



nunwood
Profit Through Knowledge

Investment strategies for a better return from your customer base

We help clients fully understand their customer base, customer segments and customer experience across their markets.

We advise clients on the investment priorities required to enhance customer service and drive increased retention, acquisition, up-sell and cross-sell.

We work in partnership to help implement these investments.

profit through... **customers**



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The customer experience work facilitated by Nunwood was inspirational. We gained true insight from the customers about their experience and it generated great ideas for us to take forward to increase customer value in the business. It was probably the most powerful day we have had in the Installations Team. Nunwood set a really high standard for us to follow.”

Director, B&Q





Nunwood clients include...

Somerfield



Customer Profiling:

- Who are our most valuable current / potential customers?
- What's their purchasing behaviour and what drives it?
- How do we maximise their current and future potential for the business?

Customer Experience:

- What are the touch-points that define the customer experience?
- How do these touch-points impact on retention, advocacy, up-sell and cross-sell?
- Where should we invest in order to improve the customer experience & profitably grow the business?
- What would we expect to see as a return on this investment?



Techniques used:

Customer Tracking, Ethnography, Segmentation Analysis, Segment Evaluation, Segmentation Films, Usage and Attitudes, Service Benchmarking, Customer Communities, Customer Closeness, Customer Value Modelling, Store Exit Interviews, Documentary Debriefs, Qualitative Accompanied Shopping, Roadshows, Purchase Journeys

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