



Next generation market research

CUSTOMER EXPERIENCE JOURNEY

Understand and manage the drivers of customer satisfaction and loyalty, and increase customer retention.

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INSIGHTS



How strong are my customer relationships?
How do I compare to the competition?

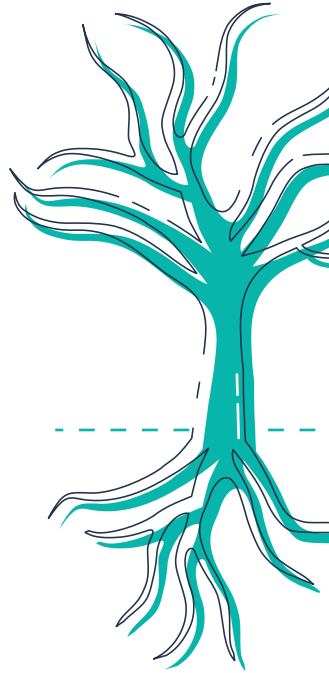


What is the structure of my customer base
in terms of satisfaction?



Which actions and touchpoints are crucial
to building a great customer experience?

BUSINESS PERFORMANCE & RETENTION



- **Happy customers**
- **Increased spend**
- **Word-of-mouth**
- **Fewer complaints**

- Great customer service
- Consistent communication
- Value for money
- Attractive offer
- Competitive prices
- Convenient purchase process

Independent academic and commercial research has confirmed the strong correlation between customer satisfaction, loyalty, retention on one hand, and business performance – revenues and profits – on the other.

What do loyal customers do? They:

- Spend more
- Buy more often
- Are less price-sensitive
- File fewer complains
- Generate additional revenues via recommendations

OUR ANALYTICAL APPROACH R:N CSL

Analysis is based on R:N CLS - a validated proprietary technique for analysis of customer experience, loyalty, and satisfaction

PRIMARY FOCUS

- Measurement and diagnostics of customer retention, loyalty, and commitment
- Identification and prioritization of key areas and factors for improvement:
 - Prevent customer churn and manage retention decline efficiently
 - Motivate competitors' customers to switch brands
- Continually monitor and adjust your organization's long-term strategy based on reliable data and science-backed knowledge.

THE THREE KEY BUILDING BLOCKS

Overall evaluation

Mainly retention & behavioral loyalty, satisfaction, commitment, NPS



Performance evaluation of all areas & attributes



Importance

Implicit / derived & explicit / declared of individual factors affecting customer experience

