

# The Customer Obsessed Approach to Media

»ORC«



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VP Solutions



**Michael Cocker**  
Head of Performance Marketing

**MERKLE**

**TESCO**



# THE CUSTOMER OBSESSED APPROACH TO MEDIA

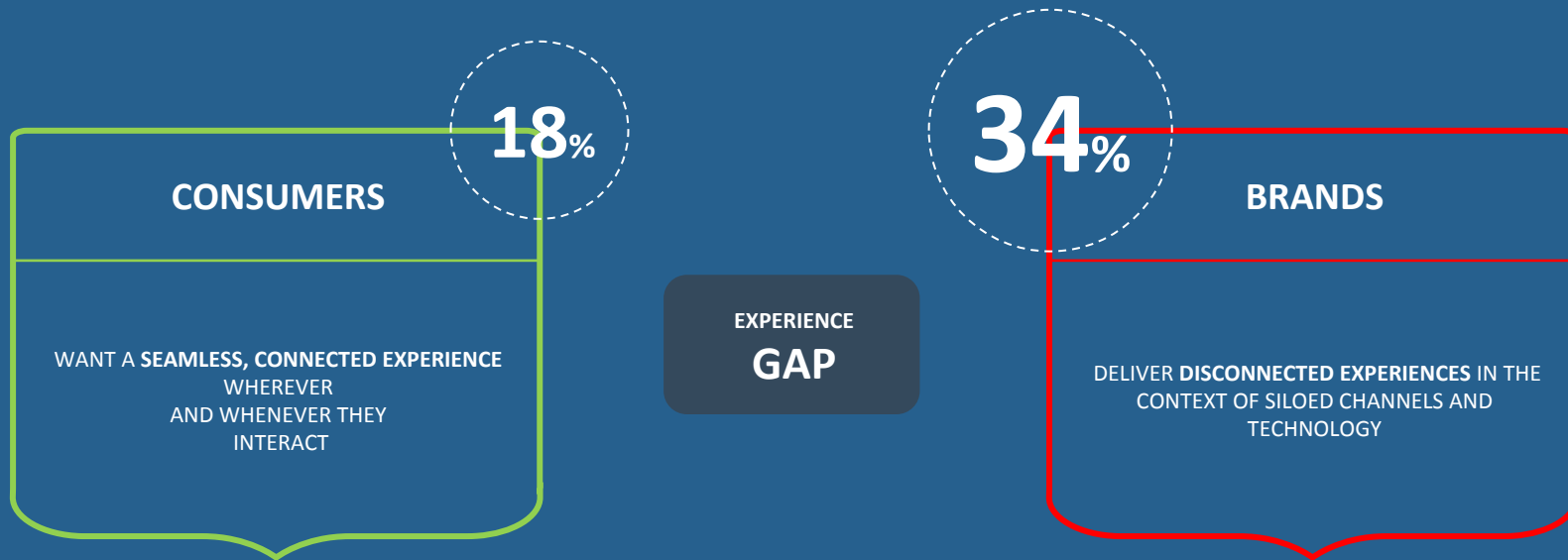


A background image showing a business handshake between two men in suits, with a third person's hand visible in the foreground. The image is dimmed to allow the text to stand out.

# CUSTOMER CENTRICITY

WHAT'S ALL THE HYPE ABOUT...

