

**Sharp
Customer
Engagement**

**The Insitas
White Paper**

2009

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authoritative, insightful & attentive

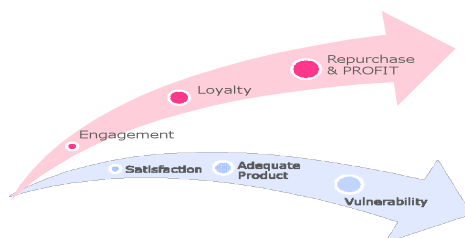
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Sharp Customer Engagement

Sharp Customer Engagement is so much more than a customer satisfaction survey. It's a cutting edge business improvement tool for 21st century business, conceived and developed using the very latest thinking and models of psychological engagement.

How does Sharp Engagement help to improve your business?

- Enables development of a customer experience that is consistent, differentiated and valued
- Helps to win back customers who are about to leave you
- Generates a customer segmentation to use for strategic marketing planning
- Provides focus for your marketing spend on the most lucrative areas
- Delivers an ongoing business process to reduce vulnerability, increase sales and profitability.



Sharp Engagement in action: Sodexo Pass UK 2009

Sodexo's 2010 business strategy plan included a focus on customer engagement as a key driver for maximising sales and profitability. Our challenge was to deliver an ongoing business process for enhancing and sustaining customer engagement at the highest possible level.

The **Sharp Engagement** model confirmed that customer engagement is strongly related to purchase intent. We delivered customer engagement segmentation for marketing strategy. We also provided a clear and detailed understanding of how to foster engagement across Sodexo Pass. Clear areas for action within the business were identified. Our statistical model demonstrated that improvement in these areas would lead to increased engagement, increased purchase intent and ultimately increased profitability. Here is what our client had to say about our work:

"The whole process was extremely professional. The Insitas Immersion Workshop was a very useful stage ... Insitas were able to design the survey with a detailed understanding of our customer touch-points.

We have now a good understanding of the level of engagement and the areas we need to address. Rich detail and thoughtful recommendations provided in the feedback enabled us to put plans in place."

Joanna Bedward, Marketing Manager, Sodexo Pass UK

Sodexo have already scheduled the 2010 engagement programme with Insitas.

About The Sharp Engagement Model

The Insitas model is different, relevant and effective. It was inspired by our discovery of a psychological framework based on the internal role of human motivation, a crucial influence on human behaviour.

The Sharp Engagement model enables organisations to realise the value potential of the customer experience by concentrating on real life behaviour rather than just opinions and attitudes. Our model truly measures self-motivation.

The Sharp Engagement Model



Key features of the model:

- It includes **alignment** as a core dimension.
- It's **active** not passive, reflecting the importance of what people do rather than just what they think
- It doesn't overstate satisfaction. Satisfaction is important but motivation is a more relevant measure to business improvement. Customer satisfaction is actually an outcome of engagement
- Purchase intent is not used within the model; Sharp Engagement uses engagement to predict purchase intent.
- Complemented by bespoke, actionable questions specific to each business

Introducing Insitas

Insitas is a business insights consultancy working with world class organisations to support business improvement. We invest heavily in expertise and research and development. We are regarded as free thinkers with a creative and innovative approach to business insights solutions. We don't only sell Customer Engagement, we live and breathe it. Our reputation for a superior customer experience is proof of that commitment.

For further information, or to discuss how Sharp Engagement can improve your business, please contact us on enquire@insitas.com Tel +44 (0)1628 523 523