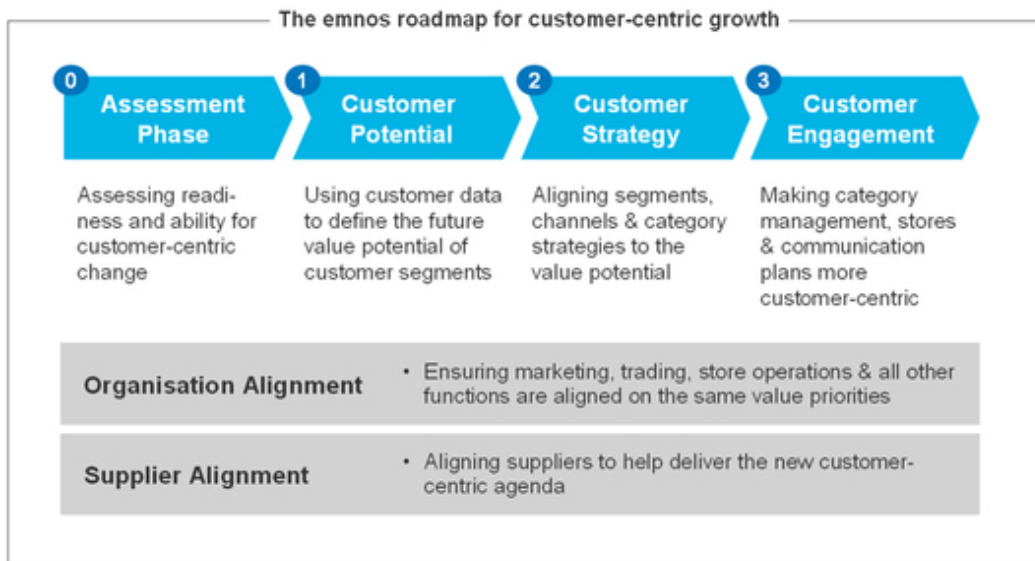


## ROADMAP TO CUSTOMER-CENTRIC GROWTH

### Our projects follow a clear blueprint for customer-centric growth

emnos has developed a well-defined methodology for delivering customer-centric growth in a structured and pragmatic way. As our clients are in different stages of their customer centricity journey we are flexible and take short-cuts or go into more detail where required.



We typically start with a short **Assessment Phase**: Together with our clients we assess their readiness and ability for customer-centric change. We use external best-practice benchmarks as well as client data to validate whether the data is 'fit for purpose' and to size the commercial prize available.

Once the potential has been validated, a series of customer segmentations help prioritize opportunities and the future **value potential of target customers**. We convert this insight into a plan to align **customer, segment, channel and category strategies** to these opportunities.

We then work with our clients to turn strategies into effective day-to-day category optimisation, store management and customer communication. A "segmentation activation plan" creates the roadmap through which **organisation alignment** will be delivered. It covers

- Awareness: the engagement of all potential stakeholders through the segmentation development phase and at launch
- Engagement: an approach to embedding the segmentation with key stakeholders, to ensure it is adopted within business planning and key processes
- Rollout: an overview of how activation and delivery against plan will be tracked and a requirements specification for supporting tools

Finally, we help to **align suppliers** to the CCR agenda through collaborative insights and targeted media sharing. By harmonizing their efforts retailers and suppliers can create even more customer value.

Read more:

[What we can do for you](#)

[Our achievements](#)