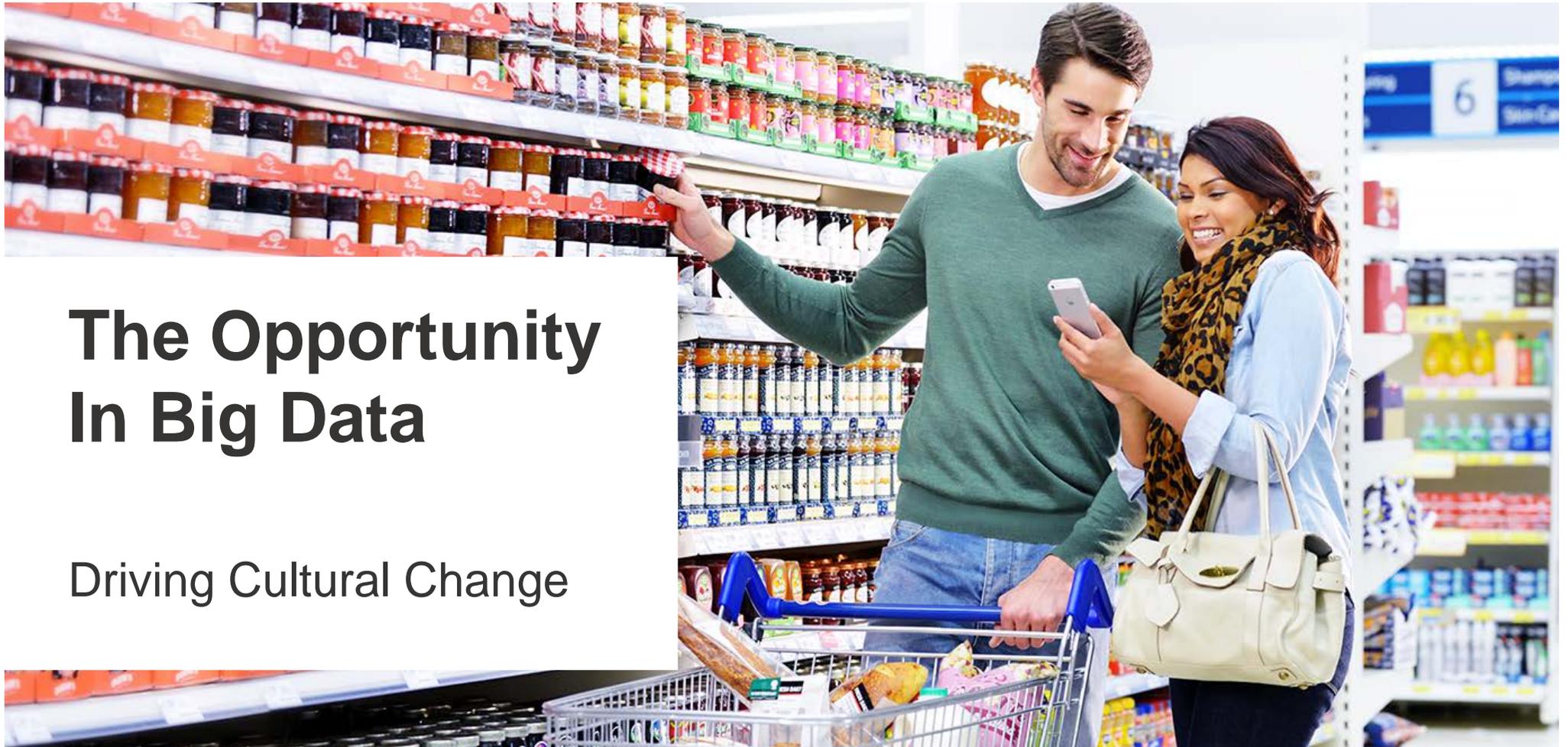


dunnhumby



The Opportunity In Big Data

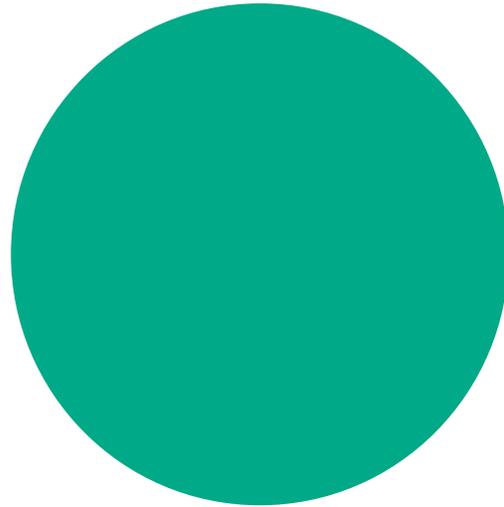
Driving Cultural Change



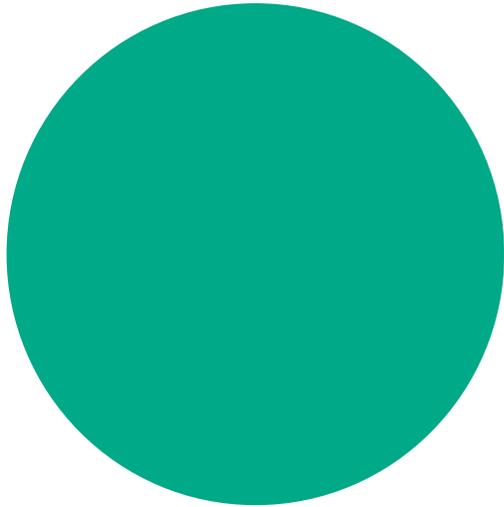
The arrival of new babies in a household is a major milestone



