

Customer Behaviour Analysis

A New Competitive Scenario for Business

In the new World Economy, Companies have to “make the best of the recovery”:

- Constant **STRATEGY, PLAN** and **BUDGET** review
- Setting up guardianship strategies and refining planning models
- Assumptions from the past have to be adjusted and refined



Companies have to work in a different scenario:

- Customer-centred
- Rapid response to consumer needs
- Flexibility and adjustment
- Competition



Business Strategy vs Purchase Strategy

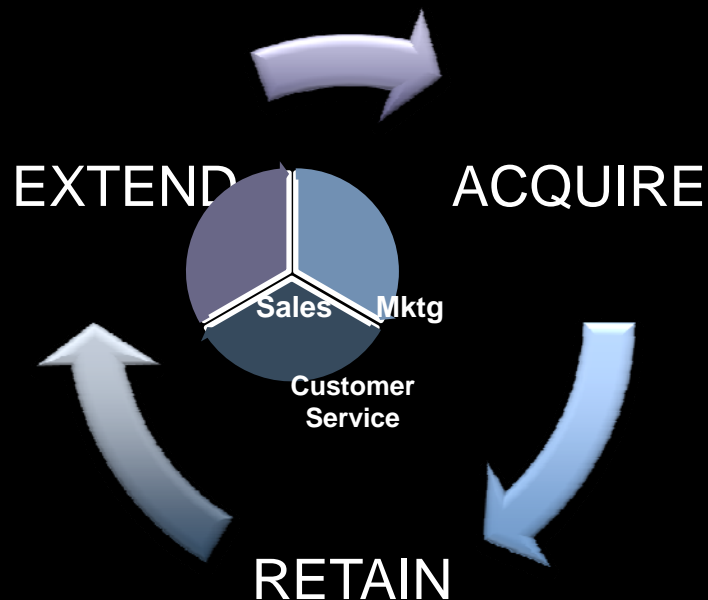
Three key phases:

- Customer acquisition
- Customer retention
- Customer extension

Strategies need DECISIONS

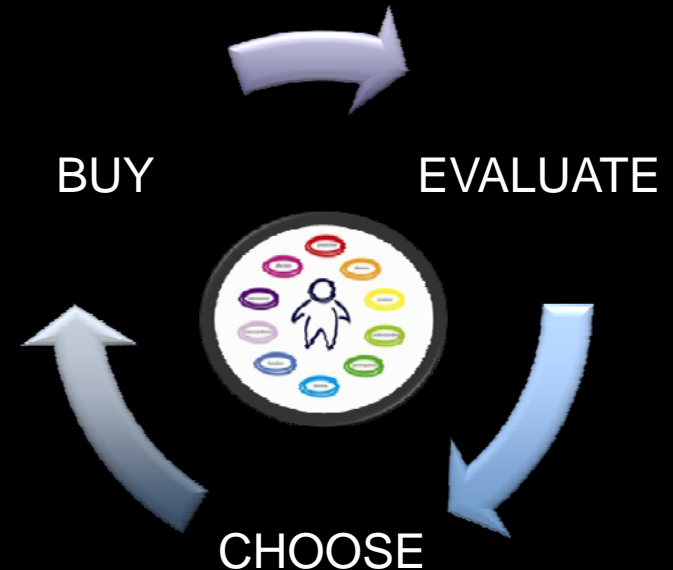
Three key phases:

- Product/service evaluation
- Product/service selection
- Shopping



Three contextual strategies:

- Marketing – focused upon the needs of consumers
- Customer service – focused upon the needs of customers
- Sales – focused upon the needs of customers & consumers



