

Keeping Your Research Relevant

It's a complicated world out there!

“

**All that glitters
is not gold**

- William Shakespeare (almost) ”

**Sample, Form Factor and
Calibrating Historical Data**



**External Validation
of Modeling Techniques**



**What We Will
Be Covering
Today:**

OR...

Getting Good Data



**Doing Good Things
with Good Data**



Some Phoenix Research on Research results:

Best Practices in Sample



Real World Brand
Measurement Validation



Really, How Good is
Your Good in CX?





G.I.G.O.

(Garbage in, Garbage out)

Sample Sourcing: Know Your Sample

Data on the next slide are
demographically balanced



The only difference is one
came from a single panel
provider, the other from a
blended sample source



A blue-tinted background image showing a group of business professionals in a meeting. They are gathered around a table, looking at and pointing to various documents and charts. The scene is dimly lit, with the primary light source being the blue overlay.

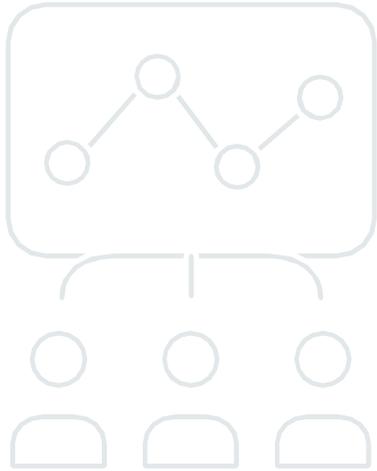
NO Difference

→ RIGHT?



NO Difference

WRONG!



Extremely important when changing or migrating



Inherent bias exist and are best dealt with by blended sample

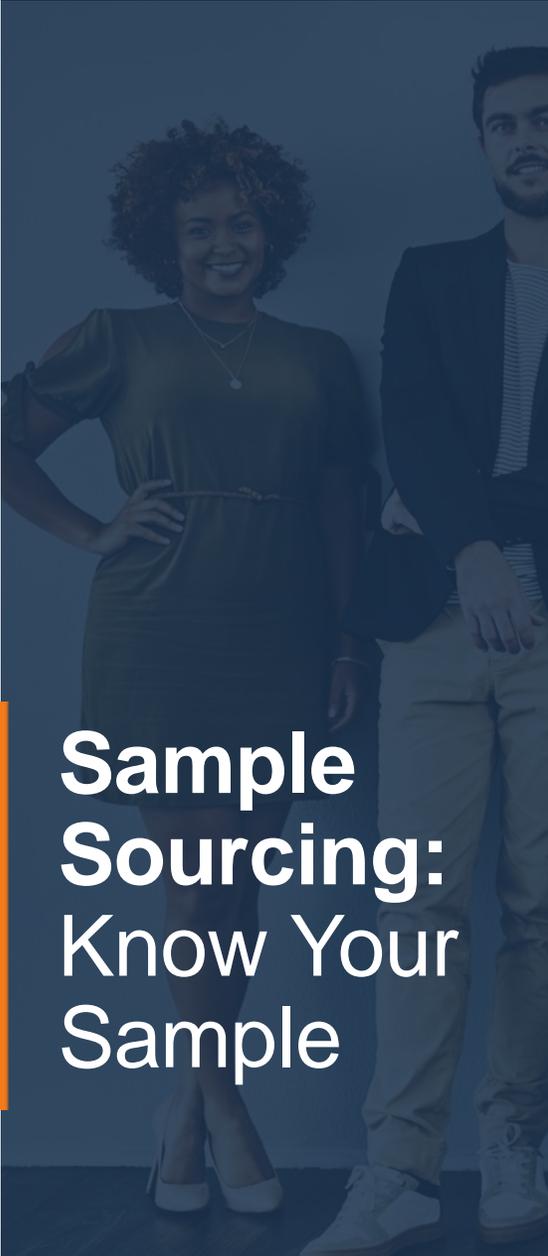


Sample Sourcing: Know Your Sample

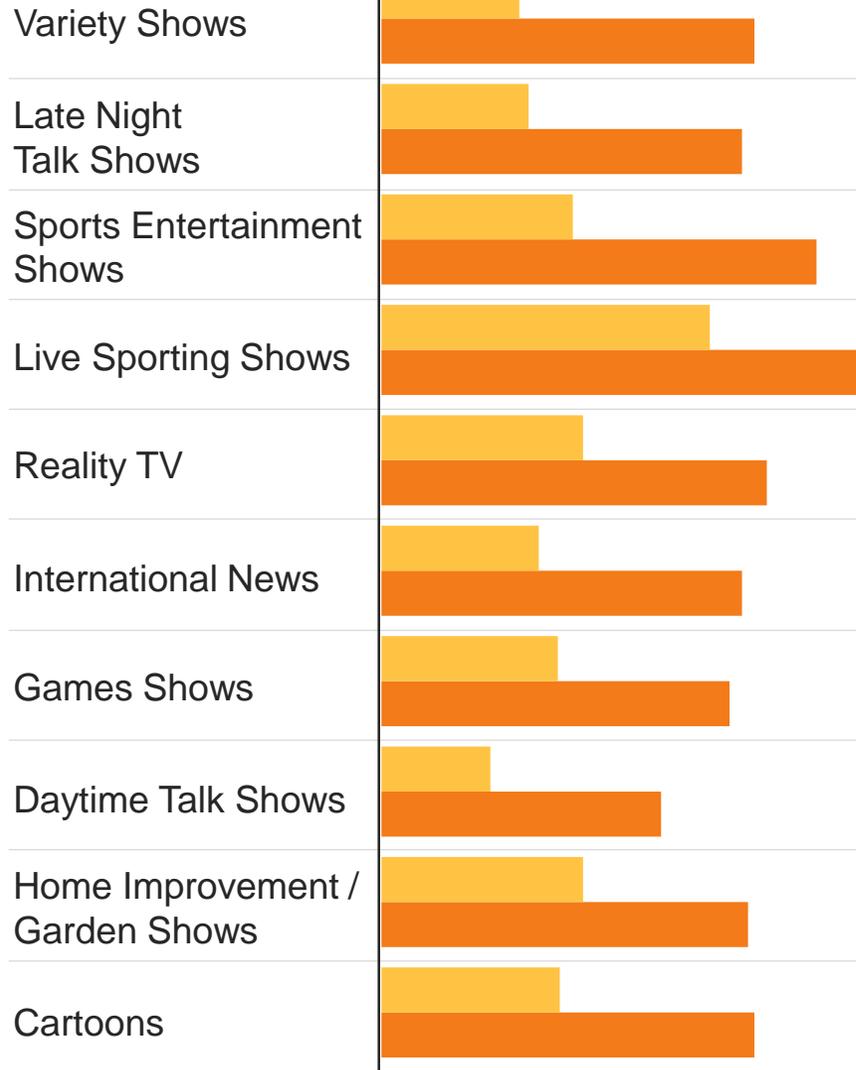
Most samples can be balanced demographically but sourcing can impact the softer “psycho-demographics”



Sample Sourcing: Know Your Sample



Types of Programming Enjoyed



I only buy the highest quality no matter what the cost

I love the new technology and I am among the first to get it

I consider myself to be religious

My family is the most important thing to me

Getting ahead in the work place is the most important

I'd rather watch TV than read a book



Improving Sample Cleaning Makes A Difference

Total Respondent Level

Everyone who answered the survey

Machine Cleaning

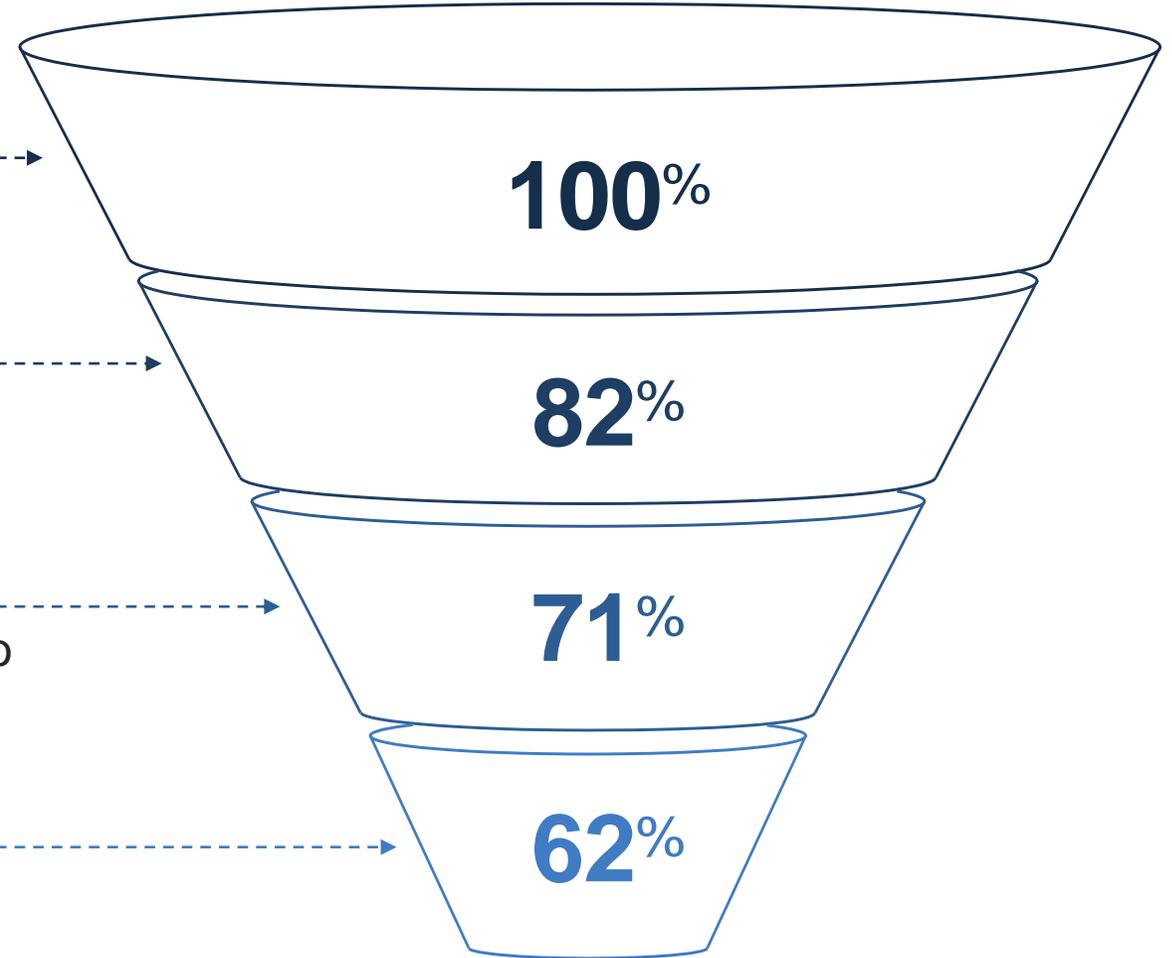
Computerized identification of duplicates, robots, professional survey takers, and other potential fraud

