



Rob Huijboom
Head of CX

rob.huijboom@kantar.com

REDEFINING CUSTOMER EXPERIENCE

KANTAR'S PATH
TO MEANINGFULLY
DIFFERENT
EXPERIENCES



In today's competitive landscape, delivering exceptional customer experiences (CX) is paramount for brand success.

Contrary to common belief, experiences contribute significantly more to brand equity than paid media, with 75% of brand equity growth stemming from product/service experiences and word of mouth. This evidence solidifies the notion that great brands are built not only through advertising, but also through Meaningful interactions with consumers.

Analysis of Kantar BrandZ data has further revealed that organisations see greater business success when they cohesively connect their brand and experiences, and stand out from the crowd. Specifically, they see reduced churn, increased loyalty, premium price power and more growth by predisposition of new customers.

Delivering Meaningful and Different experiences is at the heart of world-class CX, and it's what primes a brand for growth. We found that brands that are strongly Meaningful and Different achieve five times the commercial brand value growth of brands that aren't, over a two-year period

Kantar's new measurement tools for CX reflect this learning. It's an evolution away from traditional CX metrics that focus mainly on aspects like functionality, frictionlessness and quality of recommendations. Those are still important, but what we've done is layer in measurements of a more fundamental question: Is your CX creating emotional resonance with your customers?

UNDERSTANDING MEANINGFUL DIFFERENCE

In short, our aim has been to imbue the principles of Meaningful Difference in measures of experience. And so we started by asking ourselves: What does it take for experience to be not just functionally distinct, but Meaningfully Different?

We identified six core elements that encapsulate the essence of impactful brand interactions. Each of these six elements contribute to the creation of memorable and valuable experiences: 1-3 contribute to the Meaningful dimension of customer engagement while 4-6 impact on Difference:

- 1 Effectiveness:** evaluates how well a brand delivers on its promises, provides the right service or product at the right time, and resolves issues without creating more issues. Effectiveness bolsters the Meaningful aspect of CX by ensuring that customer needs and expectations are consistently met.
- 2 Ease:** measures the ease with which customers interact with a brand, focusing on reducing effort, simplifying processes, and providing convenience and accessibility via intuitive design. Ease supports more Meaningful CX by ensuring that interactions meet people's needs efficiently.
- 3 Affinity:** measures the level of empathy and personal relevance embedded in brand interactions, which builds trust with customers. It primarily assesses the Meaningful dimension of CX by evaluating how a brand has built an emotive connection, fostering a sense of pride and belonging.
- 4 Uniqueness:** evaluates the perception of how far a brand stands out from others in the category. It measures whether, and how, consumers feel a brand offers something they cannot get elsewhere. Uniqueness primarily connects to the Different aspect of CX by offering novel and distinctive experiences that consumers feel are incomparable.
- 5 Authenticity:** focuses on the clarity, consistency and transparency of a brand's actions, as aligned to its core values and promises. Authenticity primarily reinforces the Different aspect of CX by ensuring that interactions align with how the brand portrays itself.
- 6 Inspiration:** encompasses the ability of brands to exceed customer expectations, sparking joy with magical moments that leave a lasting impression. Inspiration primarily bolsters the Different aspect of CX by delivering not only moments that matter, but also moments to remember.

