

# Meet your Super Customers

Unlocking the power of customer data to  
transform marketing performance



**Super Customers**

# What is a Super Customer?

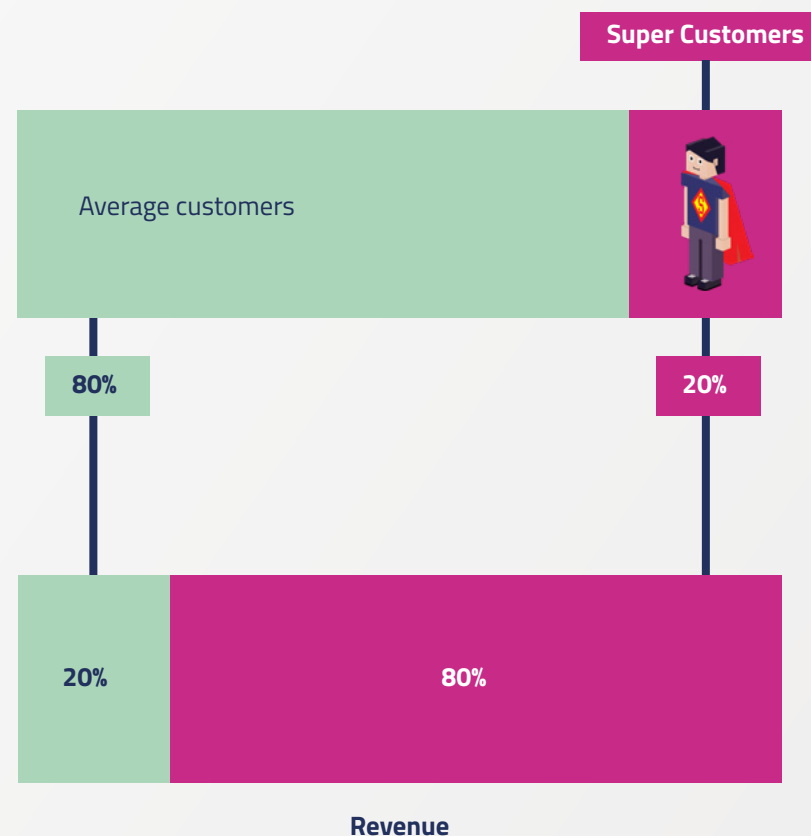
## Super Customers Are The Most Valuable Customers In Your Business.

It's easy to look at your data and find average customers, the ones who order from you fairly regularly, not spending a lot of money but who appear to be worth focussing on when you're creating your marketing budget. **But wouldn't it be better if you could focus on the customers that generate 80% of your revenue?**

The Pareto Principle states that 20% of your customers will generate 80% of your revenue. **That 20% is what we like to call your Super Customers.**

Super Customers are the most valuable customers in your business. They are super loyal, trust your business, love your brand and return to you time and time again. These are the people who spend more money than any other group of customers. So why wouldn't you focus on them?

**The problem is that most businesses don't really know who their Super Customers are and how to engage with them to drive even more revenue. That's where our Super Customers project can help.**



# The Super Customers project

**Customers are sharing more data with us than ever, through different touchpoints and devices, online and offline. But are you using ALL your data to REALLY understand your customers?**

Using data to fully understand your customers is crucial if you're serious about marketing. But most but companies face two big problems when it comes to doing customer value analysis.

Firstly, how do you pull all the data, from online, offline, web, phone, email, apps, store and all your other touchpoints together into one single source? And once you have, how do you make sense of it all and identify where the opportunities and risk lie in your customer groups?

It's something that we've helped hundreds of clients to achieve – to not only find all the opportunities in their data but also how to act on them.

Our 'Super Customers' project shows you the precise value of every one of your customers – not just now, but also in the future. And once you can see the future, managing it becomes a lot easier. You'll easily see which customers are at risk, where your marketing is being wasted, the cross-sell opportunities and much, much more.

**Crucially, you'll be able to identify your 'super-customers' – those individuals who are responsible for the majority of your profits – and find out how to keep them, grow them and how to get more of them.**



## Fast Analytical Support

A fast injection of expert analytical support to reveal the extra profit hiding in your customer data.



## Independent Analysis

An independent analysis of your customers, their current and future value to you, based on your own data not perceptions.



## Strategy Roadmap

A roadmap for creating an optimised contact strategy and highlighting any gaps in your customer journey communications.

# Answering the important questions

## This is not your usual segmentation or customer analysis.

We'll take your data and look at it deeper and gain more insight than you ever thought possible.