Distracted

Identifies respondents who were not paying attention to the survey or fully engaged

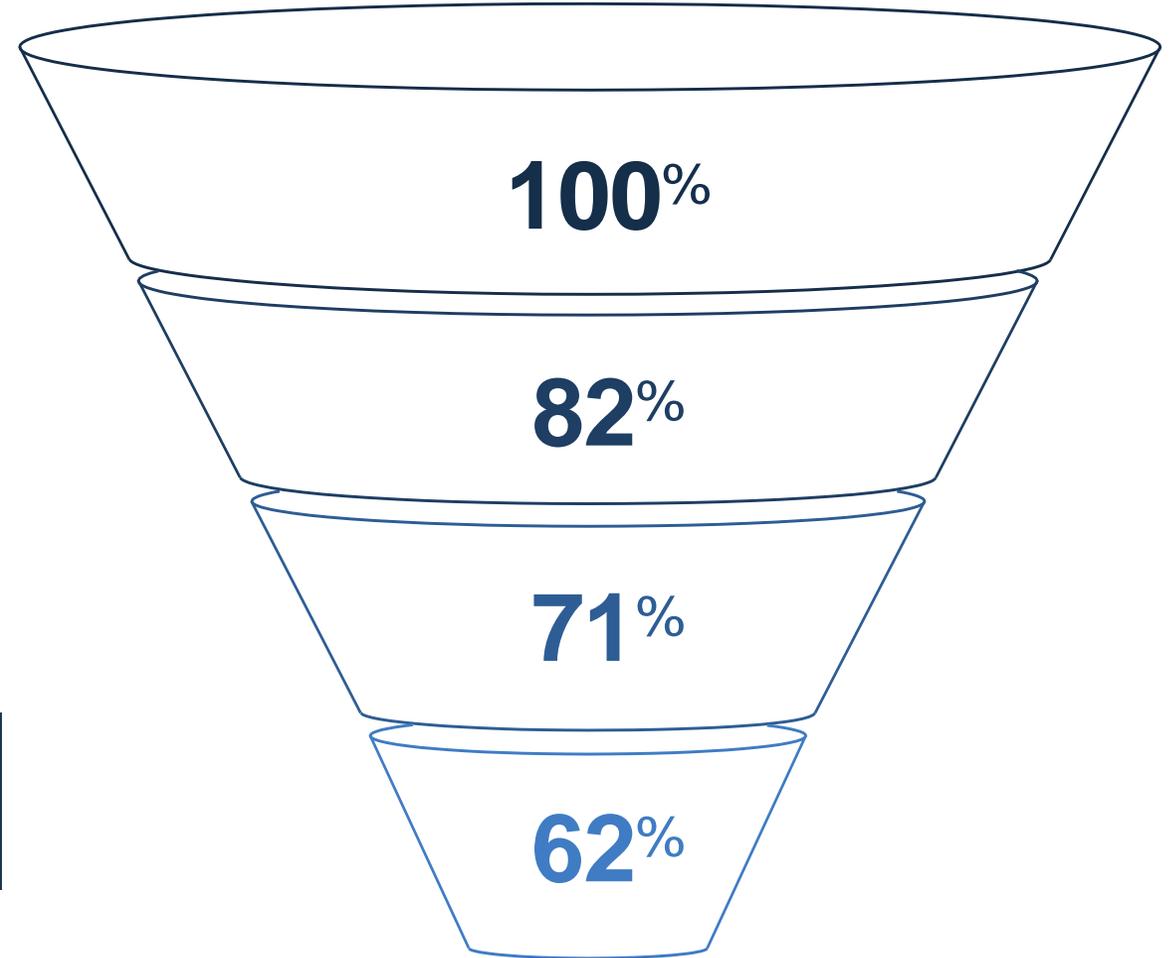
Art

Respondents who give irrelevant / incongruous answers to questions and other flags (n = 4,105)



Improving Sample Cleaning Makes A Difference

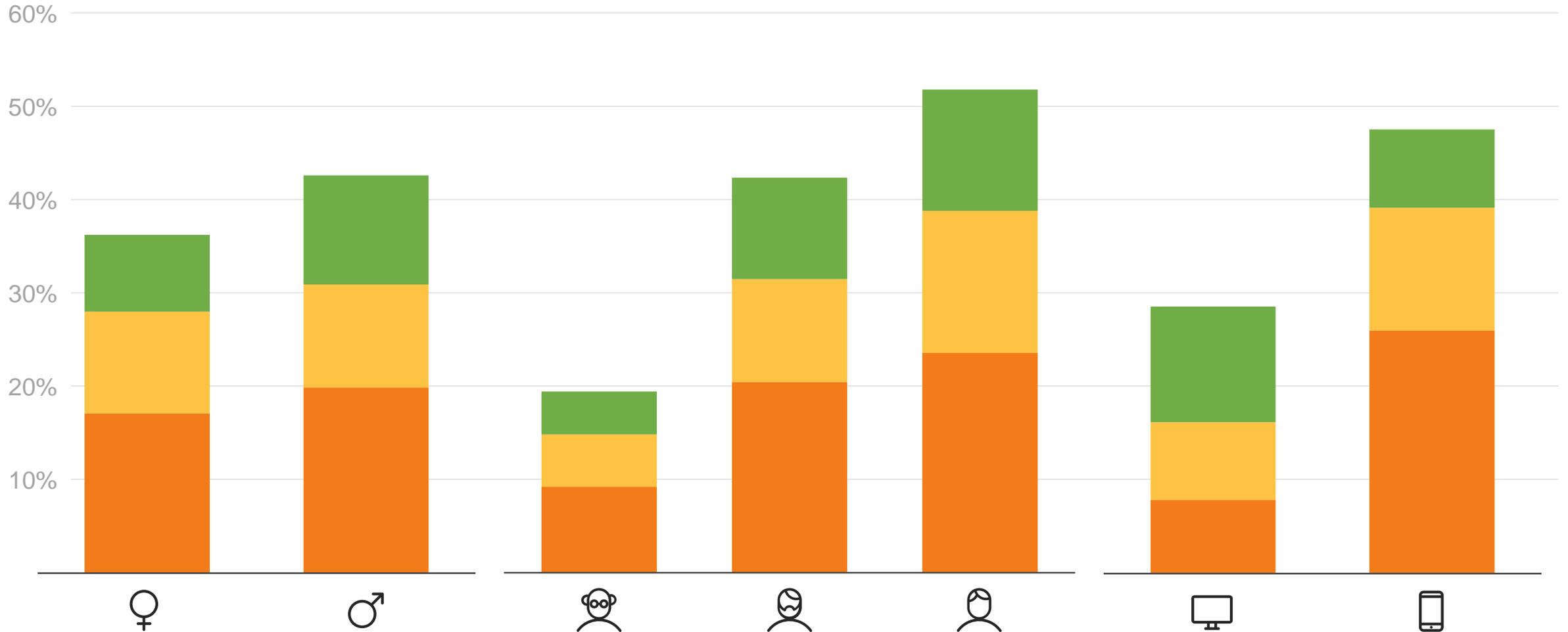
**Deep cleaning
removes
almost 40% of
all respondents**



