

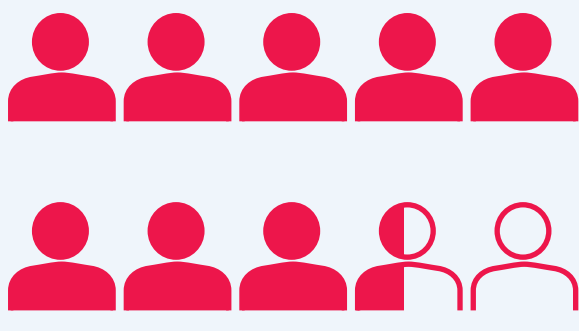
Impact of having an effective Single Customer View on consumer behaviour



The idea of putting the customer rather than the product at the heart of your marketing strategy is not new, but the proliferation in channels, customer data and changing consumer behaviour has pulled it back to the top of the marketing agenda. Research from Experian Marketing Services finds out why:

Definition: A single customer view is a readily accessible summary of a customer relationship across different products, brands, businesses and channels which enables personalised multi-channel engagement.

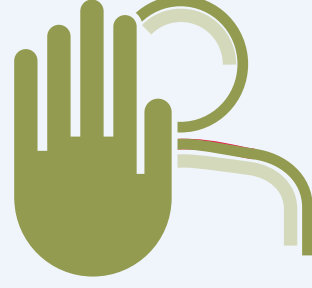
CONSUMERS



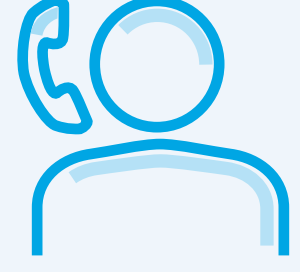
84% OF PEOPLE WOULD WALK AWAY FROM A COMPANY THAT 'DOESN'T LISTEN'



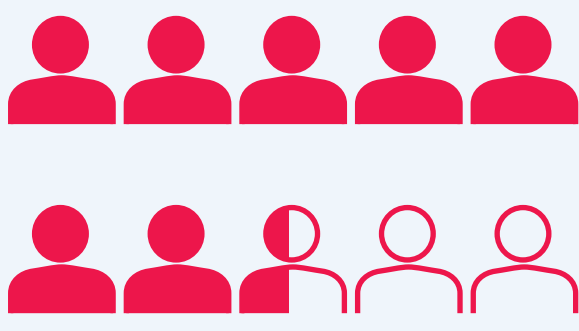
52% From a company that tried to sell them something they had already said they weren't interested in



36% From a company that were offering them products they have already refused



45% From a company that contacted them in a way they have been asked not to



74% OF CONSUMERS WOULD RESPOND POSITIVELY TO COMPANIES WHO 'UNDERSTAND THEM'



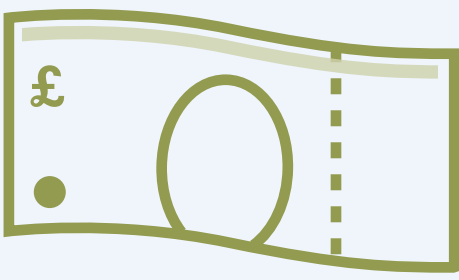
57% Of consumers would actively recommend the organisation



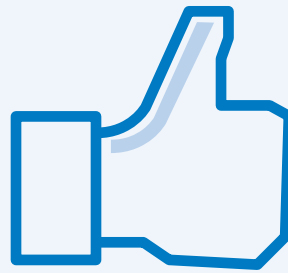
45% Of consumers would tell people about their positive experience



44% Of consumers would actively sign up for more marketing

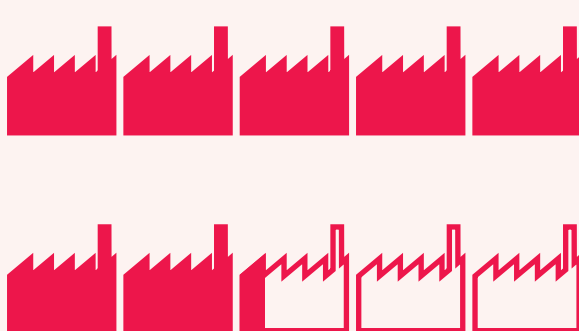


29% Of consumers would make additional purchases

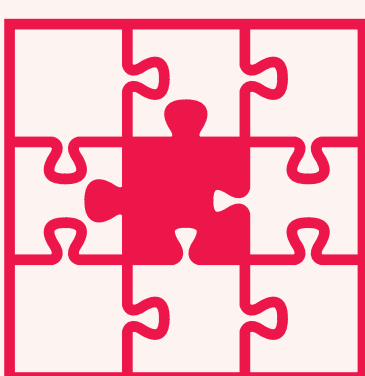


26% Of consumers would leave a positive review on the website

BUSINESSES



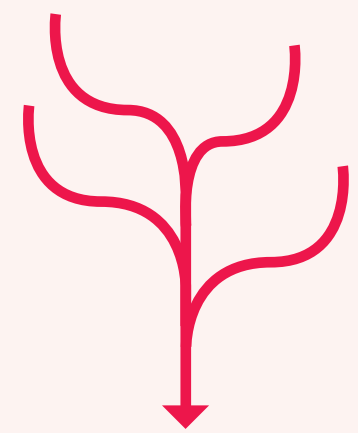
72% OF COMPANIES HAVE STARTED IMPLEMENTING A SCV BUT...



16% Of companies believe they have an effective solution in place



34% Of companies can capture customer data from every channel



2% Of companies can integrate all the data they can capture

METHODOLOGY

Consumer section: 2,057 UK Citizens aged 18+ | Business section: 400 UK Businesses
 Research carried out by: Dynamic Markets – January 2012 | Some questions were multiple choice
 For More information: <http://www.experian.co.uk/marketing-information-services/scv-press-release.html>

