



Run **PROGRAMMES**, *not PROJECTS*

Delivering **emotion & evidence** at **speed & scale**.

Quirk's London May 2024

Today's agenda

Rachel Banks

VP of Sales
Relative Insight



Stephen Priestnall

Founder and Strategic Planning Lead
Oomph

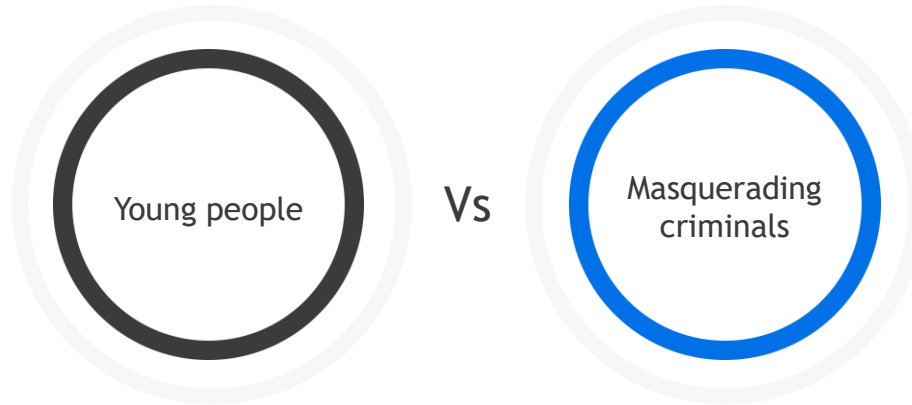


Q&A

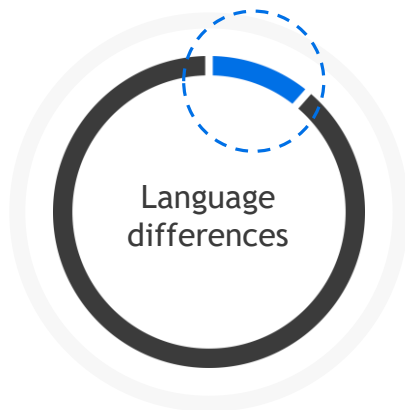
from the floor



Relative Insight originated in law enforcement, where we compared text data to detect criminals online



Through identifying differences, our tool could see where someone wasn't a 14-year-old girl, but was a 40-year-old man



This technique was applied
to the business world



**Consumer
Analytics**



**Customer
Experience**

Relative Insight helps brands and agencies use that comparative methodology to get more value from four types of text data



