



## *Capabilities Overview*



Insights from **your** consumer,  
at **their** moment of truth

# Agenda



- CS Custom Intercept Solutions Overview
- CS The Problem
- CS The Solution
- CS Our System and Process
- CS Reasons to Believe

# CIS Overview



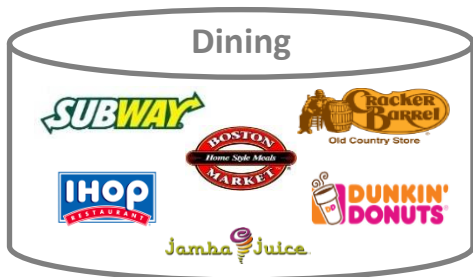
*Over a decade of data collection at the point-of-experience*

**We drive loyalty by connecting clients to their consumers when it matters most**



- Based in Minneapolis, MN with national reach (presence in all 50 states)
- Started in 2004, focusing on reconnecting organizations with consumers and quantifying insights across the country in multiple industries
- We are *obsessed* with connecting our clients to their consumers, and there is no better way than in-person point-of-experience surveys

**We deliver *thousands* of actionable insights annually to leaders across industries :**



# An Insight Gap Exists



*Without the consumer experience, the puzzle is incomplete*

Even with all the data out there, marketers still miss crucial insights. Why?



**88%** of big data goes unused by organizations

**70%** of purchase decisions made at the point of experience

**64%** of companies used *online* surveys in 2014

- Only 17% completed on a mobile device; 83% of surveys were after the point-of-experience!
  - **71% of these dropped out** before completion

**Beware the Insight Gap!**

**87%** of Millennials say that companies should get opinions from 'people like me'

**79%** of shoppers feel in-store communications do **not** apply to them

**<1%** of purchasers fill out receipt surveys – and *they* even shopped in your store!

**Beware: Insights don't come from data. They come from people!**



# What the Best in Class Know...



*Industry leaders agree: the key to loyalty is to focus on the individual*



“When you focus on the user, all else will follow.”

- Gopi Kallayil, Google Brand Marketing



“An important lesson I learned early is that my vote shouldn’t count...the votes that really count are the consumers. **They** will have the biggest say in charting our future.”

- Brian Cornell, CEO, Target



“People want to be treated as individuals, not as numbers...consumers will give you good feedback, if you're smart enough to listen to them.”

- Steve Easterbrook, CEO, McDonald's



“The days of a single brand message impacting 100 million consumers are over. Consumers now demand that brands engage them as individuals.”

- Rob Wallace, Managing Partner, Best of Breed Branding Consortium



Association of National Advertisers

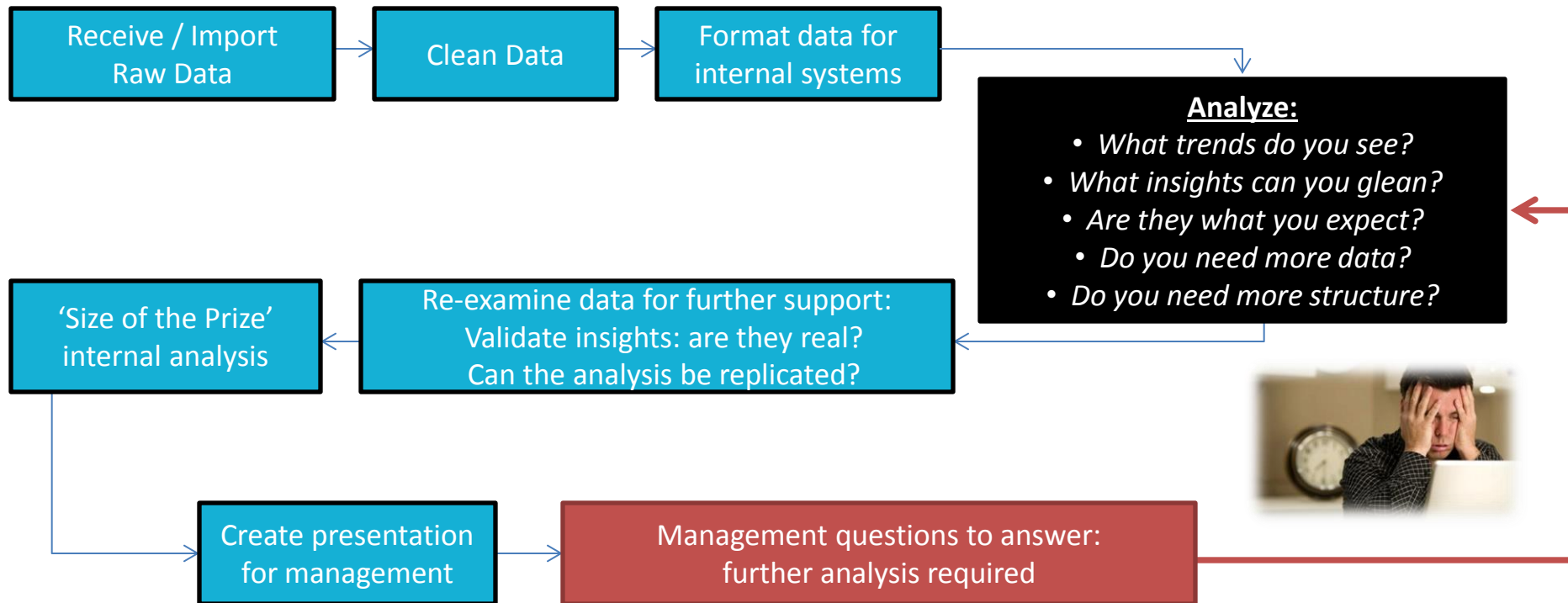
“The entire marketing eco-system is in danger of losing sight of its reason for existence – building brands – and being sidetracked in discussions about the latest technology”

