

The Hidden Customer Metrics: A UNIVERSAL APPROACH



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SENIOR STRATEGY & IMPLEMENTATION LEAD



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AS INSIGHTS PROFESSIONALS,
WHY GO DOWN THIS ROUTE?

Relentless pursuit for customer centricity





INSIDE-OUT vs OUTSIDE-IN



NETFLIX



INSIDE-OUT vs OUTSIDE-IN



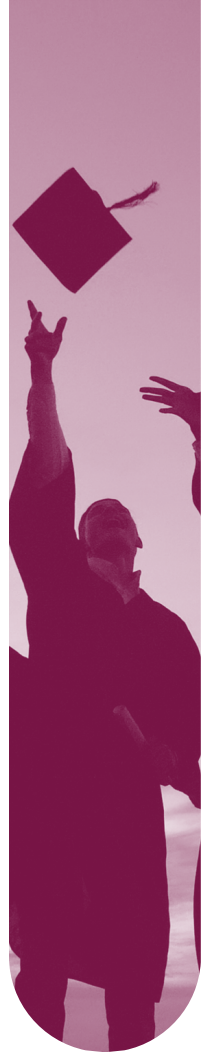
**But what do we
really mean by
customer goals?**

A photograph of an older couple walking together in a park, smiling and embracing. The image is overlaid with a semi-transparent red filter. A white circle is drawn around the couple, and a curved bar with a gradient from orange to red is positioned above the circle. Text is overlaid on the circle.

humans are
only
consumers
14% of the
time

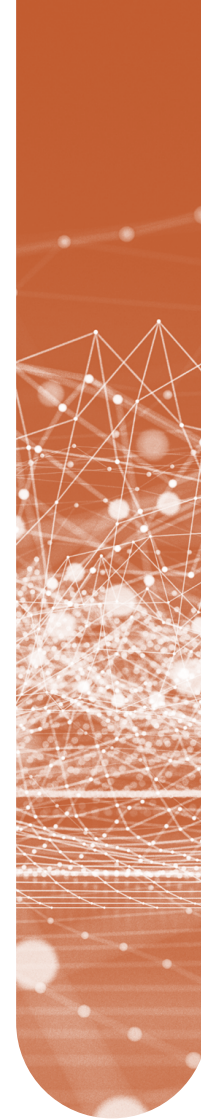
**Functional,
emotional, +
social goals**

Matter
100%
of the time



REALIZE THAT
WE EXIST IN AN
INDUSTRY THAT
HAS NEVER

**linked
customer
goals to
financial
outcomes**





The Process We Took

STEP 1: MAPPING

STEP 2: VALIDATE

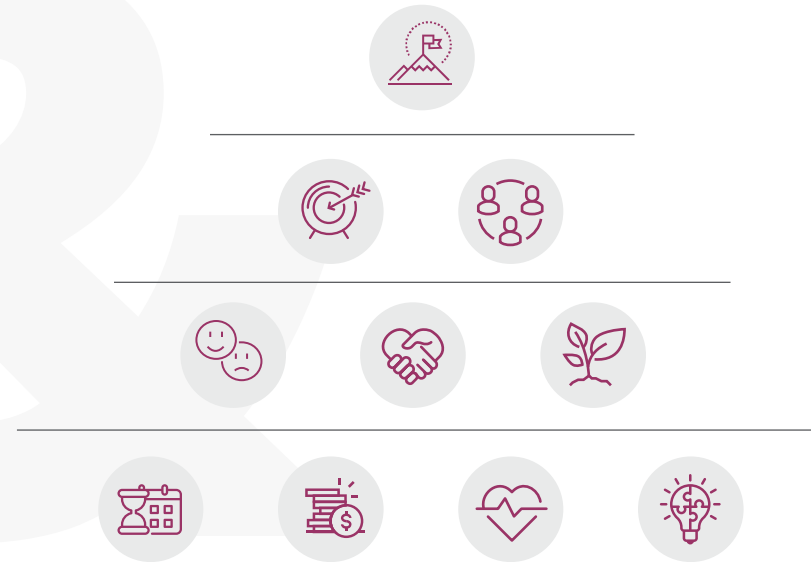
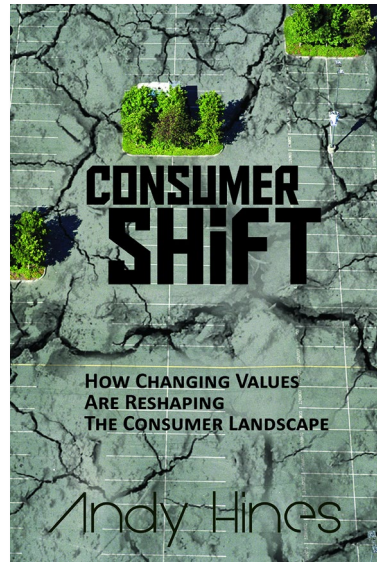
STEP 3: DEMONSTRATE



