

Redefining Customer Experiences

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Making the right decisions about which data insights to activate has never been harder. The mountains of customer information can be overwhelming. Consumers that were pushed online during the pandemic, now expect a joined-up omnichannel experience, at every stage of the customer journey.



Successful brands are activating data to redefine customer experience. The investment is paying off with increased sales and return purchases.

75%

Customer experience drives over 75% of customer loyalty, outperforming brand and price. **Gartner**

65%

Of consumers find a positive experience with a brand more influential than great advertising. **PwC**

200%

Experience-driven businesses see higher YoY growth in retention, repeat purchases, and lifetime value. **Forrester**

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Brands have three main challenges when it comes to their digital and retail footprint:

1

Understanding who their customers are

Not all businesses have access to the relevant data to make decisions about their customers. This makes it extremely difficult to tailor their products and services around them.

2

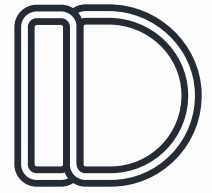
Knowing how and why customers are using their products or services

When are consumers engaging and on which channels? How are they using physical and digital footprints? These insights are important for better aligning the purpose of retail and online spaces.

3

How to operationalise these insights into a better and unique experience for their customers.

Here at Indicia Worldwide, we use our experience, data and our proprietary platforms to unlock growth for our clients by helping them deliver a more engaging customer experience.



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Delivering a connected brand experience needn't be a struggle. Our products, centred around Consumer Intelligence, Moment Mapping and Intuitive Design, allow brands to leverage their data to drive enhanced consumer engagement.

By gathering deep behavioural, consumer insights and mapping them across your brand, market and region we can begin to understand where brands' growth segments are; where their customers live, how they're behaving, and how they differ.



This allows us to tailor a brand's marketing strategy and be more relevant to consumers by considering personal and regional differences. By understanding how to respond to the different needs of consumers we are able to drive engagement, relevancy and growth. We improve your return on investment by identifying growth segments and the probability of these delivering conversions.

This knowledge is hugely powerful for global brands. To understand which market, region, customer segment or channel is the most commercially viable, ensures brands are focussing their budget in the right area.

This can be game-changing when it comes to allocating marketing budget and cultivating better connections with customers, building brand loyalty and their life-time value.

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