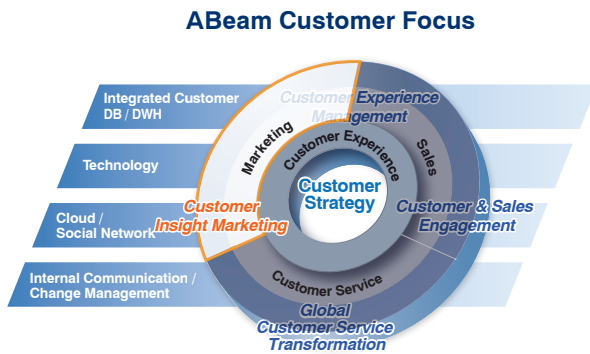


ABeam Customer Focus

# Customer Insight Marketing

## "Customer Insight" - Based Transformation of Marketing Processes

Today, it's hard to make successful sales of products / services in easy way; meanwhile, only few of them become a big seller. Under such a circumstance, service / products / campaign development capturing "Customer Insight (= hidden customer needs)" becomes greatly important. ABBeam Consulting offers "Customer Insight Marketing (CIM)", which enables to support the customer insight-driven marketing based on a deep customer understanding and to transform necessary marketing processes.

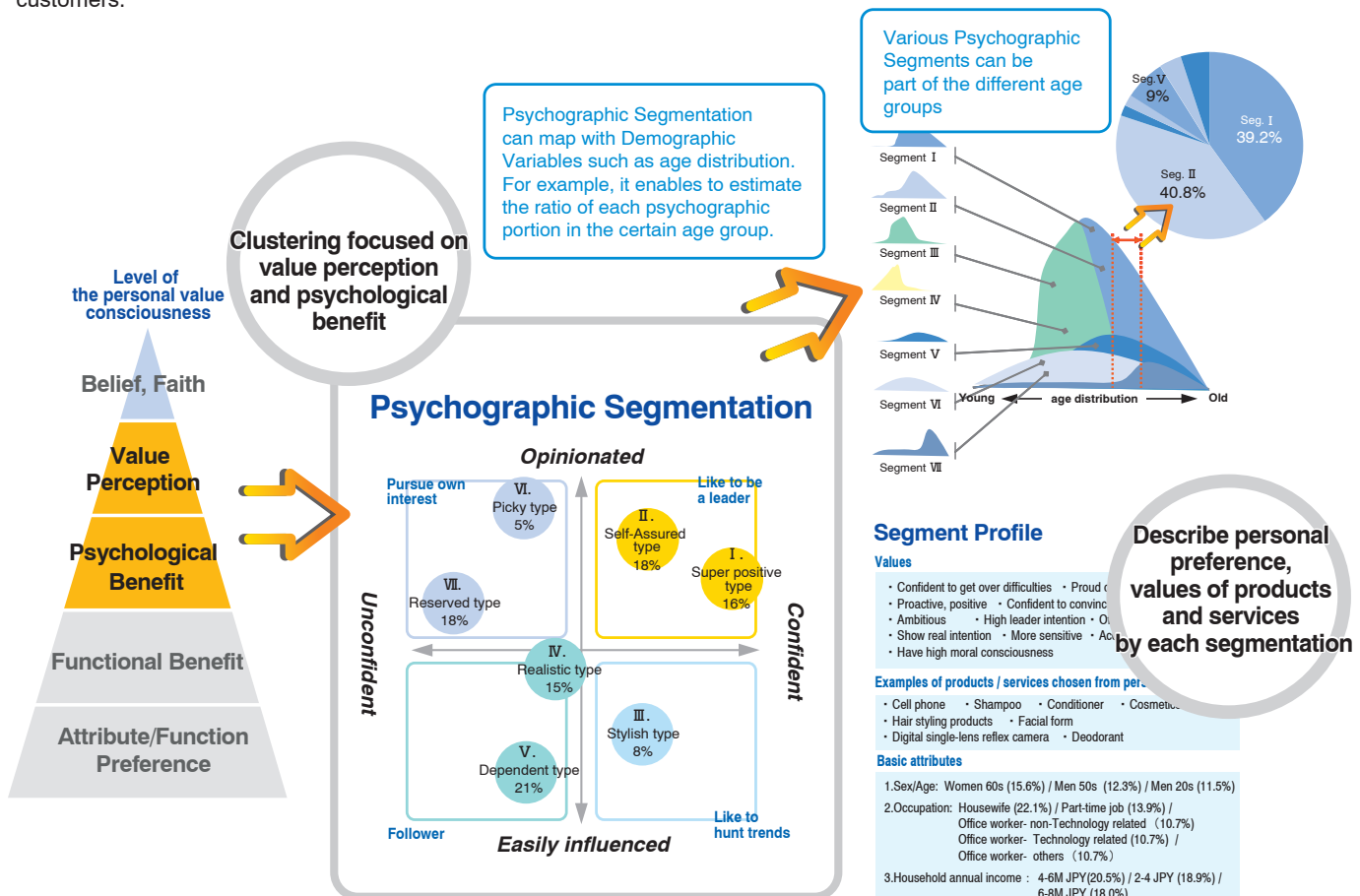


Customer Insight Marketing (CIM) enables;

