

Generating Golden-Nugget Insights By Understanding Customer Motivations & Behaviours

To Drive Actionable Business Solutions Now & In The Future

Trend Watching → Predict changing behaviours and tap into the motivations and psyche of your empowered customers

Generate Insights → Identify unique insights and enrich your customer understanding

Aggregate Research → Holistically combine qualitative and quantitative research sources to generate a 360-degree picture of your customer

Drive Action → Gain business buy-in to ensure your insights are being translated into action

New Consumer Focus For 2007

1: The Why Behind The Buy: Go beyond discussing current behaviour to understand the why behind it

2: Future Facing: Have you got the tools to predict future trends?

3: SMS, Blogs & Social Communities: New technology profiles explored

4: Industry-Specific Insights Snapshots: How do travel, telco and finance sectors identify their customers' motivations?

Loyalty Focus

Media Partner

BRANDREPUBLIC

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The Why Behind The Buy: Pinpoint Your

- How have **Lancôme and Telegraph Media Group** fused diverse research methodologies to create a 360-degree view of their consumers?
- **Telco versus Finance versus Travel** – what can different industries teach you about the way that they generate their insights, harness loyalty and drive purchasing behaviour?
- The next step: how have **BP and BT** made their insights actionable by communicating value and igniting managerial buy-in to inform business decisions?

9.00 Chair's Opening Remarks

Inform Your Insight Generation Process By Tapping Into How Customer Mindsets And Behaviours Are Affected By Current Trends, Demographics And Advancing Technologies

9.15 Consider The Impact Current Cross-Sector Trends And Demographic Changes Are Having On Your Developing Customer Base And Their Motivations, Emotions And Behaviours

TREND WATCH

- Judge the impact of changing trends, including new technologies, on your customer base: ensure you know how to track these developments
- Follow changing demographic profiles, including the ageing population and influx of immigrants, to understand how this is affecting the market place
- Establish the behaviours of emerging tribes and consider how you can use this knowledge to inform your research and gain insights into your customer

Richard Spencer
Head of Individuals Marketing, **RSPB**



SMS/Blogs/
Social
Communities

9.45 Examining Emerging Media, Including SMS, Blogs And Social Communities: Assess The Effect They Are Having On Customer Behaviours And On Your Ability To Generate Insights

- Gain insights on the technologies your customers utilise to understand their preferences and why they make their choices
- Acknowledge how customer choices affect behaviour to create business strategies reflecting these preferences
- Consider the predicted growth of new technologies to understand how they shape the increasingly empowered customer

Sandrine Plasseraud
Brand Manager, **Renault**



10.15 Morning Break And Informal Networking Opportunity

Optimise Research Methodologies And Combine Research Sources To Successfully Generate Holistic Insights And Measure Customer Motivations

10.45 Identify Key Research Techniques Needed To Generate Qualified Insights From Data

- Consider the differences between insights and facts: what does an insight uncover and how can it influence your understanding of customer behaviour?
- Generate the golden-nugget insight from a host of information and data to recognise the key points that will help to enrich your consumer understanding
- Discover applied methodologies that will enable you to translate market and behavioural research into actionable insights

HOMEBASE

Lucia Juliano
Insight & Customer Data Manager, **Homebase Ltd**

Extract
The Golden
Nugget

11.15 Create A 360-Degree Picture Of Your Customer: Effectively Aggregate Research Methodologies And Combine Market Analytics For Holistic Insights

- Assess and combine market, competitor, environmental and behavioural research to generate insights that uncover a full picture of customer thoughts and values
- Holistically pull together databases, integrate qualitative and quantitative market research, and optimise market knowledge to generate an insight that explains the 'why' behind a customer's behaviour

Soren Hagh
Marketing Director, **Lancôme**



360-Degree
Customer
View

11.45 Successfully Generating An Insight From A Fusion Of Numerous Data Sources

- Which raw data and research methods were used and how were these sources combined?
- Understand how the insight was actually uncovered from the information gathered and then assessed
- Was a 360-degree image of customer behaviour, values and beliefs actually established, and was it applied in the business effectively?