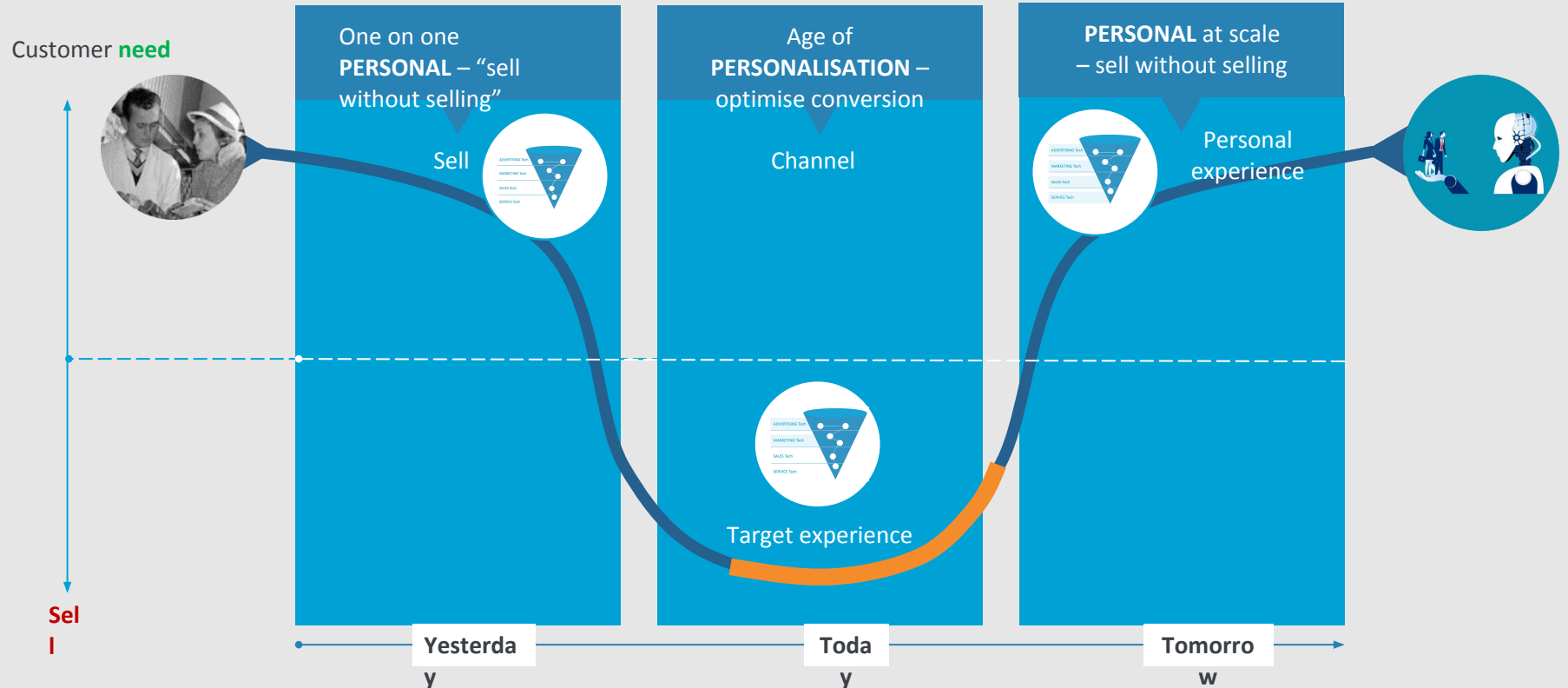
# THE CHALLENGE



CONSUMERS VS MARKETERS WHO THINK BRANDS ARE ABLE TO DELIVER AN EXCEPTIONAL CUSTOMER EXPERIENCE

THE HARRIS POLL, "ADDRESSING THE GAPS IN CUSTOMER EXPERIENCE" – REDPOINT GLOBAL, 2019

# HOW DO WE ADDRESS THIS?



# SO HOW DO WE ACHIEVE THIS?



# CONNECTING THE CUSTOMER EXPERIENCE

## Harness Data



Know who you are  
having a conversation  
with.



## Personalise Comms



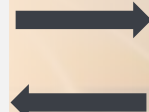
Define your next best  
message, offer or  
action



## Orchestration



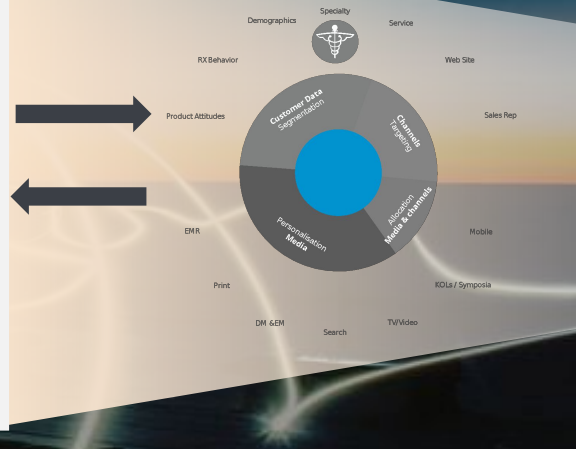
When, where, why,  
and how to have the  
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## Reporting and analysis

