



Customer insight

Dr Emma Macdonald

Istanbul Technical University

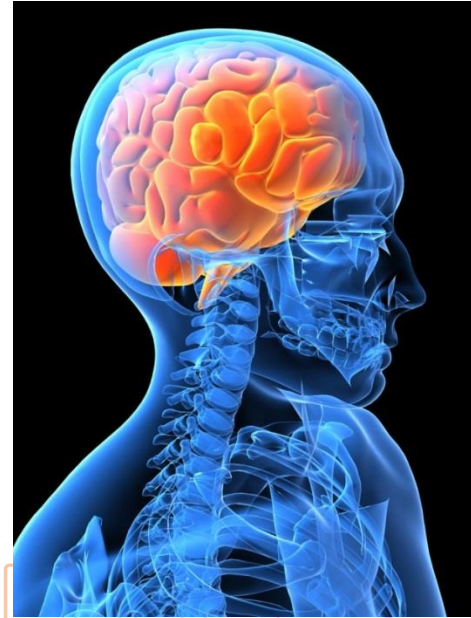
Air Transportation Management, M.Sc. Program

Airline Marketing

Module 8

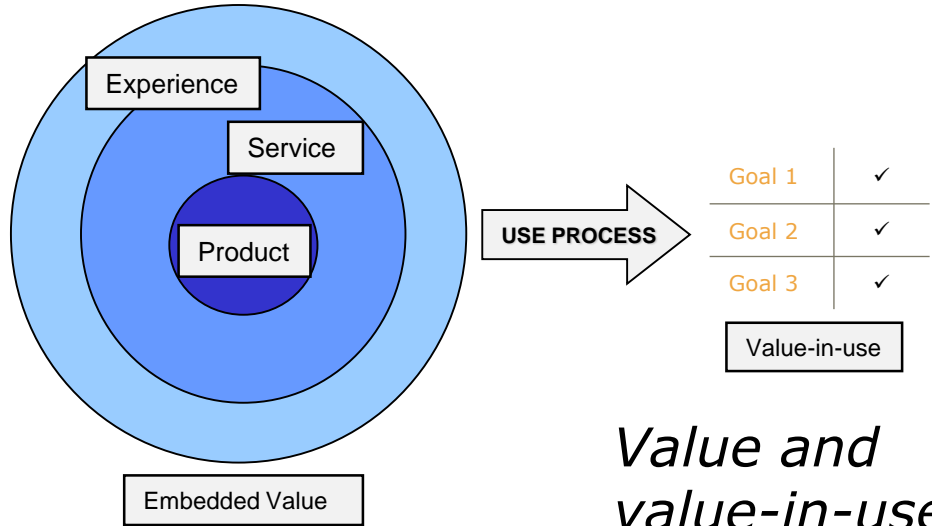
28th January 2014

Customer Insight



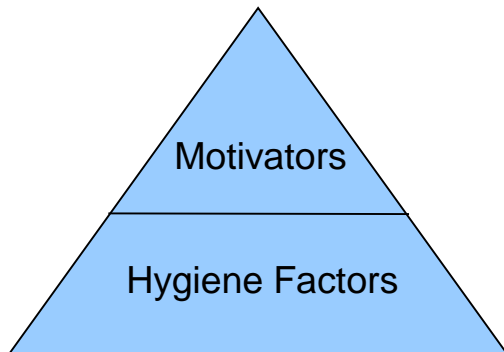
Transforming
knowledge
into action

Quick recap

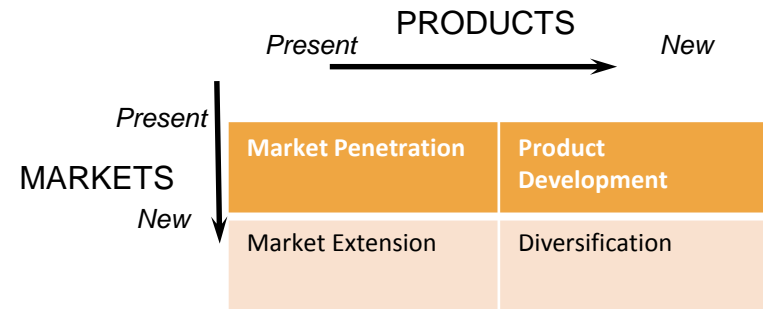


Value and value-in-use

Product, service & experience quality



Critical success factors

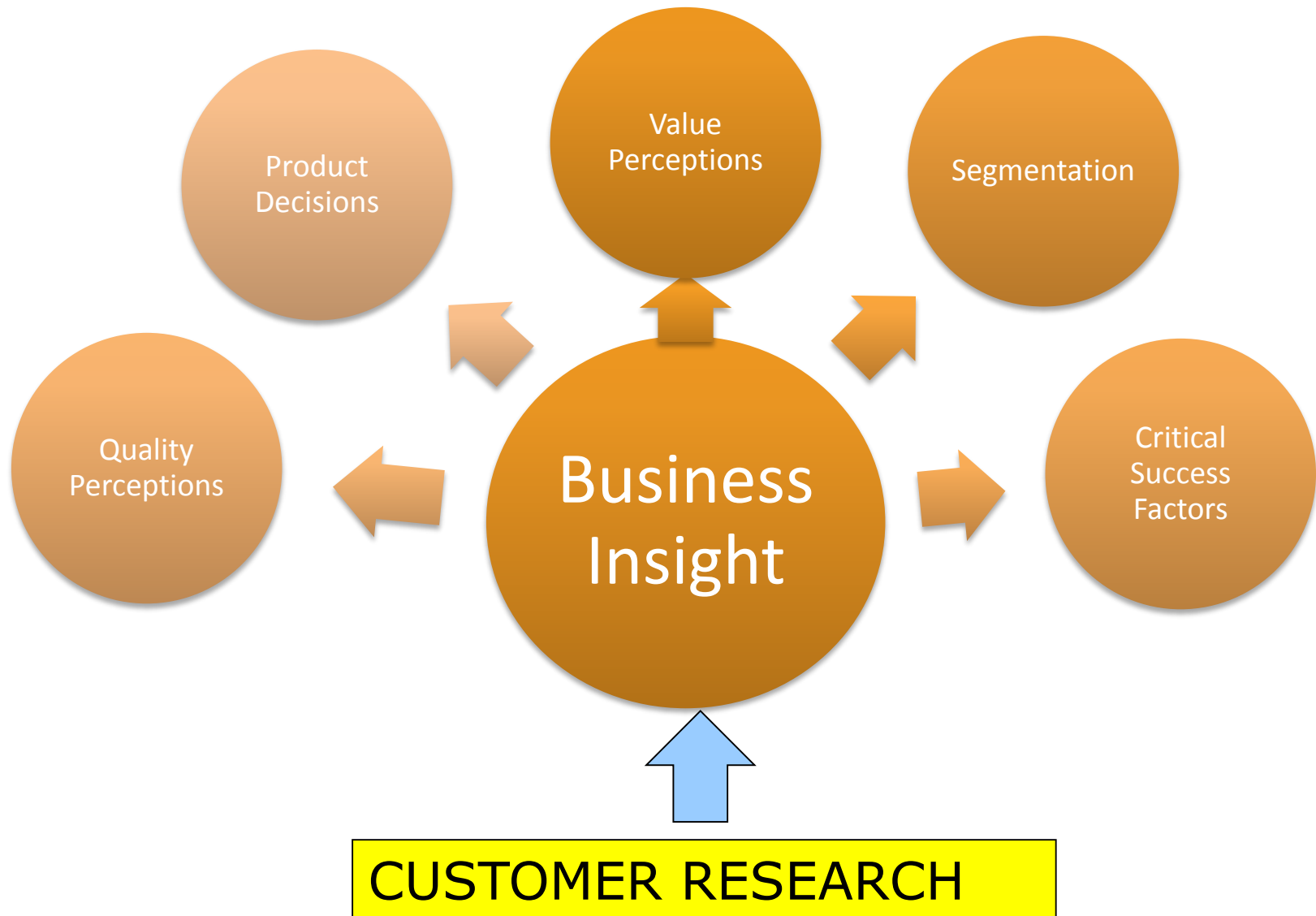


Product decisions



Segmentation

Insight and research



Methods & techniques



Method: Repertory Grid Technique

- Based on Kelly’s (1955) Personal Construct theory.
- Uncovers an individual’s mental model.

In what ways are two of these suppliers similar to each other and different from the third
 ...in terms of the outcomes you get?

..1..	Supplier A	Supplier B	Supplier C	Supplier D	Supplier E	Supplier F	..5..
Buying power - high	1	5	2				Buying power - low

Supplier A

Supplier C

Supplier B

Method: Repertory Grid Technique

- Based on Kelly's (1955) Personal Construct theory.
- Uncovers an individual's mental model.

...and how would you rate these other suppliers?