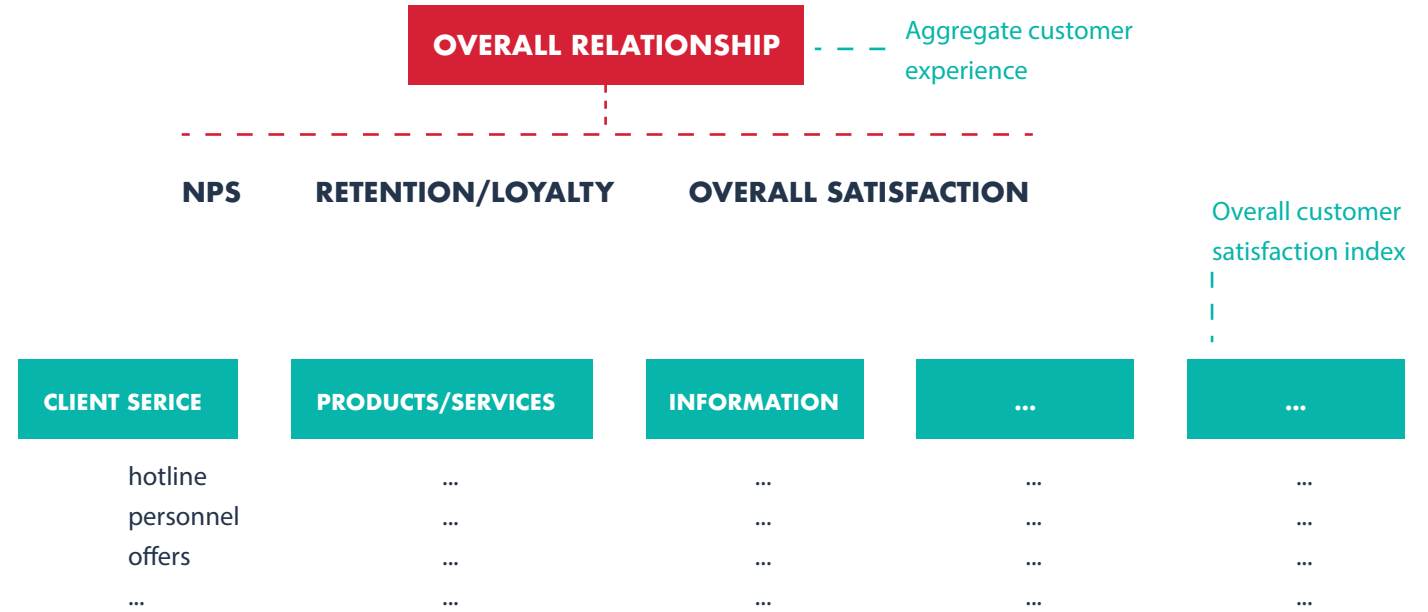
ACTIONABLE, FULL-SCOPE INSIGHTS

Our framework is designed to measure the strength of the relationship as well as diagnostics of the key drivers of customer satisfaction.

Aggregate measures

Diagnostics of individual areas

Diagnostics of factors = the building blocks of customer satisfaction and loyalty



Questions in the overview are ordered by topic. The sequence does not correspond to the sequence in the questionnaire.

The final questionnaire depends on the brief.

RED

Questions related to overall customer relationship with evaluated company (satisfaction, loyalty...).

GREEN

Diagnostic questions related to evaluation of individual areas and attributes of customer experience.

Wording of the questions is simplified and do not correspond to the exact definition used in surveys.

SAMPLE: OVERVIEW OF BASIC QUESTIONS

Overall satisfaction

Based on your experience, how satisfied or dissatisfied were you overall with (THE COMPANY) and its products and services? (SCALE 0 - 10)

(SCORED 6 AND LOWER) For what reasons did you take away points?

Net Promoter Score (NPS)

How likely are you to recommend (THE COMPANY) to your friends and colleagues? (SCALE 0 - 10)

(SCORED 6 AND LOWER) For what reasons did you take away points?

Expectations fulfillment

How would you evaluate your experience with (THE COMPANY) in comparison with your expectations?

(IF WORSE THAN EXPECTED) In what respect has your experience with (THE COMPANY) been worse than expected?

Linking

Would you say that you like or dislike (THE COMPANY)?

Retention

Would you use the products or service of (THE COMPANY) again?

Satisfaction with specific attributes of customer experience

How satisfied or dissatisfied were you with [THE COMPANY] in the following areas?

Attributes are defined based on your needs, products and services, and industry itself. Alternatively, you can use predefined attributes from the list. Some examples: Speed of delivery, waiting time, staff attitudes during in-store visit, quality of information, staff proficiency, etc.

Rating of specific attributes of customer experience

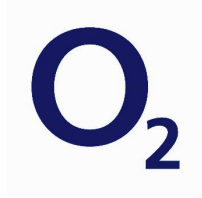
How well do the following statements fit [THE COMPANY], based on your experience?

Degree of agreement with a set of diagnostic statements defined by you or selected from the predefined list prepared for different companies and situations. Some examples: Has great customer service, has very friendly staff always willing to help, values loyal customers, always tells the truth, etc.

Suggestions for improvement

What 2-3 suggestions for improvement would you anonymously propose to (THE COMPANY)?

OUR CUSTOMER EXPERIENCE CLIENTS



... and others

MORE RESPONSE:AI CLIENTS

MARKS &
SPENCER

Google

 Raiffeisen
BANK

HOME
CREDIT

McCANN

YIP

 mastercard.