FUNNEL

Where People Disqualified

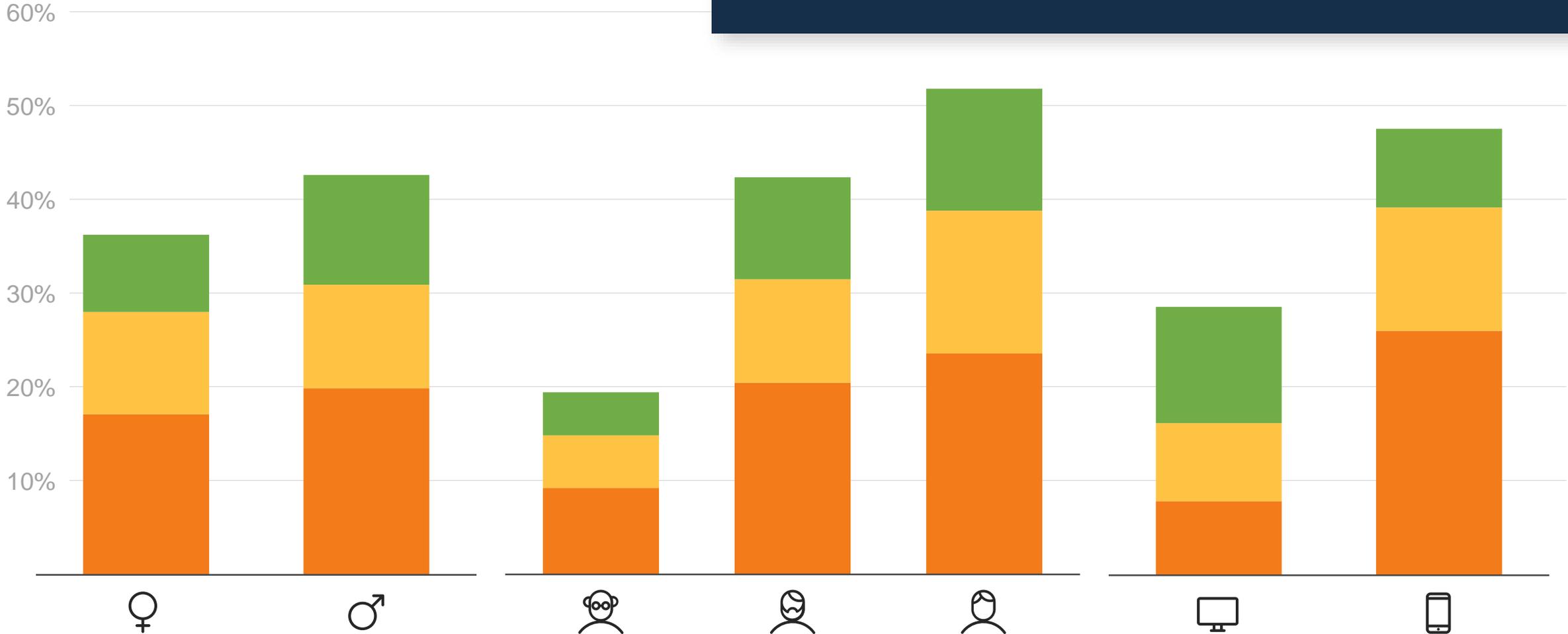
Machine Distracted Art



FUNNEL

Where People Disqualified

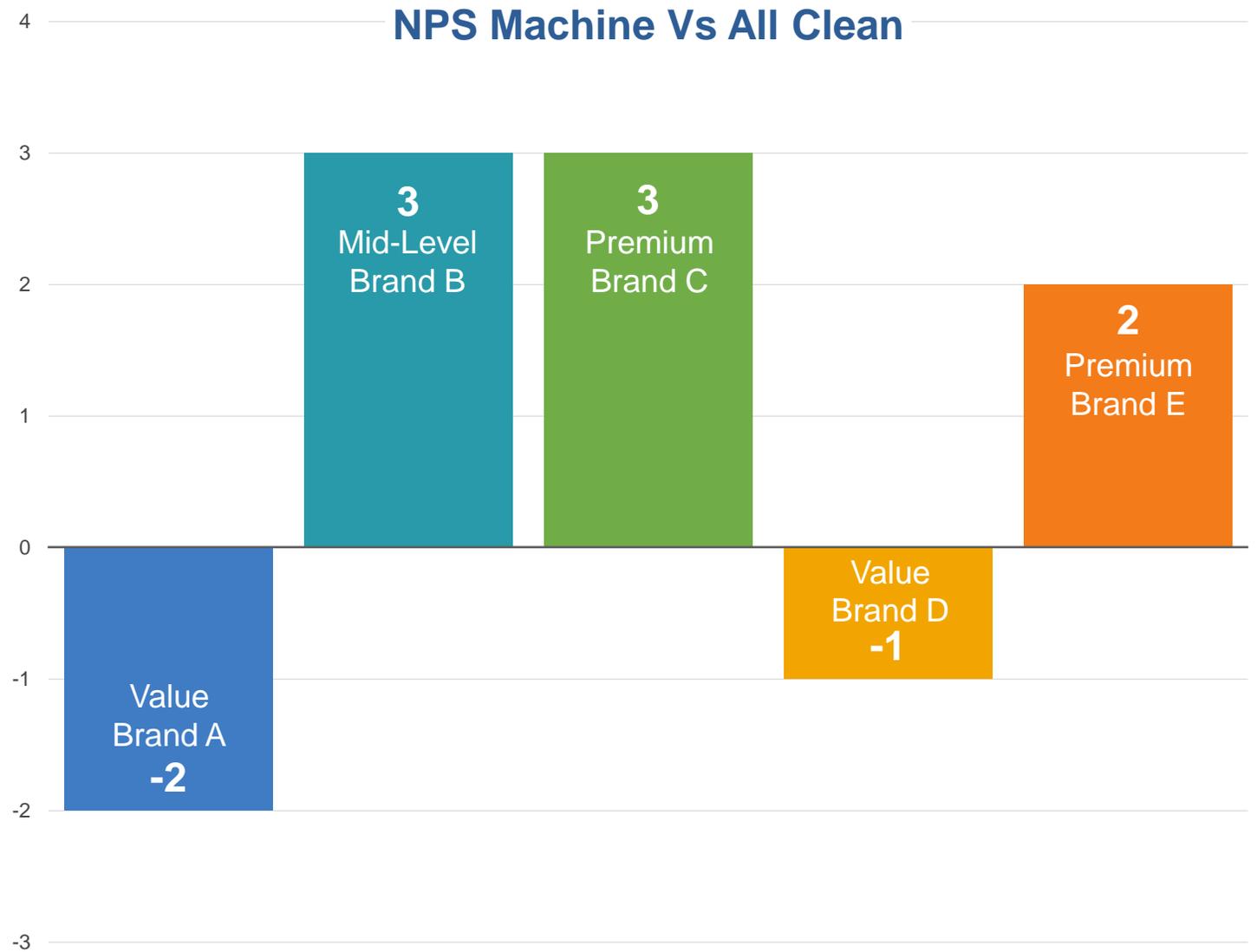
Machine Distracted Art



The people we often find hardest to recruit are more likely to need deeper cleaning – males, younger respondents, mobile responders

