



DEPLOYMENT OF A CUSTOMER CENTRIC ACTIONABLE IMPROVEMENT ROADMAP

In today's fast-paced environment, even the most successful companies aren't always able to fully develop the competitive advantage they need to perform to their maximum potential. One of the drivers for competitive differentiation will rely on the deep understanding of the multi-dimensional consumer dynamics and the ability of the company to transform this knowledge into concrete action plans. To support multinational Consumer Focus companies willing to orchestrate globally their Sales and Marketing strategies, Simoil Consulting provides a pragmatic and solid methodology for optimizing the synergy and R.O.I between On-Line and Off-Line activities and programs.

Why connecting On-Line and Off-Line brand's activities has become so important?

- ✓ **In-store, Internet and "Talking to peers" are the Top 3 means** used by consumers to get information for their most recent regular or major purchase.
Source: Forrester Research, Technographics Benchmark Survey, 2009.
- ✓ **68% of final clients across generation and product categories rely on recommendations** of friends or comments posted on-line before purchasing. They were 23% in 2003.
Source: Forrester Research, European online consumers study
- ✓ **47% of people who made a purchase at retail have had researched a brand on-line** before.
Source: Forrester Research, Technographics Benchmark Survey, 2008.
- ✓ **Visiting on-line Social Networks (platforms & blogs) is now the 4th most frequent activity on Internet.**
Source: Nielsen, Global Faces & Networked Places, 2009
- ✓ **85% of social networks' users expect more than a simple presence from Brands** on on-line platforms such as Facebook. They look for interactions with them.
Source: Cone, Business in Social Media Study, Sep. 2008
- ✓ **Within the Top 100 of International brands** ranked according to their level of on-line engagement, the Car industry (car brands) is at the 6th position amongst 12 other industries (1st position being held by media sector).
Source: The World's Most Valuable Brands, Engagement, WetPaint/Alltimer, July 2009

What Are the Challenges?

One of the critical challenges is to integrate Digital Marketing tools and connect them efficiently with the rest of the marketing & sales initiatives in order to achieve 3 main objectives:

1. Building Brand's visibility and awareness.
2. Leading traffic on-line (e.g. Web site) and at retail.
3. Supporting the ultimate purchasing decision and the positive Word-of-Mouth afterwards.

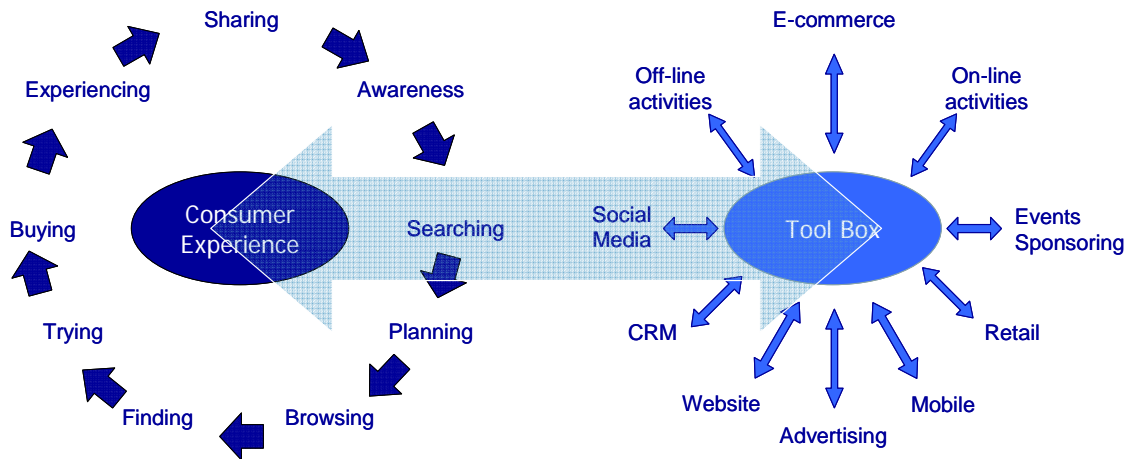
Simoil Consulting Approach

Our approach is based on the **Consumer Experience Cycle** and its tool box.

A consumer doesn't have necessarily the same **behavior or needs** when he is **planning a purchase** or when he **shares his experience** afterwards. As a consequence, it is important to know the path he takes and then to leverage the most relevant tools at each stage of the process.

The methodology, **Customer Centric Matrix™**, connects consumer experience cycle and Online and Offline tools. It consolidates qualitative and quantitative measurements for the brand and its sector. It gives a pragmatic perspective within and across different channels and tools.

CONSUMER EXPERIENCE CYCLE AND ITS TOOL BOX



The different tools are consolidated into 3 building blocks:

1. Brand Building
2. Digital Marketing
3. Trade & Retail Marketing

A Three Phase Approach

Our three-phase approach for each building block enables you to achieve immediate benefits in all your markets, as well as to develop a sustainable competitive advantage for the longer term.

- Phase I** Establishing the Foundations
- Phase II** Building the Framework
- Phase III** Reaching the State of the Art

EXAMPLE OF SIMOIL APPROACH FOR DIGITAL MARKETING

	Phase I Establishing the Foundation	Phase II Building the Framework	Phase III Reaching the State-of-The-Art
On-Line activities	<ul style="list-style-type: none"> Brand building fundamentals Focus on visibility and referencing Introduce Key Performance Indicators (KPI's) 	<ul style="list-style-type: none"> Enrich brand's web content(s) and frequency of publishing Develop specific content per target group and/or areas of interests (e.g mini-websites) 	<ul style="list-style-type: none"> Become a reference as online brand experience Leverage on full synergy between online and offline channels
Customer Relationships Management	<ul style="list-style-type: none"> Establish the principles of CRM Building consumer database through name generation activities 	<ul style="list-style-type: none"> Develop and monitor acquisition and loyalty activities/programs Introduce qualitative and quantitative customer segmentation 	<ul style="list-style-type: none"> Differentiate Brand's activities based on attitudes & behaviors profiling Optimize traffic and conversion at retail through CRM programs
Social Media	<ul style="list-style-type: none"> Integrate effectively social media within the Brand platform Build experience on consumer engagement 	<ul style="list-style-type: none"> Enhance brand engagement through regular and complementary presence on several platforms. Leverage on social networks, blogs, forums, micro-blogging. 	<ul style="list-style-type: none"> Create dedicated brand communities Leverage on consumer engagement for idea generation or product innovation.
Mobile	<ul style="list-style-type: none"> Focus on most relevant usage for main target audience Adapt Brand communication to this channel 	<ul style="list-style-type: none"> Integrate mobile channel as a new marketing channel for the brand Introduce mobility services for mobile consumers 	<ul style="list-style-type: none"> Strengthen geo-marketing through mobile services and offers Introduce augmented reality and expand geo-marketing functionalities
e-Commerce	<ul style="list-style-type: none"> Introduce e-Commerce as a complementary service channel for consumers 	<ul style="list-style-type: none"> Develop exclusive brand offers or programs on top of standards e-commerce benefits Introduce product customization 	<ul style="list-style-type: none"> Move from product customization to brand personalization

Simoil Consulting Deliverables

Our pragmatic and hands-on approach optimizes integrated Marketing process and activities for maximum results at most efficient cost by:

- Implementing consistency and benchmark across various On-Line and Off-Line activities
- Building efficiency across your markets
- Driving profitability improvement across channels
- Transferring business know-how to your internal teams

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His platform counts more than 6000 members as off January 2010.

Visit Frederic platform at www.customercentric.org