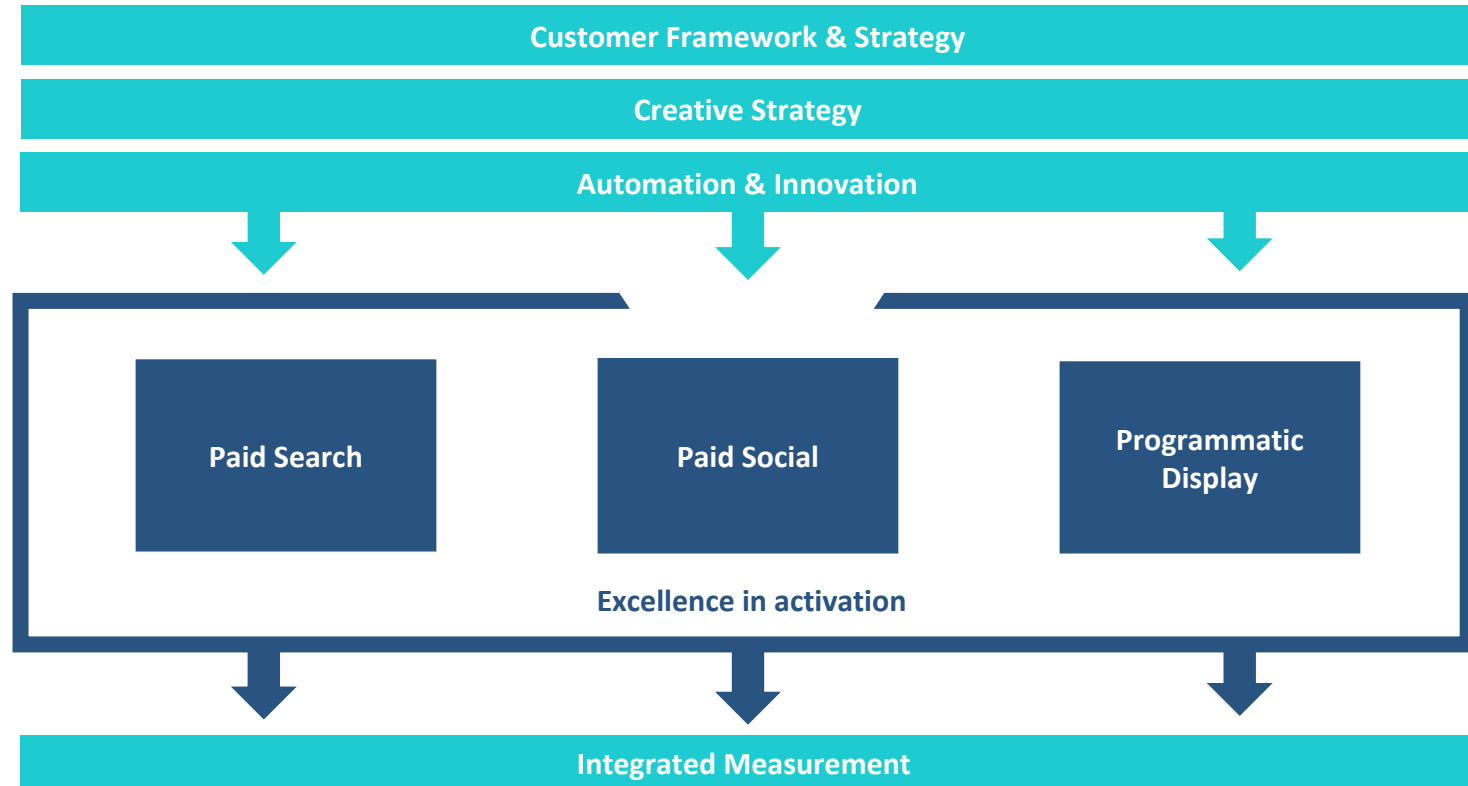


What we learn so that we can plan, invest, adjust, and optimise



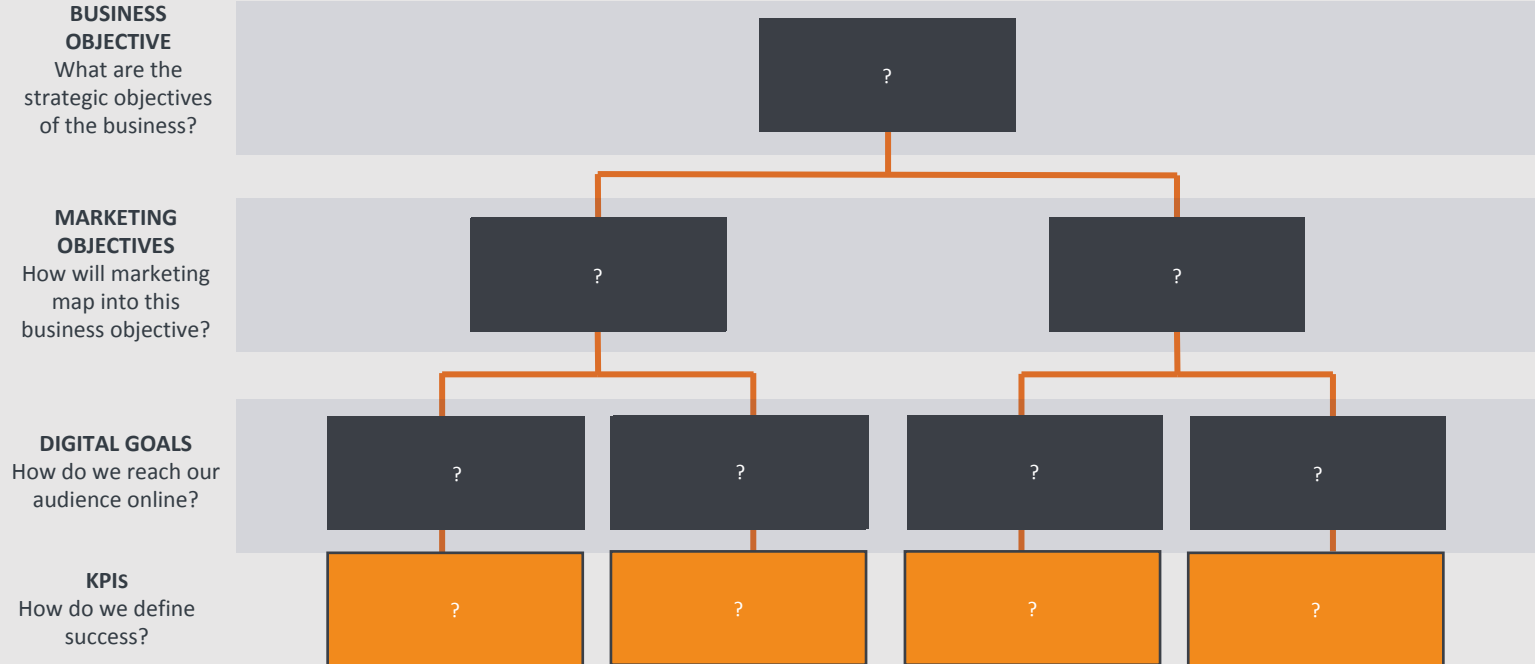
## TRANSLATING THIS FOR MEDIA

ABILITY TO DELIVER CUSTOMER CENTRICITY IS RELIANT UPON...





