Customer Behaviour Analysis
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
Three key phases:
- Customer acquisition
- Customer retention
- Customer extension

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 Strategy vs Purchase Strategy

Strategies need DECISIONS
Business Decision Making vs Consumer Choice

Decisions/choices are based on assumptions/emotions

INFORMATION
Company Decision Making – Processing Information

Knowledge of Consumer Behavior is mandatory

OBSERVE

ORIENT

ACT

DECIDE

Scorecards

Data mining

Sales performances

Business Intelligence

Customer satisfaction

Reports

Marketing dashboard

Market research

Metrics monitoring results

Analytics

Statistics
Consumer Choice – Processing Information

Consumer Awareness
Intelligent Company Decision Making – Approach to Processing Information

ACT

OBSEERVE

DECIDE

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Statistics
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

TO BE PROACTIVE
Reply Challenge

- Blogs – Forums – Social Networks
- Institutional association
- Market analysts

Real-time Monitoring
Semantic analysis

Customer sentiment
Competitor analysis
New Information

Market Research
Business Knowledge

Data Gathering
- Public sources
- Specialized sources
Analysis
- External data
- Internal data
- Business contextualization
Presentation
- Internal & External results
- Synthesis of main topics

Business Decision
Thanks

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