



**MARTIN
NEWMAN**

SPEAKER | EDUCATOR | AUTHOR | ADVISOR

**Leveraging
Customer Centricity
For Competitive
Advantage
In the age of Gen Z**



**I've been practising
Customer Centricity for 40 years**



BURBERRY

TED BAKER

LONDON

Harrods

speedo[®]

Board Advisor

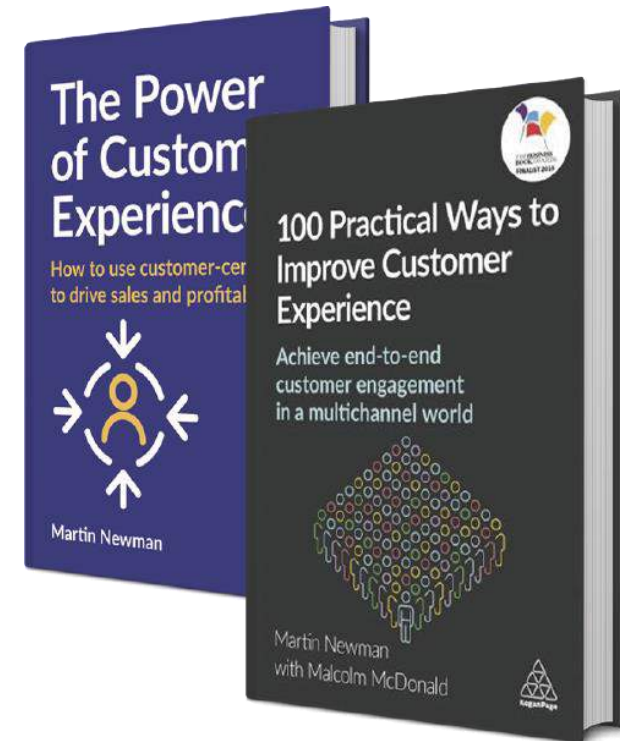
MARKETPLACER™

clearpay



www.martinnewman.co.uk

Educator



**University of
Strathclyde**
Business
School



**Mini MBA in
CUSTOMER
CENTRICITY**
By Martin Newman



MARTIN
NEWMAN

AS SEEN ON...

sky NEWS

sky

LBC

LEADING BRITAIN'S CONVERSATION
930 DIGITAL RADIO 1 01.2 PM



BBC Scotland

itv

BBC

www.martinnewman.co.uk





We Can Buy
Anything, Anytime, Any Place
From Anyone



33% of us will **ditch** a
brand after **one bad** experience



A 5% increase in customer retention leads to a
25-95% increase in profit!

Source: Harvard Business Review

**Technology needs to empower but too often
gets **in the way****







Psst! Do you want to hear a secret?

THE RETURN ON INVESTMENT

MODEL IS NO LONGER RELEVANT



10 NEW ROI'S

To help build CLV



New ROI 1: **Return on Inspiration**

Only 15% of employees are engaged in the
workplace

(Gallup – state of the global workplace)





New ROI 2: **Return on Integrity**

68% of customers won't buy from companies
with poor ethics
(Salesforce)

Direct Correlation To Market Cap Reduction

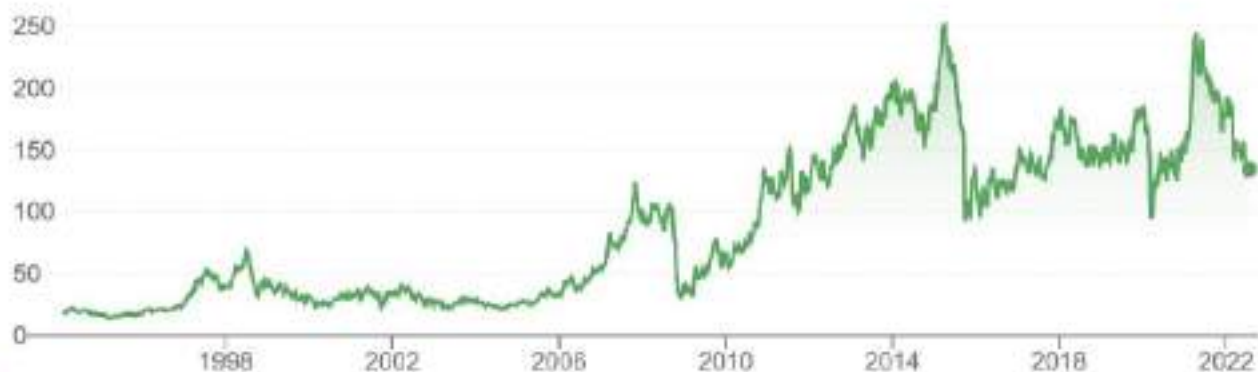
Market Summary > VOLKSWAGEN GROUP Common Stock

134.32 EUR

+115.72 (622.15%) ↑ all time

22 Jul, 17:36 CEST • Disclaimer

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



Open 135.50
High 135.80
Low 133.92

Mkt cap 82.73B
P/E ratio
CDP score A-

Das Problem.