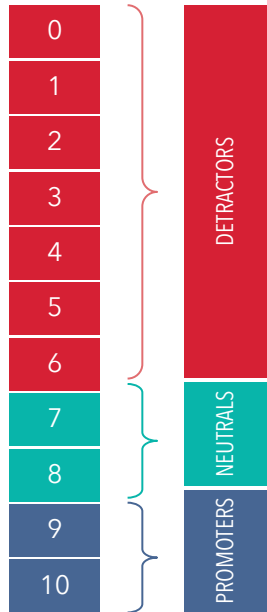
A person wearing a striped shirt and glasses is pointing at a tablet held by another person. The tablet displays a dashboard with various charts and graphs. The background is a dark, blue-tinted image of a person's legs and feet, suggesting a professional setting.

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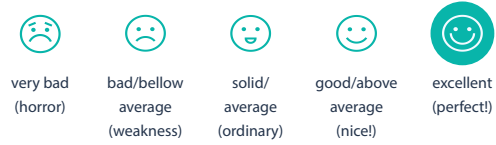
ANALYSIS USED & EXAMPLES

NPS / WILLINGNESS TO RECOMMEND

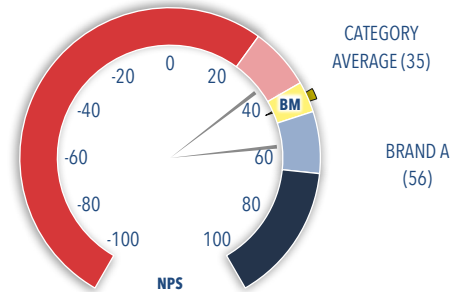
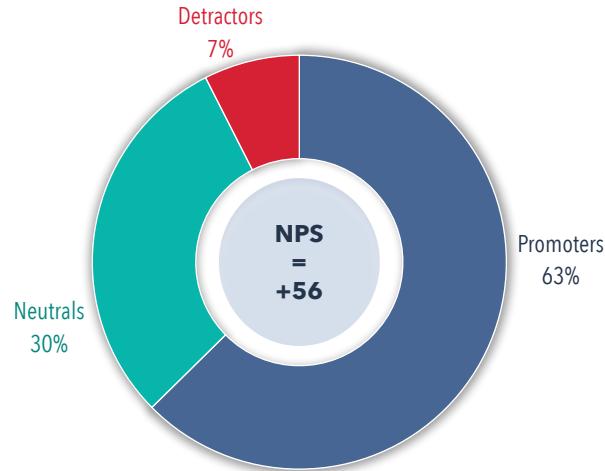
NPS =
PROMOTERS
-
DETRACTORS



BENCHMARK COMPARISON



Each measure of customer relationship strength is reported clearly, in an easy-to-understand way. Optionally, two or more individual measures can be grouped and reported as an aggregate customer experience index.



Brand A	Males	Females	18-39 y/o	40-49 y/o	50-65 y/o
NPS (Net Promoter Score)	53	63	68	49	50

Q: How likely are you to recommend BRAND A to your friends and colleagues? (SCALE 0-10)

