

Creating Experiences that Influence Profitable Behavior



Customer Innovations helps organizations influence the choices that customers make in areas where customer behavior is critical to business success:

- *Winning more sales opportunities by influencing customers' purchase choices*
- *Retaining more customers by influencing customers' loyalty behavior*
- *Improving profit by influencing how customers make price - value tradeoffs*
- *Increasing revenue by influencing visit frequency and size of purchase*
- *Improving customers' acceptance of changes in pricing, products or services*
- *Driving positive word of mouth by influencing customer advocacy and story telling*



We recognize that it is not possible to influence **what** customers do without understanding **why** they behave the way they do. Our proprietary approach, grounded in Behavioral Science and Behavioral Economics, helps clarify the complex interaction between what customers think, feel and ultimately do, allowing you to design products, services and experiences that resonate with and influence natural behavioral pathways.

We have helped companies achieve bottom line improvements of 10-25% in the form of longer term relationships, incremental sales, reduced acquisition costs, positive word of mouth, higher price realization, and improved productivity of customer-facing operations. Most of our work has been with organizations that deal with complex networks of "customers" including agents, distributors, brokers, retailers, and other influencers.



Our Toolbox:



Behavioral Portraits

Generates deep insight that enables you to understand why customers behave as they do and identifies the most important behavioral drivers for specific groups of customers.



Trigger Analysis

Surfaces how people perceive, interpret and evaluate their experience and identifies the specific customer interactions that elicit positive or negative behavioral responses.



Influence Strategies

Designs the product, service and experience interventions needed to influence customer behavior and creates the mechanism for consistent delivery of those changes.

How We Have Helped Our Clients Succeed

A multi-brand specialty retailer was experiencing limited growth in a brand. Customer Innovations identified the behavioral triggers for the most common types of male gift-givers, and designed 6 simple innovations to address those triggers. In stores where the changes were implemented, sales increased 27% over three years.

Our client, a provider of automotive insurance and finance products, was experiencing high dealer attrition. Customer Innovations identified and designed 7 specific product and experience improvements, resulting in \$20MM in retained revenue, a bottom line impact of \$1.3MM and a 3% improvement in dealer retention.

This employee benefits provider was suffering from commoditization that impacted both customer acquisition and retention. Customer Innovations identified the precise triggers that were driving attrition, and innovated specific improvements in the renewal process that allowed the company to retain more than \$100MM in the first year.

Representative Clients



For information, contact us at info@customerinnovations.com or 404-542-0258