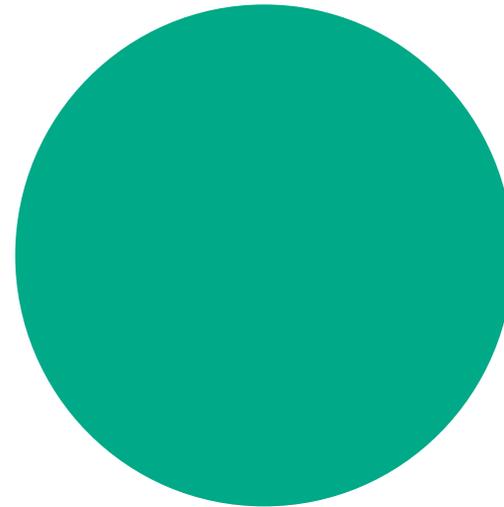




dawn of civilization - 2003



dawn of civilization - 2003



48 hours in 2011



dawn of civilization -
2003



48 hours in 2011

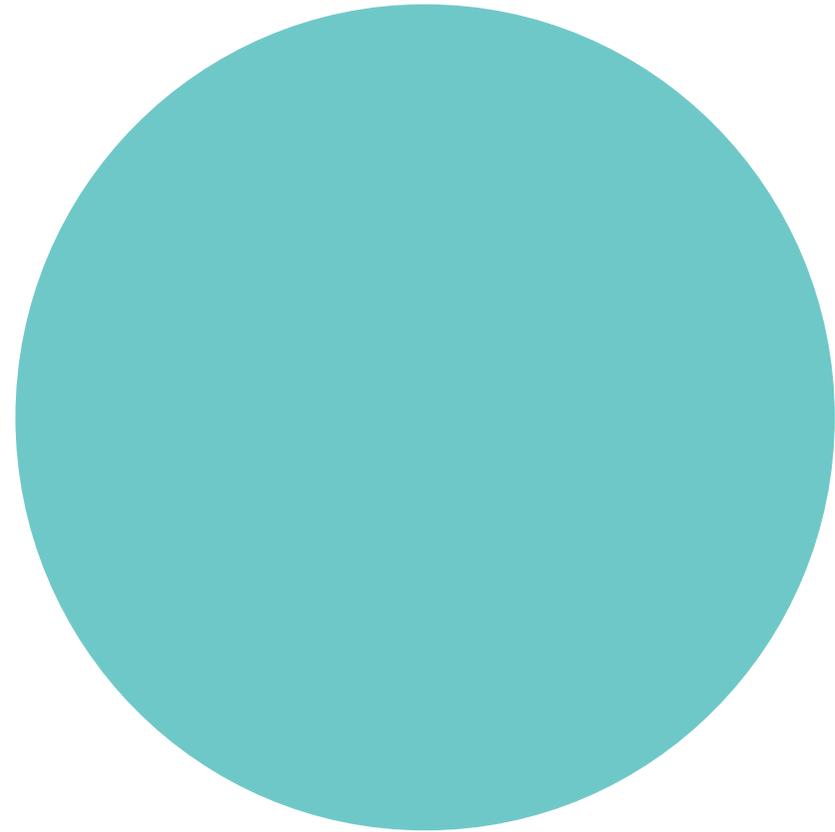
48 hours in 2020



dawn of civilization -
2003



48 hours in 2011



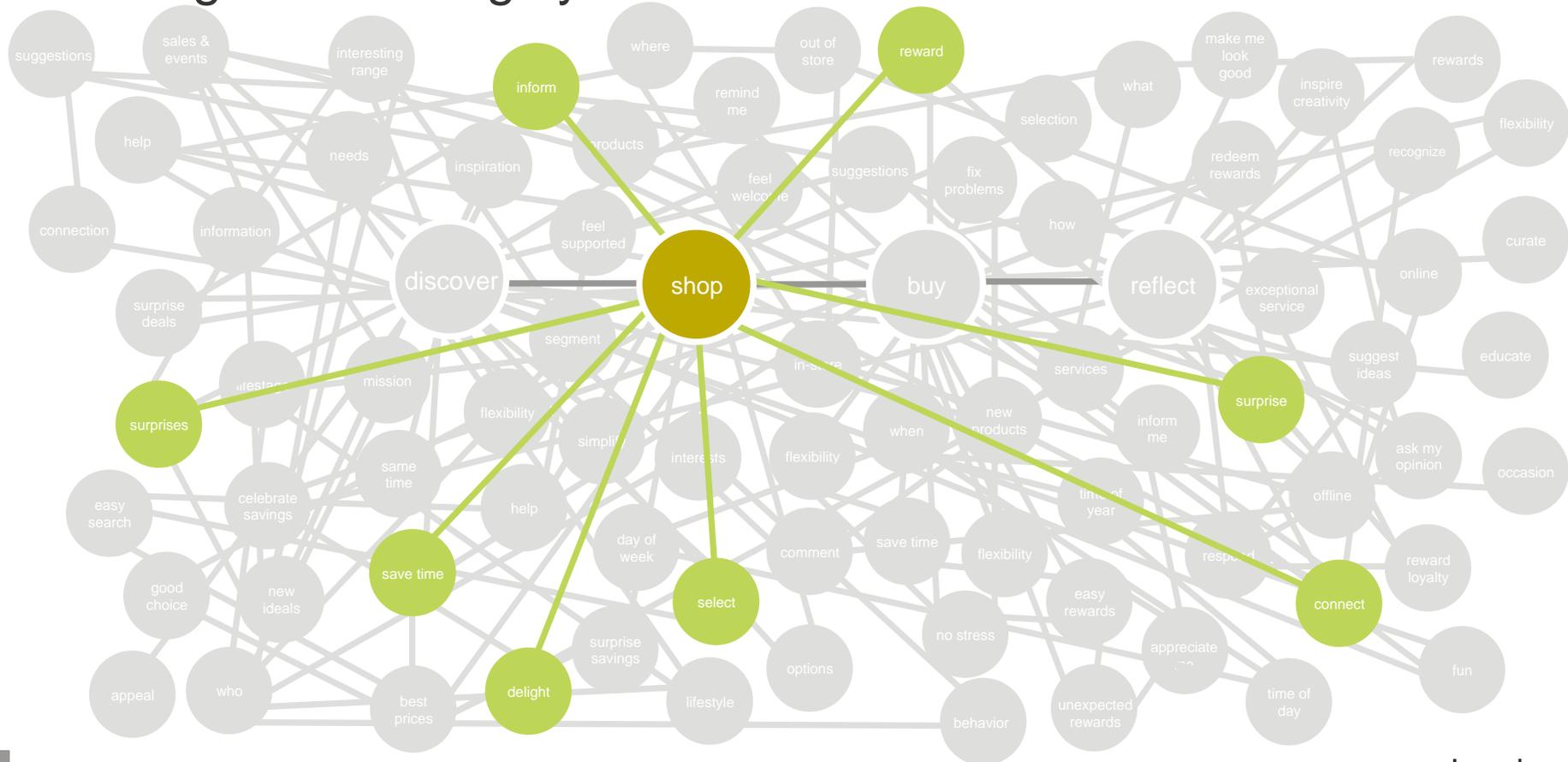
