

# Six Steps to Customer Centricity Simplicity



## DON'T BE FOOLED BY MOUNDS OF DATA

Sometimes the data you need to make the best decisions is not that complicated. "Ocean boiling" every engagement metric, plus demographic data, plus their last purchase made plus, plus, plus can lead to a false sense of knowing your customers. A simpler set of data might be the signpost you need to make the most strategically beneficial decisions.

## DO STUDY CUSTOMER BEHAVIOR DEEPLY



The deep study of customers can help retailers customize category and pricing strategies that take advantage of knowing where their most valuable customers are.

## DON'T TREAT ALL CUSTOMERS THE SAME WITH RUN-OF-THE-MILL DISCOUNT PROGRAMS

Developing strategies that respond to the heterogeneity of your customers and their different buying patterns is 'smart targeting.' It's not, "what deep discounts should we run to get rid of stuff." It should be "what kinds of customers should we be focusing on."

## DO DEFINE WHAT YOUR BEST CUSTOMERS LOOK LIKE TO FIND MORE LIKE THEM

Once you understand the profile of your best customers, using transaction-level analysis, you can go fishing for more just like them. Focus on what acquisition characteristics tend to set them apart.



## DO TAKE A LONG-TERM VIEW

Stay focused on long-term strategic programs that maximize your knowledge of your best customers. If the pandemic taught us anything in the world of commerce, it's that humans will find a way to get the things they need or want. They might make short-term, crisis-driven adjustments to HOW they get their needs met, but ultimately, when things settle down, they will likely go back to tried and true patterns, accessing the products and brands they trust.

## DO USE CUSTOMER VALUE AND THEIR TRANSACTIONAL BEHAVIOR TO DESIGN STRONGER RETENTION CAMPAIGNS

Target your marketing programs armed with this deep understanding of who is truly driving the profitability in your business. And don't go crazy with outsized and costly acquisition programs. Take a surgical approach to put your precious dollars where your most precious customers are.