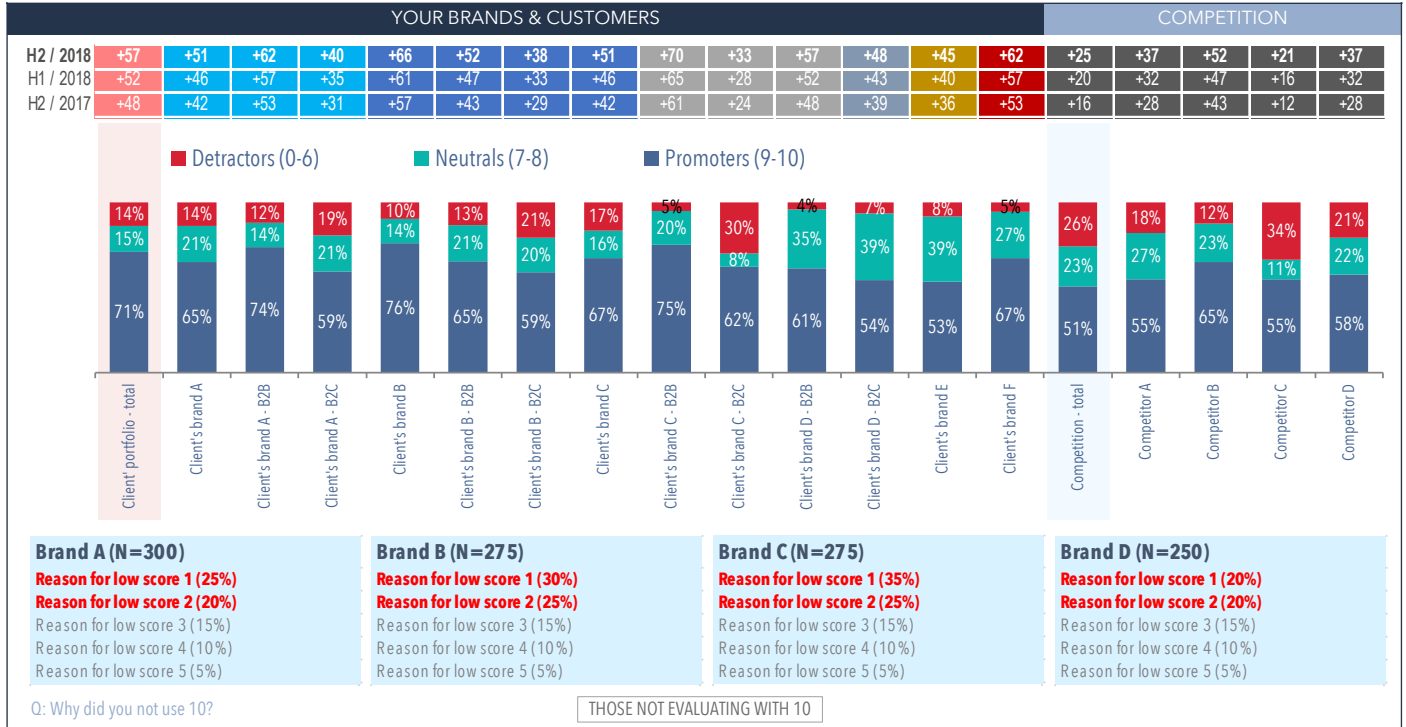
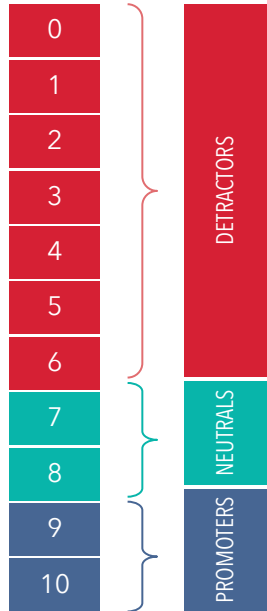
NPS - CONTINUOUS TRACKING IN TIME

Our continuous tracking projects report shows comparison to previous waves.

WoW improvement

compared to H1/2018 among customers of all client's brands.