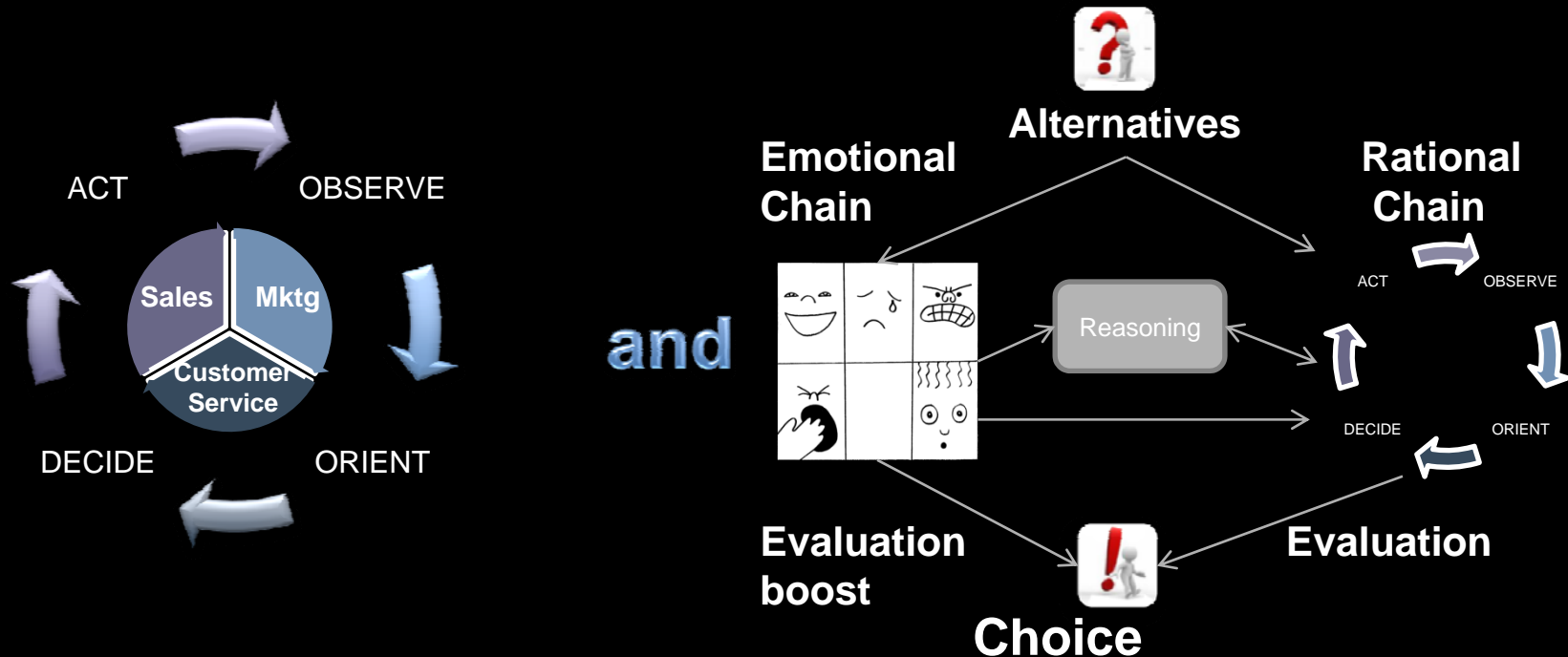
Information to evaluate:

- Price & quality
- Benefit
- Trends, design & innovation
- Other experiences & emotional appeal
-