# DEFINE YOUR KPIs



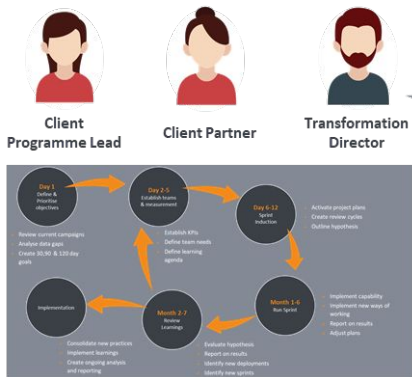


**DATA IS CRUCIAL**

**BUILD IT, VALUE IT, USE IT**

# TEAM INTEGRATION DRIVES SUCCESS

- Understand clearly the **business vision** and how to communicate this
- Own and deliver the **transformation roadmap**
- Drive the **culture change** through leading by example



Current Client Teams



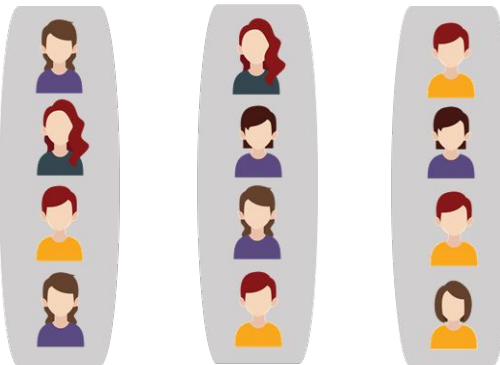
May or may not be currently practicing agile ways of working

Additional 3<sup>rd</sup> party SMEs



Additional skills/people required in the interim until new roles are filled and/or skills are transferred

Customer Strategy Group



**Goal:**  
Increase customer reach to 90%+

- Preference centre opt ins
- App downloads
- User Engagement

**Goal:**  
Digital Revenue +€5m

- Digital first marketing
- Web visits +50%
- UX enhancement

**Goal:**  
95% trigger based NBAs

- Enhance trigger based data strategy
- Rationalise ineffective offers



Backlogs and workflow management



Ceremonies



Retrospectives



Cycle Times / Sprints / KANBAN



Stakeholder Collaboration

- Establish governance layer
- Facilitate initial governance meetings while **transferring ownership**

- Establish new agile squads each with **clear purpose & objectives**
- Assign people to squads based on **skills required**
- Agree the **squad vision**

- Define a **clear, ownable and achievable goal** for the squad and a **timeframe**
- Agree KPIs** that enable measurement of the goal
- Map **initial programmes** of activity

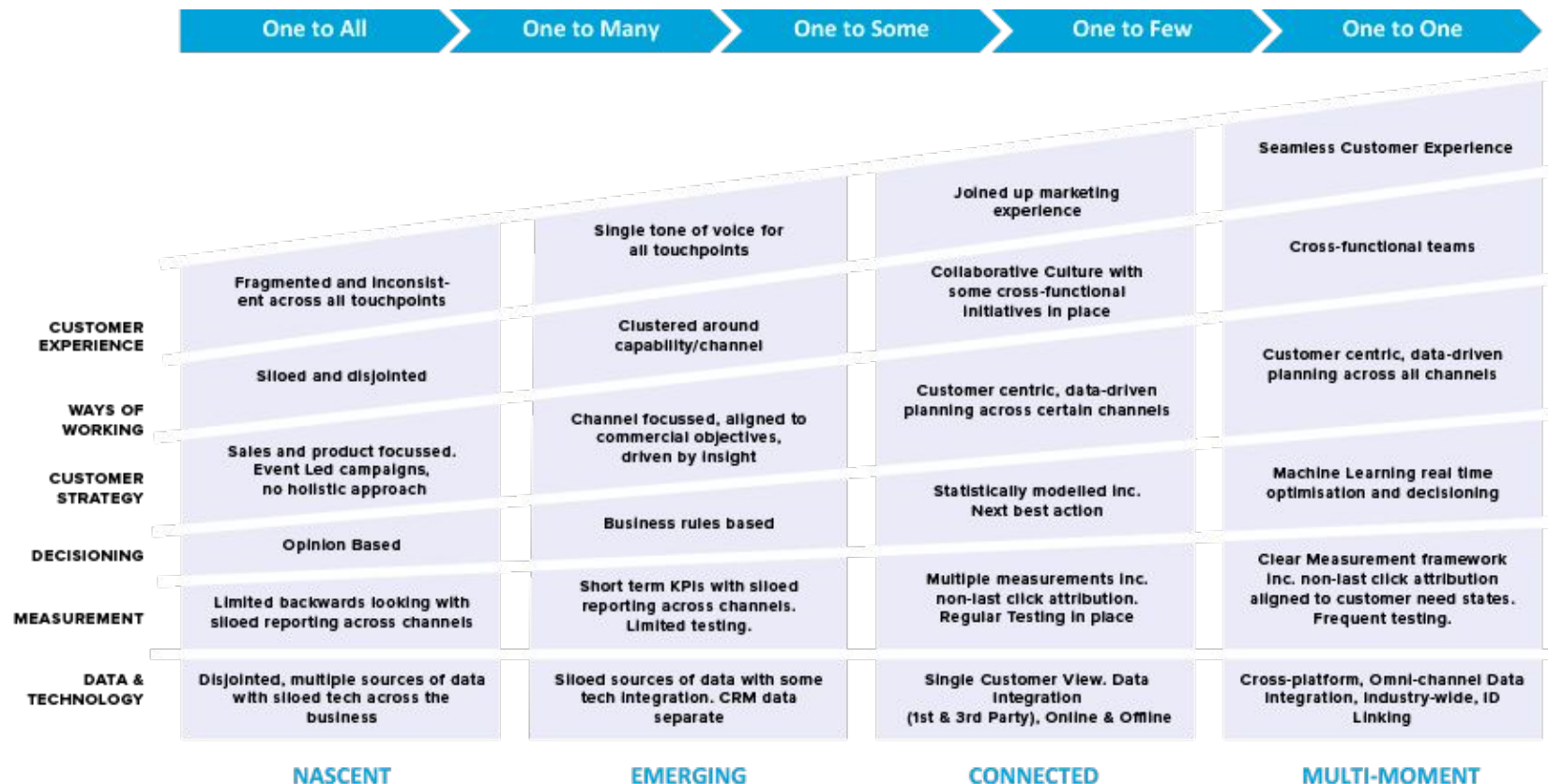
- Define and support new **agile practices** through coaching and centres of excellence