Survey



Social Listening

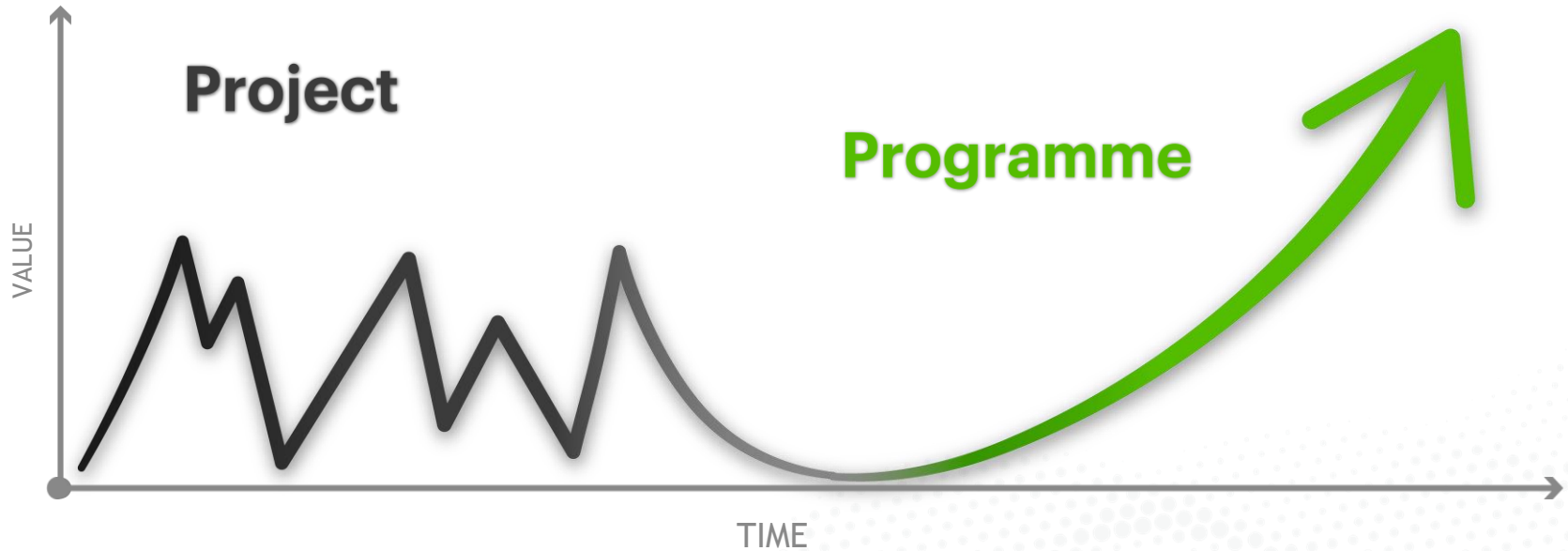


Reviews

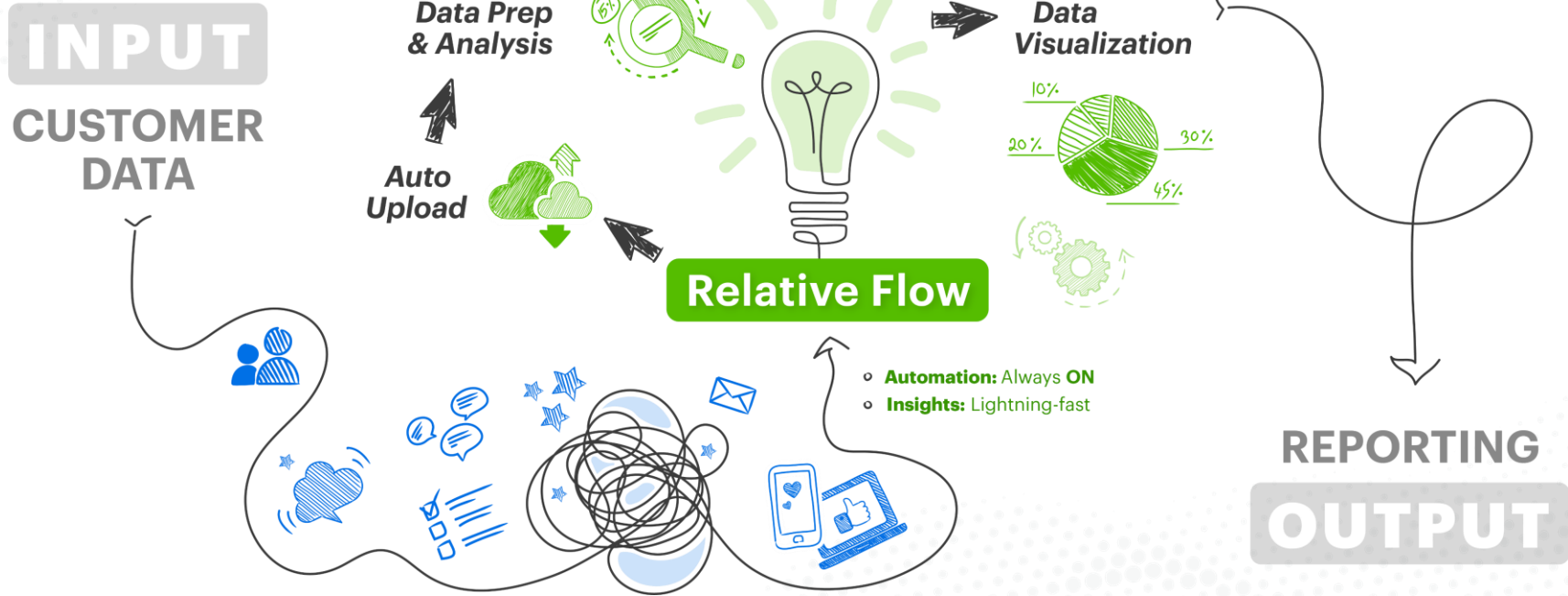


CS Transcripts

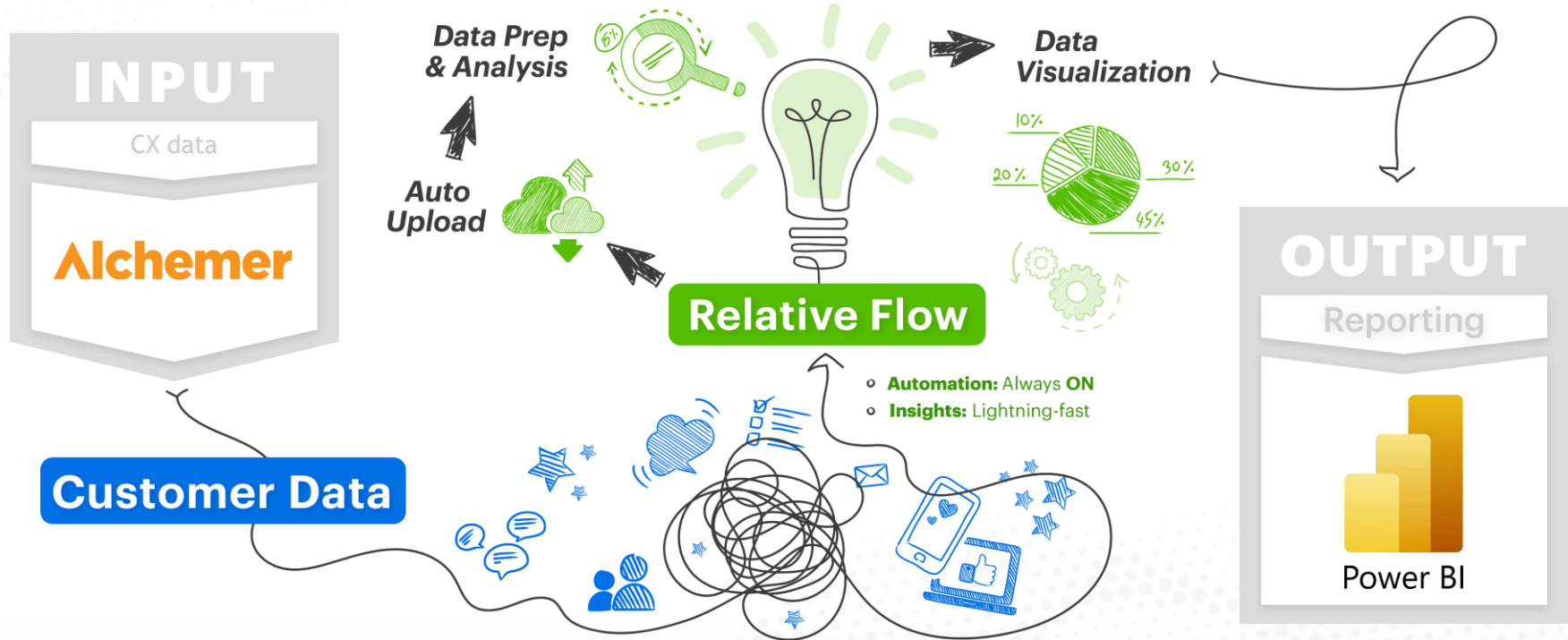
The ad-hoc project model doesn't deliver long-term value



Turn your projects into programs



How Chuck E. Cheese uses Relative Flow



How

oomph

incorporates

 **Relative**
INSIGHT

into its CX programmes

Making insights part of the programme.



Qualitative and quantitative data in one survey, saving time and money.