Matthew Dodd
Director of Consumer Insight & Strategy
Telegraph Media Group

telegraphmediagroup

12.10 Lunch And Informal Networking

Industry Specific Snapshots: Equip Yourself With The Tools Required To Gain Insights Into Customer Emotions, Behaviours And Purchasing Decisions To Drive Satisfaction And Loyalty

1.25 What Motivates People To Buy Products Or Make Purchasing Decisions? Know Your Customers' Minds And Influence Their Choices

- Explore the emerging pattern of shopping methods and client habits, including the trend towards e-commerce, to best inform your insight research
- Why do customers make different purchasing decisions? Influencing consumer behaviour and gaining insights into their purchasing psyche
- Tap into emotions behind customer behaviour to understand the 'why behind the buy'

Mike Ashton
Senior Vice President, Marketing
Hilton International Operations



Travel
Perspective

Consumers' True Behavioural Triggers

1.45 Explore The Drivers Of True Satisfaction And Loyalty In Your Customer Base To Understand How And Why They Make Their Choices

Finance Focus

- Evaluating satisfaction to drive approval and enhance customers' next experience
- Increase retention by implementing techniques that uncover why satisfied customers choose to go elsewhere, while dissatisfied customers may not
- Predict your customers' reactions and tap into their emotions to decipher what motivates them and to personalise your products appropriately

David Blackburn
Brand & Consumer Design, **Capital One Bank**



2.05 Dramatically Increase Customer Loyalty By Learning From And Reacting To Insights Derived From Customer Data Across Digital Mediums To Create A Superior Customer Experience

Telco View

- Enhance traditional segmentation processes by monitoring customer interactions to understand their position in the life cycle
- Utilise this data to ensure communications match the need and value of the customer to execute individualised retention or churn prevention programmes via channels such as SMS, MMS, WAP and E-CRM
- Evaluate all customer interaction data via analytical systems to drive future prediction models and to measure the success of a targeted life cycle marketing campaign

Mads Toft
Interim Project Manager, **Telenor-Sonofon, Denmark**

2.25 Extended Question And Answer Session

2.40 Afternoon Break And Informal Networking Opportunity

Effectively And Clearly Communicate Insight Findings And Engage Organisational Stakeholders To Gain Business Buy-In And Ultimately Drive Action

3.10 Communicate Insights, Disseminate Information Internally And Gain Buy-In From Stakeholders To Ensure They Understand, Accept And Act On Insights

ACTIONABLE INSIGHTS

- Present information succinctly to busy executives so that research findings are incorporated into business strategy
- Distribute insights to achieve buy-in from executives and guarantee research findings are used in the decision-making process
- Create the right mix of people and technical skills to ensure insights are efficiently and competently established and disseminated

Martin Troughton
Marketing Director, **Anglian Group Ltd**



3.40 Align Insight Research Alongside The Business Areas It Supports To Demonstrate The Value Of Insights And Inform And Drive Business Decisions

- Position insight research alongside business goals to maximise its impact and use it as a proactive tool to support and drive organisational strategy
- Create business strategies that effectively tap into customers' motivations: ensure insights are applied and research is translated into action
- Establish the value of insights and demonstrate their contribution to your organisation: discover techniques to calculate the ROI and justify the role of the insight function

Markus Graw
Customer Insight Manager Europe (BMI) **BP**



4.10 Hear How An Effective Campaign Has Been Created And Implemented From Actionable Insights

How were:

- Insights generated?
- Insights presented to stakeholders?
- Findings disseminated throughout the organisation?
- Research findings incorporated into a campaign?
- What was the business value of the insights? Did they encourage customers, increase profits and reduce costs?

Natalie Machon
Head of Consumer Insight, **BT**



Utilise Emerging Techniques To Identify And Predict Future Customer Trends And Generate Insights That Continue To Inform Business Strategy Now And In The Future

4.30 Overcoming The Challenge Of Rapidly Moving Trends And The Empowered Customer To Adapt Your Insights Function And Maintain Optimal Communications With Your Market

FUTURE FOCUS

- Predict future consumer trends to adapt insight functions and ensure continued recognition of the factors that contribute to customer loyalty
- Guarantee methods are implemented to enable you to communicate with your empowered customers
- Understand the future role of your internal insights function to ensure you develop modern working practices
- Harness measurement methods and technological advances to generate insights and ensure you stay ahead of the game

Yannis Kavounis
Director, **Henley Centre HeadlightVision**

5:00 Chair's Closing Speech And Close Of Conference

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