

# KANTAR

## The World at Large

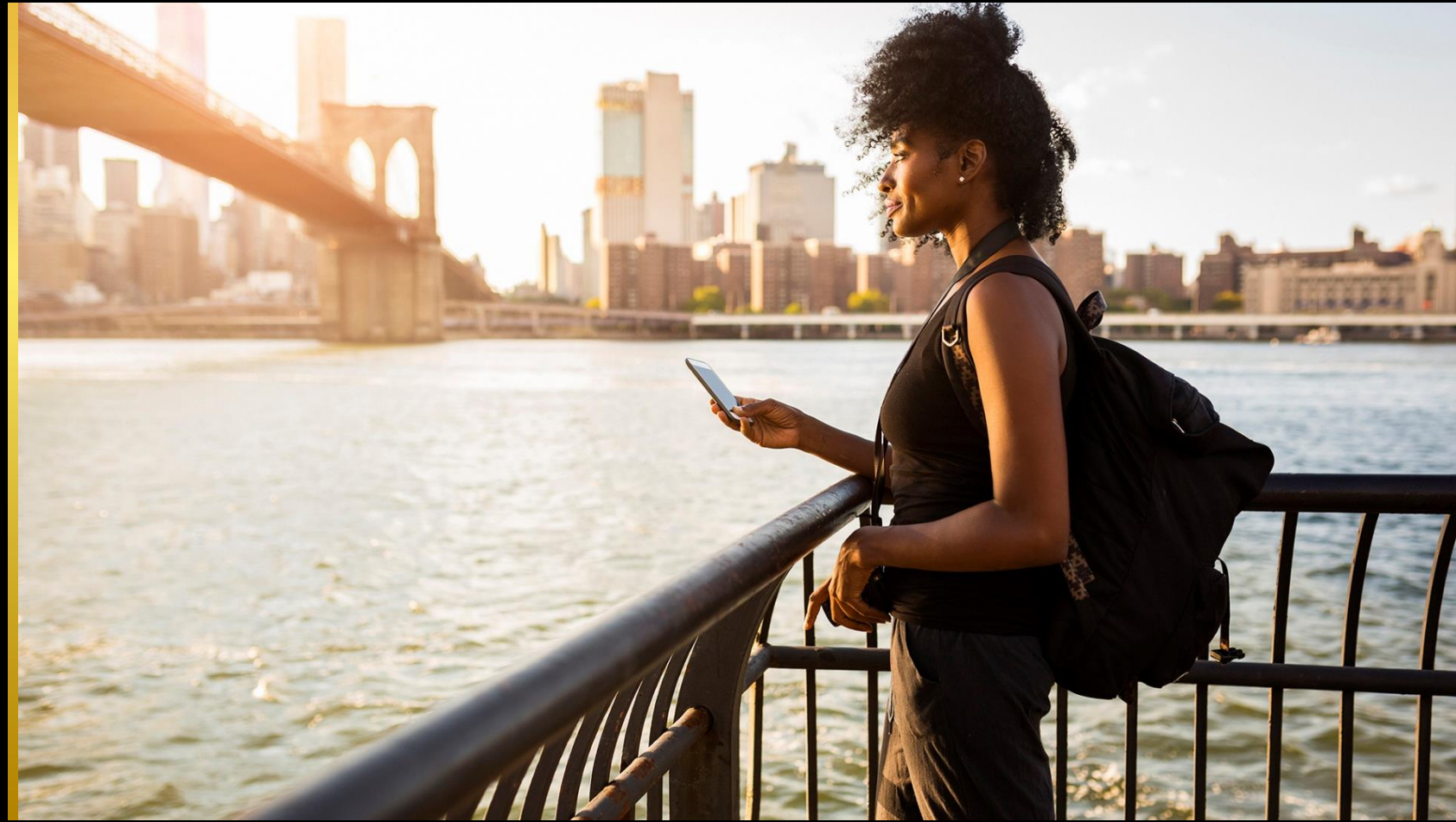
Amy Cashman  
CEO, UK&I Insights Division,  
Kantar

3<sup>rd</sup> November 2020



@cash\_ac

@Kantar



# What's different about the current landscape?

The surge to digital



“70% of global executives believe that the crisis will expedite the digitalization process”