..1..	Supplier A	Supplier B	Supplier C	Supplier D	Supplier E	Supplier F	..5..
Buying power - high	1	5	2	4	3	2	Buying power - low

Supplier C
3

Supplier F

Supplier E

Supplier D

Method: Repertory Grid Technique

Enables comparison of the mental maps of individuals to identify:
 (a) sources of individually perceived value, and
 (b) their perceptions of each brand on these dimensions.

..1..	Supplier 1	Supplier 2	Supplier 3	Supplier 4	Supplier 5	Supplier 6	..5..
Buying power - high	1	5	2	4	3	2	Buying power - low
Technical knowledge - good	1	3	3	1	2	2	Technical knowledge - poor
Keeps me informed	3	1	1	1	5	2	Does not keep me informed
Makes my job easier	1	5	3	2	4	2	Makes my job more difficult

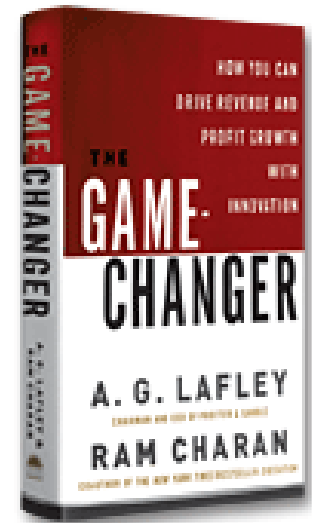
Ethnography

An immersive technique.



Walk in our customers' shoes:

*Customers buy value (as they see it)
not 'our products' (as we view them)*

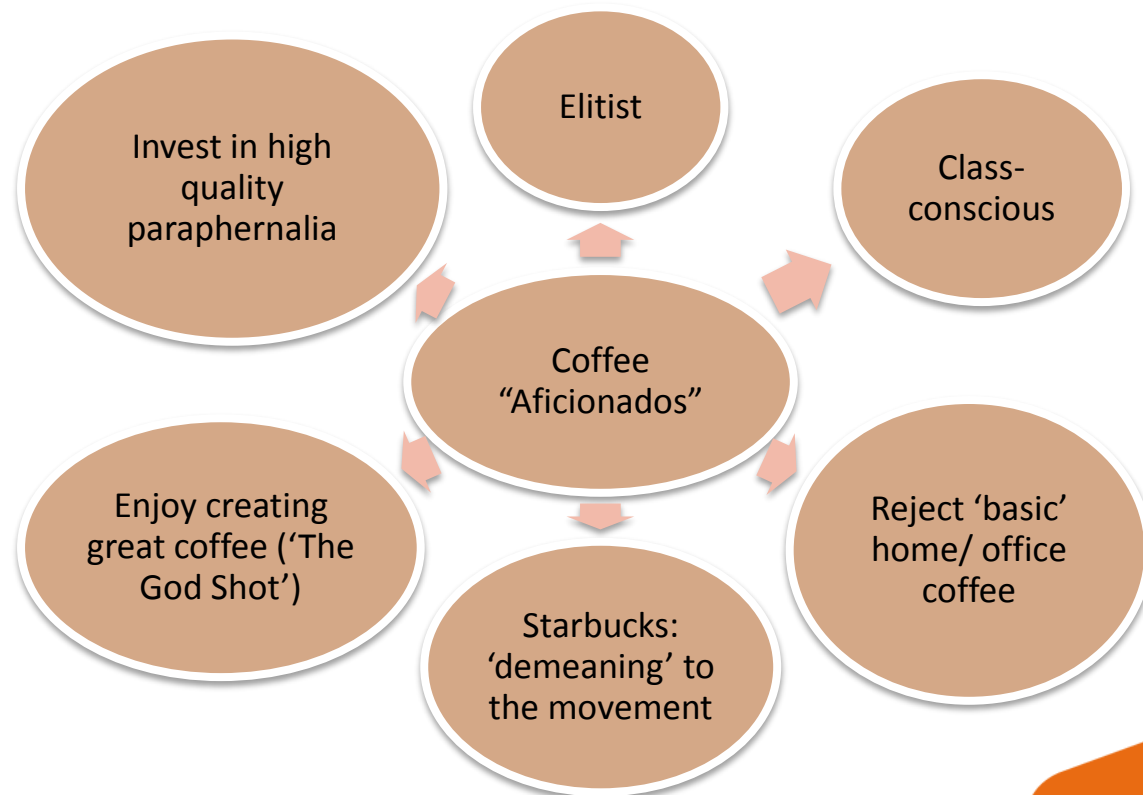


Netnography

- Ethnography in online communities.
- Analysis of content in blogs or forums.



