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Abercrombie & Fitch Co.

Abercrombie
& Fitch

abercrombie
kids

HOLLISTER

GILLY
HICKS

SOCIAL
TOURIST

Embracing Customer

Empathy:

How Abercrombie & Fitch Co.

stays connected to their

customers

Meet the Speakers

Kate Ioas

Sr. Research Analyst, Abercrombie & Fitch Co.

Kate Ioas is a Senior Research Analyst at Abercrombie & Fitch Co., currently delivering consumer insights to impact brand, product, and digital strategy. Prior to her role at A&F Co., Kate worked on the client side at Rocket Mortgage and The Walt Disney Company; and on the supplier side at The Martec Group. After completing her Master of Science in Market Research at Michigan State University, Kate has stayed active in the insights community – serving on the MSMR Advisory Board, advocating for the profession through podcasts & conferences, and mentoring young market researchers.

Kevin Lubin

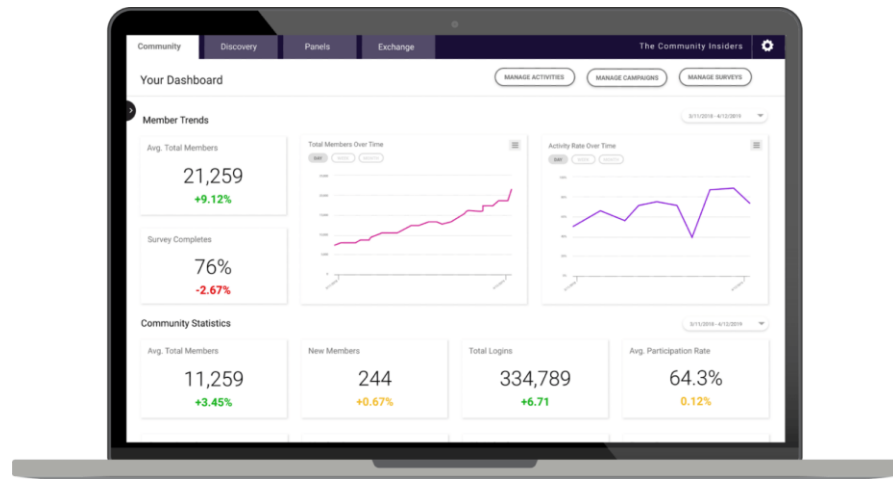
Account Director, Fuel Cycle

Kevin Lubin is an Account Director at Fuel Cycle where he helps manage and direct enterprise customer relationships with a focus on account growth and expansion. Kevin joined Fuel Cycle in 2019 as a member of the Research & Insights team, designing and implementing a wide variety of custom quantitative and qualitative research across multiple industries. Prior to joining FC, Kevin was a Director of Research at Edison Research, where he helped lead the execution of Edison's election exit polls conducted on behalf of the major news organizations that comprise the National Election Pool.



Fuel Cycle

Fuel Cycle's award-winning Market Research Cloud is the most comprehensive intelligence gathering ecosystem that exists today. Our platform enables decision makers to maintain constant connections with their customers, prospects, and users to uncover real-world actionable intelligence. By integrating human insight with critical business data, and through automated quantitative and qualitative research solutions, Fuel Cycle's Market Research Cloud powers product innovation, brand intelligence, and enhanced user experience. Breakthroughs require action. We built Fuel Cycle to ignite it.



Abercrombie & Fitch

Abercrombie & Fitch Co. is a renowned fashion and lifestyle brand that has made a lasting impact in the industry. With a dedication to excellence and a focus on delivering exceptional experiences, Abercrombie & Fitch Co. has become a symbol of style and sophistication. From its iconic designs to its commitment to quality, the company continues to shape the fashion landscape with its innovative approach. With a global presence and a strong reputation, Abercrombie & Fitch Co. remains at the forefront of the industry, captivating customers with its unique blend of fashion, creativity, and enduring appeal.



