



Customer Closeness

Elevating the impact of insight with human understanding

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22nd February 2023

 THE QUIRK'S
EVENT

Customer Closeness



Retail

**WAITROSE
& PARTNERS**

Media

**JOHN
LEWIS
& PARTNERS**

Grocery

Key take outs

1. Why Closeness will help you elevate the role and impact of insight

2. How you can build a dynamic and engaging Closeness Program

3. How everyone in your organization can develop customer curiosity

4. How to measure the impact, success and ROI of a Closeness program



Closeness and the insight ecosystem

Closeness in the insight ecosystem

MONITOR & MANAGE
 (PRIMARY & SECONDARY)

- Customer journeys
- CRM testing
- Test pilots
- Tracking /monitoring
- Segmentation



WATCH & REPORT
 (SECONDARY DATA)

- Understand markets
- Understand competitors
- Spot trends / early signals
- Identify opportunities



INTERACT & PLAY
 (PRIMARY DATA)

- Live interaction
- Community engagement
- Proposition testing
- Co creation



LISTEN & IMMERSE
 (PRIMARY DATA)

- Social listening
- Customer ethnography
- Customer Panels



Customer Closeness

Purpose of Closeness

1. To Bring Customer Perspective

It's difficult to trade on decisions that are driven by insights, facts and data alone without the human understanding

Closeness activity brings perspective to Senior decision makers and the wider business

2. To support faster more confident decision, making

Closeness illuminates the full customer picture and what we learn from data- it can cut through the numbers and facts to the heart of human lives

3. To build a brand that customers love

To deliver for customers, brands to understand what they want, how they think feel and act in their everyday settings - if they do, they will make us part of their lives



Fit with insight strategy

Brands with purpose have a clear customer strategy

They are clear on their **target customers** who will deliver the most value

They invest in addressing their **functional and emotional needs**

They leaning in towards what matters most **that matter most**





Building from solid foundations

Is knowledge the real power?

*“Knowing and Feeling are two different things,
and feeling is what counts”*



TELL ME AND I'LL FORGET

SHOW ME AND I MAY REMEMBER

INVOLVE ME AND I LEARN

Is knowledge the real power?



Illuminating, not replicating



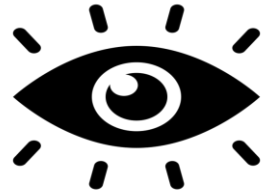
Feeling, not hearing



Building instinct, more than insight



Fuelling decisions, not just 'interesting'