48 hours in 2020



You must use data **WITH PURPOSE**



The right data brings you **closer to the customer**



Our core purpose



We use data and science to delight customers and build loyalty

The benefits of a global view





Price & Promotion

Assort Comms

To create a personalised experience

Mass

Evaluate impact on loyalty

Differentiated

Custom content

Personalised

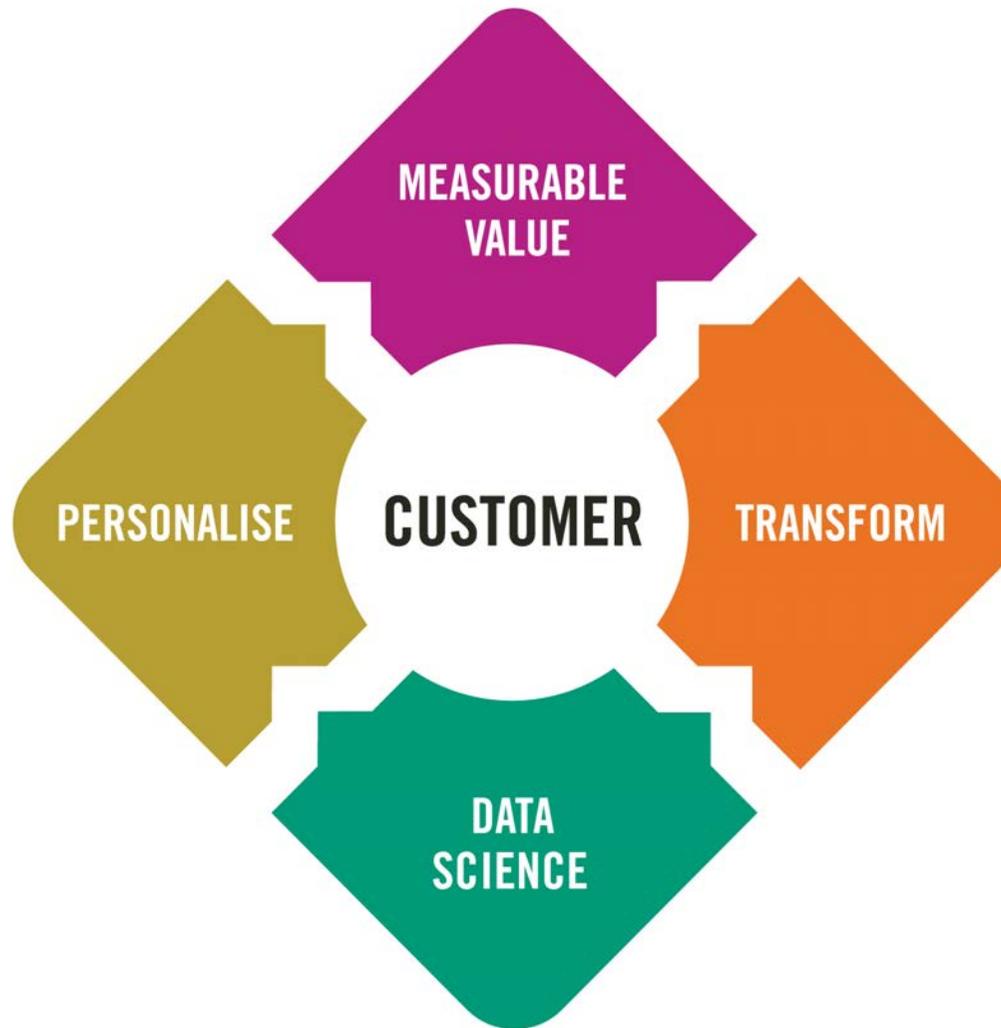
Personal coupons



Rebuilding relationships

at scale





It ain't what you **don't know**
that gets you into trouble.
It's what **you know** for sure
that just ain't so.