A man and a child are walking away from the camera on a dirt path. The man is on the right, wearing a dark jacket and jeans. The child is on the left, wearing a light-colored jacket and pants. They are walking towards a body of water under a warm, orange-hued sunset sky. The path is flanked by trees and foliage on the left and a large log on the right.

THINK BIG  
**START SMALL**



# DIGITAL MATURITY – BUILDING CAPABILITIES





# Case Study







**30%** increase in Revenue from  
“non-loyal” audience.



**8%** increase in Revenue from “super  
user” audience.

### Objectives


- ▲ Tesco were keen to understand how valuable each of their customers were and how to engage with them in a way that would fit with their needs. Tesco wanted to understand how they could better leverage their Clubcard data and to increase personalisation, specifically for their Tesco.com business

### Approach

- ▲ All Tesco's online customers were split by their purchase recency, frequency and monetary value. Giving us the ability to segment them and target them with more relevant and timely messaging.

## ...3 KEY CONSIDERATIONS

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The diagram consists of three identical vertical elements arranged horizontally. Each element features a large white circle with a dashed outline. Below the circle is a solid orange rectangle. A dark blue horizontal bar is positioned in front of the orange rectangle, containing white text. The first element is labeled 'UNDERSTAND YOUR CUSTOMERS', the second 'MEASURE WHAT MATTERS', and the third 'CONNECT THE EXPERIENCE'.

UNDERSTAND YOUR CUSTOMERS

MEASURE WHAT MATTERS

CONNECT THE EXPERIENCE



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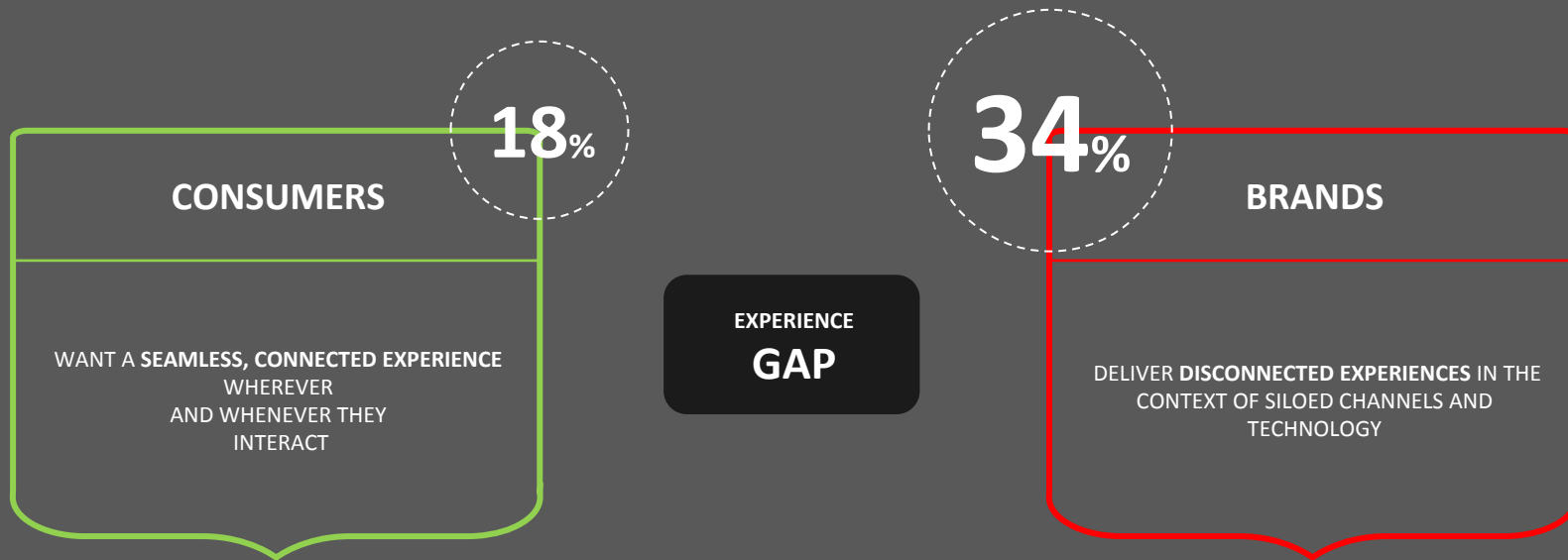