- Segment Analysis:



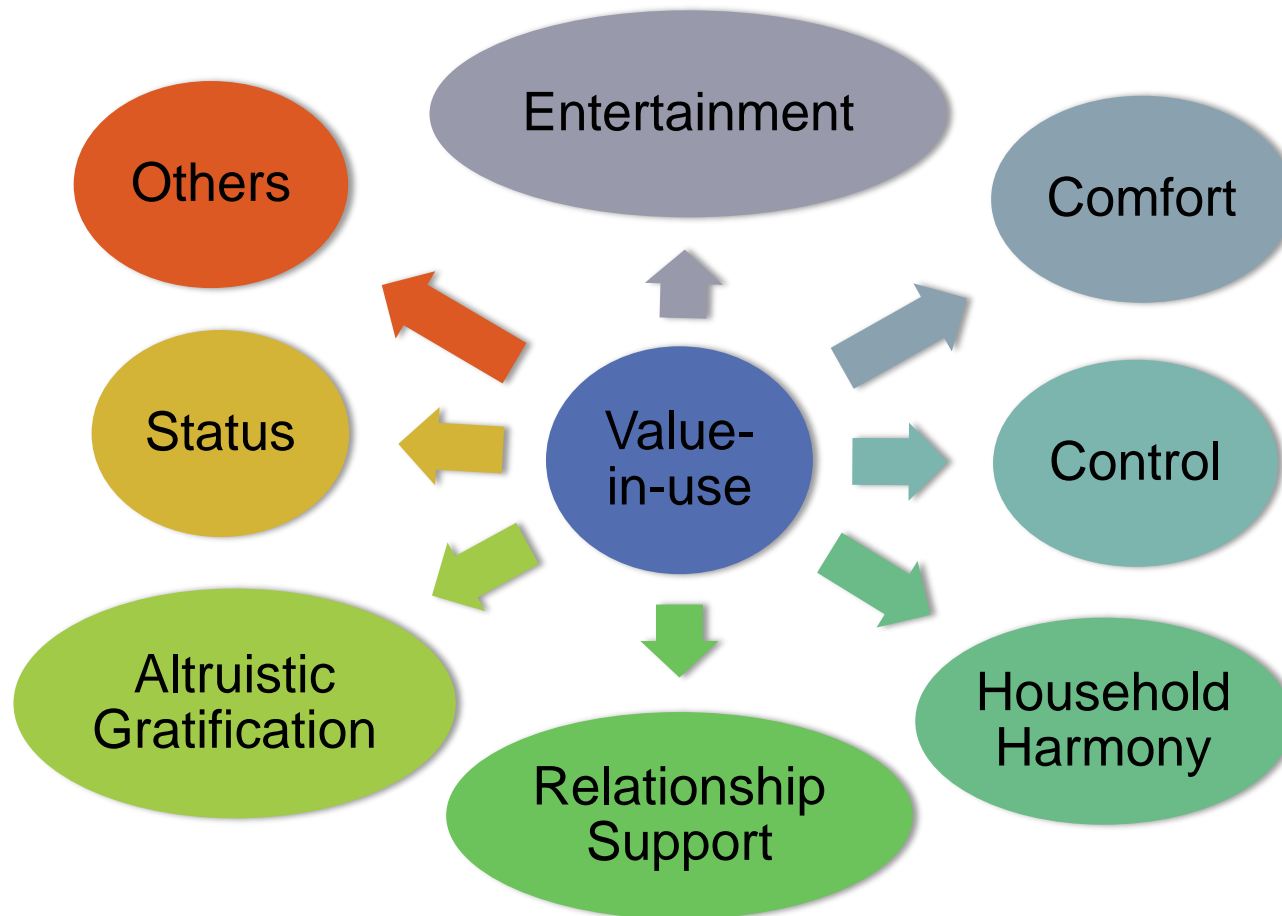
Customer network research

- Experiences are influenced by relationships.
- Moving from 'me' to 'we'...
 - Families
 - Social groups
 - Business groups
- A broader context of social reality
- Unique techniques