- 1) Form the deep understanding of Customer Insight which customers themselves do not even recognize
- 2) Plan & execute marketing strategic actions and transform marketing processes to achieve them
- 3) Verify the effectiveness of the actions and achieve continuous improvement of both the marketing plan and the marketing process

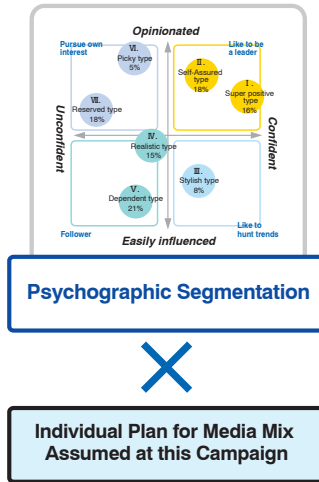
## Deeper Customer Understanding (Psychographic Segmentation)

Customer Insight segmentation based on difference in psychographic tendency enables to form deeper understanding of customers.



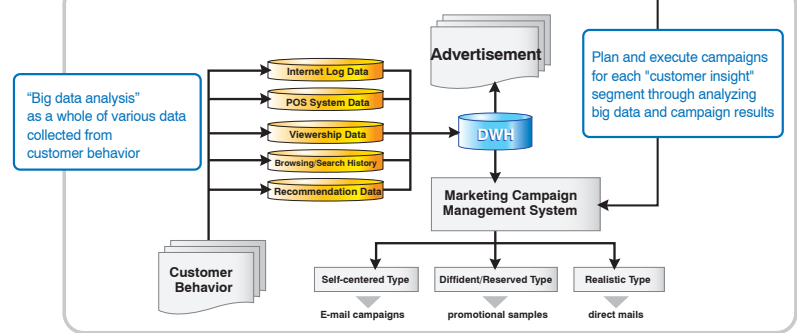
## Plan & Execute Marketing Strategic Actions and Transform Processes to Achieve Them

CIM enables to analyze customer needs by classified segments and plan & execute marketing strategic actions for those segments respectively. Additionally, it transforms necessary marketing processes.



Segment Name	Feature	Policy	How to approach
<b>Super Positive type</b>	Have logical thinking ability, and take action based on own decision with confidence. Have good sense of balance, and often be consulted by others.	<ul style="list-style-type: none"> <li>Solicit refined sense of taste</li> <li>Solicit to fit themselves</li> <li>Utilize well-trained channel (store/sales person/digital media)</li> </ul>	<ul style="list-style-type: none"> <li>Create tie-up card with famous brands</li> <li>Subsidiary concierges/ asset management services</li> <li>Create cards that can allow multiple store usage</li> <li>Satisfactory explanation by sales person or at stores</li> </ul>
<b>Self-Assured type</b>	Confident of themselves. Take actions proactively and like to take leadership. On the other hand, sometimes be avoided by others due to too strong insistence.	<ul style="list-style-type: none"> <li>Solicit originality</li> <li>Solicit low price and good deal</li> <li>Solicit to fit themselves</li> </ul>	<ul style="list-style-type: none"> <li>Customize service of the look of the bond (e.g. Own design)</li> <li>Raise rate of the reward points on special day</li> <li>Send personalized DM</li> </ul>
<b>Stylish type</b>	Active, and right brainer who take actions before in depth thinking. Often be consulted by others because they are more trendy.	<ul style="list-style-type: none"> <li>Base on practical functionality</li> <li>Set premium price</li> </ul>	<ul style="list-style-type: none"> <li>Invite to private membership event</li> <li>Solicit priority pass/platinum or black card</li> <li>Subsidiary concierges</li> <li>Add more high-class stores and hotels, also promotion activities at high-class counter</li> </ul>
<b>Realistic type</b>	Realist who affirm the present condition (e.g. politics/society), and find the value of tranquil life. Conservatives who stick to own rule of what they have to do or work.	<ul style="list-style-type: none"> <li>Solicit refined sense of taste</li> <li>Solicit to fit themselves.</li> <li>Make a point of after services</li> </ul>	<ul style="list-style-type: none"> <li>Rich benefit (e.g.: low price business class flight ticket)</li> <li>Create tie-up card with famous brands.</li> <li>Full services of insurance service and trouble shooting service</li> <li>Solicit method to utilize the cards (household accounts services)</li> </ul>

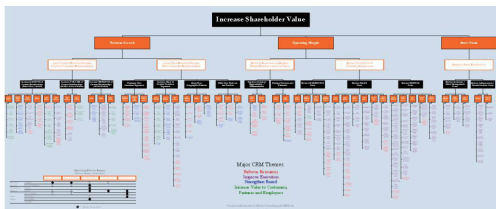
### Execute Marketing Plans for Each Segment



## Verify Effectiveness of the Actions and Achieve Continuous Improvement

Based on ABeam's accumulated experience of marketing processes, "KPI dictionary" is prepared to calculate marketing ROI. Given the results of the calculation, it can continuously improve not only campaign planning and management but also entire marketing process of the clients.

### Calculating of Marketing ROI



- Modification or Adjustment of Marketing Campaign from PDCA Standpoint
- Continuous Improvement of Various Marketing Actions / Schemes

## CIM Approach

Applying CIM solution to a client's marketing activity, for example, enable to develop services / products or plan marketing campaign. In parallel, it can restructure or reorganize the entire marketing process based on given "Customer Insight".