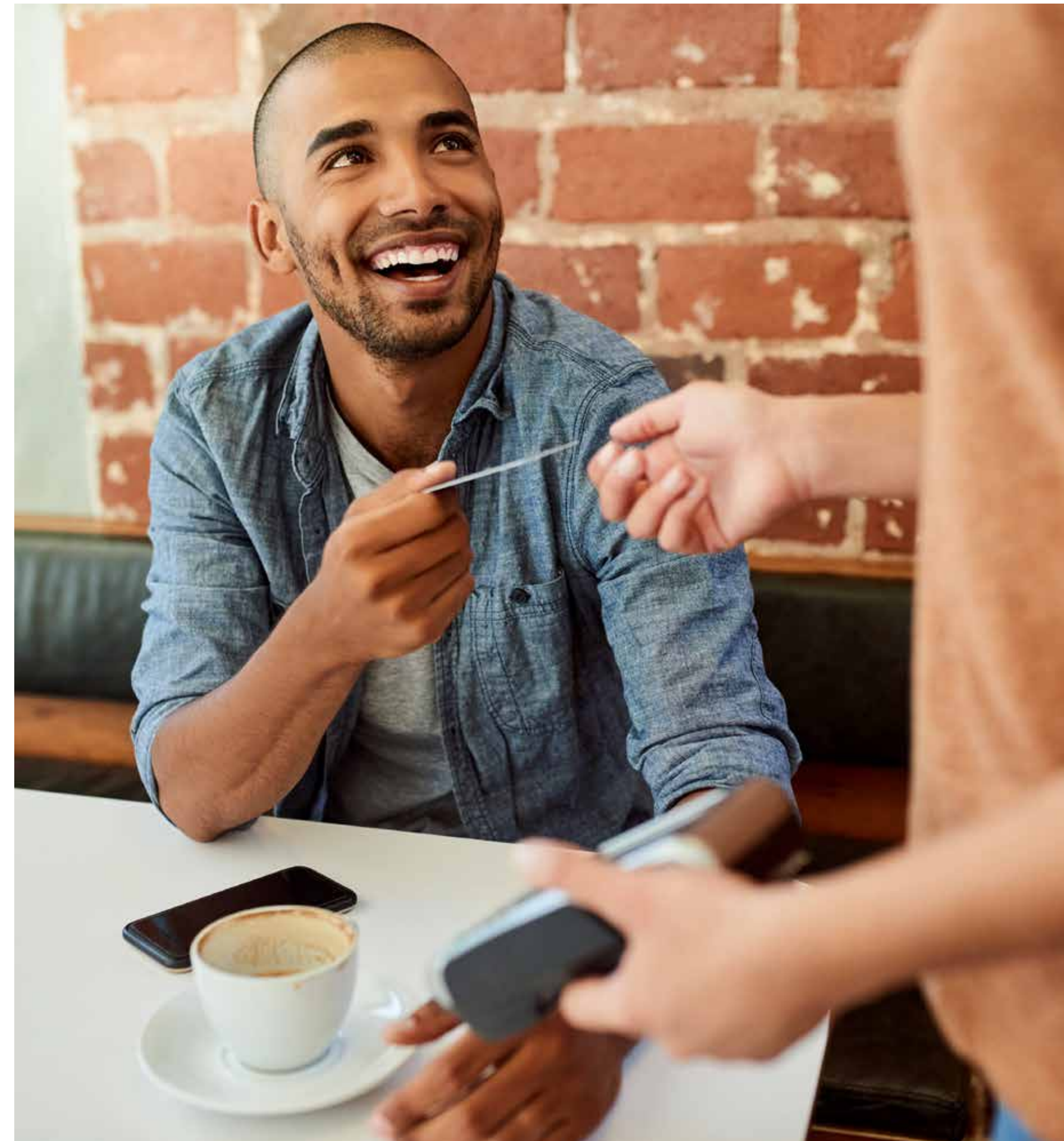


Commercial gains

These six dimensions collectively form the framework for understanding Meaningful Difference in customer experience, encompassing both the Meaningful and the Different aspects of brand interactions. By strategically addressing each dimension, brands can create experiences that resonate deeply with consumers – ultimately driving growth, loyalty and brand advocacy in a competitive marketplace.

Get experience right and so many other benefits will follow – for example, reduced churn and greater repeat purchase behaviours. Customers are more likely to feel that a brand is right for them, and offers something they cannot get elsewhere, when they have Meaningfully Different Experiences (MDX). Sales conversions become easier too, when your digital and physical pathways to purchase are imbued with both emotional and functional insights.

The real innovation in our approach lies in marrying conventional CX with the Meaningful Different and Salient framework – expanding our view beyond customers to include the predisposition of non-customers. A great experience can drive word-of-mouth among potential customers, influencing market share growth and building future brand value.



Metrics that matter

Ultimately, our goal has been to create new, *actionable* scores that allow for excellent diagnostic capabilities:

1. Kantar's Experience Strength provides our clients with an overall understanding of their CX positioning's current performance – while also emphasising those factors that most contribute to building long-term preference, thus increasing the likelihood that the brand will be chosen again in future.
2. Kantar's new Experience Power, meanwhile, works alongside Experience Strength. This score directly links brand equity measurements (via the Meaningful Different and Salient framework) to our CX approach. Indeed, a study run by Kantar BrandZ whilst developing this score found hard evidence that CX contributes to brand growth more than paid media does.

Putting it together

Based on the above insights, brand and experience teams ought to become better acquainted – and more than that, better integrated. At Kantar, our hope is that the concept of MDX can serve as a bridge between these two realms, ultimately ushering in a new era in customer experience management.

By embracing the principles of Meaningful Difference, brands can unlock untapped potential for differentiation, customer loyalty and market share growth. As businesses navigate the complexities of the modern marketplace, Kantar stands ready to guide them on their journey towards creating transformative customer experiences.