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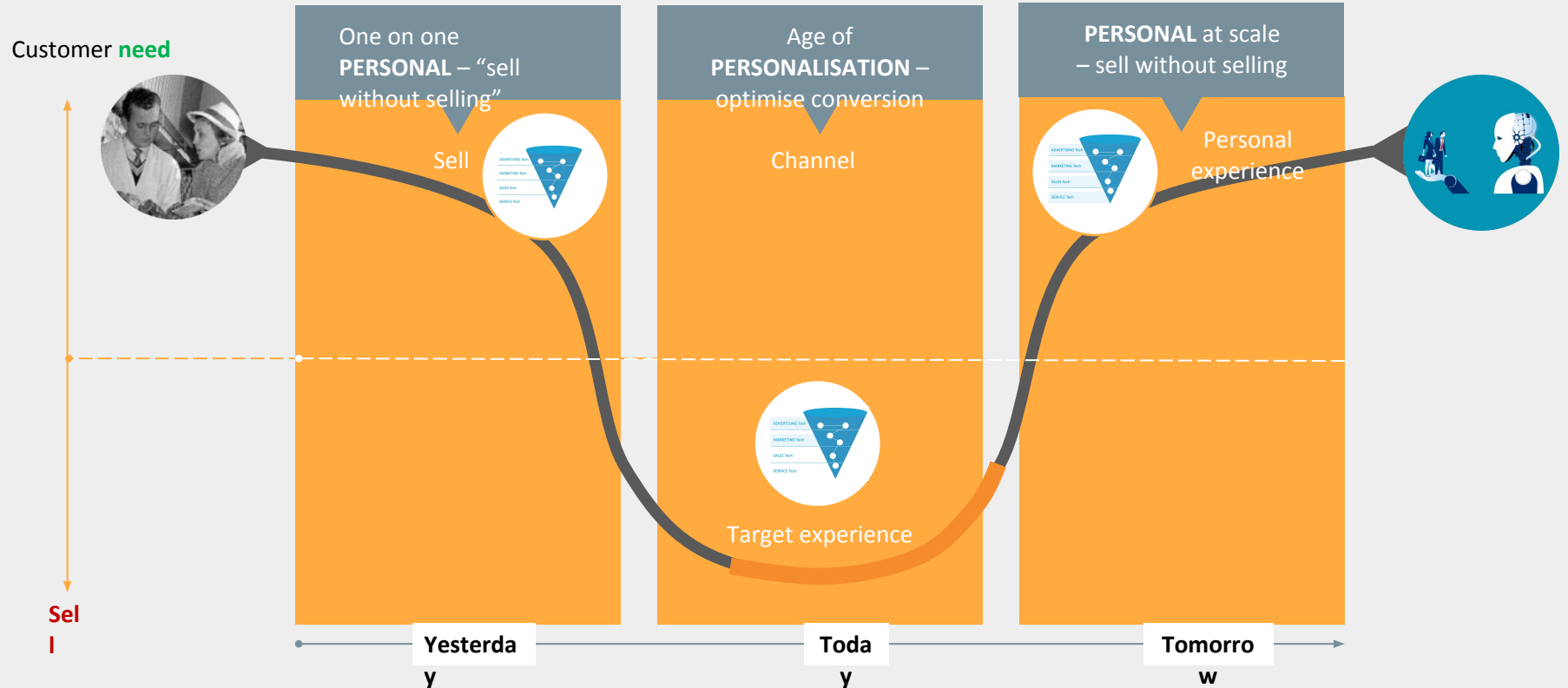
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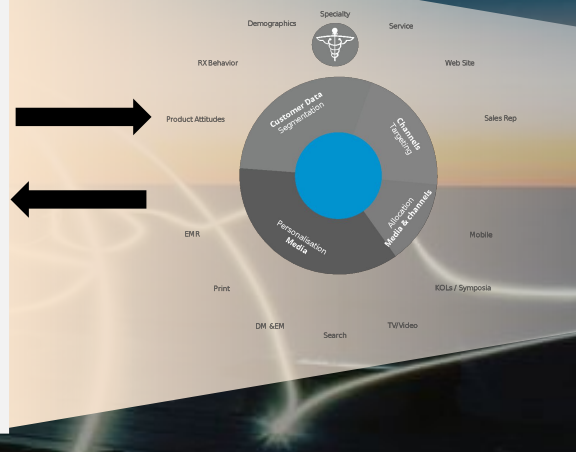
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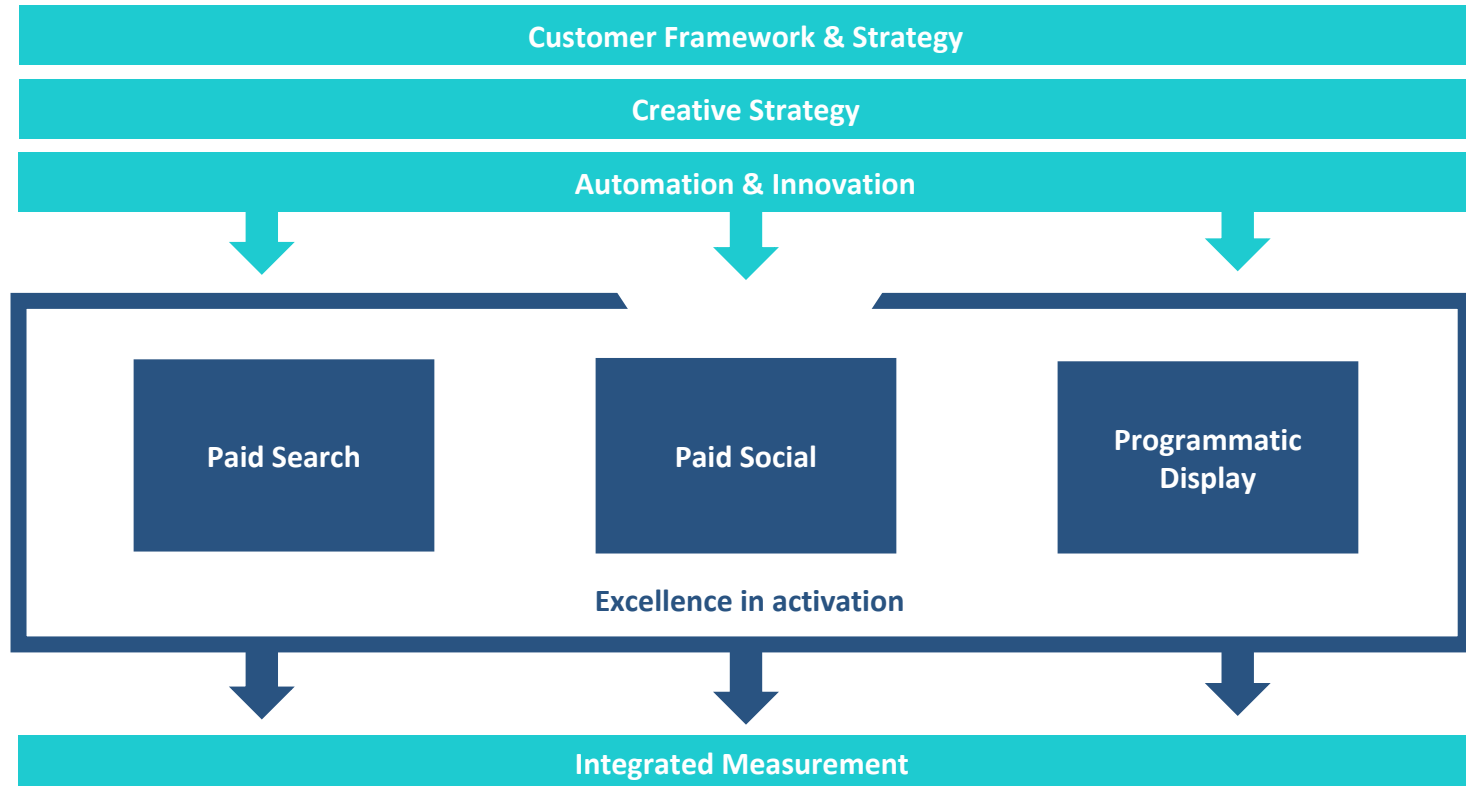


