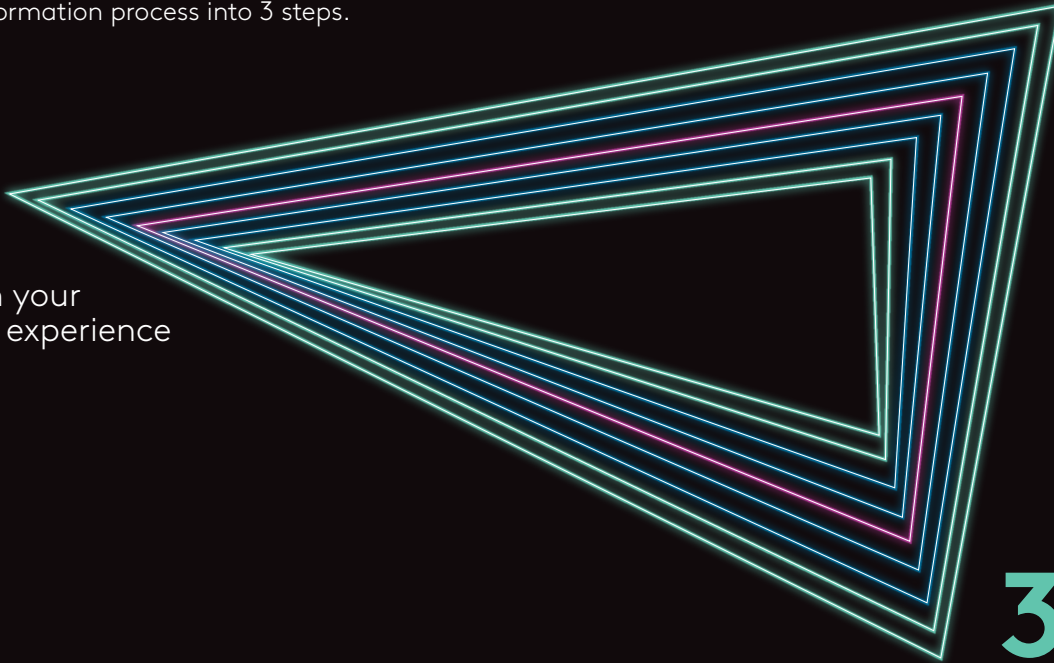


The most valuable brands shake things up and lead the way. Their experience **stands out**.

To help more brands create unforgettable experiences, we simplified the CX transformation process into 3 steps.

1

Own your own experience



2

Win the moments that matter

3

Elevate experience at scale

Experience is the primary driver for building a strong brand



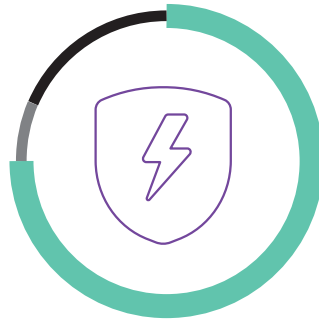
25%

Paid media



7%

TV ads



75%

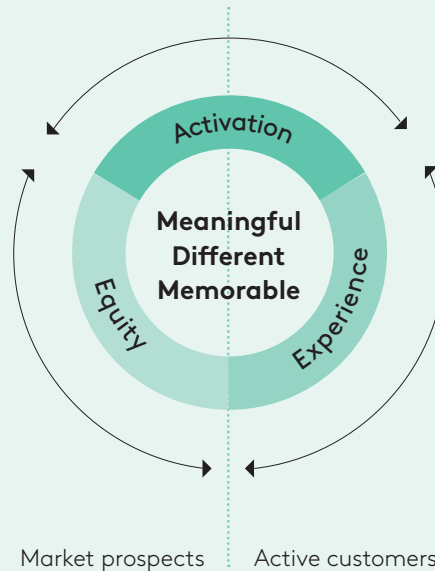
Impact by other touchpoints

Paid media typically only delivers 25% of touchpoint impact for brand building. Other touchpoints, such as product or service experiences and word of mouth, can contribute up to 75% of touchpoint impact. Experiential touchpoints include using a product, visiting a store, getting customer support, seeing someone using or wearing a product, and conversations with others.

