

# CUSTOMER



Julie Batch

Chief Customer Officer

# CUSTOMER

## Organisational capabilities



### Customer Experience

A delivery platform that transforms customer experiences

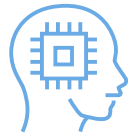
Driving increase in customer numbers and higher retention



### Data

Use data to power decision making by better understanding our customers

Unlock value in our data



### Analytics & AI

Embed cognitive capabilities that anticipate customers' needs

Personalised experiences



### Digital

Connect our customers to real time experiences

Strengthen profitability



### Innovation

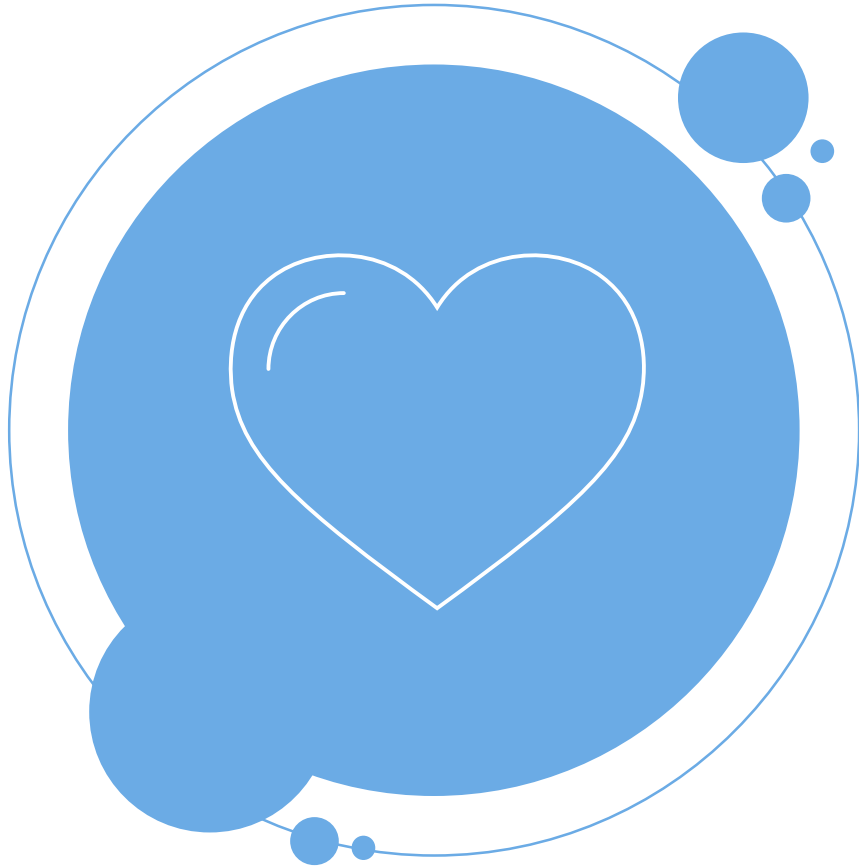
Develop an innovation approach which provides the ability to think differently and deliver quickly

