

Global Powers of Consumer Products 2015

Engaging in the consumer conversation

Today's consumers own the conversation

They have more information, more choices, and no geographic boundaries

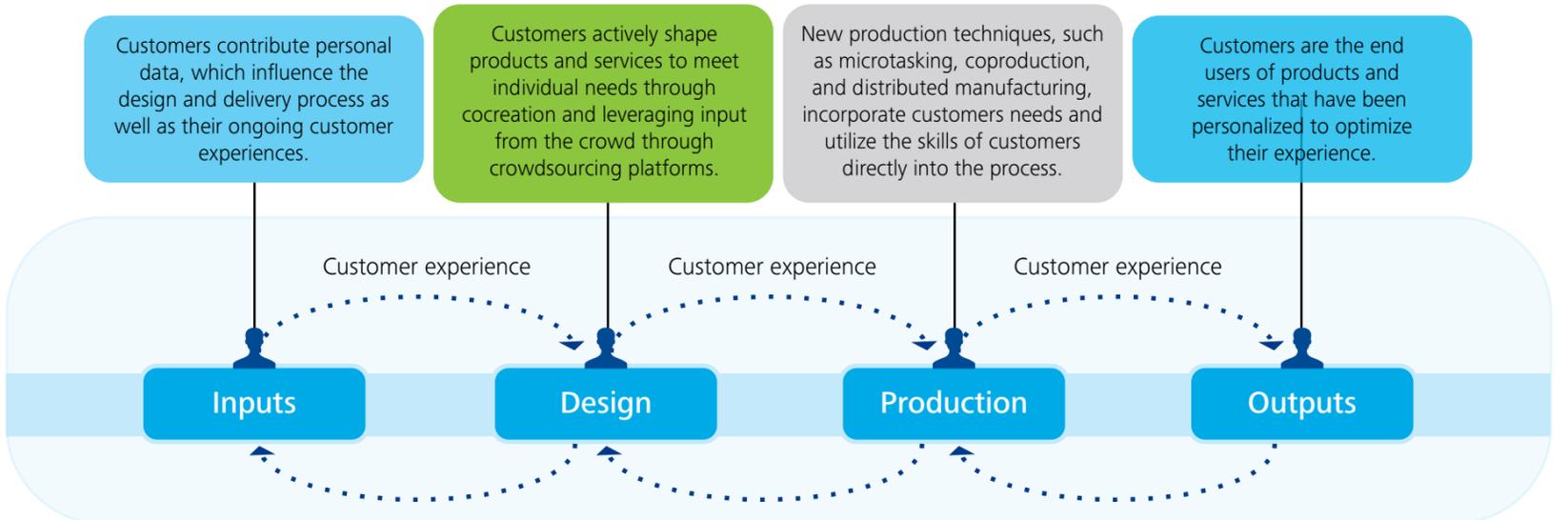


The opportunity: Direct conversations with consumers can drive *growth* and *innovation*—if your company can engage them.

Managing the various touch points with consumers requires good communications and collaboration across your organization.

- Decide on the right engagement approach
- Develop content and use it well
- Invest in technologies and analytics
- Make sure staff understands their role
- Manage your reputation on social platforms

The B2One experience



Creating the B2ONE experience

- Shift the focus from products and services to creating an experience
- Define the customer problem you want to solve
- Treat customers like designers
- Create better and faster feedback loops
- Build trust

Trust is a competitive advantage: It is critical in engaging with consumers—difficult to earn and very easy to lose.

80% of consumers are *more likely* to purchase from companies that they trust with their personal information

72% of consumers *avoid* companies they don't feel they can trust with their personal information



For consumers, personalized offers or recommendations do not outweigh the perceived risks of sharing their information.

What can businesses do to foster trust?

- Build stronger data security
- Reassure consumers that their personal information is safe
- Personalize engagement with valued consumers
- Encourage dialogue with consumers
- Respond promptly to consumer contact
- Think long-term