NPS =
PROMOTERS
-
DETRACTORS

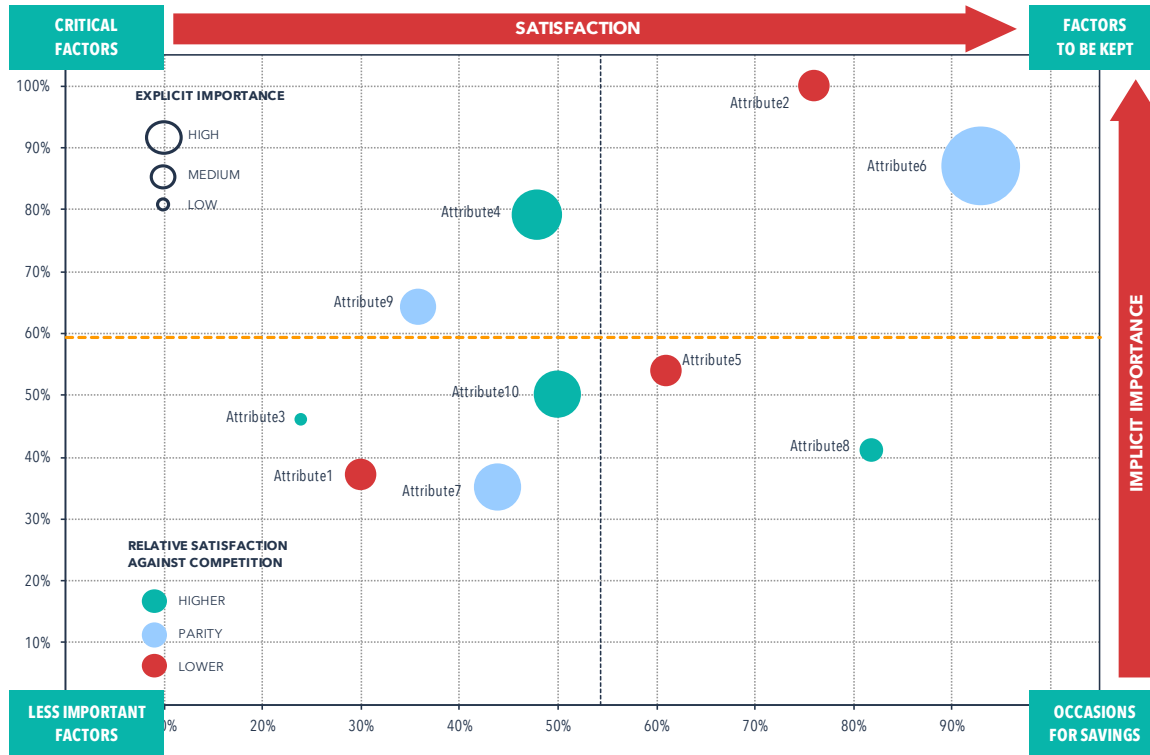


Q: How likely are you to recommend BRAND A to your friends and colleagues? (SCALE 0-10)

STRAIGHTFORWARD PRIORITIZATION

Not all parts of the business process contribute to overall performance equally. Budgets and resources are limited for most businesses, emphasizing the need for a clear understanding of investment priorities.

The chart links absolute and relative satisfaction with the measured attributes of a brand versus their implicit (derived) and explicit (declared) importance



SATISFACTION VS. LOYALTY SEGMENTATION

There are exceptions, but most industries see most of their revenue generated through loyal, repeat customers. In short, retention is key. Blindly focusing only on customer satisfaction may not be cost effective, or may even be in direct conflict with, your main business objective - profit maximization.

Apostles

High satisfaction and loyalty. Customers essential to your long term success. Positive word-of-mouth. How can you retain them in a profitable way?

Mercenaries

Medium to high satisfaction, low loyalty. Always looking for better options, and highly likely to switch if presented with a more attractive alternative.

Hostages

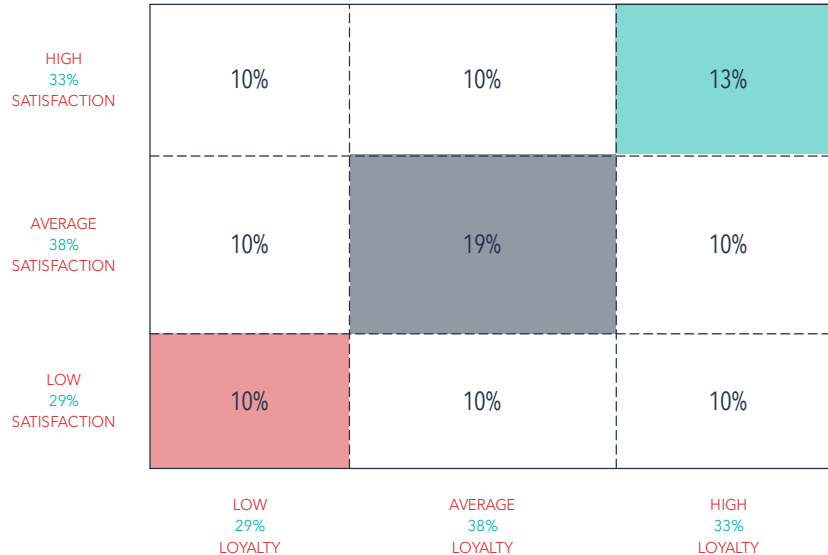
Medium to low satisfaction, but high loyalty. Tied to the company by convenience, contract, or other barriers to change.