GREENFACE



- Commitment to help disadvantaged people find work in retail inc people with disabilities, migrants & refugees
- Fans rather than customers – 32m on Facebook
- \$13.6bn GP

New ROI 3: Return on Inclusion

Diversity and inclusion is both **morally** and
commercially the right thing to do!



A group of five diverse young women are standing together, laughing and smiling. They are dressed in casual, contemporary clothing like t-shirts and jeans. The background is a plain, light-colored wall.

Women drive **70% - 80%** of all
consumer purchasing decisions



14m disabled people in the UK

A **£350BN+** opportunity





Home eye tests

If you, or someone you know, are unable to leave home unaccompanied due to a physical or mental illness or disability, we can come to you.

[Request a home eye test](#)



Our team of mobile opticians provide a comprehensive eyecare service to those who cannot get to one of our stores unaccompanied – check if you or someone you love is eligible [here](#). You can benefit from a free NHS-funded eye test, a great selection of glasses and high standards of care – all from the comfort of your own home.





CELTIC FOOTBALL CLUB 1888



New ROI 4: Return on Image

Conscious Consumption

Buy new, 2nd hand, upcycle, rent



Zara Launches Repair, Resale in U.K



“Pre-Owned” will offer new services in it’s 60 stores and online as part of a sustainability pilot program.

Buyerarchy Of Needs



New ROI 5: Return On Intervention

It doesn't matter what you sell...

Anyone can turn customers into fans



Dear Mr. Newman,

Thank you for your email.

I have since checked and the order you have mentioned has not gone through therefore, no payment has been taken from our side.

If the money is still pending on your account, I recommend you to contact ApplePay customer services.

Many thanks

Yours sincerely

Lupe Fontan

BOSS

H U G O B O S S

**The purpose of a business is to create a
customer who creates other **customers****



New ROI 6: Return On Interaction




FOOD & BEVERAGE

For the First Time, DoubleTree by Hilton Reveals Official Chocolate Chip Cookie Recipe so Bakers Can Create the Warm, Welcoming Treat at Home

Hilton at Home: Insider tips to make your home more hospitable

Dear

Martin

We thank you for trusting us with your order and dearly hope you enjoy your new CDLP products. As an incentive to continue upgrading your wardrobe, we would like to give you 10% off on your next order. Use the code  the next time you shop.

CDLP

CDLP

Dear Martin,

We are committed to innovation and always improving our products. We would love to hear about your recent experience with our designs.

If you care to fill out this survey, we will give you a 15% voucher to use on your next purchase. The survey will only take 2 minutes.

Thank you for your contribution.

With care,
Elliot for CDLP

[Go to Survey](#)

SUITSUPPLY

Turn your new piece into a full look



Irina Your Style Advisor

I've picked out a few things you'll love to pair with your recent purchase.



✔ Purchased

Green Crewneck
Cotton Silk



Mid Green Belted Safari Jacket
Pure Linen



Off-white Porto Chino
Stretch Cotton



White Runner Sneaker
Suede, Nubuck & Nylon

The last best experience a
consumer ever had becomes the **minimum**
experience they want everywhere



New ROI 7: Return on Improvement(s)

**Avis is only No.2 in rent a cars
So we try harder.**

ELLER



New ROI 8: Return on Involvement

92% conversion
when customers
interact with store
staff on ‘perfume
painting’



JO MALONE
LONDON

New ROI 9: Return on Insight

**Your most unhappy customers are your
greatest source of learning**



The voice of the customer

Want to join our Customer Advisory Panel this October?



The image shows a promotional banner for Ryanair's Customer Advisory Panel. At the top, the Ryanair logo is displayed in white on a blue background. Below the logo, a navigation menu lists 'FLIGHTS', 'CAR HIRE', 'HOTELS', and 'GIFT CARDS'. The main visual is a photograph of four people (three men and one woman) standing together, wearing blue lanyards with ID badges. They are positioned in front of a backdrop that features the Ryanair logo and the words 'AIR', 'ANEL', 'ME', 'CU', and 'W'. A yellow banner with the text 'WE'RE LISTENING' is overlaid on the bottom of the photo. Below the photo, the text 'JOIN OUR CUSTOMER ADVISORY PANEL' is written in large, bold, blue capital letters.

WE'RE LISTENING

JOIN OUR CUSTOMER ADVISORY PANEL

Our Customer Advisory Panel, which launched last year, has already helped us develop a range of new improvements including the Day of Travel App, myRyanair Wallet, Digital Self-Service Hub and a whole new range of upcoming initiatives.

New ROI 10: Return on Innovation

If you need to be 100% sure,
you'll be **100% late!**







The Virtuous Circle





Download the ebook
www.10newrois.com





Visit www.martinnewman.co.uk

Follow me @martinnewmancc