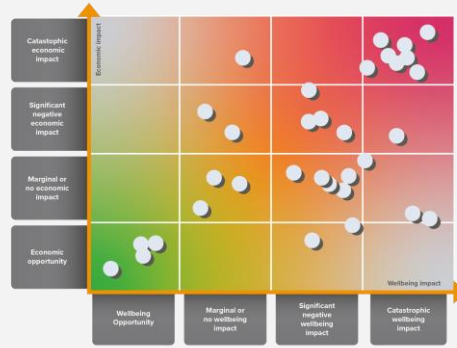
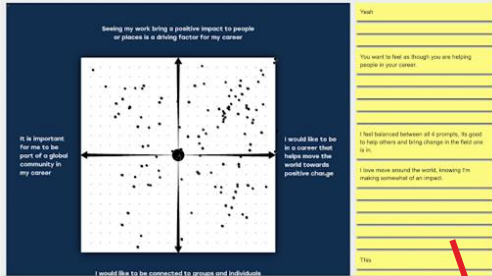


Dynamic, high-speed analysis of high volumes of qualitative data.



Navigate through customer segment, need and journey insights for informed, quick and consistent decision making.

Decision Juice

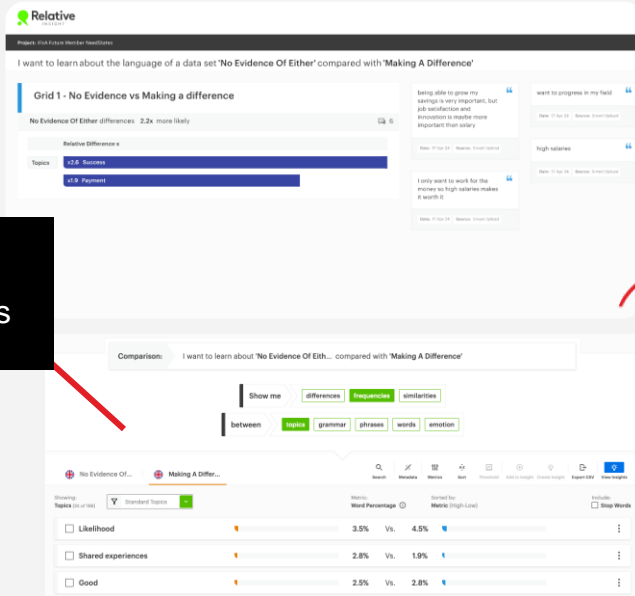


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99	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	E1	
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		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23

Decision Juice allows respondents to place themselves on an image and write a comment. We use this functionality for need state grids to formulate evidence on persona needs.

The coordinates of where the respondent has placed themselves indicates their level of enthusiasm towards any need.

Relative Insight



Relative differences

People like

- The restaurants
- The cleanliness
- The retail opportunity
- The food
- The beauty of the area

Stand out phrases include

- "Family"
- "City centre"
- "Night life"

Themes and stand-outs

Dominant factors:

- Exploration and discovery
- History and heritage

Why have you never visited?

Key themes

- Far away
- Not interested in going
- No reason to go, not thought about it, no need

- "I've never needed to go and it's quite far"
- "I don't think it's attractive enough"
- "Other places are more attractive"

CIPo



Secure login for insight, sales, marketing, product and CS users.

Homepage > Persona.journey > Reflections after-visit > [Persona.segment] USA-L-Mid < Reflections after-visit > [Persona.need] Event Driven

Business, length of stay: 2-3 days. Leisure, length of stay: 4 days or more. Leisure, length of stay: Unspecified. for visit: Business, length of Unspecified

Significant Persona.Journey stages for this need

This persona-need VMW scores are higher than the cohort in the reflection zone, which aligns with the likelihood their visit including an impressive, one-off of showcase event. In terms of massqual research, they also show strong affiliation to the Culture Zone, suggesting that the value they bring in this zone is backed up by their own needs and wishes.