Terrorists

Dissatisfied and not loyal. Negative word-of-mouth.

MERCENARIES

APOSTLES



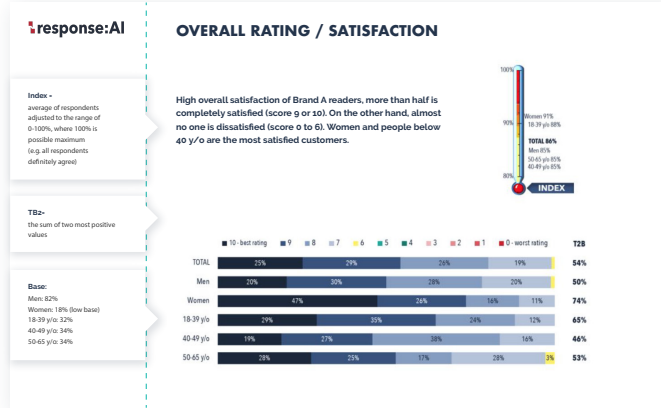
TERRORISTS

HOSTAGES

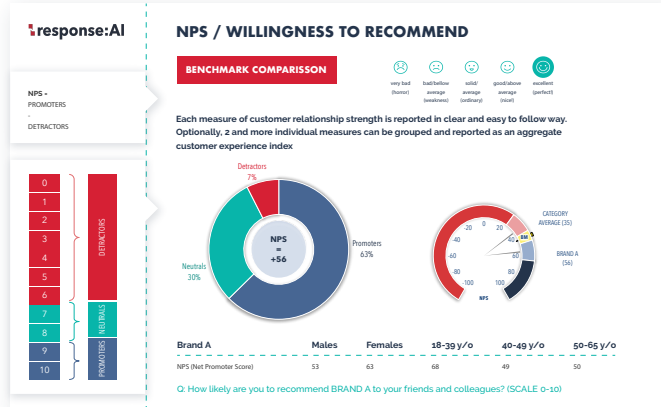
The chart links satisfaction and loyalty to a brand and segments the target group based on their mutual relationship

MEASURING THE STRENGTH OF CUSTOMER RELATIONSHIPS

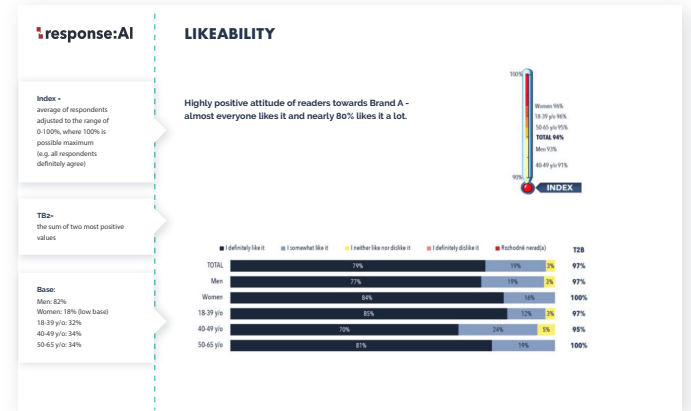
OVERALL SATISFACTION



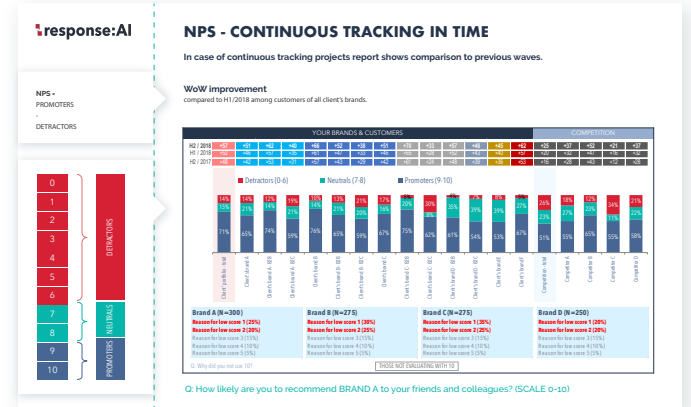
NPS



LIKING



TRACKING IN TIME



WHAT ELSE WILL YOU LEARN?