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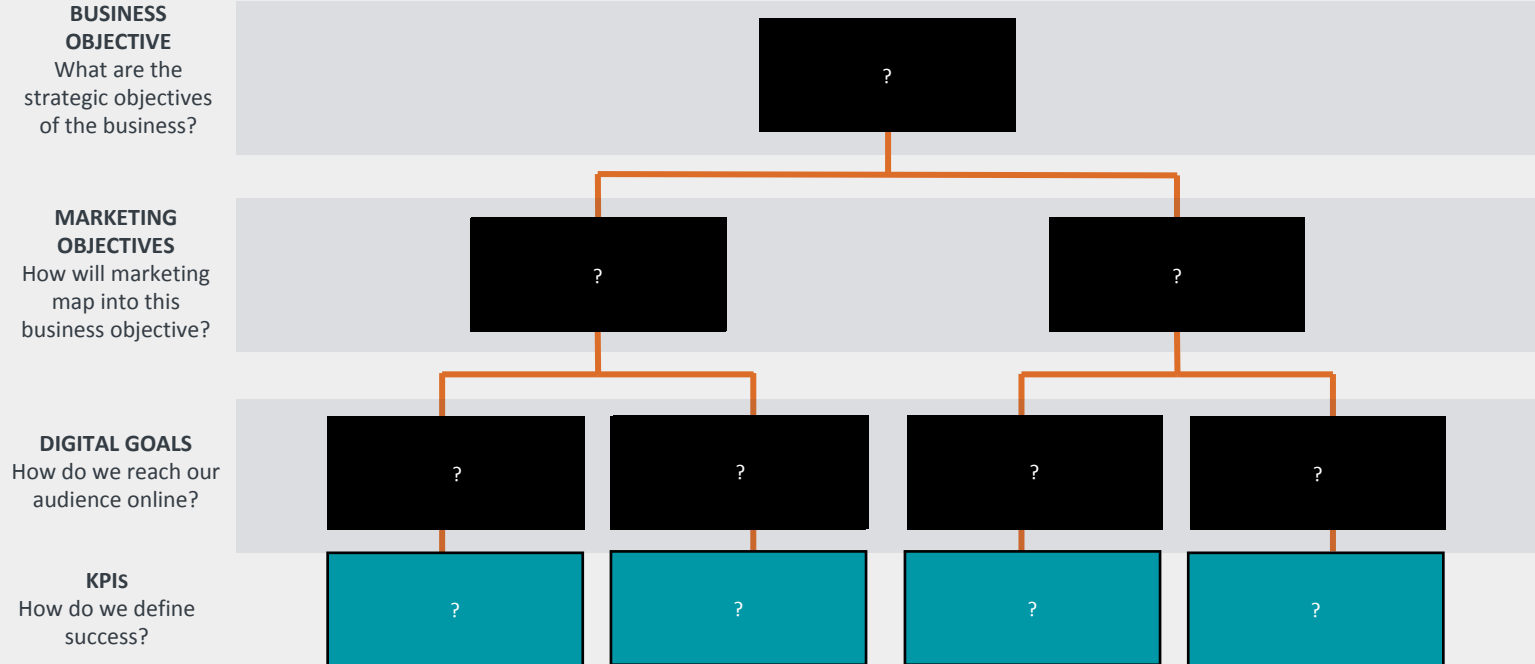