Business Decision Making vs Consumer Choice

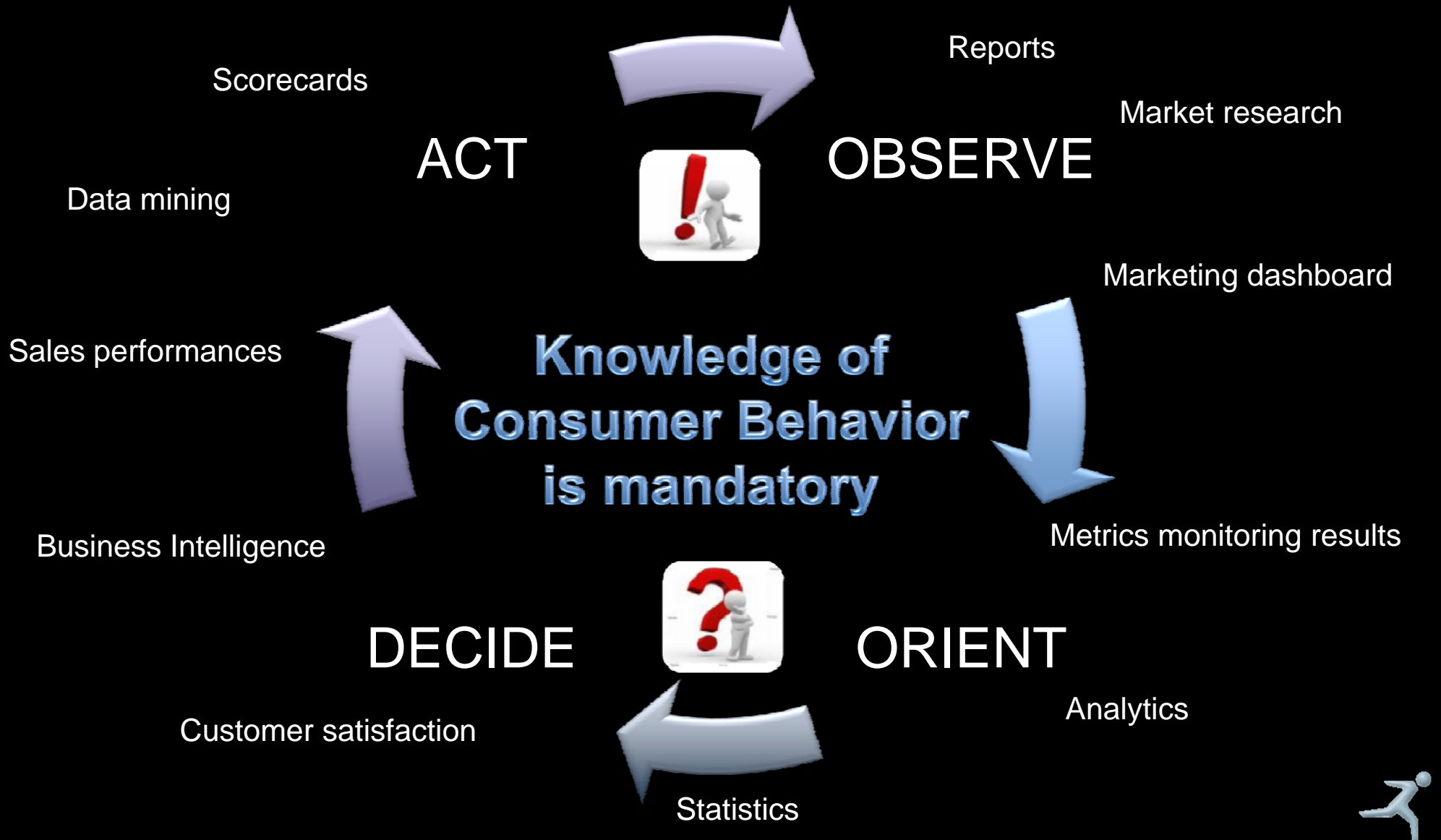
Decisions/choices are based on assumptions/emotions