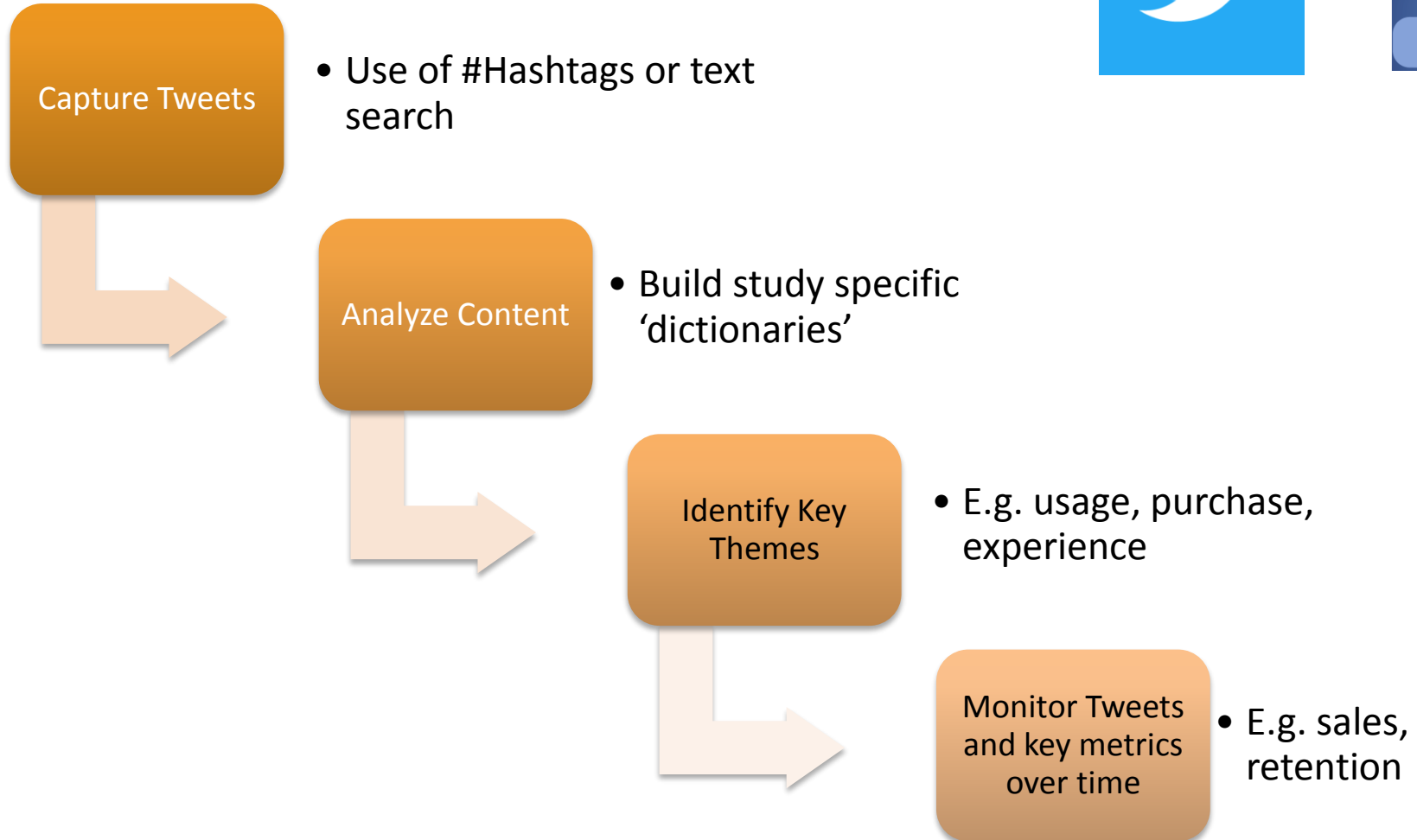
Customer network research

Value-in-use from TV consumption experiences, within family networks



Social Media Tracking

■ “Buzz mining”