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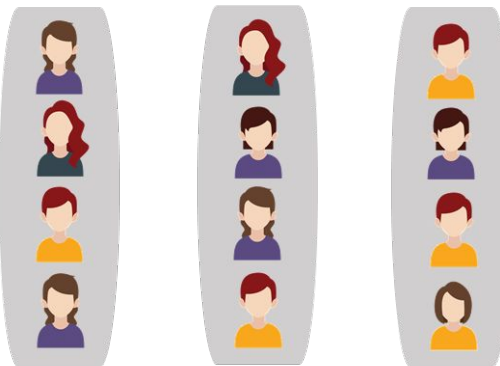
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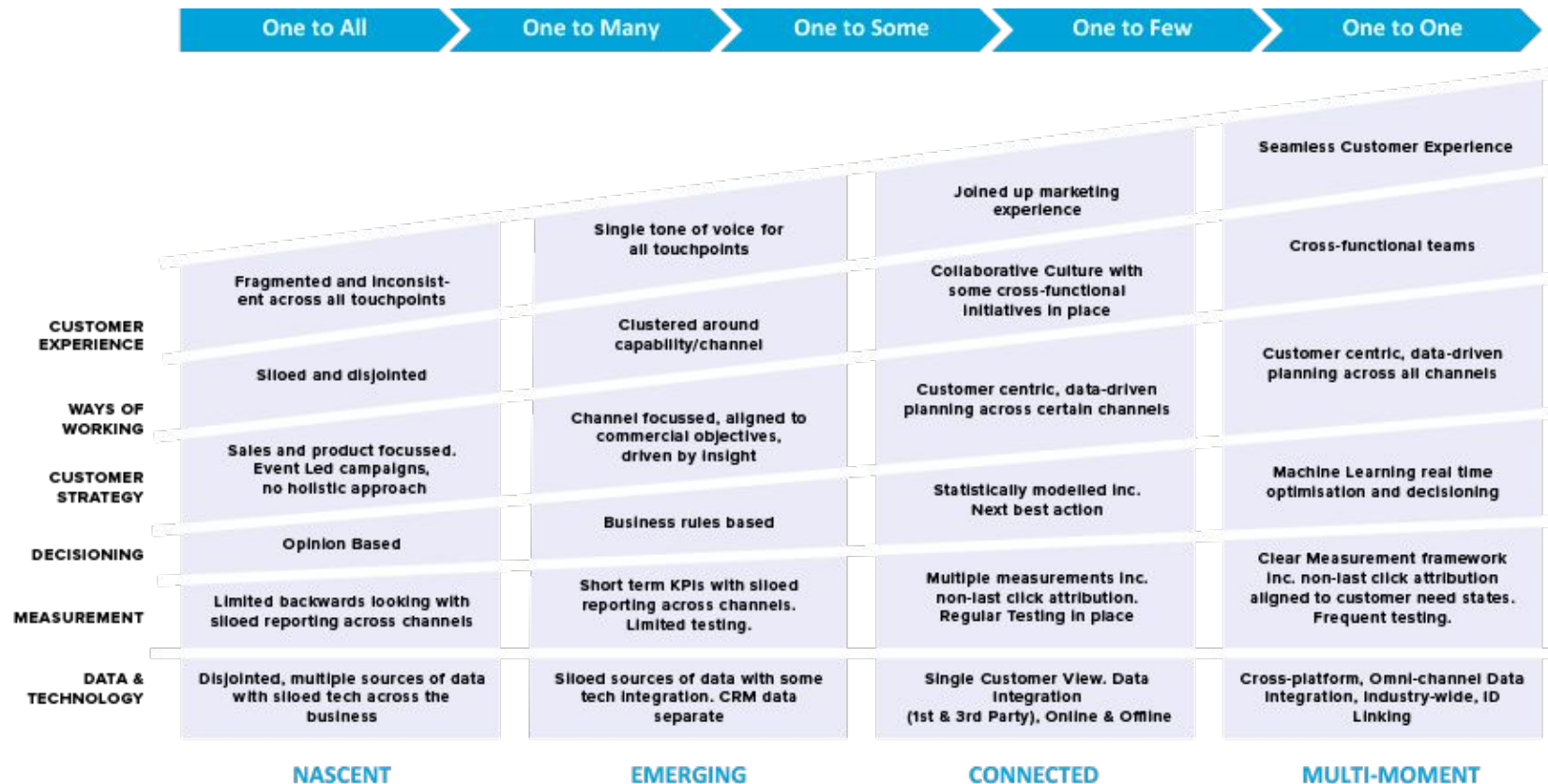
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UNDERSTAND YOUR CUSTOMERS

MEASURE WHAT MATTERS

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