STRENGTHS & WEAKNESSES

STRENGTHS AND WEAKNESSES

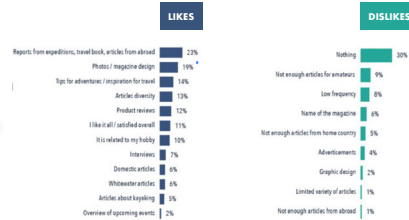
Strengths:

- 1. reports from expeditions, travel book and articles from abroad;
- 2. photos and graphic design

Weaknesses:

none relevant - perhaps readers would appreciate more articles for amateurs and higher issue frequency

Spontaneous answer - open questions without any suggestion



BRAND ASSOCIATIONS

ATTRIBUTES/BENEFITS/ASSOCIATIONS

Readers mostly associate Brand A with unique reports from domestic and foreign expeditions, and interesting interviews with important sport personalities. It is less perceived as a good source of practical tips and instructions.

Index
average of responses adjusted to the range of 0-100%, where 100% is possible maximum (e.g. all respondents definitely agree)



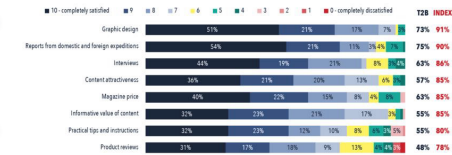
SATISFACTION WITH ATTRIBUTES

SATISFACTION WITH CONTENT AND GRAPHIC DESIGN

High satisfaction with all aspects of Brand A content and graphics. No important weakness. Highest satisfaction: 1. graphic design, 2. reports from domestic and foreign expeditions. Only minor dissatisfaction with Product reviews

Index
average of responses adjusted to the range of 0-100%, where 100% is possible maximum (e.g. all respondents definitely agree)

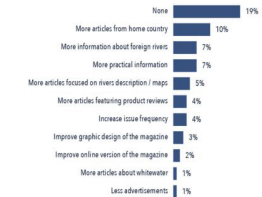
T2B+
the sum of two most positive values



SUGGESTIONS FOR IMPROVEMENT

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No relevant suggestions for improvement. The most mention, but still low importance is to feature more articles from the home country.



KEY FINDINGS: SUMMARY

Project overview - key findings

Index

average of responses adjusted to the range of 0-100%, where 100% is possible maximum (e.g. all respondents definitely agree)

Green emoji

indicates comparison with benchmark or competitors.

Benchmark

shows a comparison with a set standard (e.g. long-term average across similar projects) and indicates whether the score is successful or unsuccessful

		Brand A	
OVERALL RELATIONSHIP	LOYALTY & WILLING. TO RECOMMEND		
	NPS	+56	
	Share of "promoters" [%]	63%	
	Share of "detractors" [%]	7%	
	SATISFACTION		
	Average satisfaction [index]	86%	
	Share of completely satisfied [%]	54%	
	Share of completely dissatisfied [%]	<1%	
	LIKING		
	Average liking [index]	94%	
Share of positives [%]	79%		
Share of negatives [%]	0%		

Very strong and positive relationship of readers with Brand A:

- o Very high NPS (way above benchmark)
- o Very high satisfaction
- o Very high liking
- o No negative readers

Strengths & weaknesses	Strengths [spontaneous]	1. Articles ff foreign expeditions 2. Photos
	Weaknesses [spontaneous]	1. Not enough articles for amateurs 2. Low frequency
	Suggestions for improvement [spontaneous]	More topics about domestic expeditions & locations

Readers demand more articles from domestic expeditions and locations they can visit

very bad ("horror")	bad / below average ("weakness")	solid / average ("ordinary")	good / above average ("nice!")	excellent ("perfect!")	absolutely unique ("Hall of Fame!")