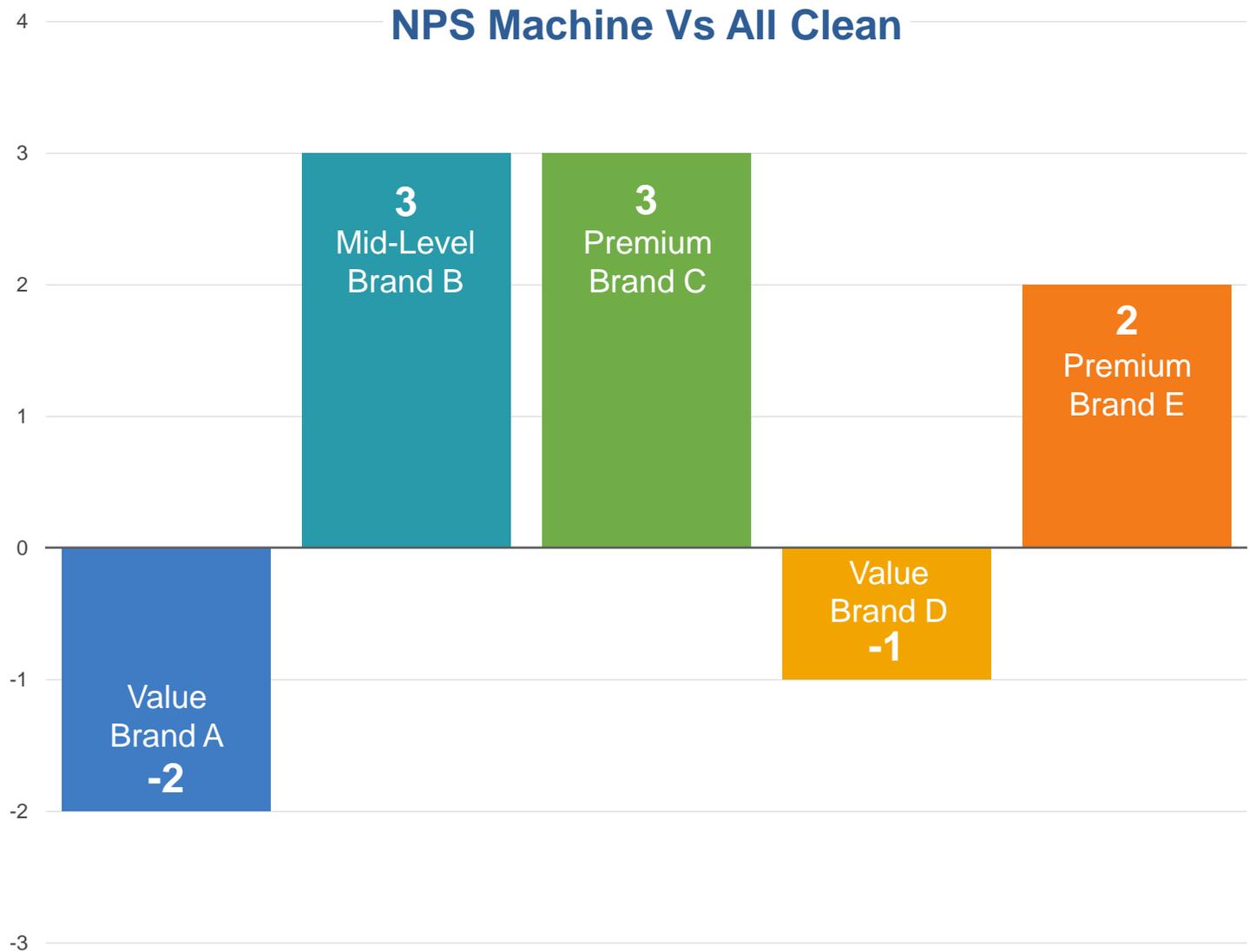


Sample Cleaning Changes Result in Customer Experience Business Outcome Changes

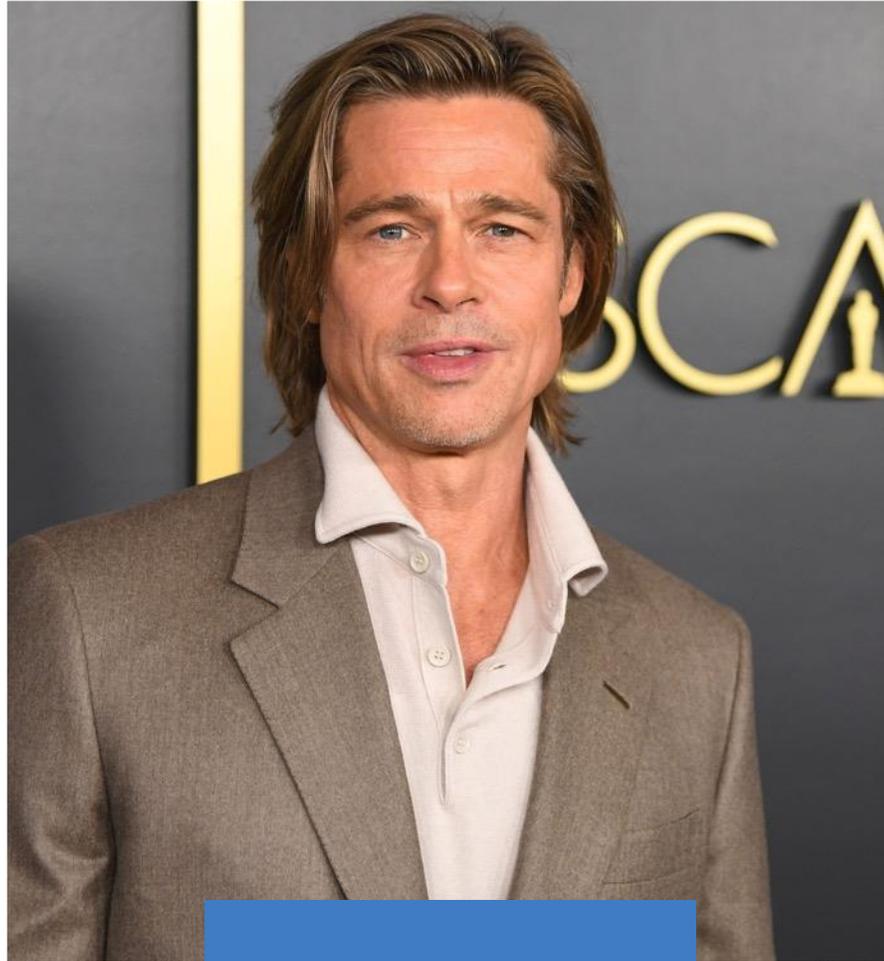


OR...

Make a bigger change in NPS than most Companies achieve in several years by changing the data cleaning method you use!



Does form
make a
difference?



YES!



BUTTON

How likely are you to **recommend** [] to friends and family?

Not At All Likely
to Recommend

Extremely Likely
to Recommend

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

SLIDER

How likely are you to **recommend** [] to friends and family?

Not At All Likely
to Recommend

Extremely Likely
to Recommend

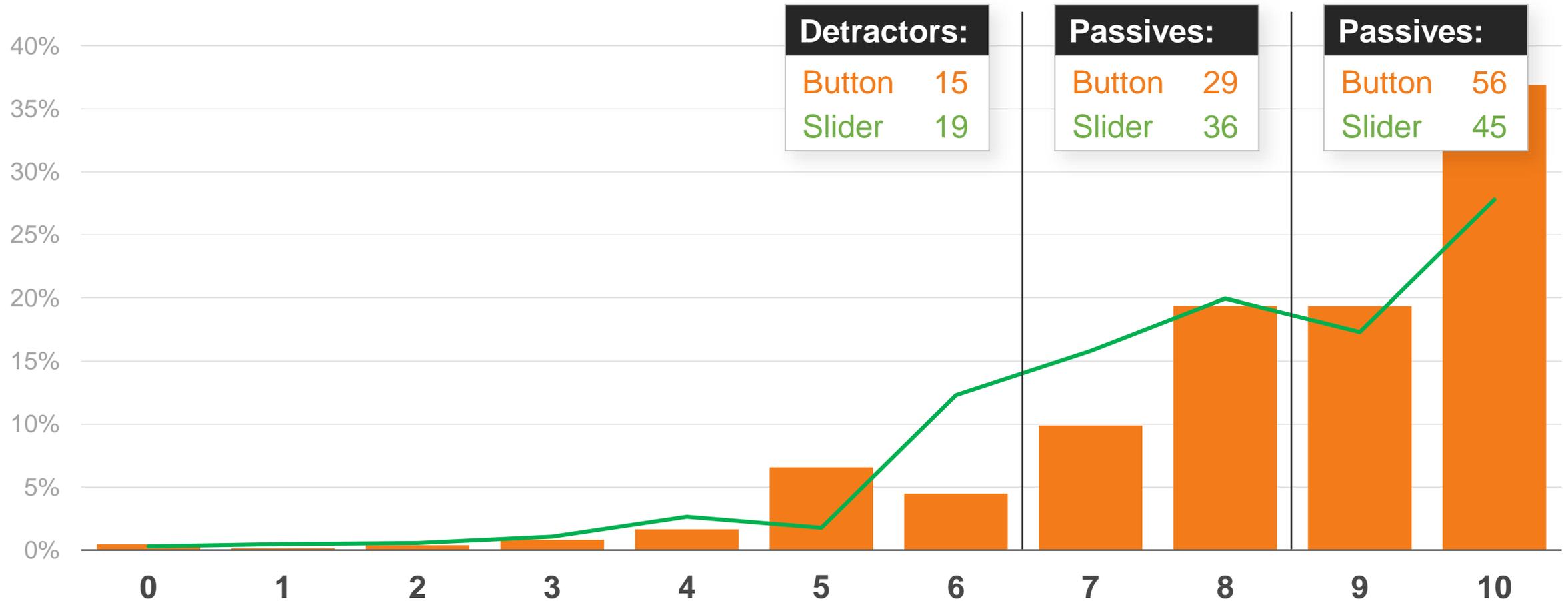
Likelihood to Recommend Test Button vs Slider



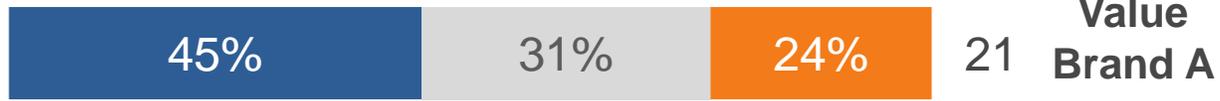
Newer &
Fancier *is not*
always better

The Slider Form Factor Delivers Less Top Box Scores

Button
Slider



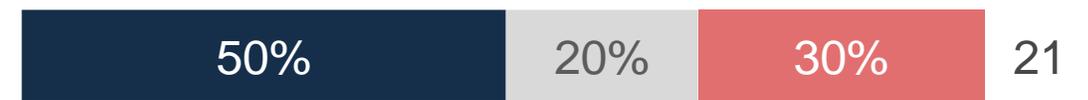
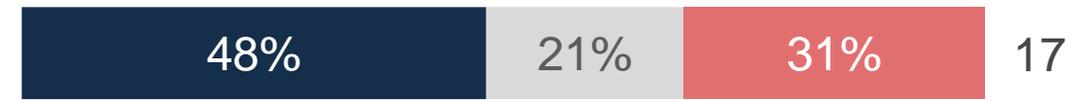
Data Collected Via Displayed Button Scale



■ Promoters ■ Neutral ■ Detractors

NPS

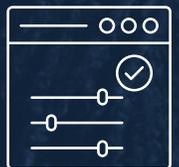
Data Collected Via Slider



■ Promoters ■ Neutral ■ Detractors

NPS

Slider NPS is Much Lower



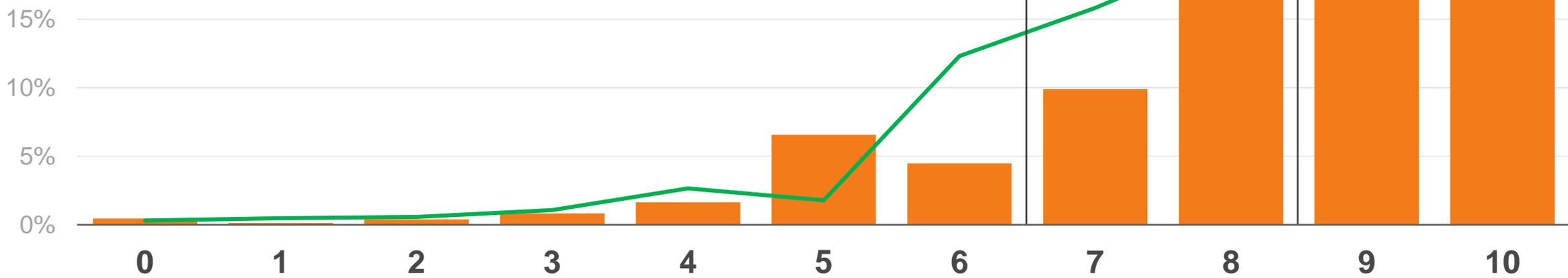
OR...



