

InSite How-to

Know your customers inside-out



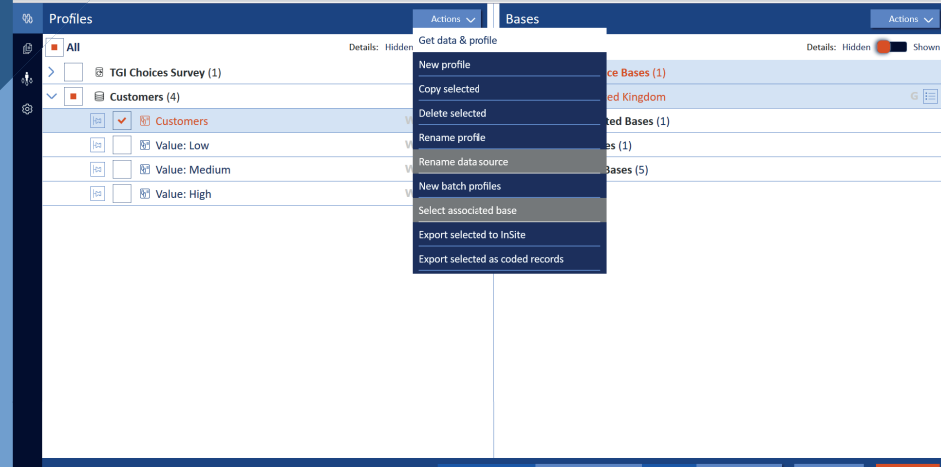
Identify exactly what today's customers want from your brand:

Consumer behaviour, preferences and habits are changing fast. More and more people are embracing new channels, goods and services to meet their current needs and preferences, abandoning previously mainstream options.

As competitive markets grow and adapt, you need to keep up with changes in your network's catchments. To stay ahead, you'll need to win back lapsed customers and sustain new converts. You'll need to know what your customers want in their current circumstances and environment.

Using Acorn, the consumer classification from CACI, you will be able to enhance your customer understanding and build a picture of their demographics, lifestyle choices, financial status and available options.

1 Load your customer postcodes into InSite. The data is automatically cleaned, matched, linked and profiled against CACI's Acorn segmentation

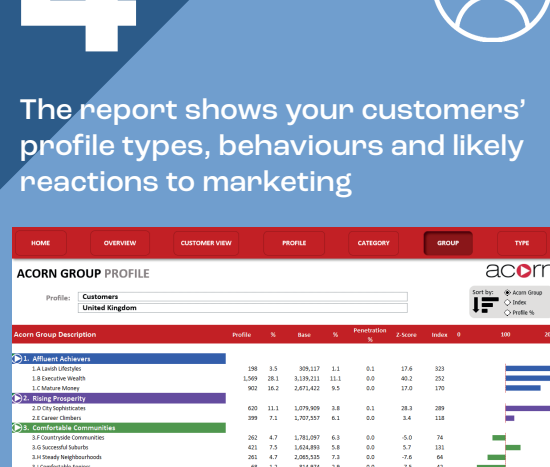


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Choose the base data you want to compare your customers against



4 The report shows your customers' profile types, behaviours and likely reactions to marketing



3 Generate a Customer Understanding report and review it in an Excel-based dashboard



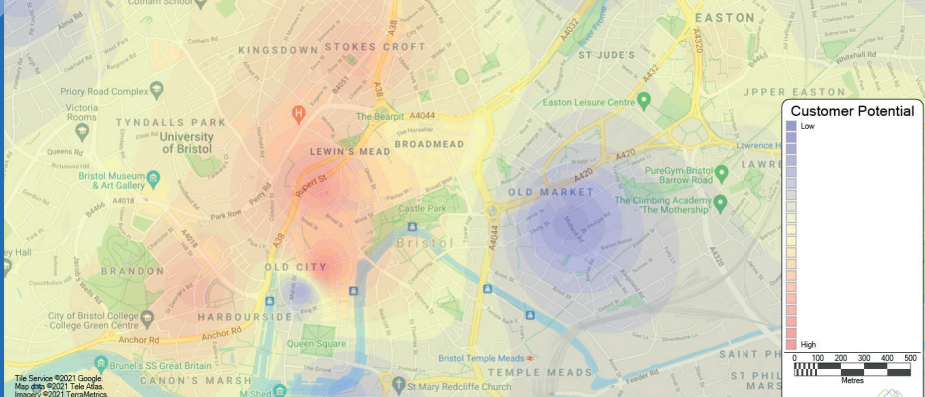
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Use simple InSite tools to customise and refine your customer personas



6

See how your target customers and prospects are distributed using InSite's hotspot maps



InSite's Customer Understanding gets results

With InSite reports and analysis, you gain a real understanding of your existing customers in the locations where you operate. These aren't hypothetical personas: InSite relates segmentation and target customer profiles to the people who live, work, shop and consume in your stores, branches and outlets. It's current, actionable information. Over time, you can identify trends as they happen and act to adjust your portfolio, offerings and marketing tactics.

Review your InSite Customer Understanding reports regularly and you'll have specific, evidence-based information to feed into commercial, marketing and property decisions that are critical to your business success. From prioritising refurbishments and format changes or launching new products to the most effective marketing and promotional strategy to increase catchment penetration, you'll have reliable insight to help you engage customers in the most effective and sustainable ways.

Take the next step with InSite

See what InSite could do for your network or brand. Book a demonstration and we'll discuss all of the consumer level information that would give your business the biggest boost, then show you exactly how it's produced in a live InSite demonstration.

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