Case study: Value-in-use

Excitement of new and rare foods

Value for money

For reasons of self-esteem and social recognition

Fulfil ethical, altruistic or patriotic motives

For a 'treat' or for delicious, ready-made food

Ease of access

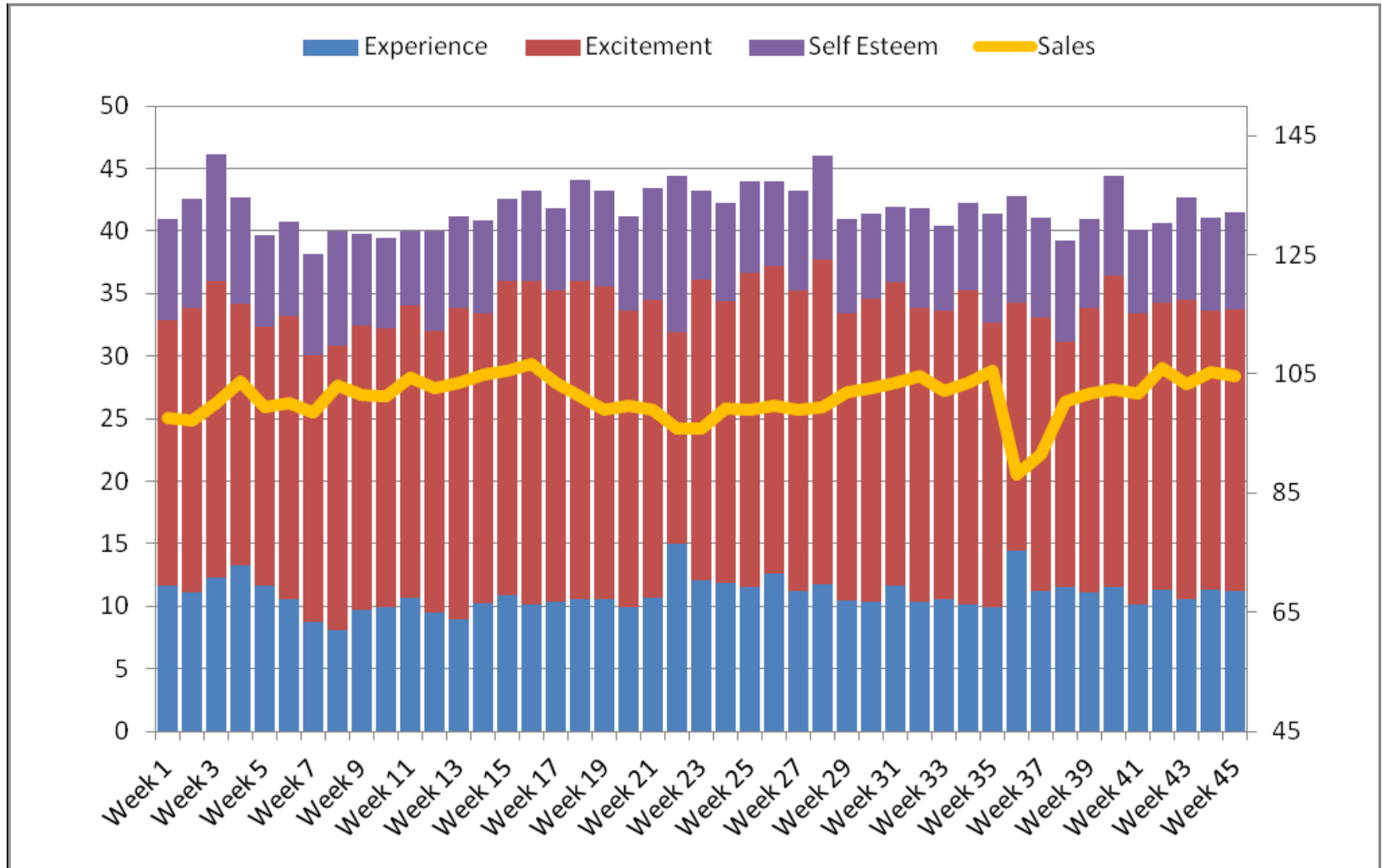
Shopping experience



“I like your style Waitrose – “essential” choco pops indeed. #nomnom”

“Would just like to say that the Waitrose Formby staff are so pleasant. Shopping in Waitrose is never a chore, it’s a pleasure”

Case study: Supermarkets



Social Media Tracking

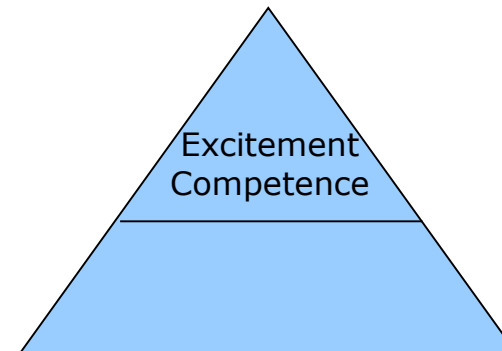
- Brand personality as a predictor of supermarket sales.