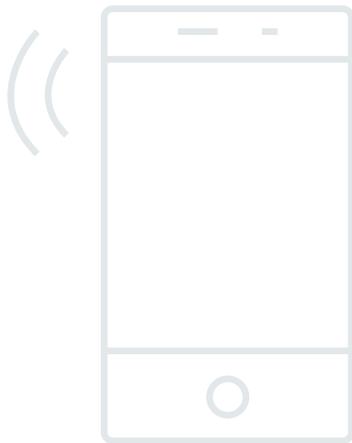
Make a bigger change in NPS than most Companies achieve in several years by starting with a slider and move to scale a year later!

Button Slider

Detractors:		Passives:		Passives:	
Button	15	Button	29	Button	56
Slider	19	Slider	36	Slider	45



Scale Migration is Important for Better Mobile Experience



TEN POINT

Assume you are planning a trip where you will stay at a hotel. How important are each of the following features in your selection of a hotel for your trip?

Please select a number in each row.

Feel more comfortable staying there than at others

Not At All Important

Extremely Important

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

FIVE POINT

Assume you are planning a trip where you will stay at a hotel. How important are each of the following features in your selection of a hotel for your trip?

Please select a number in each row.

Is stylish

Not At All Important

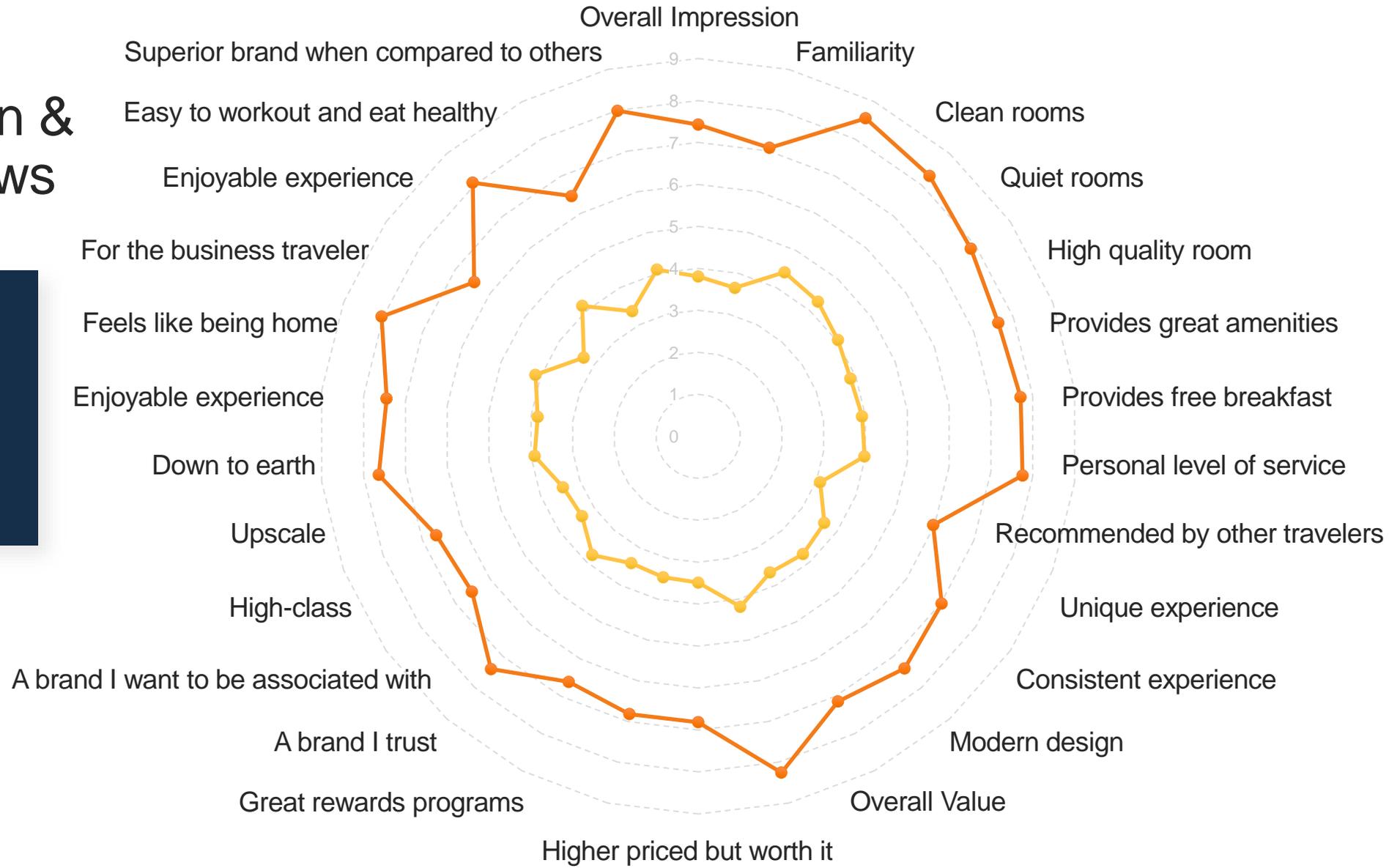
Extremely Important

0	1	2	3	4	5
---	---	---	---	---	---



5 vs 10 – Similar Pattern & Highs and Lows

Given the high rate of mobile surveys, we recommend **five point scales**

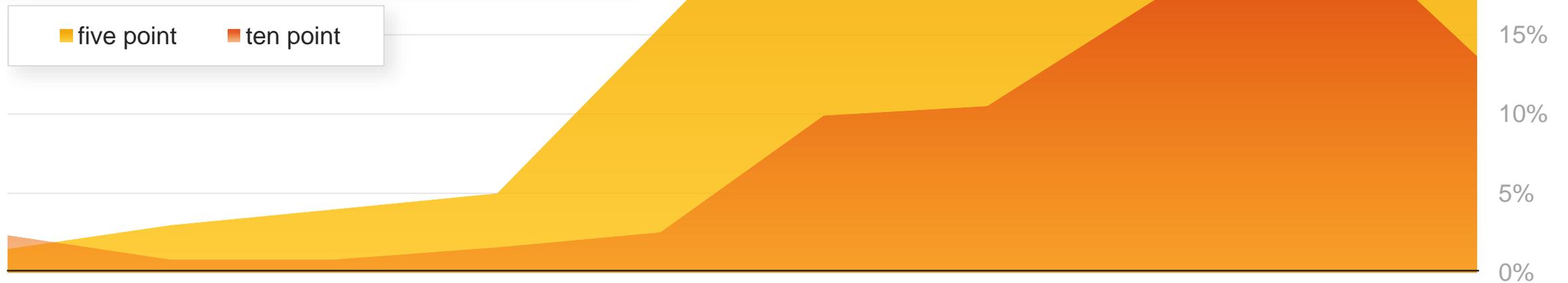


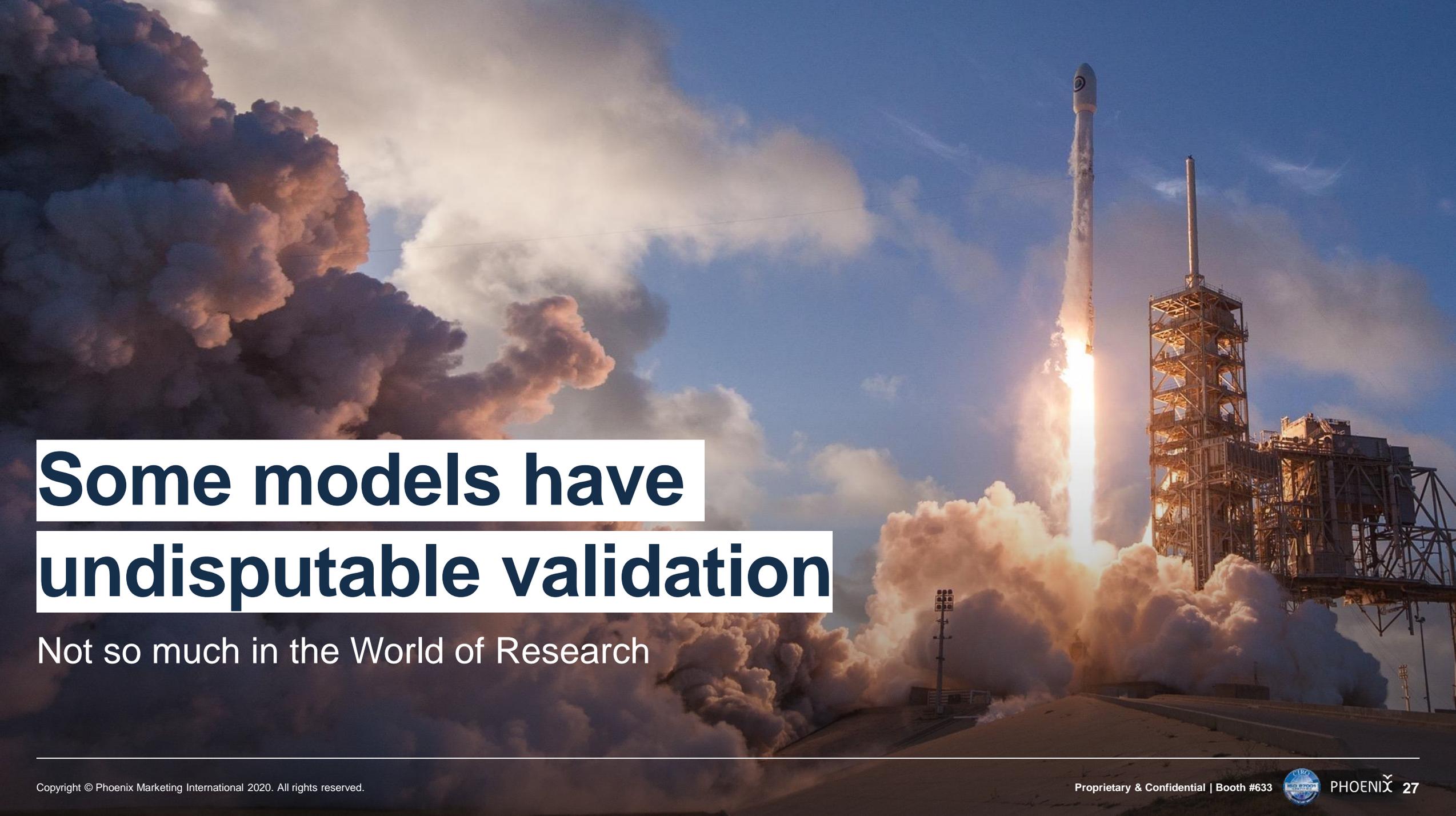
Results Comparison

- Ten Pt Scale
- Five Pt Scale

Five Point and Ten Point Scales Have Differing Distributions

- There is not a standard conversion
- If tracking data over time and converting scales, it is recommended to run a parallel wave for variance calibration





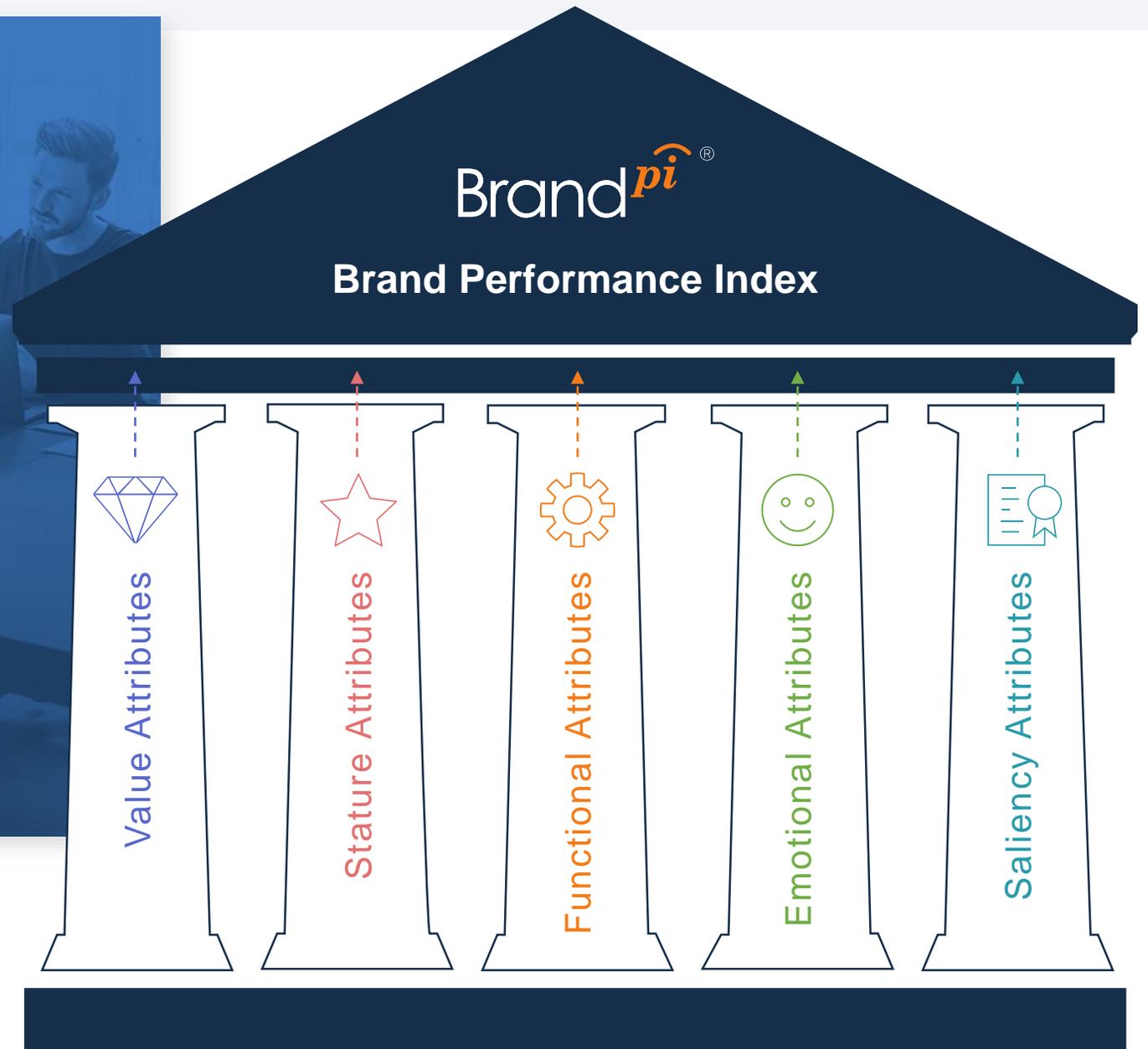
Some models have undisputable validation

Not so much in the World of Research