New sources of revenue

# CUSTOMER

## Segmenting our customers

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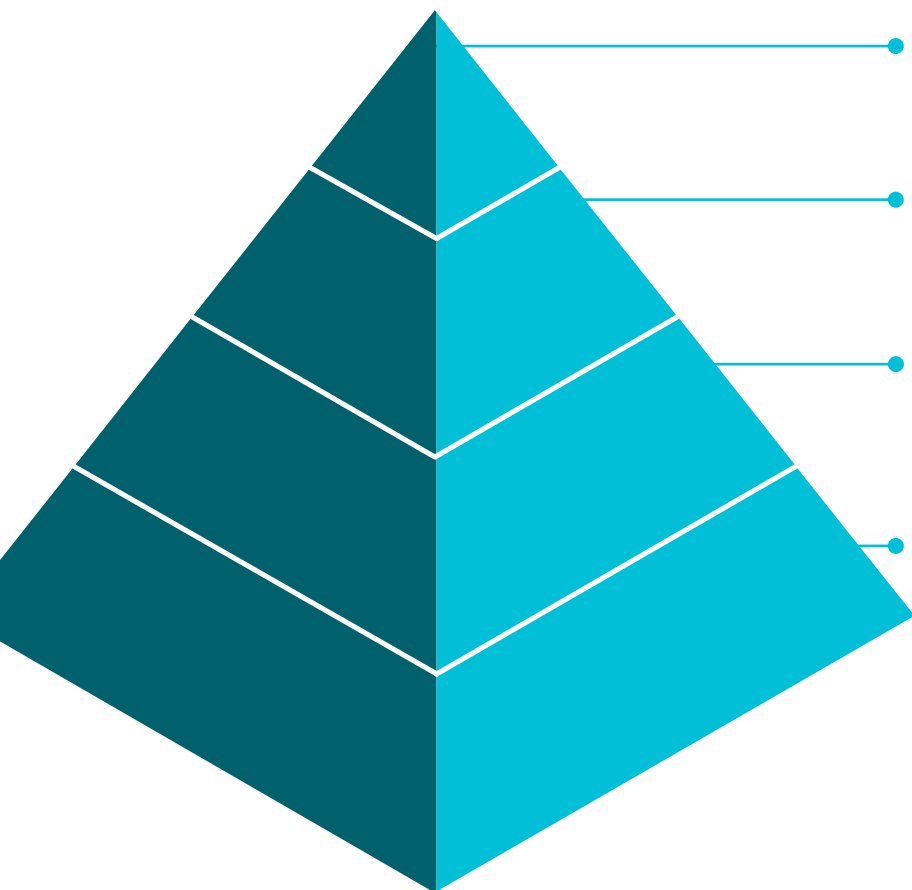
### **Customer Experience**

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# HIERARCHY OF NEEDS

## Defining elements of value



### Social impact

- Self transcendence

### Life changing

- Provides hope
- Self-actualisation
- Motivation
- Heirloom
- Affiliation/belonging

### Emotional

- **Reduces anxiety**
- Rewards me
- Nostalgia
- Design/aesthetics
- Badge value
- Wellness
- Therapeutic
- Fun/entertainment
- Attractiveness
- Provides access

### Functional

- Saves time
- Simplifies
- Makes money
- **Reduces risk**
- Organises
- Integrates
- Connects
- **Reduces effort**
- Avoids hassles
- Reduces cost
- Quality
- Variety
- Sensory appeal
- Informs

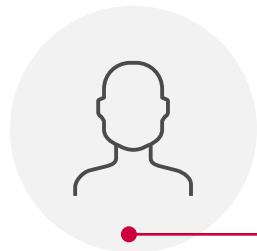


**Insurance**

# DISRUPTIVE LIFE NEEDS MODEL

Connecting to the hearts and minds of our customers

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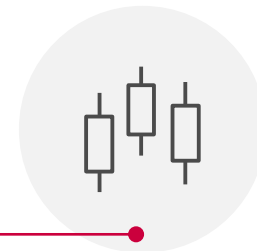
Consumer life needs