# What's different about the current landscape?

New emotions



“COVID-19 has impacted or will impact household income for 71% of households”

# What's different about the current landscape?

New social values

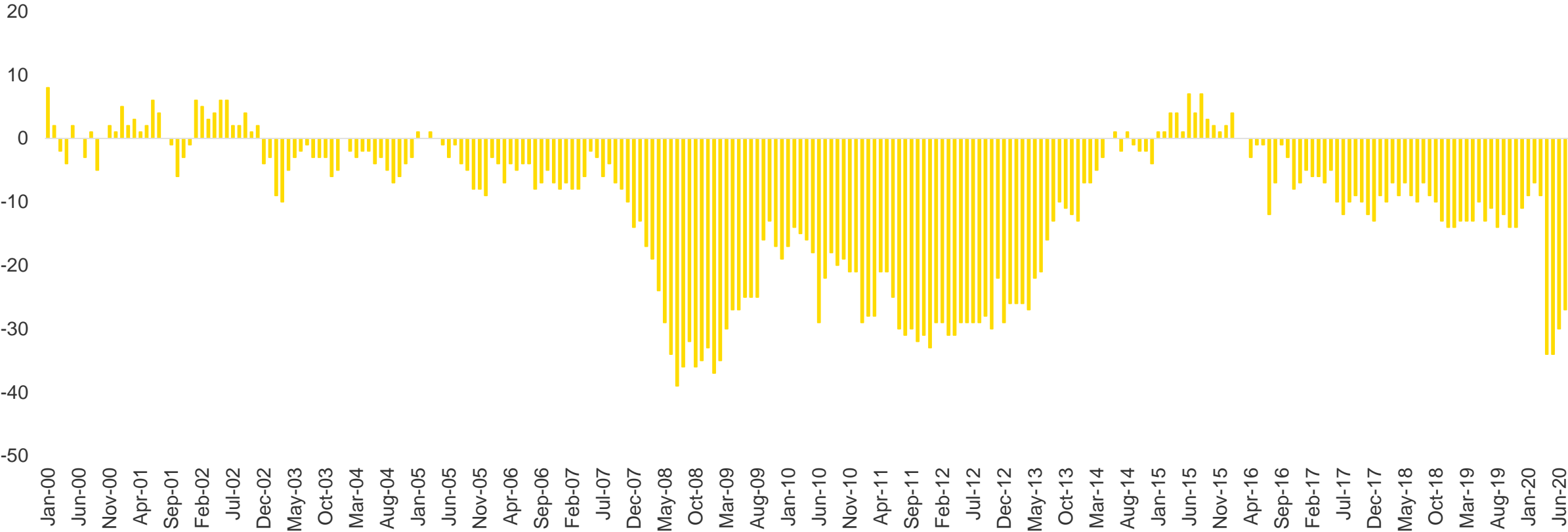


“Corporate responsibility is three times more influential in brand choice than 10 years ago”

A photograph of a busy city street at sunset. The scene is filled with the silhouettes of people walking, their figures blurred to convey a sense of motion and a fast-paced environment. The sun is low on the horizon, creating a strong, warm glow that illuminates the scene and casts long shadows. The ground is paved with large, light-colored tiles. In the background, city buildings and a street lamp are visible against the bright sky.