STEP 1: MAPPING

SO WE EXPLORED HINES AND BAIN:

The confirmation of functional, emotional, and social goals



STEP 1: MAPPING

SO WE EXPLORED HINES AND BAIN:

The confirmation of functional, emotional, and social goals

FUNCTIONAL

Easy access to the information I want/need

Makes my life simpler

Saves me time

Improves my physical wellbeing

Saves me money

Gives me options

EMOTIONAL

Improves my mental wellbeing

Makes me feel good

Reduces my anxiety/risk

Motivates me

Provides me a sense of accomplishment

SOCIAL

Provides me with a sense of belonging

Allows me to connect with others

Allows me to help others

Elevates my perceived status



STEP 2: VALIDATE

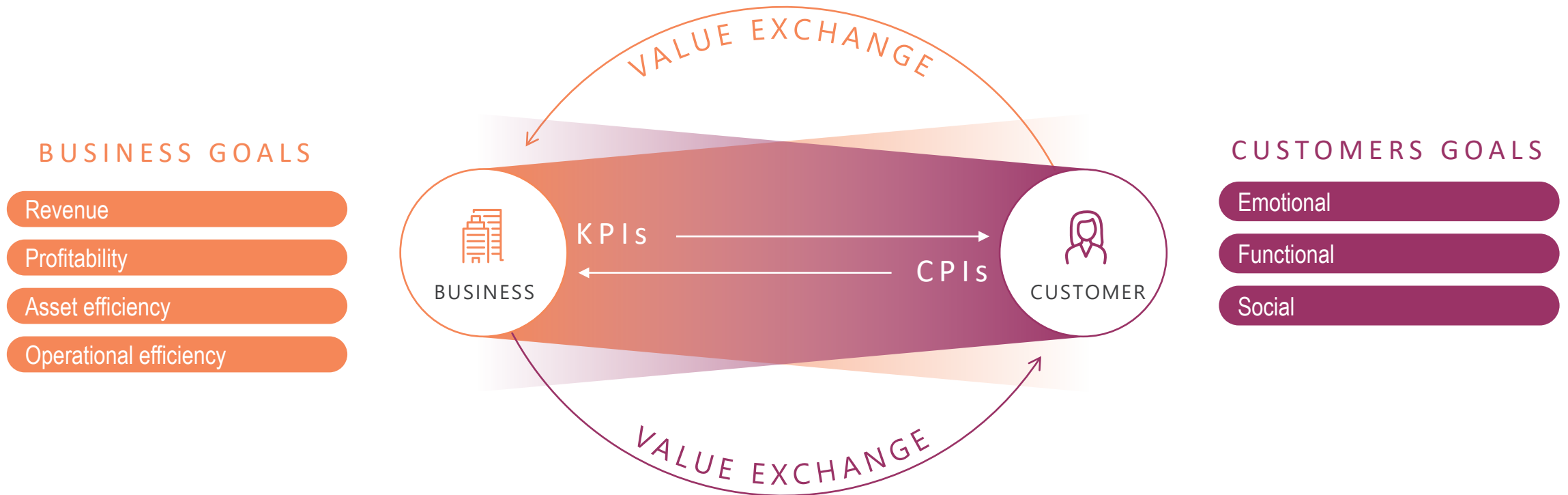
VALIDATION OF CPIs

20 leading and non-leading brands

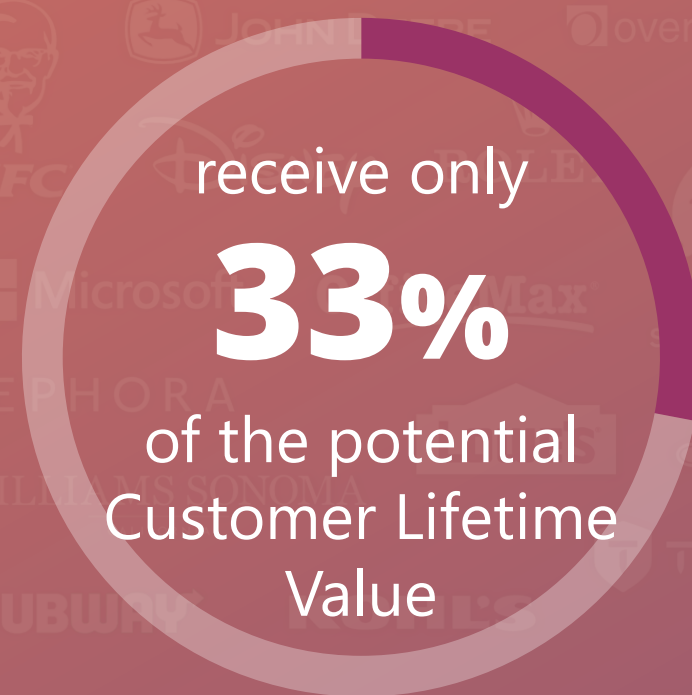


STEP 3: DEMONSTRATE

AS RESEARCHERS, WE SOUGHT TO UNDERSTAND THE RELATIONSHIP **Between CPIs and KPIs**



ON AVERAGE,
Across 154 brands



Average
13%
lift among
all brands

VEX IN ACTION

From Theory to Practice



IN-BRAND

WITHIN-INDUSTRY