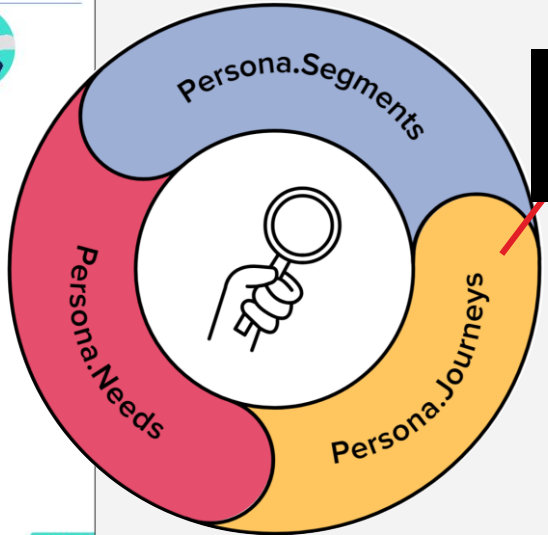
VISIT WELL (VMW) JOURNEY

Planning & Arrival VMW SCORE: 27	Cultural engagement VMW SCORE: 83	Economic engagement VMW SCORE: 54	Community engagement VMW SCORE: 53	Environmental engagement VMW SCORE: 40	Reflections after-visit VMW SCORE: 65
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JOURNEY NARRATIVE

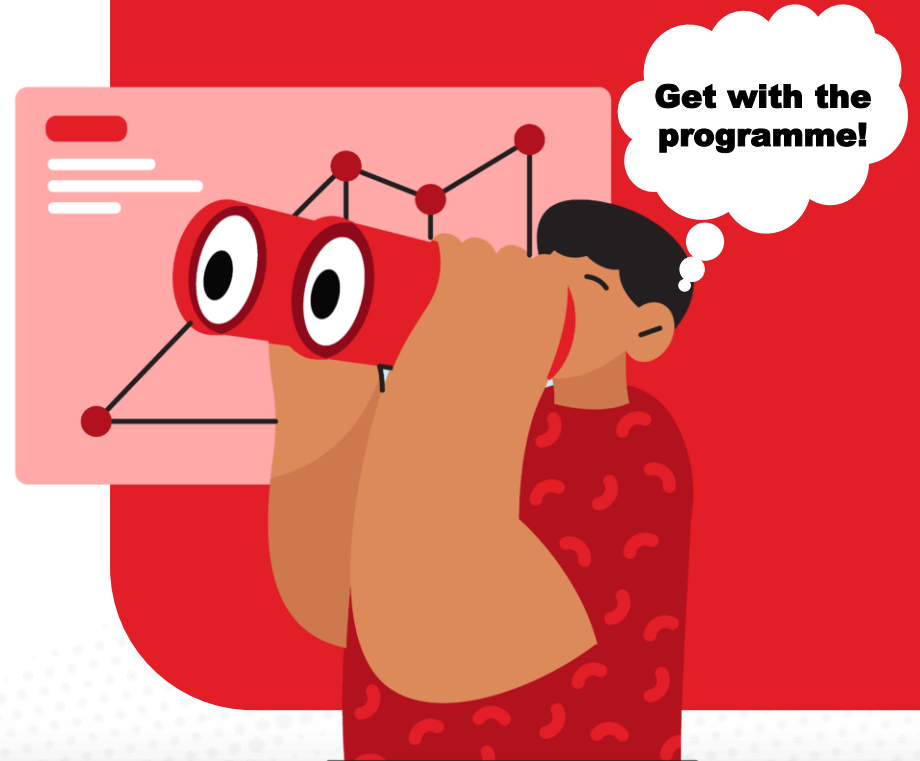
- Planning & Arrival**
Considering the location from which the visitor travels, how they travel and the extent of their planning for the trip.
[learn more about this journey stage](#)
- Cultural engagement**
Considering likelihood and frequency of visiting city attraction, going to an event (sporting or art), sampling nighttime economy and shopping destinations.
[learn more about this journey stage](#)
- Economic engagement**
Considering the planned budget for the trip, accommodation type, visit duration and whether it is business or personally funded.
[learn more about this journey stage](#)
- Community engagement**
Considering likelihood of experiencing community-oriented activities such as walking tours, local markets, charitable events, churches, community events and walking tours or trips (urban or rural).
[learn more about this journey stage](#)
- Environmental engagement**
Considering the type of travel used in the trip, attitude to environmental factors and balance of these versus visit purpose and activities.
[learn more about this journey stage](#)
- Reflections after-visit**
Considering likelihood of returning, usage of social media and likelihood of sharing trip details.
[learn more about this journey stage](#)

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3 lens model

Where we've made insights part of the programme...