BrandPi is the Phoenix one-number score used to assess and track the overall strength of the brand

It is derived from evaluating the performance of the brand attributes via path modeling and using a relevant business outcome metric as the dependent variable



Advanced Analytics and Modeling Work Best When Validated to Outside Information

Phoenix BrandPi® Brand Health Model



Looking for a non-survey measurement of brand equity / value



Selected Justin Anderson's Perpetuity Perspective

Defines brand equity as the financial value that a firm derives from customer response to marketing of a brand.

Assumes that brand associations that create brand equity reside in a consumer's mind, AND that the financial value generated by those associations is earned as revenue to the firm.

All the behaviours (consider, purchase, recommend, etc.) impact the revenue generated by the firm as well as the cost of capital for the firm.

$$\text{Brand Perceptual Value} = \frac{(\text{total revenue} - \text{total marketing costs})}{\text{weighted average cost of capital}}$$



Phoenix Adaptation of Perpetuity Perspective

Justin Anderson's Perpetuity Perspective

$$\text{Brand Perceptual Value} = \frac{(\text{total revenue} - \text{total marketing costs})}{\text{weighted average cost of capital}}$$

In order to have consistent and available US financials data on 200 Brands tested, Phoenix adapted the model to be representative:

$$\text{PMI Brand Value} = \frac{\text{US Brand Pre-Tax Earnings}}{\text{Weighted Average Cost of Capital}} \times \text{Forward Price to Earnings (PE) Index}$$

The addition of the PE ratio better reflects the power of up-and-coming brands that have yet to reach their potential in the market.