Through our deep analysis, we'll provide answers to the questions that really matter. Answers that will enable you to focus on the areas that will drive the greatest earning and profit for your business.

Answers such as which customers are going to leave you in the next 12 months if you don't do something about it now. Or which of your new customers will go on to be the most valuable – and which will simply be a drain on your business. Or which products you should be cross-selling to which customers.

This is no ordinary analysis. This is analysis which is **guaranteed** to transform the profitability of your business.



Which customers will no longer be with you next year?



Which customers buy what products – and what will they buy in the future?



Which of your current marketing campaigns are having no impact?



How well are you recruiting new customers – and which will be the most valuable ones?



What are the most profitable cross-sell opportunities?



Where are the gaps in your customer journey?

# Why use R-cubed?

## A Super Customers project quickly provides the answers you need to deliver immediate results.

It can be a difficult for many companies to get the fast insight they need, not for a lack of skills or focus but because of 3 common challenges.

Firstly, you need a fast way of getting all your data in one place. If your data resides in different systems, you'll struggle to get the full view that you need without the necessary data management expertise.

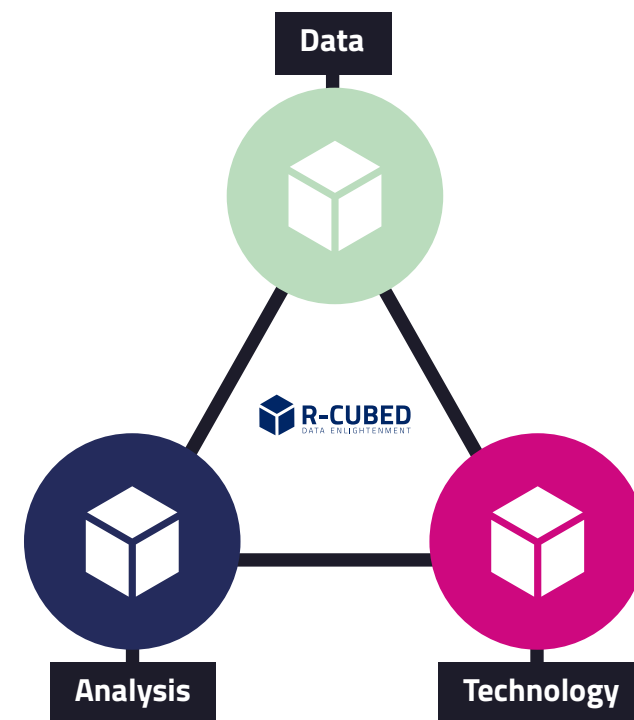
Secondly, your IT department will already be under pressure on several fronts, and may be slower to provide the support you need than you would like.

And thirdly, your own internal analysis teams are likely to be too busy supporting the day to day campaigns and reporting, meaning they are unable to focus on an additional strategic project for weeks or months.

And that's where you might want to use our specialist experience.

This is what we do for our clients, day after day, and without fail it reveals fresh insights and opportunities worth hundreds of thousands in incremental profit.

Which is why the likes of Costa, Kuoni, Ageas, Goodwood and many more have trusted R-cubed to find the answers hiding in their data.



