



ERDM Executive Overview

In this time of coronavirus, it is critical to understand how your customers are now defining:

- Their “New Normal”
- Their expectations for high-value engagement and truly personalized experiences.

Most companies know they’re breaking glass with customers, but they don’t know all the points of breakage, how much pain this causes, and the most effective solutions. **ERDM’s Voice of Customer (VoC) research** captures the *real words, real emotions and human insights* to drive the most effective strategies to **transform** how you engage with your customers.

ERDM’s specialized VoC methodology helps companies address CX challenges by:

- Providing unprecedented depth, objectivity, and understanding of critical CX issues.
- Providing uniquely detailed strategies and tactics for actioning the solutions.

Nearly all companies have customer data. But does your company have the type of customer feedback to best understand what they are expecting and wish you were doing during this time of coronavirus and social unrest?

ERDM has created a topline assessment to provide a “snapshot” of your customer insights.

Company Assessment: Customer Insights	We have explicit insights directly from customers	We have inferred the answers from implicit data	We have no idea
The critical issues facing decision makers in this economy, as they evaluate your product or service.			
How consumers identify the key steps in their decision-making process.			
What information and offers are most effective at each step and via what mix of channels.			
How your customers define a value-added and competitively differentiating relationship.			
Who consumers identify as decision makers and the empowered influencers.			
Effective value proposition for engaging customers in trusted opt-in relationships.			
Initial preference information they’ll provide and how to enrich/ expand via progressive profiling.			
The optimal role for: web, mobile, social, email, mail, customer service, tech support, sales, stores, etc.			
Totals (In which category does your company mostly score, and what does that mean for your overall customer insights?)	_____/8	_____/8	_____/8

ERDM’s specialized VoC provides clients with uniquely deep insights regarding CX risks and opportunities such as:

- Barriers to purchase/repurchase due to issues such as product, pricing, inflexible/ inappropriate policies, or sales channel issues.
- Developing new services/solutions to improve the customer experience.
- Testing the value of potential new services/solutions/technology.



ERDM clients consistently achieve double-digit increases in sales/retention /LTV (Lifetime Value) by implementing ERDM's VoC-based strategies and action plans. Clients include:

Find detailed case studies at www.erdm.com/#clients-and-results



"Finally, someone found the answer to succeeding at customer-focused marketing. Ernan pioneered an impressive Voice of Customer process that enables marketers to engage customers on their terms."

Professor Philip Kotler
Kellogg School of Management

"When HP uses the VoC methodology, our marketing campaign results improve dramatically: response rates improve **3X to 10X**, sales increase **2X** or more, and we can spend far less to get great results. When we don't use VoC, our results can suffer greatly."

Garry Dawson
Americas Adv. and Direct Mktg Mgr., HP

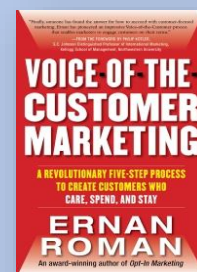
"Since we fundamentally re-engineered our Foundry loyalty program per insights from the VoC research, we have seen Foundry member repeat purchase rates increase by 25%."

Shannon Washburn,
President, Shinola

ERDM has focused on VoC research for over 35 years and has developed a specialized and proprietary VoC research methodology. ERDM's team of former CMOs:

- Conducts uniquely *deep, 1 hour-long, qualitative interviews* to understand how clients' customers articulate their *feelings and detailed expectations* for competitively differentiating customer experiences (CX), personalization, products, and channels.
- Develops high impact customer engagement strategies and action plans based on VoC insights.

A critical competitive differentiation is ERDM's skill in using qualitative research to generate deep Interview insights which we use to create exceptionally detailed go-to market strategies and action plans. ERDM's focus on *actionable strategies and business action plans* drives powerful results for our clients and resulted in Ernan Roman's induction into the **DMA Marketing Hall of Fame**.



Ernan's most recent book.

ERDM's Proprietary 3-Phase Voice of Customer Research Process:

1. Define Objectives, Strategies, and Develop Interview Guides

- ERDM works closely with clients to define VoC objectives and optimal research sample.
- ERDM prepares Interview Guides with CX questions designed to generate deep insights which traditional quantitative research cannot achieve; **why** customers feel the way they do and **what are the detailed actions** they want to improve the customer experience.

3. Develop Research-Based Strategies and Action

ERDM's ~80-100-page management report includes:

- Analysis of VoC research findings from different research segments (~40% of report).
- Detailed VoC-driven Strategy Recommendations and Action Plans (~60% of report).

2. Conduct In-Depth Interviews

- Specialized hour-long telephone research methodology.
- Interviews are conducted by ERDM Senior Strategists, who are former blue-chip company CMOs and senior execs. Ernan Roman, President, conducts a portion of all interviews.
- Ongoing weekly debriefs with clients to share evolving insights and determine additional areas of exploration and real time testing of new strategies.