BENCHMARK COMPARISON

- o **Very high satisfaction, liking, loyalty and willingness to recommend of Brand A readers** - clearly above the benchmark and category average.
- o Top rated by women and people younger than 40 years old.
- o In terms of content readers enjoy the most graphic design and articles from expeditions.
- o Relatively lower satisfaction with product reviews. Also roughly 15% of readers would appreciate more articles for amateurs and more information about domestic locations.
- o Readers associate Brand A with unique reports from expeditions and interviews. The brand is less associated with product reviews and practical information.

Our recommendation:

- o Consider including more articles about domestic locations and more, rather practical, information for amateurs.

DRIVERS OF RELATIONSHIP	Content and execution		Attributes / benefits	
	Average satisfaction [index]		Degree of association [index]	
	Graphics	91%	Reports from expeditions	94%
Reports from expeditions	90%	Interviews with professionals	87%	
Interviews with professionals	86%	Practical tips and instructions	80%	
Attractive content	85%	Reviews of new products	78%	
Magazine price	85%	Resource for practical information	68%	
Informational value of content	85%			
Practical tips and instructions	80%			
Reviews of new products	78%			

MEET RESPONSE:AI



HOW IT WORKS: A SIMPLE, EASY PROCESS

We are a next-generation, full-service market research company. Not a do-it-yourself solution



FLEXIBLE TARGET GROUP DEFINITION

RESEARCH TYPES

TARGET GROUPS



Pre-testing - e.g. ads, products, packaging, logos, websites

Test in advance and improve new commercials, products, packaging, POS materials or any other concepts.



Brand equity and image analysis or tracking

What is your brand equity, and how does it stack up against the competition? Pinpoint your strengths and weaknesses and measure trends.



Campaign effectiveness measurement

Is your advertising successful? Measure and increase its reach, resonance, impact and effectiveness.



Customer satisfaction and loyalty

Are your customers loyal to you? Improve the quality of your product or service and enhance their experience.



Price sensitivity and optimization

Do you know your market's price sensitivity? Optimize your prices to maximize your profits.



Market and consumer analysis

Do you know what motivates consumers and drives their behavior? Determine the size and potential of your market.

- All target groups, same as traditional research

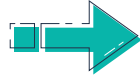
- Option to use your own database or customer list

- All data collection methods online, phone or in person

HOW WE COMPARE: BEST OF BOTH WORLDS

	RESPONSE:AI	DO-IT-YOURSELF	TRADITIONAL STUDY
RESPONDENT SELECTION & INTERVIEWING			
Complex definition of target audience	✓	n/a	✓
Option of using your own databases	✓	partially	✓
All main data collection techniques (CAWI, CATI, CAPI)	✓	n/a	✓
METHODOLOGY AND OUTPUT			
Flexible "turnkey" parameter setup & custom questionnaire	✓	partially	✓
Prevention of errors made by the client	✓	✗	✓
Cutting-edge research techniques	✓	✗	✓
Complete final reports, including interpretation	✓	✗	✓
BUSINESS ASPECTS			
Client service provided by market research experts	✓	✗	✓
High speed	✓	✓	✗
Low cost	✓	✓	✗

RESPONSE:AI ADVANTAGES



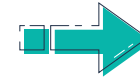
PRICE

Thanks to our automates system, you get market insights up to **THREE TIME CHEAPER** than usual.



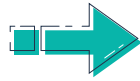
SPEED

You get actionable insights up to **THREE TIMES FASTER**. We only need four hours - the rest is just data collection.



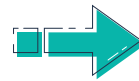
REPORTS

We deliver **EVERYTHING YOU'VE COME TO EXPECT** - summaries, benchmarks, recommendations - all in clear, comprehensible, visualized form.



SIMPLICITY

Our online app helps you set up your research in just **THREE MINUTES**. Challenges? Our experts are always available to help!



METHODOLOGY

Just like other renowned agencies, we use **FIRST-CLASS RESEARCH TECHNIQUES**. No compromises.



FOCUS ON RESULTS, NOT PROCESS

Less work on research execution leads to more capacity to implement the results to practise.

FULL-SERVICE, NOT A TURNKEY, NOR DIY