Competence
Sincerity
Excitement
Sophistication
Ruggedness

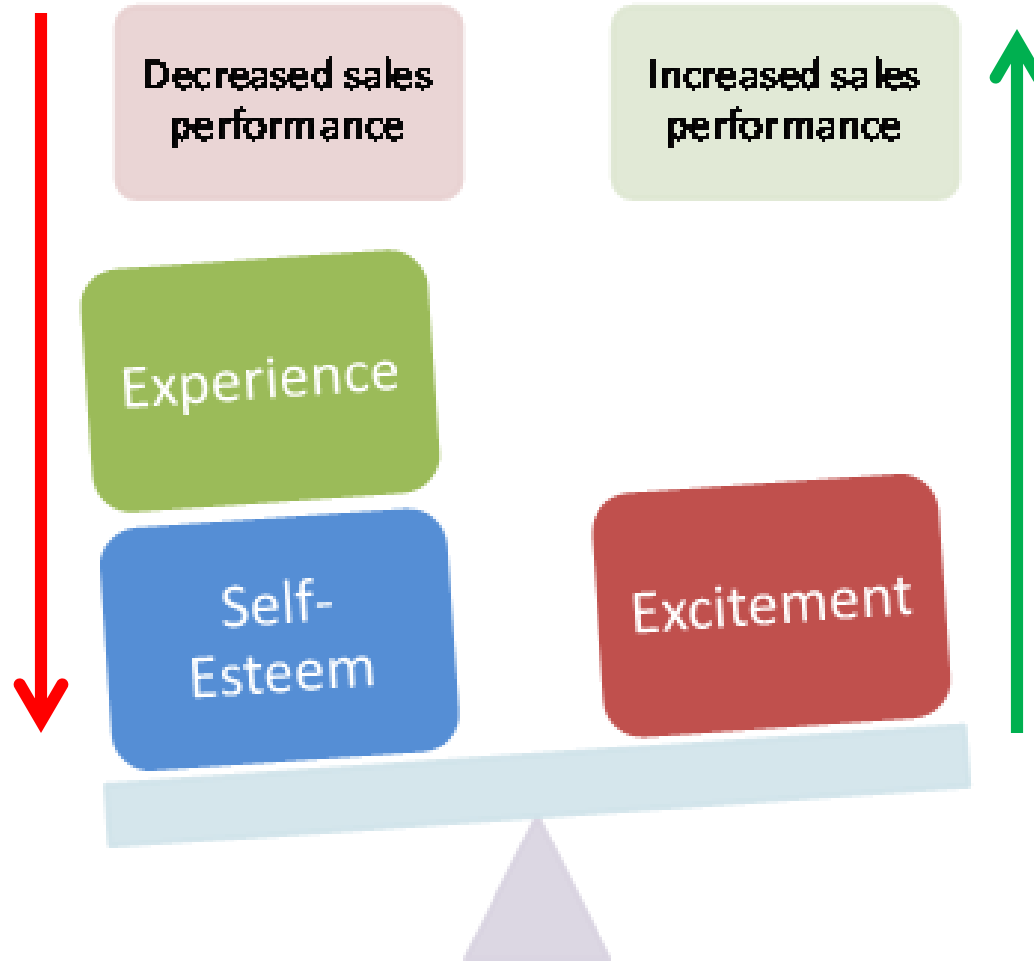
High Sales



- Critical success factors



Case study: Value-in-use



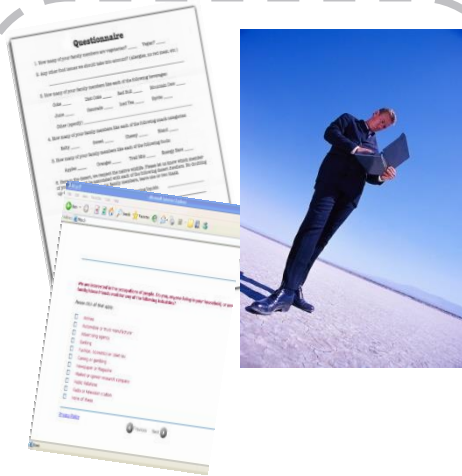
Real Time Experience Tracking

- Uses SMS/Text Message Technology to capture holistic customer experience in real time

Pre-study online questionnaire and weekly reminder emails

Real-time experience

Final diary entry and future measures questionnaire



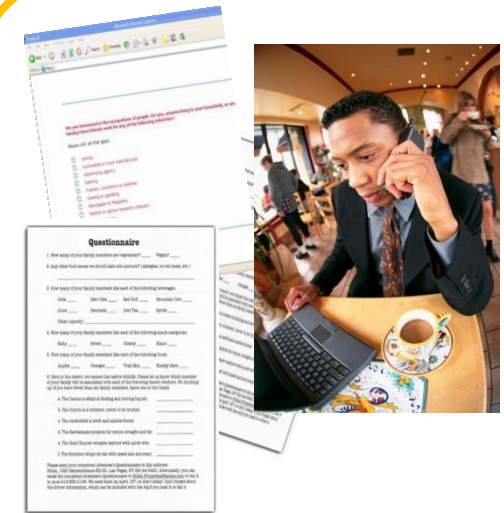
Participants complete an online survey prior to commencement of the study.