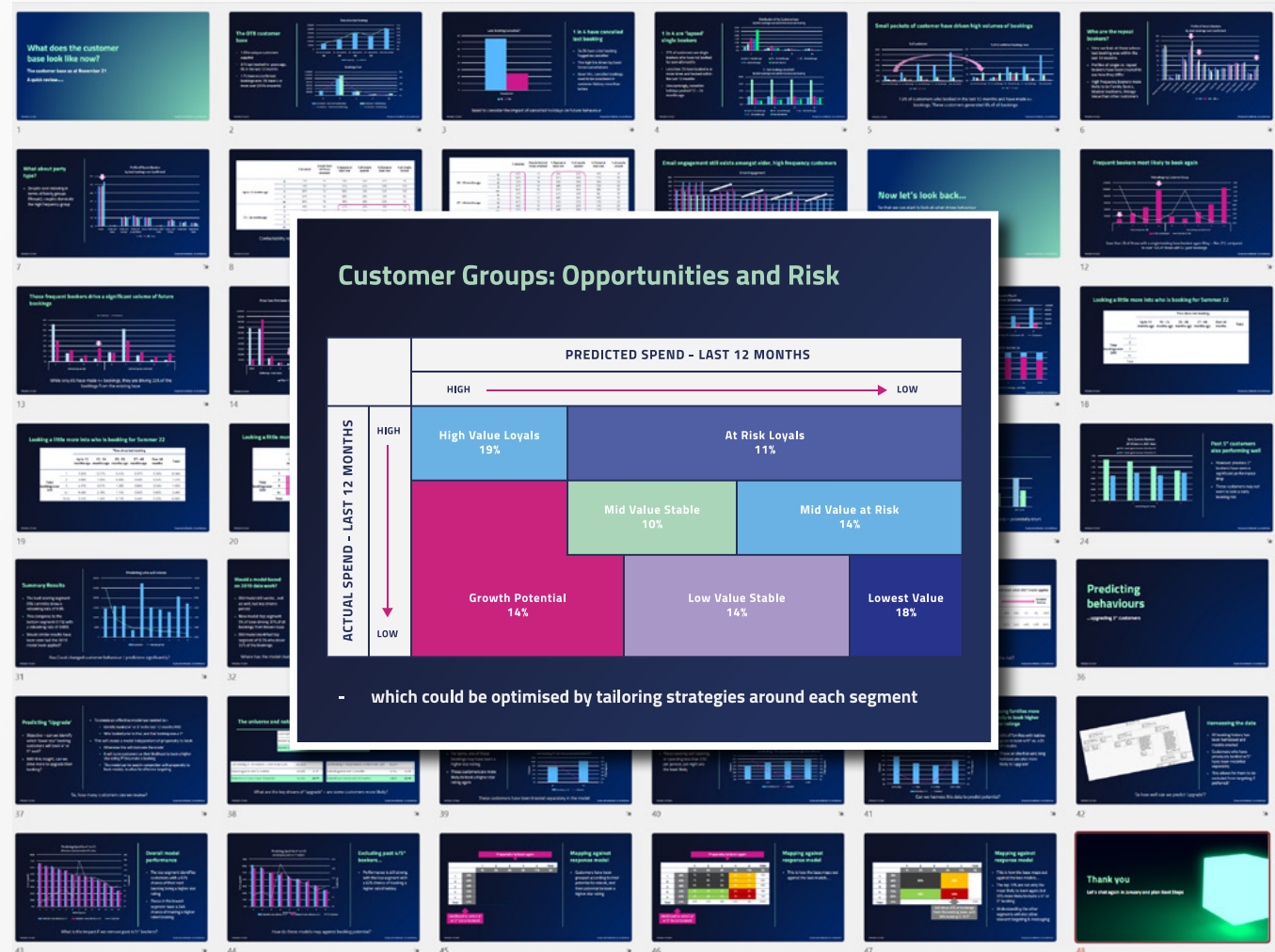
# Creating a data 'time machine'

## Predicting future value.

We'll take your data and look at in every imaginable way. That means not just looking at your customers as they are today, but how they've behaved in the past and – crucially – using that data to accurately predict how they'll behave in the future. We'll show you their relative value, the revenue from new versus existing customers, and who you need to focus on to maximise revenue in the future.

We think of it as a data time machine - taking your customers through the past, present and future to give you the knowledge you need to maximise their value.

As we said - this is **not** your standard segmentation.



# How does it work?

**A Super Customers project is an intense, dedicated piece of work that will reveal valuable opportunities and insights.**

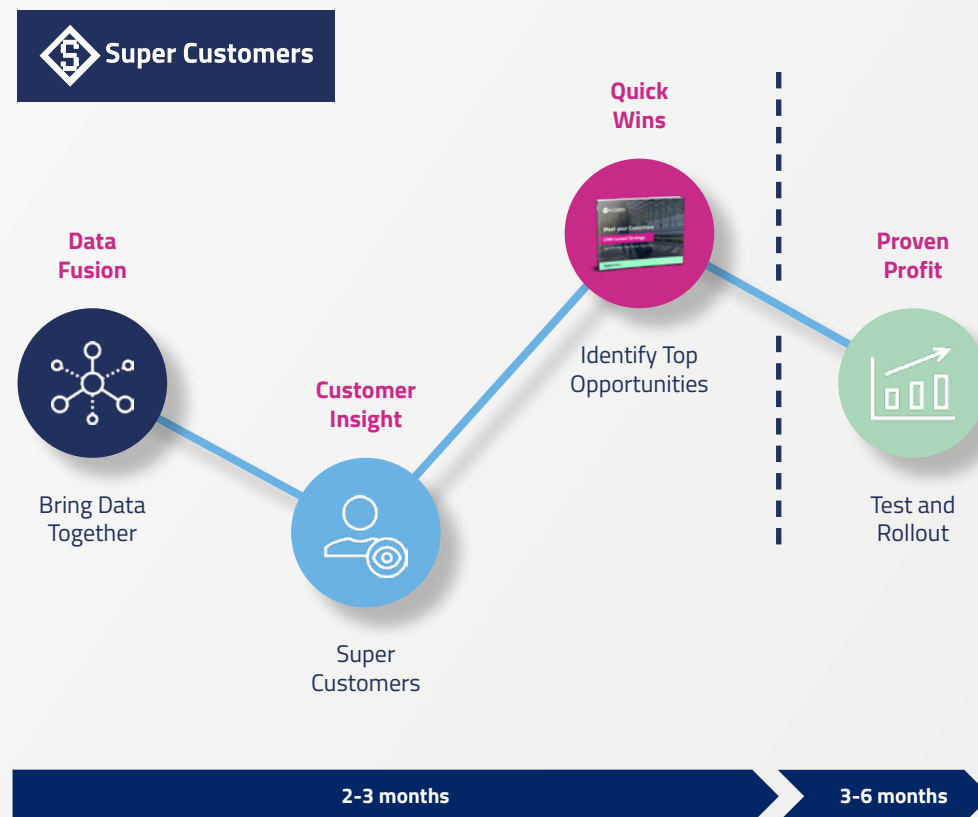
And that means it takes a planned, structured approach.