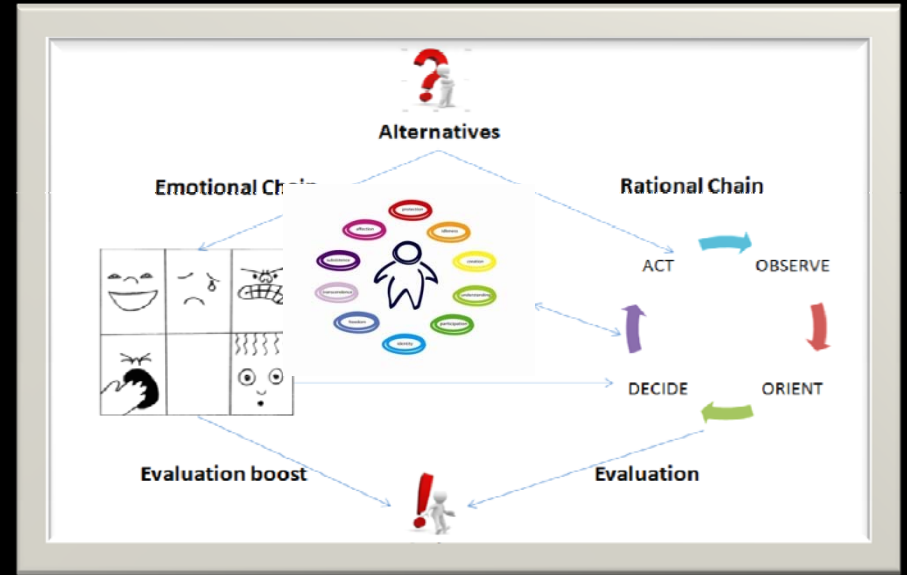
INFORMATION



Company Decision Making – Processing Information



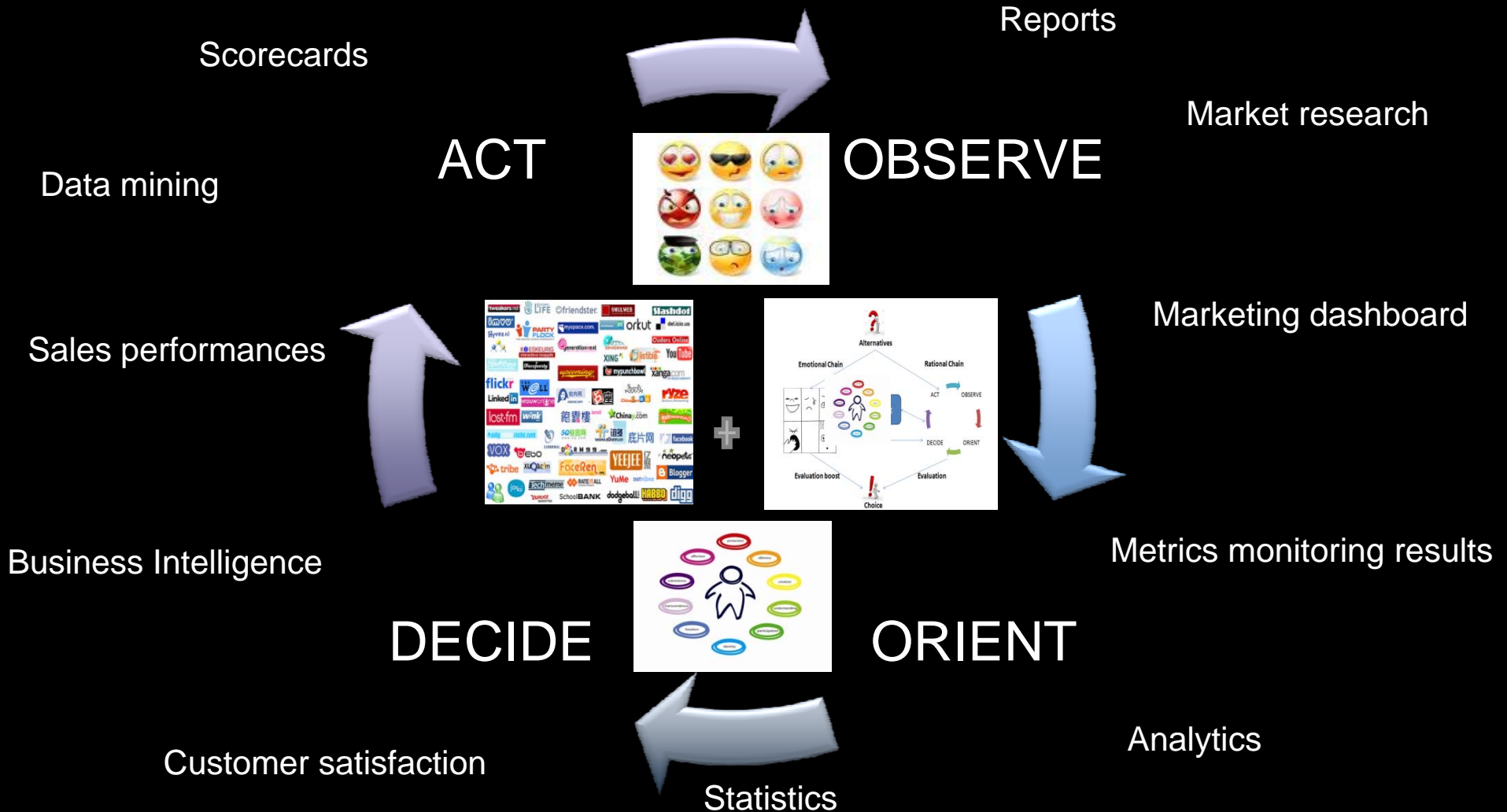
Consumer Choice – Processing Information