- Bob Liodice, President of the Association of National Advertisers

# Analysis ≠ Actionable Insights



*Opportunity to skip the “torture loop” and go straight to consumers*



# ***But while marketers are busy torturing data...***

***The consumer's experience goes relatively unchanged year after year***



- ☞ **What if** we knew how to bring in more people like those already here?
- ☞ **What if** we knew what they liked (or didn't like) about their experience?



- ☞ **What if** we captured consumer thoughts & trended opinions over time?
- ☞ **What if** we leveraged these insights to **drive loyalty**?



- ☞ **What is just 1 more market share point worth** in your industry?
  - ...It costs over 5x more to find new consumers than retaining current ones!

 **But how do we capture consumer insights while they are still in their experience?**

# The Solution

Our comprehensive value proposition



## ConsumerScape®

Sophisticated  
Multilingual Platform



+

Nation-wide  
Experienced Staff



+

Proven, Scalable  
Insight Technique



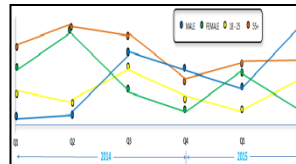
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Actionable Insight  
from the consumers'  
Point-Of-Experience



Wherever they may be...

Supported by Robust Reporting Suite





# Our Technology

## The flexible platform



**Voce™ [Vō-che] is CIS' proprietary survey platform**



- ☞ Our devices host **ConsumerScape®** surveys at consumers' moment of truth
- ☞ User-friendly: maximizes participation while simplifying data collection
- ☞ 100+ languages: **can change on-the-fly**
- ☞ Multimedia-compatible: **video, picture, text**
- ☞ Voice-to-text analytics: **in their own words**

**In-Person Surveys using Electronic Tablets :**

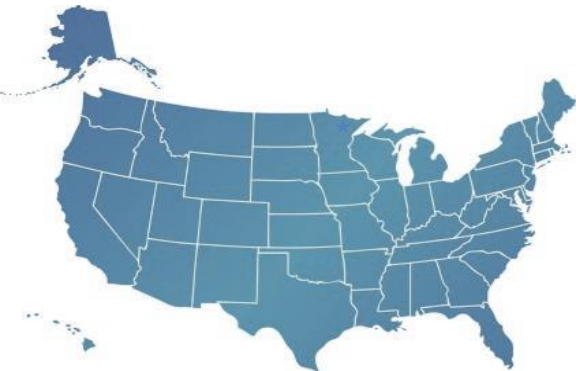
**The most effective method to collect in-person data in the 21<sup>st</sup> century**

# Our Team

*A nationwide network of research professionals...with serious support*



## Industry-leading service and support



- ⌘ Dedicated Sr. Project Manager and Data Analyst assigned
  - Point-person from start to finish, available to client at any time
- ⌘ Professional staffing relationships in all 50 states
  - Vetted in-market market research partners with professional client brand ambassadors
  - CIS-trained surveyors combine with powerful technology to deliver key insights
- ⌘ Project-specific and client-specific training
  - Ensures flexibility when needed and all-around execution excellence