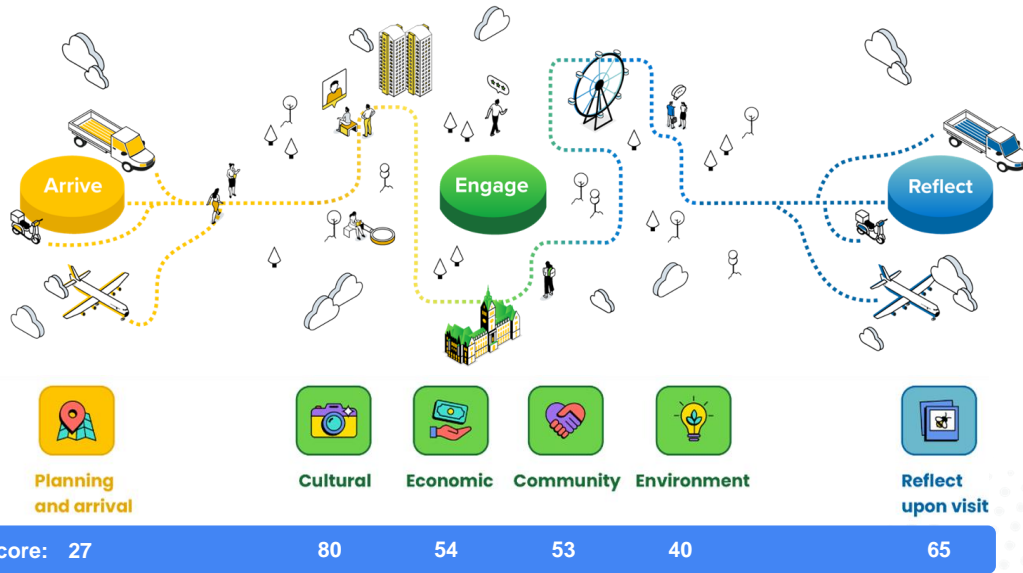


What does a good visitor *to Manchester* look like?



marketingManchester

What does a good visitor to Manchester look like?