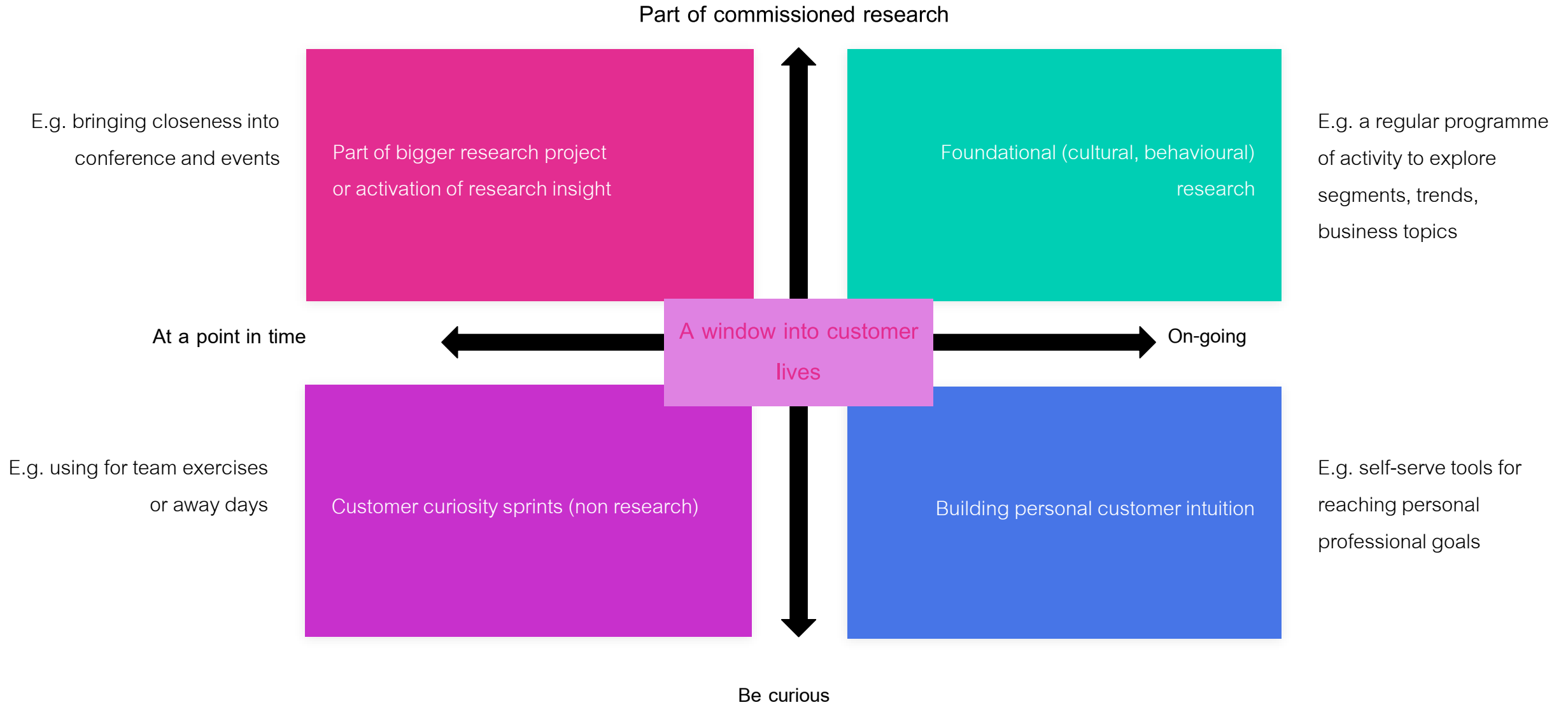


Restless, not off the shelf approach

Direct first hand seeing and hearing

Memorable stories that enhance understanding and drive confidence in decision making action

A Stretchy tool





Planning for impact and success

A Program's success is grounded in 3 key areas

1. PRINCIPLES

A CLEAR ETHOS TO UNDERPIN SOLID FOUNDATIONS

What does Closeness look like at it's best?

Initiatives and activities all clearly guided by the principles and goals

2. PLANNING

STRATEGY LED PROCESSES AND AGILE DELIVERY

A strategic approach to engaging Stakeholders

A balance of proactive vs. reactive activity planning

3. A PLATFORM FOR ENGAGEMENT

ROLLING OUT ENGAGEMENT WITH CLOSENESS

Promoting Self Serve engagement

Democratising access through a digital channel

A Program is a suite of tools

Bespoke events

Provide senior leaders and teams with regular events on specific business led topics

A regular drumbeat

Tracking consumer sentiment more regularly through customer listening

DIY toolkit

A curated mix of self-serve activities to get close to customers



Self serve digital channel

a dedicated front door to all closeness content/ takeaways

A structured event calendar for a senior audience



Rules of Engagement

Planning 'tensions'

Work to a **topic pipeline** to give greater visibility of what's coming up and when



Feed into and build on business hot topics as they emerge each month / quarter (dynamic, agile, performance related)

Use the topic pipeline as a launchpad for each session but offer opportunity to review and stretch

Secure **regular monthly dates** for each closeness session with senior leaders



Work around a senior audience with limited time available / time together and mixed engagement

Secure as many dates as possible in advance- or run smaller sessions

Work with a **network of 'point people'** to help shape the sessions each month (topic focus /audience engagement)



Accept and plan for the months when the audience and topic will be less fixed and more fluid

Establish core point people for senior leaders sessions

Reach further with DIY Closeness



Engagement mechanisms to ensure take up and advocacy

Create feedback template to capture experiences

Building it into L&D/ personal objectives

Engage target teams monthly to drive trial E.g. trade, cx, marketing, brand

Showcase exec experience of using the toolkit to champion the benefits

Creating digital content to scale reach

New in - customer footage and stories

Catch up - watch and read about recent closeness

Deep dive - dip into the back catalogue



Coming up - hot topics and events planned

In other news - hear what closeness means to our leaders

Self serve - dive into the closeness toolkit today

A dedicated front door to closeness content - everyone can leave with a customer nugget

Democratisin
g
Access

A space to learn & get involved - everyone has chance to feel closer to customers

Measuring the Success of any program

1. The Stats: Capturing attendance and reach across business areas
2. Measuring engagement and growing reach
3. Demonstrating activity drives action

Measuring the success of a programme

1. Core stats:

Number of events delivered

Breadth of reach

2. Engagement mechanisms- going further faster

Growing reach

3. Ensring it dirves action

Process and from feedback at a senior level

Working groups- A linchpin

We have established CC Working Groups to ensure every core programme event works hard to drive decision making

- The Working Group will work alongside the Closeness team to
 - Feed into Closeness event topics and questions
 - Contribute to the post session plenary and gather consensus of what we heard
 - Cheerlead the CC outputs across their teams
 - Include CC representative at follow up working meetings to ensure actions loop back to Closeness insights

Closeness isn't just 'interesting' but used to support decisions, close the loop and lead to change

Led by the teams responsible for driving change



 @EllieInman

Thank you
Any Questions?