



# Customer powered growth with Aspects™

Transform shoppers into engaged, loyal customers and grow their item range and basket spend

**Aspects – a proven cloud-based platform for customer analytics and reporting. Benefit from:**

- **Flexibility** - Custom buyer, product groups & store clusters; on the fly time periods
- **Granularity** - Millions of households; total category access
- **Clarity** - Training; help desk; FACTS™, ShopStyles™ & TruPrice™ segmentations
- **Speed** - Near real-time; available in minutes

**Customer loyalty drives profitable growth. The more you understand why your customers build their baskets, the more you can grow their spend. Knowing why customers choose certain stores, helps you better influence the store they select. And when it comes to product selection, understanding how various factors are considered helps build retention and acquire new customers.**

**Symphony EYC helps you better understand customer loyalty. Powered by Aspects, we enable organizations to reduce inefficient price investment without impacting basket size, reduce assortments without decreasing sales as well as execute strategies to drive overall growth by engaging the highest growth potential customers.**

## Understand Customer Loyalty Quicker with Aspects

Aspects is a cloud-based platform that enables retailers and their CPG partners to generate on-demand reports and drill down to further investigate key business issues. Highly flexible, Aspects enables you to decide how to evaluate product groups, geographies, time periods amongst other key customer metrics. Aspects includes several powerful reports ranging from basket switching and event impact analyzers including new product introduction and distribution trackers that quickly identify opportunities for improved performance.

## Client Highlights:

- **Customer strategy to engage 12% of the highest growth potential customers, drove overall growth of 2.2%**
- **Reduction of price investment by 35% with no impact basket size**
- **Increased offer redemption to 46% and long term customer loyalty by 28%**
- **Reduced item assortment by 38%, without a downturn in sales, before reinvesting to grow sales by 12%**
- **Improved e-mail open rates from 8% to 15% by mailing credit card holders personalized local offers instead of global deals**

## Reveal more about your customers

Based on market demands, Aspects helps you better address complex business issues. 20 software modules are available to enhance your business processes such as brand planning, product pricing, promotion strategy and one-to-one targeting. Aspects is menu-driven, scalable and affordable to meet your specific needs, generating insights in near real-time.

## Share insights across your organization

Symphony EYC streamlines the exchange of critical customer metrics for monitoring business performance with web-based scorecard reporting. This information drives visibility and continuity of information across your organization, supporting rapid assessment of key performance drivers. This includes customer segment measures for sales, household penetration, basket penetration and purchase frequency.

# Customer powered growth with Aspects™

Transform shoppers into engaged, loyal customers and grow their item range and basket spend

## Let our analysts maximize your investment

Leverage the knowledge and expertise of the Symphony EYC analytics team to develop custom dynamic segmentations and apply statistical modeling to your business data. Our approach supports clarity of insight through methodologies that are transparent and easy to understand.

Analytical services include customer, category, product and store dimensions all underpinned by core customer segmentation models that provide a common language for a consistent approach to customer definition:

- **FACTS™** - Measures customer engagement
- **Truprice™** - Interprets sensitivity to price
- **Shopstyles™** - Understands customers' lifestyle behavior

For example, understanding how customers engage (FACTs) enables an organization to define and measure a customer strategy. Positive customer migration is key to sustainable revenue growth.



	FACTS Segment	Frequency	Advocated Categories	Total Spend	Summary	
Regular	Primary	✓	✓	✓	Satisfies whole shopping needs at the store	Positive Migration
	Secondary – Grow Frequency		✓	✓	Alternates shopping between you and a competitor	
	Secondary – Grow Breadth	✓		✓	Switches departments in the store to specific competitors	
	Occasional	✓	✓	✓	Top up shoppers	Negative Migration
	One-time Buyer	✓	✓	✓	Primary shopper for competition	