

Case Study – Customer Engagement

Value Proposition - CPG Company



A value proposition with clear communication of brand offerings is a cornerstone of customer engagement. Is it possible to create an in-depth value proposition based solely on transactional and perception data?

Client

The shaving care brand of a leading consumer packaged goods company

Industry

Consumer goods: grooming and cosmetics industry

Business Challenge

Based on a limited range of data, identify the key elements that customers find valuable in choosing their brand of shaving care goods.

Evalueserve Solution

As the client's pool of data was relatively narrow and non-homogenous, our experts first performed a consolidation and completion project.

Applying progressive customer analytics allowed the identification of the key drivers for equity, price perception and value ratings at the country and brand level for the client and its competitors. Dynamic visualization tools would then provide the client with the means for ongoing monitoring of brand performance.

Business Impact

- A clear understanding of key consumer-centric drivers affecting brand positioning
- Increased customer value
- Well-defined key performance indicators to monitor future brand performance

“Progressive customer analytics involves multiple modelling techniques, which made it possible to consolidate the disparate information and fill the gaps in the data.”

Business Challenge

The client had transactional and perception data (i.e., hard and soft metrics) for customers of its shaving care brand in 15 countries. This is actually a relatively narrow range of data for standard analytical techniques. In addition, there were gaps in the data and some variation in the parameters from country to country.

The aim of the project was to identify drivers for equity, value rating and price perception so that an in-depth customer-facing value proposition could be developed. The scope of the project included identifying key performance indicators so that brand performance could be monitored long term.

Evalueserve Solution

Our data experts recommended a holistic solution that applied progressive customer analytics to gain the greatest insight into the available data followed by the use of dynamic visualization tools to make those insights accessible.

Using progressive customer analytics made it possible to consolidate the disparate information and fill the gaps in the data.

In detail, the steps of the project were:

- Preparation of a consolidated data mart by merging the data from the various sources in the 15 countries
- Completion of the sparse data sets using multiple modeling techniques
- Reduction of the number of variables using correlation techniques
- Construction of multiple regression models to understand the impact of soft and hard metrics on equity, perception and value rating
- Creation of dynamic visualization dashboards that allow the client to see global and regional equity and value assessments for their brand and competitor brands
- Identification of key performance indicators to allow ongoing monitoring of brand health

Benefits Achieved

Thanks to the creating of dynamic visualization dashboards, the client has a user-friendly way for its marketing, sales and branding teams to access the insights created through this project.

The client has a much clearer understanding of the factors that affect the value of their product to customers and thus have been able to create the desired in-depth value propositions.

The identification of the key performance indicators will further the understanding of the brand and its performance globally.

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Evalueserve is a global professional services provider offering research, analytics, and data management services. We're powered by mind+machine – a unique combination of human expertise and best-in-class technologies that use smart algorithms to simplify key tasks.

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