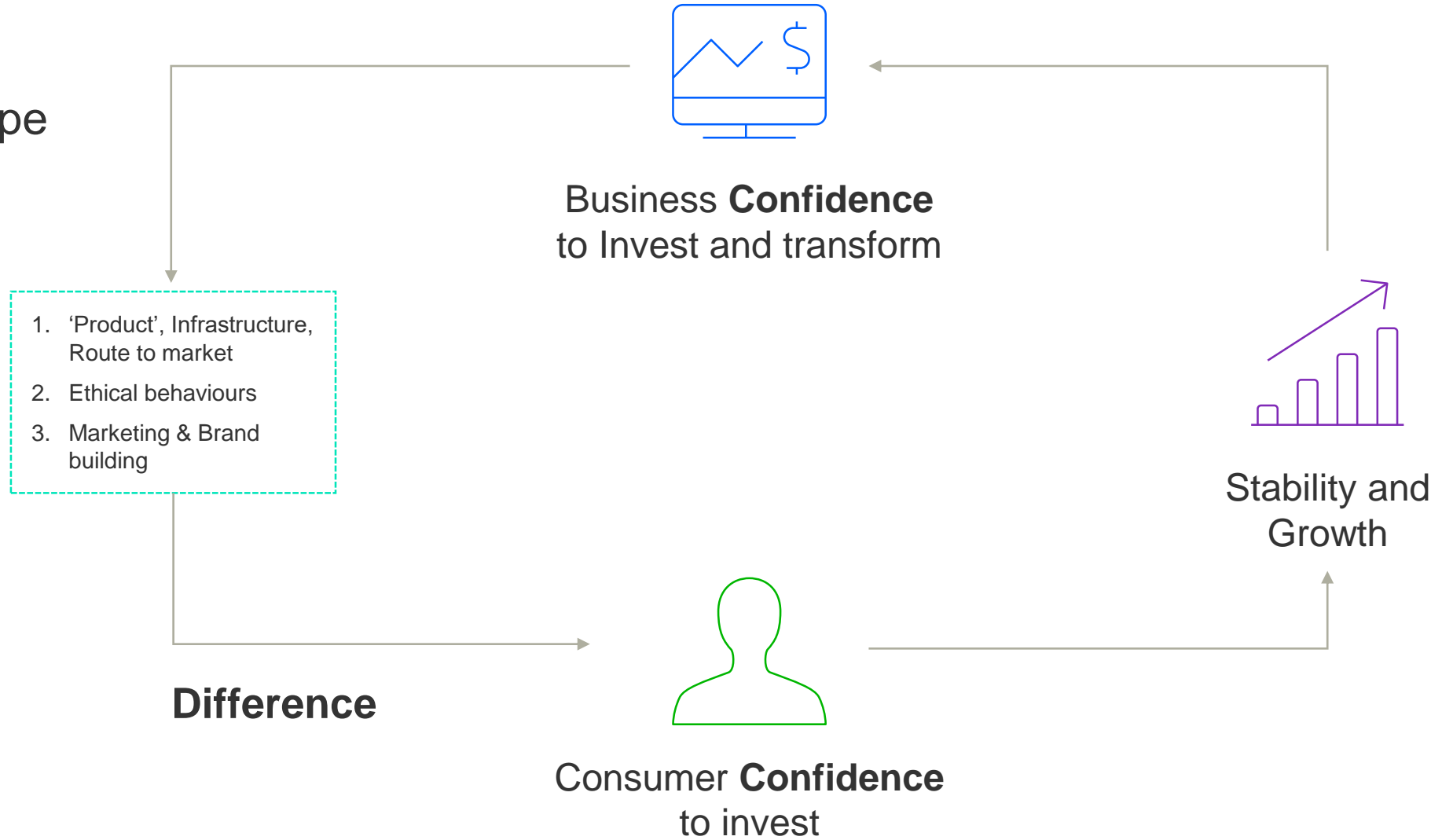
Customers have not  
changed, but their context  
and expectations have

