

THE **POWER** AND THE *Passion*

AMSRs  YEARS



Customer Love

Why People Matter in Modern Customer Engagement

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- **A clear drive towards customer centricity**
- **Compressed cycle times**
- **Lots of data; and**
- **Everything is mobile**

We are **living**
In the **age**
of the
empowered
customer



Technological Shift

Demographic Shift

Expectation Shift





**Customers Expect To Be Treated As Real People,
Not Data Points**


When Customers Feel They Matter...



Participation and
response rates go
up



Data quality
improve



Engagement goes
up
and churn
goes down

Big Data is Not Enough



BUSINESSES COLLECT ENORMOUS AMOUNTS OF DATA ABOUT **HOW** THEIR CUSTOMERS BEHAVE



Social Media is Not Enough



The background of the slide is a photograph of a sunset over the ocean. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. In the foreground, a white surfboard with a black fin is lying on a wooden deck. The sky is a mix of blue and orange. The text 'WE HAVE ALL THE' is in a blue box, and 'MOMENTUM' is in large white letters, both enclosed in large yellow brackets.

WE HAVE ALL THE MOMENTUM

**For companies that engage with their customers, it's an exciting time.
Customers intelligence is no longer scary and new.**



The RULES of human

RELATIONSHIPS have

NOT CHANGED

Ongoing conversations are essential to the success of every business and every relationship. People are social and want to engage with the brands they care about.



PEOPLE HAVE NOT.

As much as **TECHNOLOGY** has changed,

—Scott Monty

MIRROR

THE HUMAN Relationships

by expanding the

CONVERSATION

AN INVITATION TO

THINK

Differently



Our long-term success is not just in the \$33.5B MR industry, but in democratizing MR for the \$1.3T Marketing Technology industry

How Do We

1. Help build better brands

2. Assist with humanizing data internally

3. Drive better business results

4. Encourage greater collaboration

The world is pretty crazy right now.

How does that make your customers feel?

How does that impact their attitudes, perceptions and behavior?

Remember it's a two way dialogue



THINK again about the

PEOPLE WHO MATTER

most to your **COMPANY**

People matter. If we embrace this reality, we have the chance to elevate customer intelligence, influence strategy and drive our profession forward.