Consumer Awareness



Intelligent Company Decision Making – Approach to Processing Information



Consumer Behaviour & Business Decisions

Business decisions rely on assumptions, analysis and knowledge of the consumer.

Understanding consumer behaviour is essential for managers, as they can use it to:

- Provide value and customer satisfaction
- Effectively target customers
- Enhance the value of the company
- Improve products and services
- Create a competitive advantage
- Understand how customers view their products versus their competitors' products
- Expand their knowledge base
- Apply marketing strategies for a positive affect on consumers



Consumer-Generated Contents Intelligence

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TO BE PROACTIVE



Reply Challenge

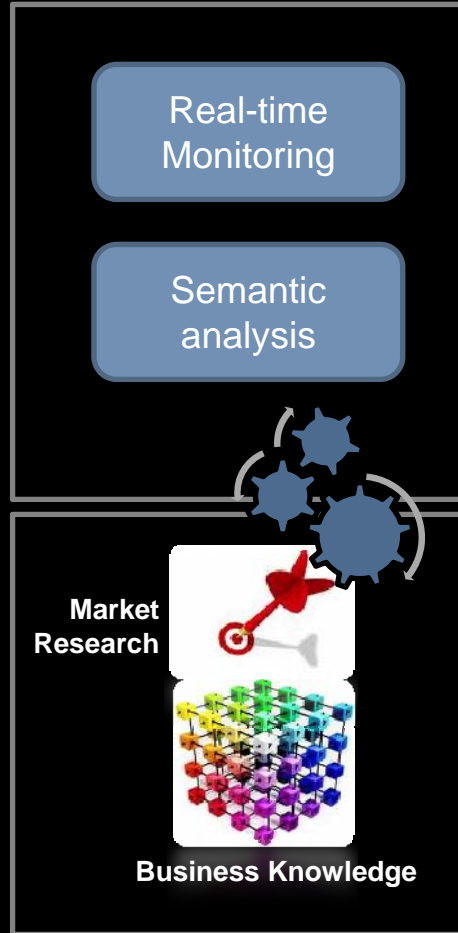
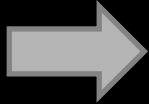
Blogs – Forums – Social Networks



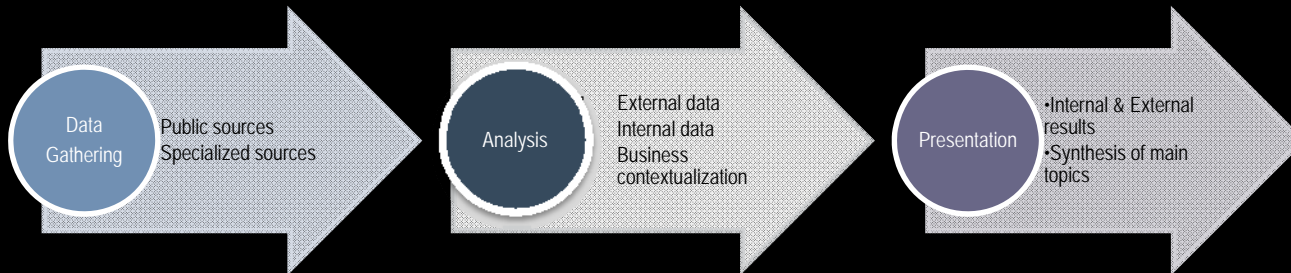
Institutional association



Market analysts



Business Decision



Thanks

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