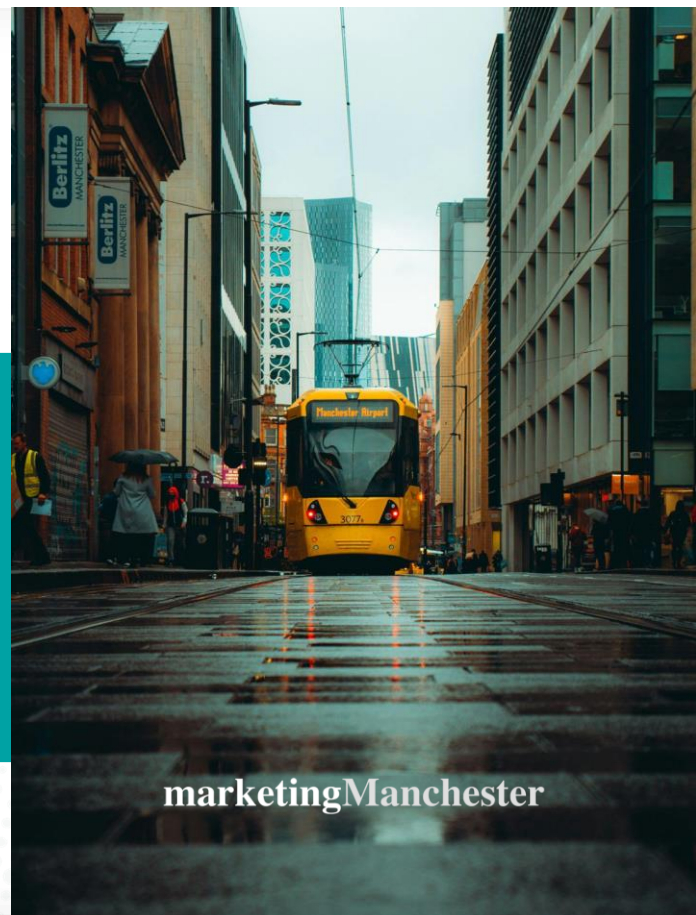
marketingManchester

What does a good visitor to *Manchester* look like?

New KPIs for **valuing visits** - ‘Visit Manchester Well’

New **persona segmentation** - 3 lens model

Two-year **implementation plan** with stakeholder partners



marketingManchester

Ancient history



Ancient history



Ancient history

Designed **Journey of Possibility** for future visitors to Diriyah

12-month **research programme**

Needs based segmentation

Input to 2030 vision **development plan**




Keeping warm and dry, in the summer




COTSWOLD
outdoor

Keeping warm and dry, in the summer

Outdoor Geek: need the adventure and challenge and the technical kit to make it happen

Emotional need: 
To feel in my element merging gadgets with outdoors

Functional need: 
Must have the absolute right kit for every activity

Status need: 
I have it. You want it.

Scenario:
Hill/mountain walking, Hiking, Trail running, Endurance events, motorbiking/tourers, Youth group leading

Product/Service intersection:
Nordisk, Svalbard 1 SI Tent, Mountain Equipment Trangia 27-1-UL Stove, Jetboil Joule, Regatta Mens Pack-It Jacket, Lhotse Jacket

Need.state type: Dividing 

Activity level: High 



COTSWOLD
outdoor

Keeping warm and dry, in the summer

2 years, 8 **quarterly waves of research** + transaction and loyalty data

New **buying strategy** for high street store formats

Acquisition strategy for AS adventure - Snow & Rock, Runners Need, Cycle Surgery







Actuaries aren't about numbers



Actuaries aren't about numbers


Need.state Hub
 Select a need.state to learn more about it

 Chase the money 	 Fact finder 	 Give something back 	 Help me move forward 	 Keep up with the Kafkas 	 Nurture my network 
 Proud of the standard 	 Pull up the drawbridge 	 Springboard Thinker 	 Still got it 	 Time for a transfer 	 Top of my game 


What is a need.state?
 It can be directly translated as the state of mind an individual is in when expressing or feeling a 'need'.
 Different types of people can have the same need.state and one person will have many need.states at different times.



Actuaries aren't about numbers

2-year **insight programme**, need.states research
+ member NPS surveys

Now in 6th wave of **need.state** research

Influencing **future member acquisition** - students

Developing **global positioning**

Recognising **new actuarial roles**

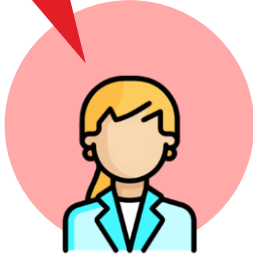


Institute
and Faculty
of Actuaries

The result

Evidence and **emotion** at **speed** and **scale**
delivering **Sustainable CX programmes**

Why 'sustainable'?



Because the approach reduces the additional investment needed to address unwanted and unnecessary costs.

So the organisation is more sustainable.



Evidence and emotion at speed and scale delivering Sustainable CX programmes



Reduced marketing acquisition costs

Focus on keeping in
hopper, not topping up.
Usually > 50% of marketing
budget so significant
capacity for cost savings.

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Additional knock-on, cost saving impact on brand/ reputation management.

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Closer to customers, more direct, more frequent feedback.

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Increased workplace wellbeing

Better experiences on front line. Lower recruitment costs, churn, reduced financial package component - esp. Gen Z.



Q & A

Get in touch



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