



# Customer Relationship Equity

**The business issue:** A supplier of personal health care monitoring products needed to learn how to retain and attract users of a specific product across the landscape of stakeholders and decision makers. They wanted to understand the drivers of the customer relationship with products and brand in order to build deeper brand preference. Ultimately, they wanted to curtail market share losses and build brand equity and loyalty.

**The Hansa | GCR approach:** We began the research with a client workshop to establish a profile of their interaction with customers, including all the touchpoints that make up the customer experience. We used this profile to draft the survey.

The survey, including customer touchpoint attributes and customer needs was administered as a 20-minute Web survey with current product users regardless of brand in the U.S. and Canada. We assessed the health of the customer base by looking at how customers score on attitudinal and behavioral equity:

- **Attitudinal.** Consists of two components, Head (what does this product do for me?) and Heart (how do I feel about using this product?)
- **Behavioral.** Also made up of two components, Past Behavior (what did I do?) and Present Intentions (what might I do?)

Awareness of these metrics highlights barriers and enablers to future behavior and business results.

## *Research Opportunity*

*Hansa | GCR's unique approach to customer relationship equity across the customer experience focuses on customer behavior and identifies the paths to stronger relationships with customers, leading to successful business results.*

*Goal is to increase the proportion of solid customers who will continue the relationship and decrease the proportion who are vulnerable and open to switching to a competitor.*

*Our analysis delivers a road map to improved business results through continued success and strategic investments for future focus.*



# Customer Relationship Equity

**Analysis and insight for client results:** Our analysis gave the client a clear and accurate picture of elements that drive Customer Relationship Equity—both attitudinal and behavioral. Analysis combines the following insights:

- Relative impact of each element.
- Impact of emotional and cognitive factors.
- Significance of brand attachment.
- Framework for specific, actionable next steps.

This awareness informs business decisions about:

- Retaining existing customers.
- Knowing why certain customers are vulnerable.
- Understanding devoted customers.
- Identifying growth barriers.
- Defining the right customer.

**Client outcomes:** Our client gained a basis for developing improvement and innovation priorities:

*Where can we continue to be successful?*

*Where should we focus investment in customers?*

*Where are we currently over-investing in a customer segment?*

Understanding these action steps leads to increased business because our customer loyalty metric links to market share.

## *The Hansa | GCR difference*

*Hansa | GCR's approach to Customer Relationship Equity is built upon determining how the customer experience drives customer behavior, leading to attitudinal and behavioral equity.*

*We focus on the product but in the context of how product touchpoints can affect customer experience and therefore opportunities for differentiation. We drill down within touchpoints for detailed insight,*

*Ultimately, our CRE model leads to opportunities to enhance relationships in the context of each step in the customer experience.*