# And their confidence is at its lowest point since 2013



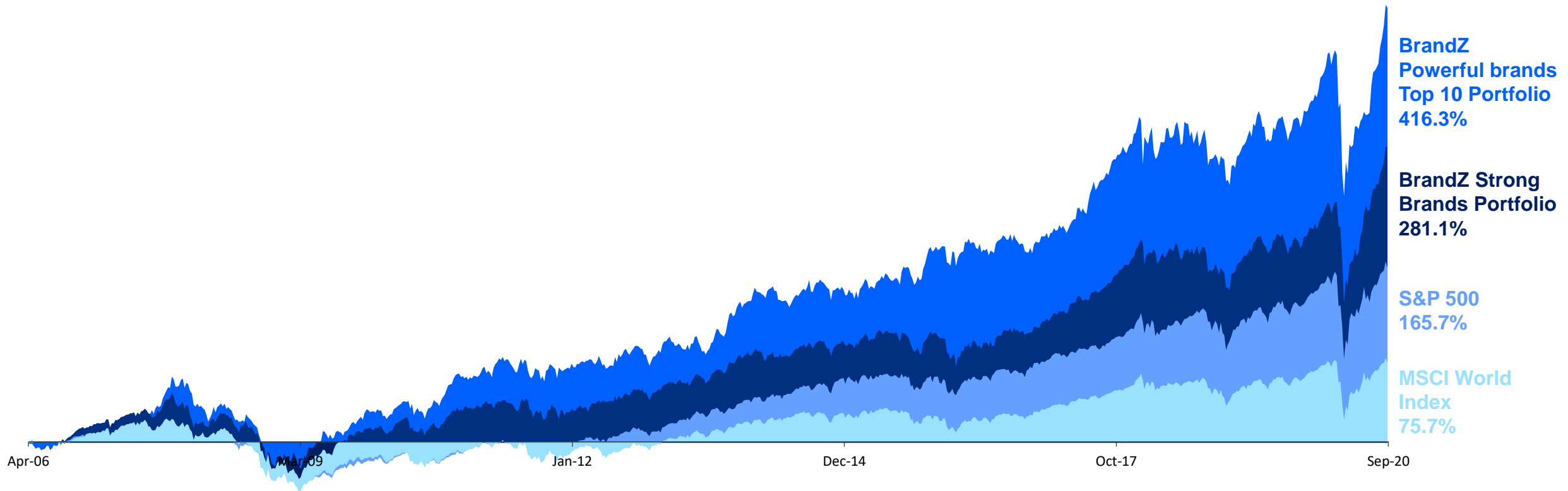
# Confidence

Key to recovery  
in 'Post-2020' landscape



















# Strong brands deliver superior shareholder returns, are more resilient in times of crisis and recover more quickly

BrandZ™ Portfolios vs S&P 500 vs MSCI World (April 2006 - April 2020)



# Difference is THE critical driver of long term brand value growth in the UK

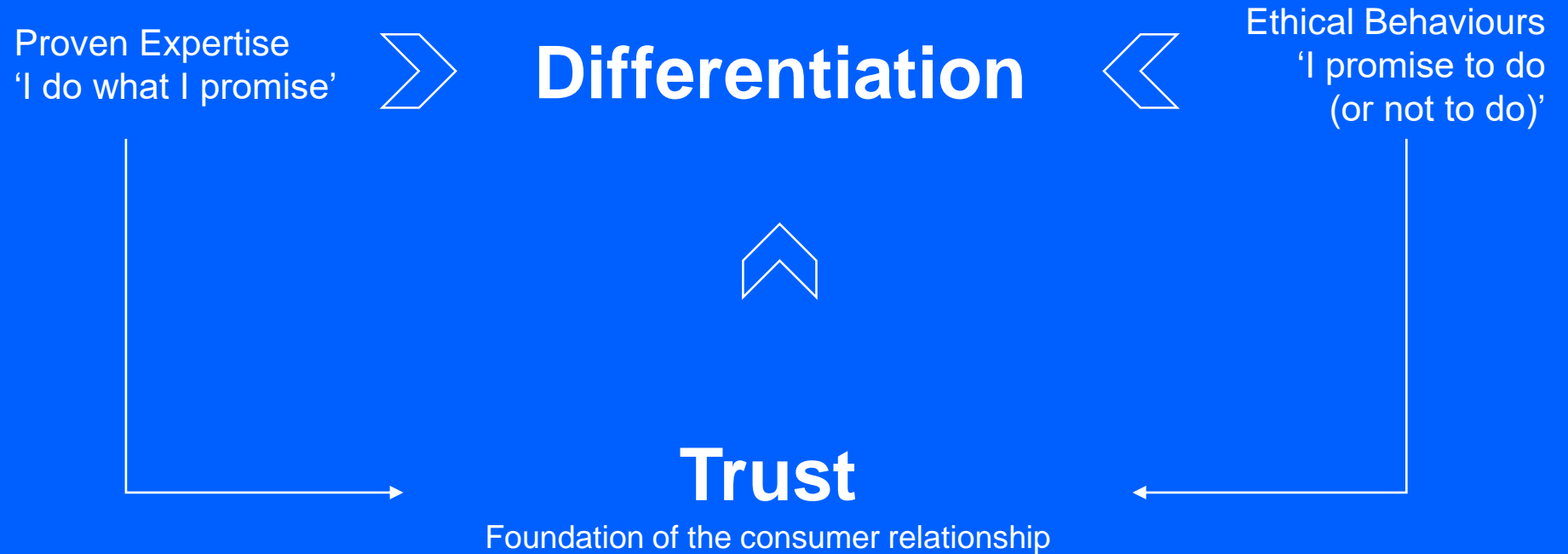
	New entries 2020	Top 5 Fastest risers 2019/20	Increasing brand value since 2017
<b>Difference index average:</b>	<b>110</b>	<b>113</b>	<b>152</b>
	      	    	   