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BRAND OVERALL

14

DIGITAL
CHANNELS

27

22

AVERAGE SYNDICATE CPI
SCORE

Improve in-store
experience through value
drivers

Lean into digital strengths
to drive conversion

Learn from
best-in-class brands

IN-BRAND

WITHIN-INDUSTRY

CROSS-INDUSTRY

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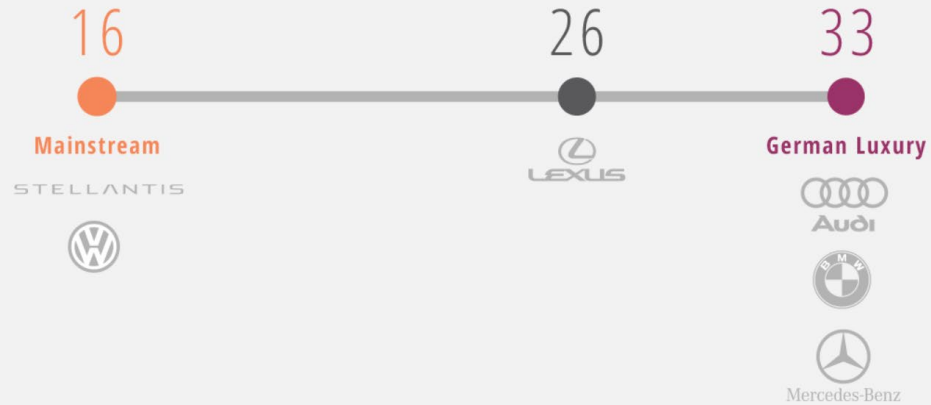
Gives me options

Reduces my anxiety/risk

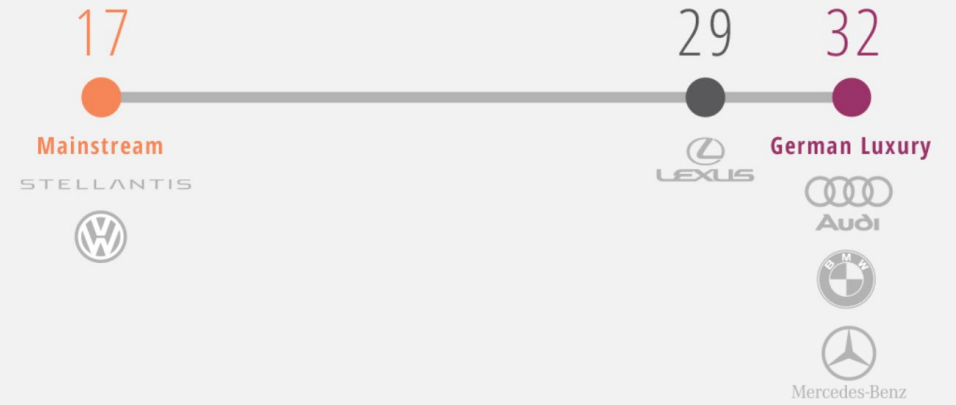
Provides me with a sense of belonging

Elevates my perceived status

Improves my Mental Wellbeing



Reduces my Anxiety/Feeling of Risk



WITHIN-INDUSTRY

CROSS-INDUSTRY

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LOUIS VUITTON

ALIGNED CPIS

- 1 Makes me feel good
- 2 Gives me options
- 3 Motivates me



JOHN DEERE

ALIGNED CPIS

- 1 Makes my life simpler
- 2 Easy to access the information I need/want
- 3 Gives me options

UNIVERSAL GOALS STAND TO BE THE SINGLE VOICE
OF THE CUSTOMER THAT BRINGS HARMONY:

Across MRX, CX, UX

UNIVERSAL GOALS:
HUMAN EXPERIENCE





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Questions