BrandPi Score Assessment



US Brand Pre-Tax Earnings

÷

Weighted
Average
Cost
of Capital

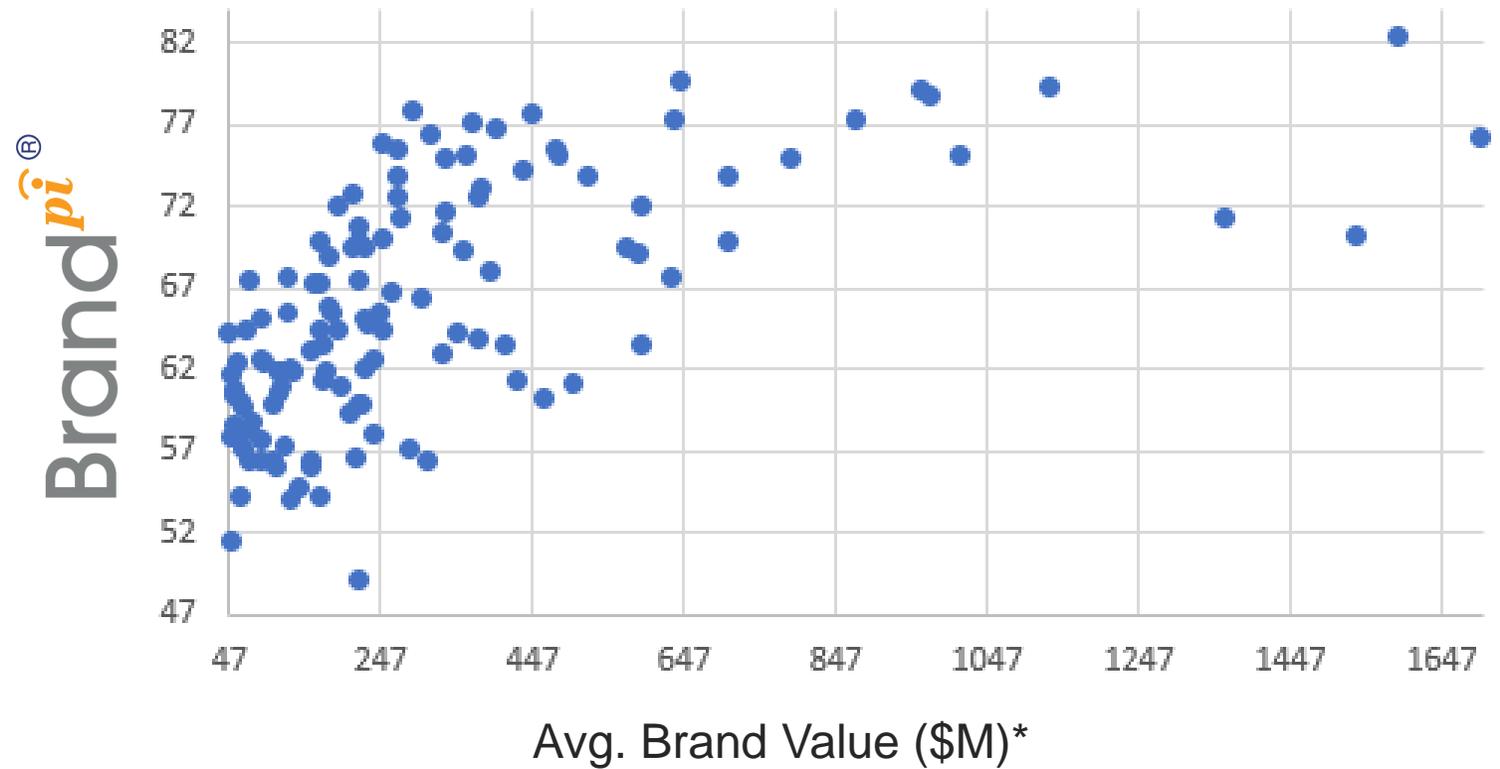
x

Forward
Price to
Earnings
(PE) Index

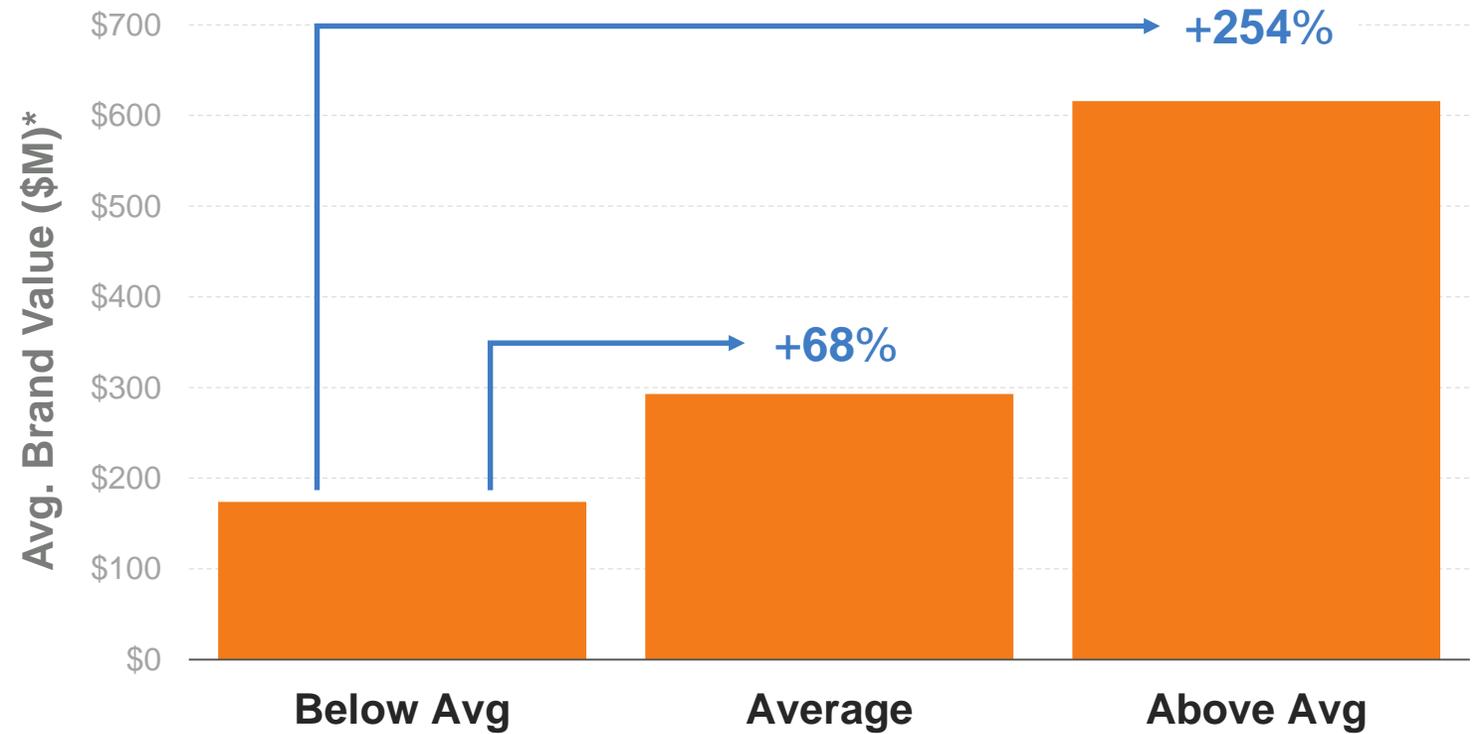
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PMI Brand Value

Scatterchart to BrandPi



BrandPi Relationship with Brand Value



Brand *pi*®



“

How good

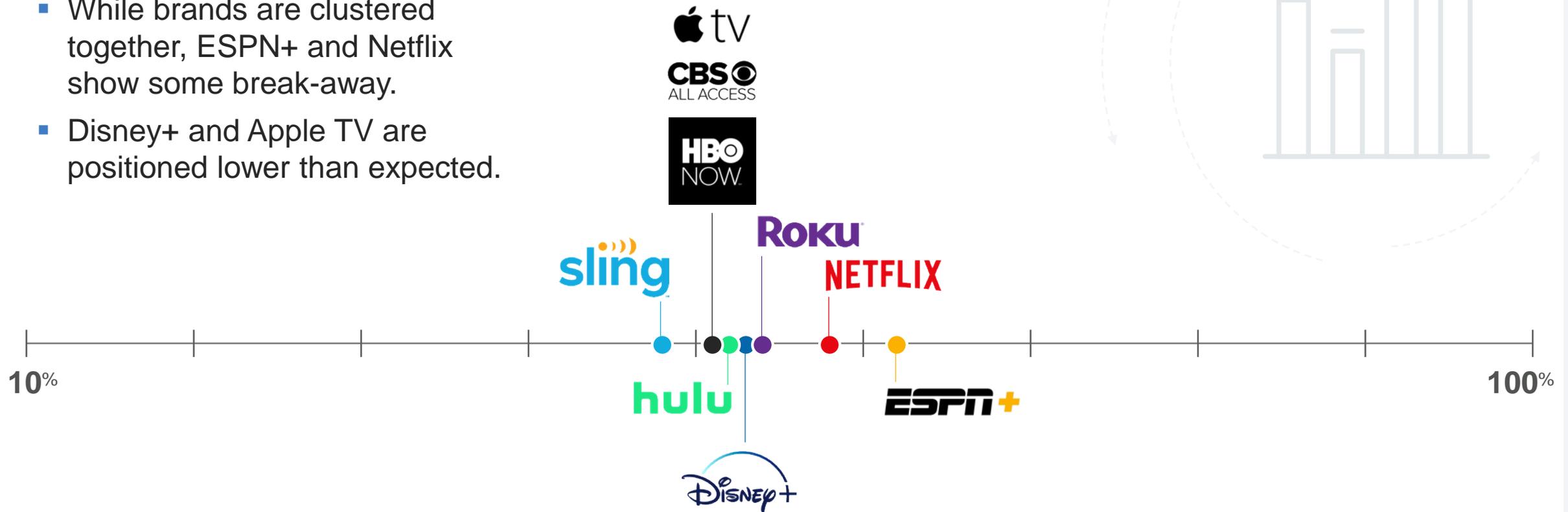
is my good?