MARK TWAIN

Author

Culture eats strategy
for breakfast.



MARK FIELDS

Ford Motor Company

The **three box** approach to cultural innovation

1

Executing today,
with maximum
efficiency

2

Taking steps to
avoid traps of
past success

3

Inventing a
future built with
non-linear ideas

Creating the right culture

Pay attention to
WEAK SIGNALS

Don't be constrained
by **HISTORY**

Throw the strategy book
OUT THE WINDOW

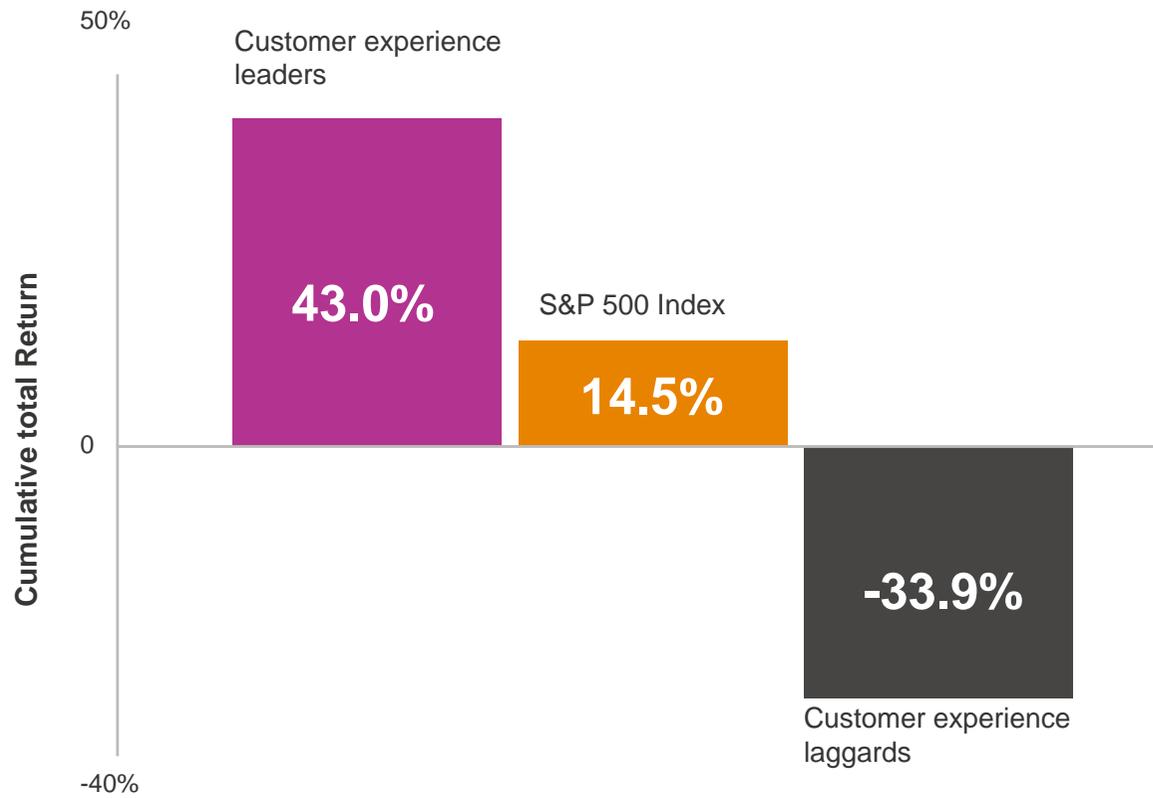


Seven pillars of customer centricity



- 1 Experience
- 2 Loyalty
- 3 Communications
- 4 Assortment
- 5 Promotions
- 6 Price
- 7 Feedback

The rewards can be **substantial**



Source: Forrester Research and Watermark Consulting

How to effect global-scale change



Become agents for **change**



Be driven by **your values**



Build **collaborative platforms**



Keep an **open mind**



Increase **diversity** in your network



Have clear, combined **goals** / shared **scoreboard**



Beg, borrow, and **steal**