## How to build difference?

Creating a **DISTINCT TERRITORY**,  
owning an **OCCASION** or offering  
a wider **ECOSYSTEM** of the benefits  
is the strongest route to growth now  
and in the future.

# Delivering Difference in a world changing practically and ethically



# Brands recognise that customer centricity is key for success in this new landscape

91%\*

...of CEOs believe customer centricity is essential to driving business growth

18%\*

...of UK customers rate their brands as truly customer-centric

# The principles of powerful CX



## Empathy

Feel your customers in your bones: identify what **really** matters to them



## Emotion

Identify the moments that matter: emotion drives behaviour



## Empower

Quickly close the loop

# What does this mean for contact centres

The frontline of delivering the experience



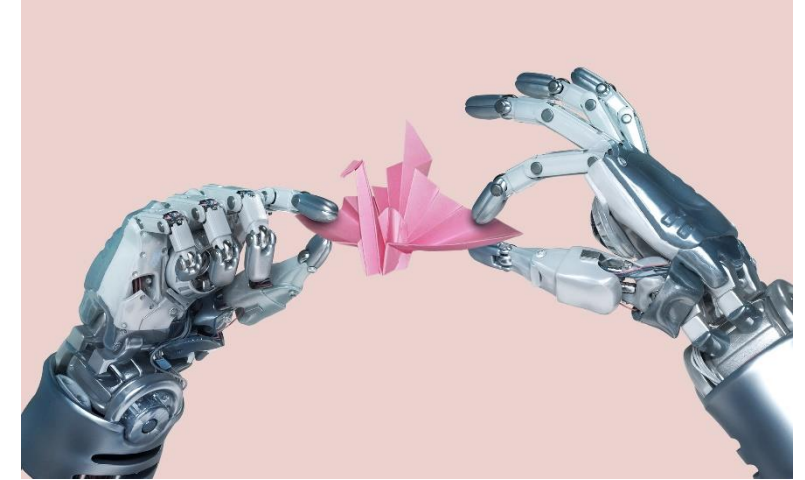
1

Multiple touchpoints



2

Rapidly changing customer journeys



3

The rise of AI – faster than predicted

# Client case study; using AI for quicker customer resolution

## Uncovering top-of-mind feedback

A global Healthcare company uses Text Analytics to track ongoing customer concerns regarding COVID-19.

## Automatically detecting new trends

They noticed a sharp increase in the number of questions and requests regarding access to online services.

## Enabling call centre agents

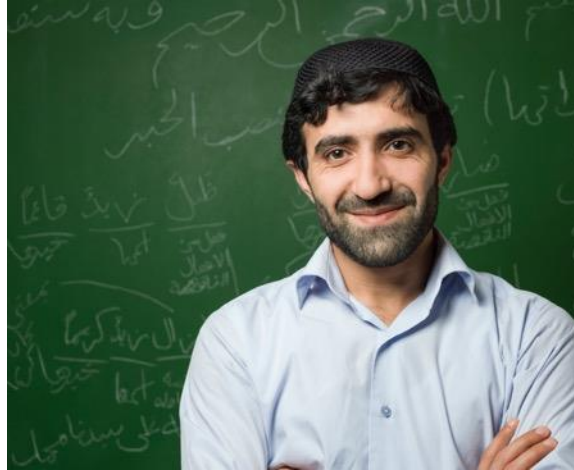
They use the insights they receive to better train their contact centre agents who must be prepared to provide resolution.



# Looking to the future



Agility is key



Empower employees



Connect data to better understand customers



Use change to develop and grow

Thank you