First of all, we take your data from all its various sources, audit it, identify any gaps or issues and finally create a single analysis view.

Next, we conduct a deep dive into your data, leaving no stone unturned as we explore your customers' behaviour. We'll identify and quantify every opportunity and meet with you to discuss and validate our findings and provide you with our top level recommendations.

Finally, we'll present back the full results and work with you to translate them into an action plan. We'll help you produce a multi-channel contact strategy and work with you to move into a test and learn programme to produce better results.

The whole process typically takes 3 months and in return, you get a blueprint for a significantly more profitable marketing strategy.



# Proven success

**COSTA**

## Saving High Value Customers

We found that a small number of Costa customers were contributing tens of millions of pounds worth of spend – far, far more than the average customer.

This group of super-customers therefore represented great profitability but also a significant risk.

**Once identified, we put a programme of targeted comms together specifically designed to prevent attrition and retain that spend.**



GOODWOOD

## Looking beyond the average

Goodwood understood the typical experience of their average customer – but in reality, there are no average customers.

50% of customers received fewer than 10 marketing emails per year, while 10% were being contacted multiple times every week. This presented clear opportunities to reduce wasted marketing spend and re-invest it in more profitable activity.

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**“I must say that I have never enjoyed working as much with a third party as I have with R-cubed. You guys are a true partner and extensions of the CRM team – not just on paper and in words.”**



# Proven success



hotter<sup>®</sup>  
comfortable life performance

## Maximising marketing budget

At a top level, Hotter Shoes' marketing campaigns were driving sales. Yet, when we drilled down into the data, 30% of direct mail campaigns weren't driving any profit at all.

**By understanding customer value by individual and by propensity to respond, we re-allocated the marketing budget to areas that would have greatest impact.**



On the Beach

## Challenging the myths with the help of Super Customers

On The Beach believed they had very few frequent customers - but once we got our hands on the data, we found that a quarter of repeat bookings were being made by a small but highly valuable group of customers from the previous year.

**Yet these customers were being treated the same as everyone else.**

**“By understanding who was actually being influenced by the catalogues and who wasn't, we reduced our costs by up to 10%.”**

## Are you ready to meet your Super Customers?

### Fast Analytical Support

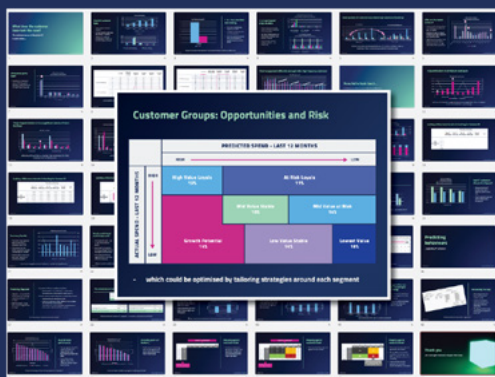
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### Independent Analysis

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### Providing answers to all important questions

Which customers will no longer be with you next year?

Which customers buy what products – and what will they buy in the future?

Which of your current marketing campaigns are having no impact?

How well are you recruiting new customers – and which will be the most valuable ones?

What are the most profitable cross-sell opportunities?

Where are the gaps in your customer journey?

## Maximise your ROI today.

## Ready to talk?

If you'd like to find out more about how 'Super Customers' can **maximise your marketing**, we'd be pleased to set up a call to answer your questions.



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Client Partner

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