How consumers satisfy those needs



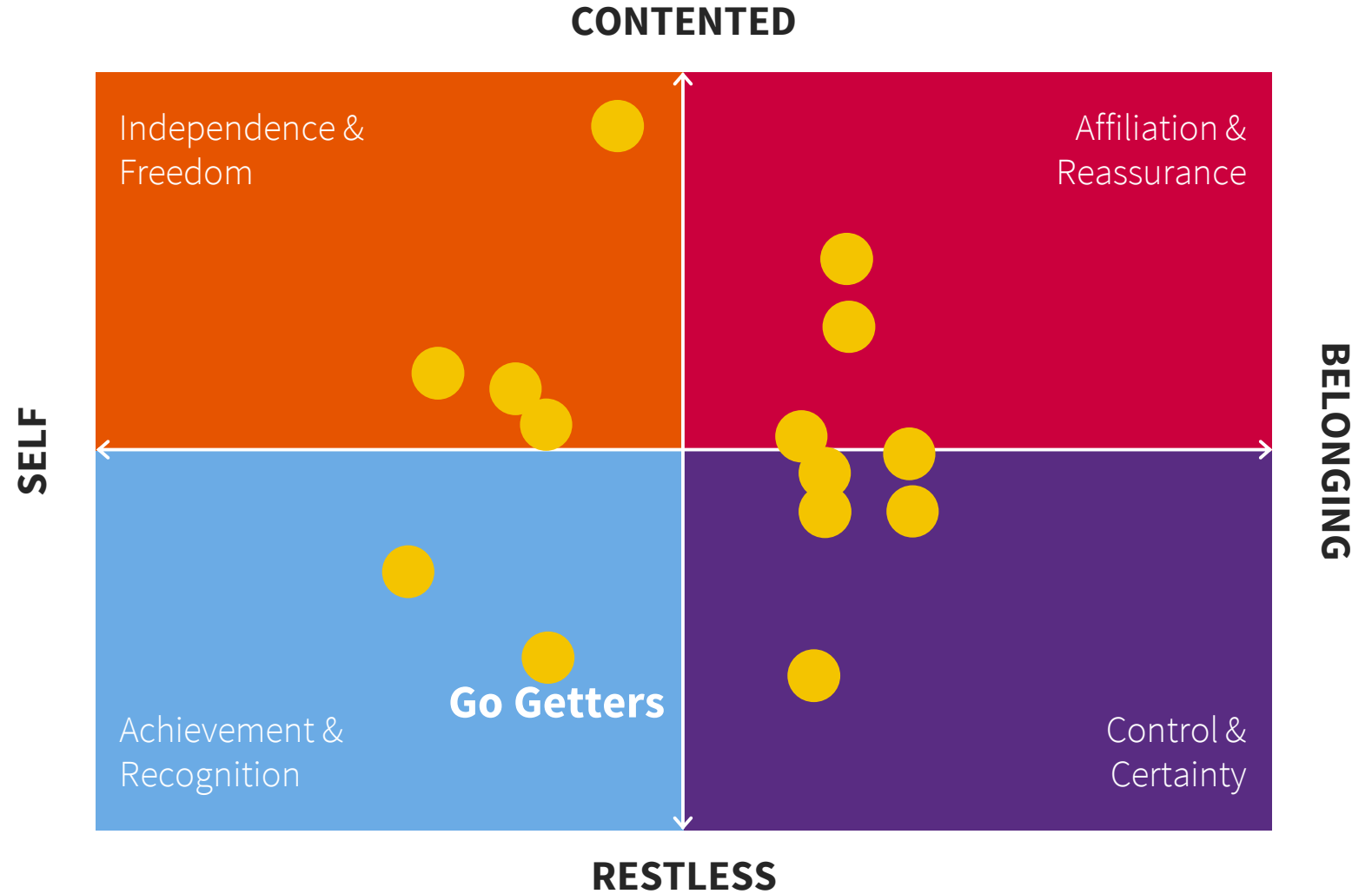
How consumers aspire to satisfy their needs



Category behaviour

# 14

Distinct customer segments across four quadrants



# GO GETTERS

Help me focus on achieving my goals and gaining the recognition I seek

•••••

**Segment:**  
Emotional need:

270g Hakubaku Organic Soba Noodles  
4 spring onions, thinly sliced diagonally  
2 celery sticks, thinly sliced diagonally  
1 Lebanese cucumber, halved, thinly sliced  
2 tsp sesame seeds  
2 tsp finely grated ginger  
1 tsp Yu's Pure Sesame Oil  
4 small Coles Australian RSPCA Approved Chicken Breast Fillets  
1 ltr olive oil  
4 shitake mushrooms, stems removed, thinly sliced  
Coriander sprigs, to serve  
Tariyaki sauce  
1/2 tsp (50ml) mirin seasoning  
1/2 tsp (50ml) Obento Sushi & Sashimi Soy Sauce  
2.5oz Obento Cooking Soba  
1/2 tsp caster sugar  
1. Cook the noodles in a saucepan of