Experience isn't neutral, it's inextricably linked with the expectations of the brand – its brand promise, its heritage, its advertising.

Brand expectations frame the experience and the experience feeds the perceptions of the brand.

We have a unique understanding of how great brands are formed...



...and why customers come, stay, buy again, and tell everyone about you

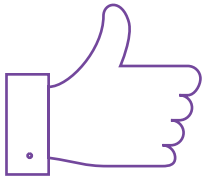
THE • DIFFERENCE
MAKES

Research by Kantar has shown that brands which are meaningfully different to their competitors command greater customer loyalty and are more likely to grow, even during difficult economic times. We know that when it comes to designing or improving customer experience, it's about more than just keeping up with best practice.



Latest research into retail banking showed that customers who had experiences that felt 'different' to other banks **were 50% less likely to churn**

Organisations that cohesively connect their brand and experience, and stand out from the crowd, see reduced churn, increased loyalty and more growth



3x

Level of recommendation



2x

Retention of customers



5x

More likely that a customer will make a repeat purchase



10x

More brand-led growth

3 STEPS TO TRANSFORM YOUR EXPERIENCE AND POWER GROWTH

STRATEGY

Own your
unique experience

Understand the experience that makes you different, delivering your unique brand vision. Inspire your people with what it means for them

Brand
Customer strategy
Commercial strategy

DESIGN

Win the moments
that matter

Design new experiences to deliver your vision, based on research and customer data, with a clear people, process and tech change plan to get there

Experience design
Research
Creative
Digital and customer analytics
Innovation

TRANSFORM

Elevate experience
at scale

Achieve sustainable change through your organisation, by listening and learning from your customers and employees everywhere

Measurement and visual design
Tech implementation
Change management

Case study #01

STRATEGY

Global footwear and sports apparel brand

This famous global sports brand suffered from lower equity than its competitors, driven by a lack of direction and consistency in its ecommerce store and CRM activity.

Kantar set about:

- Defining end-to-end digital experience
- Inspiring the target state through competitor comparisons
- Gathering reviews and social data to create a large universe
- Structuring, enriching and modelling data with Kantar's proprietary AI toolkit
- Analysing emerging and established digital experience signals

Impact:

Clear, actionable recommendations gave the brand a clearly defined digital strategy, based on real-world, unconstrained user feedback within the consumer experience framework

Case study #02

DESIGN

Global B2B packaging company

As a business that had historically grown through acquisition, this B2B FTSE-100 company had a foundational customer experience strategy that wasn't wholly consistent throughout the organisation.

Kantar set about:

- Running an in-depth research programme, including:
 - qualitative interviews with customers to confirm and validate the customer journey and deep dive into gain and pain points
 - a quantitative survey, using our validated TRI*M methodology, to assess performance around uncover the strength of customer relationships
- Creating validated customer journeys and a range of fully formed personas
- Actionable recommendations based on customer and stakeholder priorities; enabled by close collaboration with key stakeholders

Impact:

Deep and robust insight, coupled with clear mapping and visualisation, gave the organisation the building blocks to unify their customer experience and set about consolidating actions to achieve the greatest impact

Case study #3

TRANSFORM

National motoring and cycling retailer and services provider

The organisation needed a partner that could gather customer feedback across their complex landscape and business: across digital, bricks and mortar, mobile support channels, contact centre and home delivery services.

Kantar set about:

- Partnering with Medallia to implement their advanced Voice of the Customer platform
- Launching the programme with limited upfront solution design, instead taking an agile, iterative approach to develop the surveys and build the platform capability
- Working flexibly to ensure that we could adjust our scope to deliver maximum value for their organisation
- Demonstrated robustness of data quality to the board, with NPS data to be reported to shareholders

Impact:

Partnering with Medallia gave the organisation access to a wealth of data, enabling engagement in strategic conversations with senior leadership and opening new opportunities for collaboration

MEANINGFUL INSIGHTS TO GROW YOUR BRAND

To learn more about putting Kantar's 3 steps of experience transformation into practice to transform your brand's experience, get in touch.

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