**Just press 'go':**

**CIS does the heavy lifting so you can focus on running your business**

# Our Technique

*The '4 Corners' of consumer loyalty define the consumer landscape*



Scalable solution: comprehensive or a-la-carte

ConsumerScape<sup>®</sup>



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*The '4 Corners' of consumer loyalty define the consumer landscape*



**ConsumerScape®**



**Scalable solution: comprehensive or a-la-carte**

## Purchase Drivers ('Context')

- ☞ Why do they shop here? What best engages them?
- Audience: Sales, Marketing, Store Operations

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**ConsumerScape®**



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## Localized Competitive Advantages ('Secret Sauce')

- What causes us to win/lose the sale?
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## Operational-Managerial Health-Check

- ☞ Service, cleanliness, "living up to expectations"?
- Audience: Store Operations, All Employees

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## Client-Specific Topics

- ☞ New product, New service, Change feedback
- Audience: Appropriate stakeholders

# Our Treatment

## Action-oriented deliverables



**Secure portal to monitor daily results,  
presentation-ready final report and insights**

- ☞ Robust dashboards for daily accountability and monitoring
- ☞ Flexible views and exportable results enable strategic application
- ☞ Dedicated staff for results analysis and theming
- ☞ Ongoing recap reports for benchmarking and trending

**CIS collects the answers to your key questions...**

**...You get a 360° view of your consumer!**



# The Timing

## How does it work?



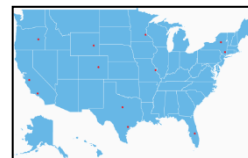
### Define success

- ☞ Clear objectives, KPIs, and client-specific insight goals



### Just hit 'go'

- ☞ Collaborative store selection and scheduling
- ☞ All else is handled by CIS: staffing, training, shipping, etc.



### In-market

- ☞ **ConsumerScape**® executes in identified stores



### Results

- ☞ Same-day uploads during project, final report after project
- ☞ Trended macro-view: the 4 corners of insight



# Reasons to Believe

## What kinds of success have we seen?



“As a large retailer with nearly 500 stores nationwide it’s been challenging in the past to listen to our consumers and hear what they have to say at a market level. Somehow the team at Custom Intercept Solutions makes this seem easy!

**...I call the projects I run with them “Set it and forget it” projects...”**

“In a category that is as fast moving as QSR, it's nice to be able to count on CIS to be flexible and proactive. They are fast, thoughtful and have the same sense of urgency as we do when dealing with time sensitive projects.

**...Custom Intercept Solutions is truly an extension of our team.”**

“CIS’ expertise provided us with quantified results that were key elements in documenting our event ROI.

**...Their project management, execution, and documentation provided us with the security that the project would meet our research needs as well as budget.”**

Nearly 1 Million surveys completed

Over 50 Million questions asked

Presence in all 50 states + Canada and Puerto Rico

### Surveys since 2014...

Restaurants: 55,000+

Tourism: 17,000+

Events: 16,000+

Retail: 10,000+

Conventions: 4,000+

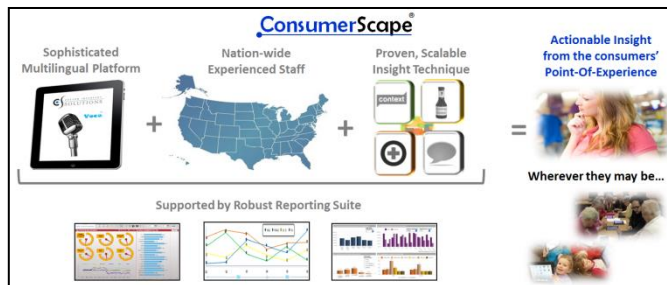
Malls: 1,000+

# To Review...

Our Company: Over a decade of data collection at consumers' point-of-experience

The Problem: Even with all the data out there, marketers frequently miss insights

The Solution: CIS completes the puzzle with the **ConsumerScape®** process



## In summary...

- ☞ Close the consumer loyalty insight gap in your stores to win share
- ☞ Increase consumer engagement and conversion with our proven process
- ☞ Quantify insights with timely, actionable results, with measurable ROI
- ☞ Reignite that critical consumer connection when it matters most: the point of experience

**ConsumerScape®**



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*"Projects that meet our research needs as well as budget"*

*Nearly 1 Million surveys completed*

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*Presence in all 50 states + Canada and Puerto Rico*



*Thank You!*



Insights from **your** consumer,  
at **their** moment of truth

For more information,  
please reach out!

[www.customintercept.com](http://www.customintercept.com)  
[mberendes@customintercept.com](mailto:mberendes@customintercept.com)

612.294.2032