Participants receive a weekly reminder email.

Participants send a brief 4 digit text message each time they encounter the brands



Every other day participants are required to visit their SMS diary to embellish the encounters they have already texted about.



After 7-28 days of texting and a final visit to the diary participants complete a Future Brand Direction questionnaire before exiting the study.

Real Time Experience Tracking

- Data captured via 4 character text message:

THROUGHOUT MONTH

FOUR-CHARACTER FEEDBACK

Brand

- A. Roku
- B. Denon
- C. Apple
- D. ecomgear
- E. Belkin

Touchpoint

- A. TV
- B. In store
- C. Mailing leaflet
- D. Online
- E. Friend's house
- F. Conversation (20+ categories)



Positivity

On a scale from 1 to 5
(5 is very positive)
"How did it make you feel?"

Persuasiveness

On a scale from 1 to 5
"How much more likely are you to choose the brand next time?"

Real Time Experience Tracking

Multichannel customer segmentation

- Multiple relational contexts (e.g. 'my bank', 'my telco', etc)
- Clusters based on behaviours, profiled attitudinally



THE
POWER
TO KNOW.

Better Customer Insight—in Real Time

A new tool radically improves marketing research.

by Emma K. Macdonald, Hugh N. Wilson, and Umut Konuş

Cranfield
UNIVERSITY
School of Management



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HBR Blog Network

Using Mobile Phones to Capture Customer Experiences

by Emma Macdonald, Hugh Wilson, and Umut Konuş | 8:30 AM May 5, 2011

Comments (85)   

This post is part of [Creating a Customer-Centered Organization](#).

How well do you know your customers?

We're guessing not as well as you would like to ... and not as well as you'll need to in the

HBR Blog Network

Tracking the Customer's Journey to Purchase

by Emma Macdonald, Hugh Wilson, and Umut Konuş | 11:12 AM August 17, 2012

Comments (55)    

A customer will touch a company in many different ways before a deal is made. Before you rent your first ZipCar, you'll have talked to friends about it, checked ZipCar's website (and comparison websites), and maybe even called the company. From ZipCar's perspective, all of these touches are important because if you hear bad reports or find the website and call center hard to maneuver, you'll very likely opt for the safe option of a Hertz or an Avis.

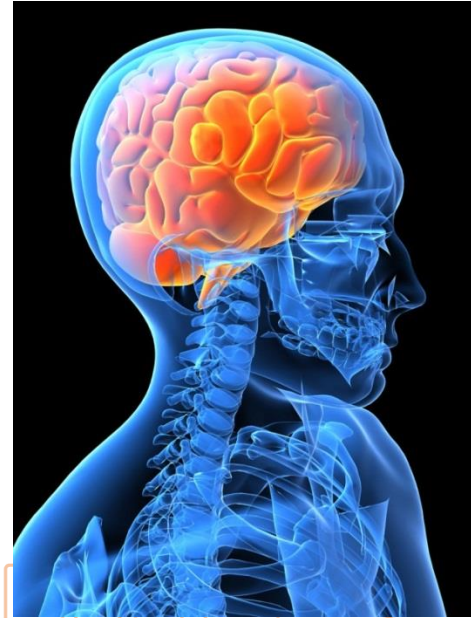
Unfortunately, few companies have an overall picture of their customers' journey towards a purchase, because the information is all too often stuck in a channel silo. An intercept survey a customer might fill in upon leaving a website can tell you a lot about that customer's experience with the website, but it usually does not provide any information on where the customer will next experience the company. Surveying customers directly after their purchases to explain how they arrived at them means that you have to put a lot of faith in their remembering exactly what they did. A CRM system might let you know how customers moved between the website and the store, but it tells you nothing about how they responded to advertising or word-of-mouth reports.

How good is your customer insight?

Planning Deliverable	Sufficient data is gathered and available (1=strongly disagree, 5 = strongly agree)					The data is used effectively in the planning process (1=strongly disagree, 5 = strongly agree)				
Segmentation	1	2	3	4	5	1	2	3	4	5
Product/Service/Experience Quality	1	2	3	4	5	1	2	3	4	5
Value/Value-in-use	1	2	3	4	5	1	2	3	4	5
Critical Success Factors	1	2	3	4	5	1	2	3	4	5
Product Decisions	1	2	3	4	5	1	2	3	4	5

Action points:

Customer Insight



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knowledge
into action