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The authoritative guide to applying customer insight

Understand the issues and the solutions with this definitive benchmark report for customer insight professionals





Steve Wills, co-author
Director,
Customer Insight Solutions



Sally Webb, co-author
Director,
Customer Insight Solutions

The first in-depth study of Customer Insight Management

Twelve leading UK corporates teamed up to sponsor an in-depth study into customer insight and how it is managed, communicated and used.

Customer Insight Management and Communication – the guide to best practice is not simply an account of the study and its conclusions, but an authoritative report that deals with the full spectrum of issues affecting customer insight, from defining and understanding it to an analysis of the role company culture plays in its success and the techniques needed to promote it. It also sets out a clear challenge to the industry and to its controlling bodies to recognise and respond to the need for change.

It is a comprehensive practical guide to the role of insight management. Packed with valuable tips and techniques, it will show you everything you need to know in order to build a best-in-class insight function. The guide provides detailed explanations and advice on the principles and practicalities of implementing change within the insight function.

What the study revealed

- In many organisations, customer insight is seen as a cost rather than an investment – so it is not managed as a strategic asset.
- Insight has many sources and works best only when they are all brought together.
- Service industries generally struggle to manage insight compared with FMCG companies – because of the multiplicity of information sources available to them.
- Customer insight needs to be managed as a business in its own right.
- The value of insight must be demonstrated and quantified.
- A new industry body is needed to manage customer insight as a single collective resource.



// Customer insight is a strategic asset. Only those companies that manage it as such will truly succeed in differentiating themselves //

– Steve Wills,
Customer Insight Solutions

Valuing insight as a strategic asset

Customer insight is a strategic asset, fundamental to business success. It encompasses a wide range of sources and disciplines, the main ones being market research, database analysis and market and competitor intelligence.

Yet this study shows that this commercially-valuable information is being wasted on an alarming scale. It also reveals that many sources of insight are often poorly co-ordinated and integrated. For this reason, insight is not having the impact that it should at board level or being properly exploited in business decision making.

This new guide has been published to help people working in insight to understand the reasons why, and to put matters right. It will empower insight specialists and insight departments and show how they can make their work count.

Find out how to transform your insight function

- Discover how to transform your department into an influential insight function at the heart of your organisation
- Understand how to turn insight into the strategic asset that it really is
- Learn how to align your insight objectives with corporate strategy
- Discover how to bring insight into the boardroom
- Raise the profile of insight in your organisation
- Raise the profile of researchers and analysts
- Learn how to promote and 'market' insight to those who need it, when they need it
- Deliver insight that leads to action

Best practice advice

Customer Insight Management and Communication is packed full of best practice advice, examples and case studies from experienced Insight Managers who are charting the way forward in customer insight management. It includes:

- **A detailed model to guide you through the steps required for building a customer insight management function.**
- **A best practice checklist to help you to assess your insight function's performance and put into practice the advice contained within the guide.**
- **Over 150 tried and tested ideas from leading insight departments.**

Available as a 144-page book or as a CD-ROM (see order form)





What's in it for you?

What you will learn about...

MANAGING INSIGHT

- How to measure the ROI of insight
- How to measure the IMPACT of insight
- How to get from insight CREATION to insight MANAGEMENT
- How to build a BEST-IN-CLASS insight department
- Resourcing your department with the RIGHT SKILL SET
- The DIFFERENCE between analysts/researchers and 'insighters'
- How to INFLUENCE the way insight is used
- How to find NEW INSIGHTS through data integration
- The roles of 'SUPPLIERS' and 'PARTNERSHIPS' in helping you to achieve your goals

What you will discover about...

COMMUNICATING INSIGHT

- How to MARKET customer insight across your company
- How to SEGMENT your internal 'market' so you can match insight delivery to your customers' needs
- Using BRANDING TECHNIQUES to increase awareness of Insight
- Tried and tested techniques from TOP UK COMPANIES to help you promote insight
- How to communicate insight so that it is USED and VALUED
- How to develop creative and memorable PRESENTATIONS

What the Guide will do for

YOUR COMPANY

- Increase senior-level appreciation of the value of insight
- Reduce waste by making better use of in-house resources
- Make your organisation more competitive
- Increase marketing precision
- Help increase profitability

Insight experts answer 8 key questions

- *What is insight?*
- *Why has it become so important?*
- *Just how much is it worth?*
- *Where does customer insight fit with knowledge management?*
- *What is the strategic importance of insight?*
- *Why is effective insight management so hard to achieve?*
- *What does best practice look like?*
- *What is the customer insight management role?*

Who should read this report

- Chief Executives
- Marketing Directors
- Heads of Strategy
- Customer Insight Managers
- Market Research Managers
- Database Managers
- CRM Managers
- Product/NPD Managers
- Segment Managers
- Market and Competitor Intelligence Managers
- Knowledge Managers
- Business Improvement Managers
- Data Analysts

Achieve insight excellence with IBEX

IBEX (Insight Benchmarking for Excellence) is a formal assessment process for your organisation's management and communication of customer insight. Customer Insight Solutions Ltd has developed it with leading insight professionals from major UK blue-chips.

IBEX will enable insight teams to establish their credentials as best in class. It will help those operating in more traditional market research, database analysis and market intelligence roles to build the skills needed to make the transition to higher level customer insight performance.

By joining IBEX you will be able to:

- **Evaluate your performance** through the eyes of your internal users
- Measure and understand your internal clients' **expectations**
- Identify the skills and expertise that will elevate you to **"best in class"**
- **Benchmark** your performance against your competitors and other blue-chip organisations
- Raise the profile of insight as a **strategic asset**.

It will help you to:

- Identify the correlation between insight management and your **bottom line**
- Prove the **real ROI** of customer insight
- Justify and win substantial **increases in your Insight budget**.

As an IBEX user you will receive:

1. Your individual company/department results
2. An aggregated score benchmarking your insight function periodically against all other participants, with selected sub-sets
3. A comprehensive annual report including trends, industry sector performance, budget-to-team size ratios and the correlation between performance and profitability.

Subscription to IBEX is available only to those who purchase *Customer Insight Management and Communication*.

To find out more contact sue.middleton@cisolutions.co.uk



// This report deals with the crucial challenge that faces the research industry – not getting the insight, but getting it heard //

– Jeremy Garlick, Senior Manager of Customer Insight, Sainsbury's

Sainsbury's

// We have gone through a terrific learning experience with the other sponsor companies on the journey from market research to customer insight. I hope this report will enable others to benefit from our collective inputs and move the industry onwards and upwards //

– Pauline Williams, Senior Controller Market Research, Nationwide



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“The project has led us to undertake a major reorganisation of our insight structures. I believe the report will have a major influence in helping companies of all kinds to achieve a significant increase in value from their application of insight”

– Martin Tod, Head of Brand & Marketing Communications, Vodafone



“It is important to build the right skill set, expertise and cultural environment to generate ideas and creativity, but it is equally important to make sure we communicate these learnings and turn them into actionable information that can be used to inform our business strategy”

– Maryan Broadbent, Head of Customer & Market Insight, Royal Bank of Scotland