Competitive Customer Experience ”



Satisfaction with Current OTT Subscription

- While brands are clustered together, ESPN+ and Netflix show some break-away.
- Disney+ and Apple TV are positioned lower than expected.



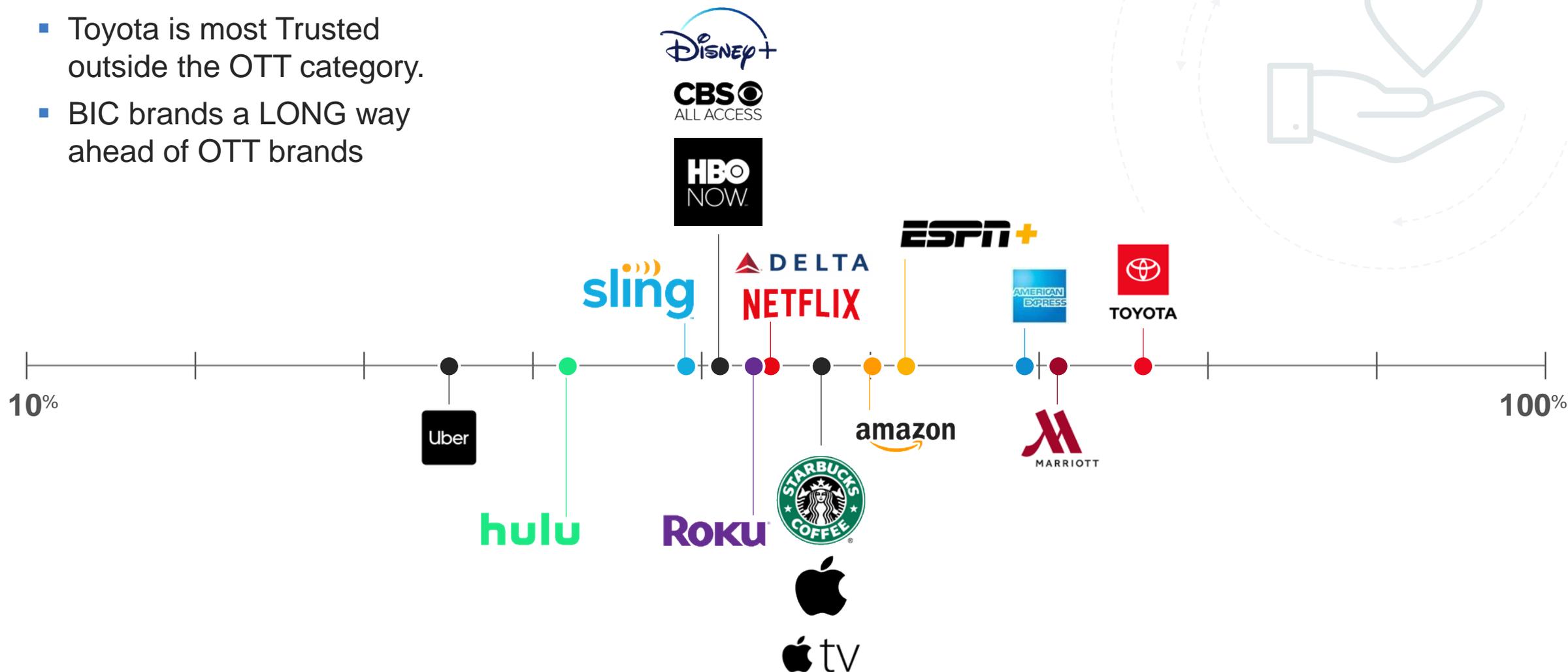
Satisfaction with Brand with Non-Category Benchmarks

- The OTT category falls short of strong brands Toyota and Marriott.



Trust in Brand

- Toyota is most Trusted outside the OTT category.
- BIC brands a LONG way ahead of OTT brands





Toyota is Dependable

I've done business with them in the past and they can completely be trusted, the business was with ease and no complications.



I drive a Toyota minivan that has been in the family for 14 years now. It's at 359,000 miles and still chugs along and gets me where I need to be, so I am completely satisfied with that.



I have had 4 Toyota 4-Runners and have experienced incredible service during this relationship.



"Toyota cars stay on the road forever.



My whole family owns Toyota brand cars, including myself. They're a brand that we can always trust. They keep their value and they're dependable.



Toyota is one of the best cars and is the best long lasting car in its class.



Marriott “Always” Provides a Consistent Experience

Customers know what they can expect

I love how Marriott has elevated their hotel brand with the Bonvoy initiative. The hotels that I've stayed at are always clean, delightful, and have excellent customer service from the clerks at the desk. ”

Customer service is always available for my questions. Website is easy to get around. Available everywhere. ”

They are always helpful haven't had any complaints with this company. ”

Always know what to expect, they are in more countries than other Hotels, food is always delicious. ”

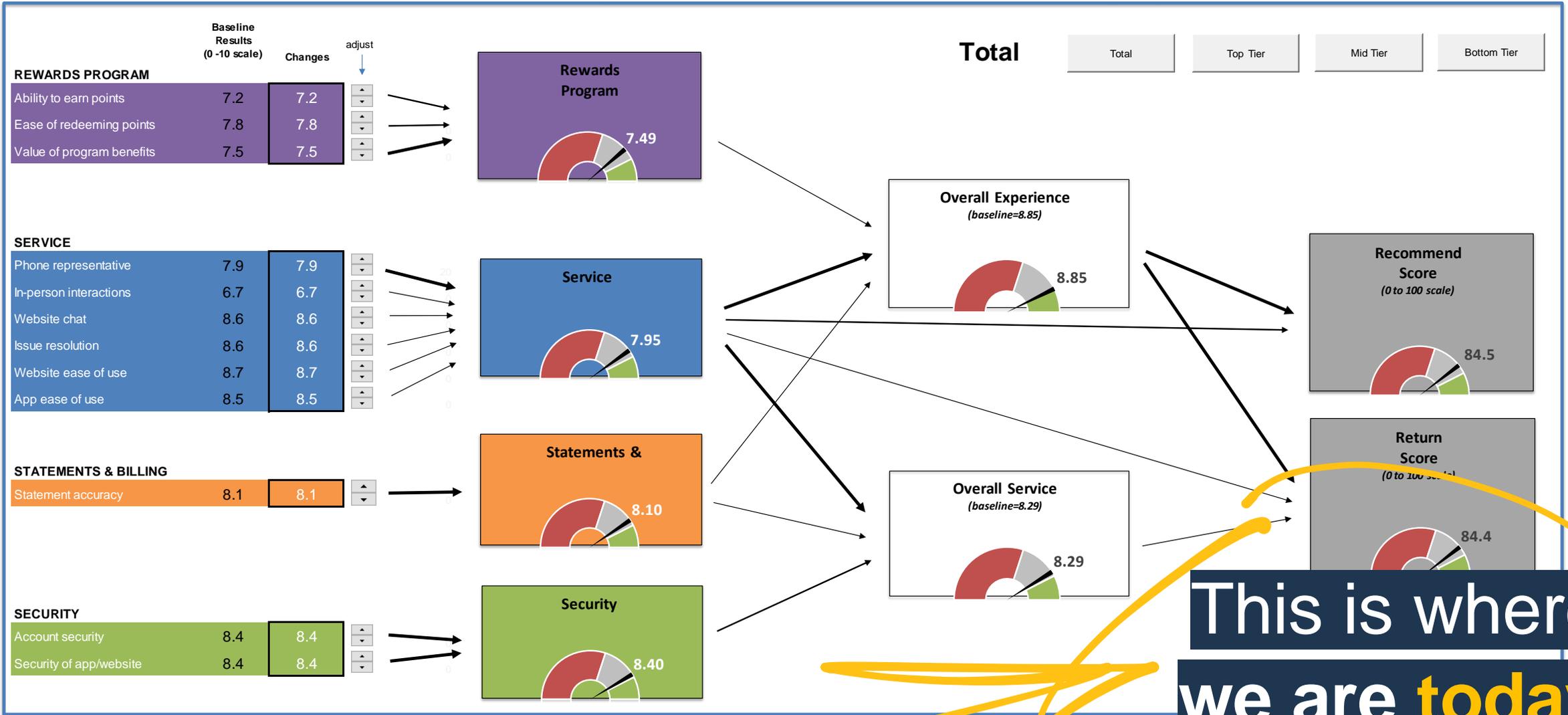
Very easy to use always easy and fast customer service. ”

“They are very customer service oriented; their rooms are always clean and comfortable.” ”

Because they have amazing hotels and customer service beyond expectations always. ”

Simulator Tool

Make changes to the attributes using the adjustment toggles.
 Use the buttons in the top right to filter by sub-groups. The filter buttons also reset the attribute ratings to their baseline results.
 The black arrows show the path model's influence on other variables, and the thickness of the arrow indicates the strength of impact.



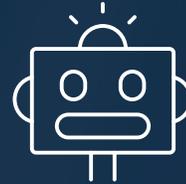


The next task on our list...

Modelling the relationships of
CCX to BrandPi to build the true
Mother of All Models –
building CX, competitive CX
and Brand into one model

Key Takeaways for the brave new world...

Sample Quality is
critical – price
should not be the
only criteria



Don't just change
to be cooler –
form has a material
impact on scores



Mobile survey
taking is here.
Understand best
practice



External model
validation is
possible and
important



Keep pushing for
research that
drives real-world
results





THANK YOU

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