



## ruby cha cha knows services

Our consultants are all seniors, trained in and practicing both qualitative and quantitative research methods for many years, but our passion is services. Kristin, our CEO, has PhD credentials in services (understanding how *perceptions* of customer-control impact service experiences and customer loyalty/advocacy). We believe that this depth of academic rigour, combined with strong management consulting and strategic planning expertise, means our research programs are more specifically targeted to the complexity of services and our outputs better tailored to the commercial realities of marketing and delivering services directly or indirectly to the consumer or business market. Here is what we believe when it comes to working with customer-centric services.

## 1. ruby cha cha is passionate about three things.....

1. More **INSIGHT** from integrating qualitative, quantitative and existing data in a more holistic way
2. More **INSPIRING** outputs – from brand or NPS tracking, segmentation to branding projects, research outputs should inspire the business to become true assets that are understood, valued and utilized
3. More **COMMERCIAL** – our outputs are designed to account for the realities of business context and are translated into commercially-viable roadmaps along with financial forecasts or impact indicators

## 2. We believe that customer centricity requires integration of four key pillars...

- A robust **CUSTOMER** (internal/external; direct/indirect) segmentation
- The specific translation of brand or **CVP** to these segments
- An **INNOVATION** process that is based around the segments, but accounts for the complexities of services
- An integration of these three pillars to the **CUSTOMER EXPERIENCE** journey as it relates to touch-points and outcomes (i.e. NPS or other measures of advocacy)

ruby cha cha



WINNER  
EXCELLENCE AWARD



WINNER  
BEST CASE STUDY



FINALIST  
BEST METHODOLOGY



WINNER  
FERNANDA MONTI AWARD

### 3. Example of application of CUSTOMER-CENTRIC thinking

For a global services client recently....

1. We developed a powerfully simple consumer and SOHO segmentation using latent class which provided the most powerful combination of demographic, category-specific needs and future needs variables. This was brought to life via ethnography, hype video, strategic planning tools as well as highly accurate qual and quant algorithms and database tagging
2. We translated the global CVP to specific meaning and proof points for each of the segments without diluting the CVP itself in any way. These are translated into creative briefs
3. We created segment platforms for co-creation of new products, services and communications specifically designed to generate stronger NPS scores for each segment. We are in the process of forecasting the impact of these new initiatives on overall NPS and revenue for the business
4. Through our knowledge of service blueprints, we are able to develop unique customer experience maps and highlight critical brand executions and their touch-point implications for each of the segments including an understanding of impact on servicescape, process efficiency and overarching brand experience

As you can see, our passion goes beyond doing the research well – it is about making a real difference to businesses by building on the knowledge or pieces of the puzzle already in place

### 4. What can we do?

We have a range of traditional and cutting edge techniques, all with a fresh flavour and loads of passion. These include areas such as those already mentioned – **segmentation, brand work innovation, customer experience, brand and experience tracking, CVP development, senior stakeholder facilitation/workshopping, online communities, social media monitoring, ROI, choice modelling/conjoint.**

Sounds like a lot because we have a range of talent, all with extensive experience and strong expertise for thinking outside the box. We service both local and global clients; domestic and multi-market studies.

We have worked with ING, Citibank, American Express, Visa, Westpac, AXA, and Challenger previously.

### 5. When should you call us?

- Projects that require senior leadership and services expertise (too risky to warrant delegation to juniors)
- Projects that require the integration of qual, quant, planning and fresh thinking
- Extension capacity for your insights team
- If you need greater RO from your brand or customer experience tracking
- For the simple stuff – our relationships are built on the continuous 'bread and butter' small qual and quant jobs in between the major projects, so please don't hesitate to contact us for these as our rates for small turnaround projects are quite refreshing!

*ruby cha cha*



WINNER  
EXCELLENCE AWARD



WINNER  
BEST CASE STUDY



FINALIST  
BEST METHODOLOGY



WINNER  
FERNANDA MONTI AWARD