Embracing Customer Empathy



Establishing a constant connection to customers



Unlocking customer insight through diverse methodologies



Ensuring A&F Co. remains customer-centric

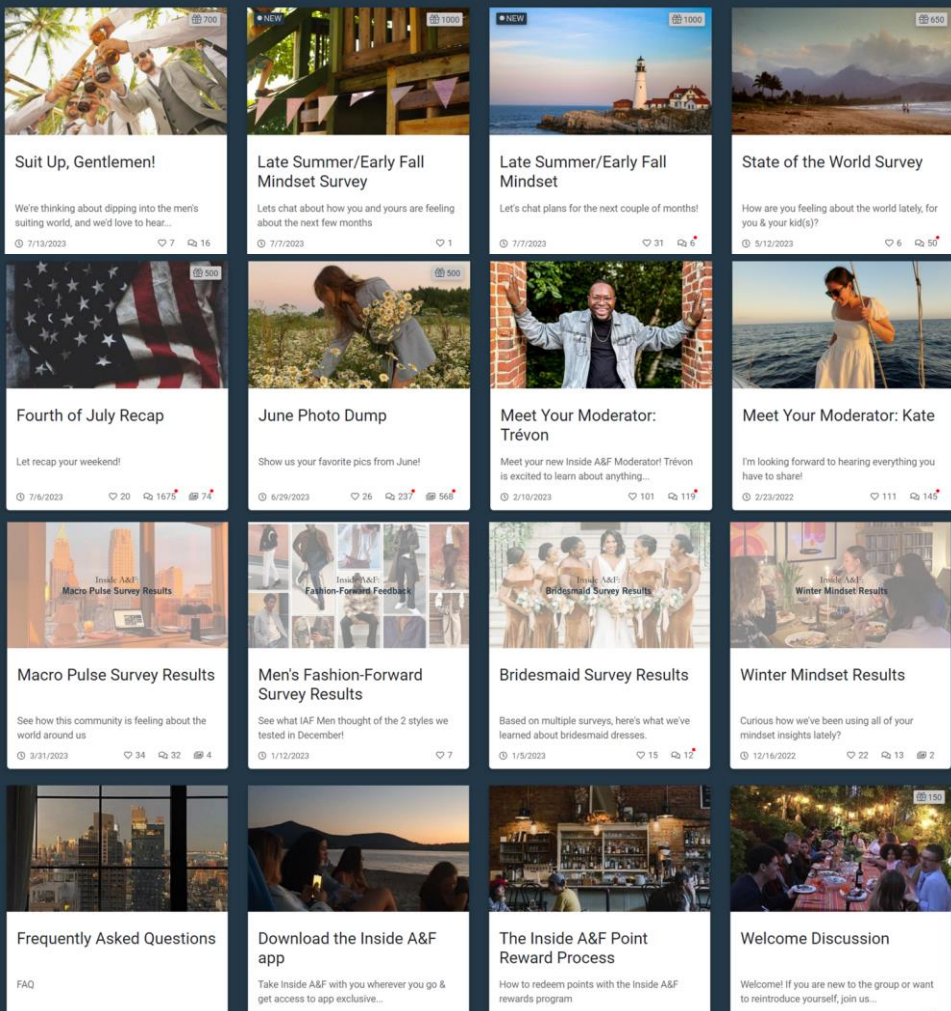
Establishing a constant customer connection



Developing the Inside A&F and Hollister Insight Lab communities



Maintaining engagement & a sense of community



Unlocking customer insight through diverse methodologies



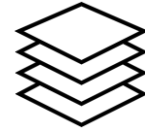
Customer immersions



Tracking sentiment over time



Virtual focus groups



Layering various sources of data

Ensuring A&F Co. remains customer- centric touchpoints throughout the year



Collaboration with other
teams

Balancing proactive &
reactive



Conclusions



Empower your growth by giving back to the consumers who provide invaluable insights, creating a mutually beneficial relationship.



Embrace a diverse range of methodologies fearlessly, unlocking innovative solutions to tackle various business questions and propel your organization forward.



Champion your seat at the right tables and foster alignment across your organization, constantly pushing boundaries and seizing opportunities to drive meaningful progress.



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Thank You!