kids / family photo

list / screenshot

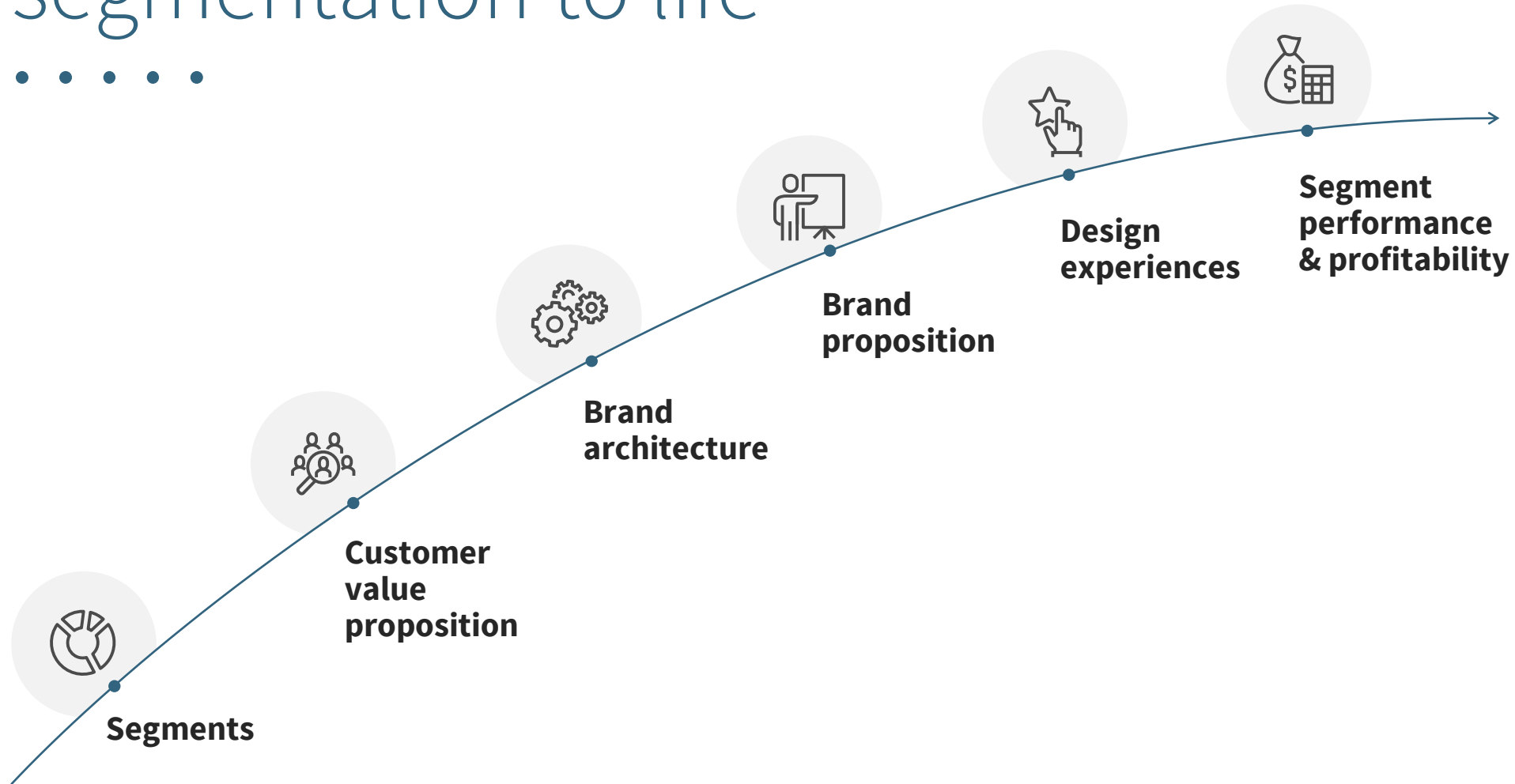
sunrise

How do they FEEL in/about this photo?  
- purpose proud, the reason why I'm busy BUT 100% worth it

What NEED is represented?  
- control  
- organization / planner  
- Me time

How is the photo MEETING this need?  
- capture the purpose  
- Reflection  
to be more better planned + organized + achievement ✓✓  
The proof I get me time 'I can do it all'

# BRINGING segmentation to life



## Informs

- Product development
- Partnerships
- Marketing



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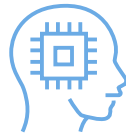
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# DELIVERING NEW VALUE

## Forming an enabling innovation ecosystem

