



CUSTOMER

TRUST

is the major factor the customer is looking for

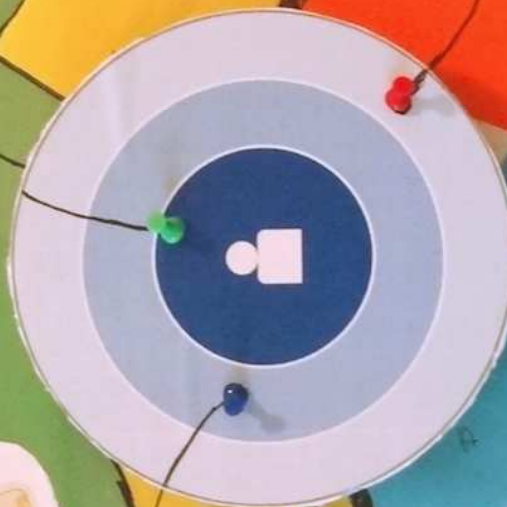


USED ANALYTICS TO DERIVE KEY INFORMATION

88% of respondents plan to be more data driven in 2014

73% of respondents plan to invest in analytics

Only 18% of respondents used a sophisticated analytics solution in 2013



INDUSTRY

COMPETITORS

RESEARCHED THE COMPETITION TO UNDERSTAND THEIR KEY STRENGTHS & WEAKNESSES

BUILT THE DIFFERENTIATING FACTORS

Competitor	Strengths	Weaknesses	Opportunities	Threats
Competitor A	Strong brand, high quality	High prices, slow service	Market expansion	New entrants
Competitor B	Wide distribution, low prices	Low quality, poor customer service	Product diversification	Supply chain issues
Competitor C	Innovative products, strong R&D	Highly competitive market	Global expansion	Regulatory changes

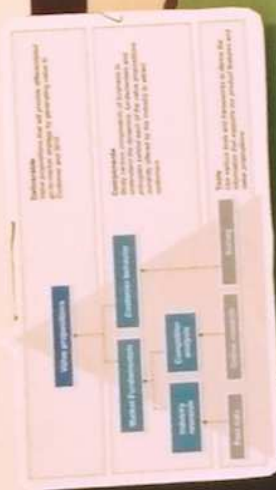
BUILT A SERVING MODEL TO IDENTIFY SERVICES WITH HIGHEST VALUE IN THE SERVICE CHAIN



IDENTIFIED PAIN POINTS IN THE SERVICE

RESEARCHED THE CAPTURE POTENTIAL TO CAPTURE UNTAPPED MARKET SHARE

Inconvenient
Frustrating
Un-personable
Annoying
expensive
scary
disasters
spotty
Not dependable
unsatisfactory



IDENTIFIED KEY METRICS THAT DRIVE INDUSTRY

BUILT A FRAMEWORK TO DERIVE FACTORS FOR SURVEY