

# MARKET & CONSUMER RESEARCH /CUSTOMER LOYALTY

Datamation (ISO 27001 ISO  
9001:2008)

Business Intelligence & Consumer  
Insights in the Customer Economy

Chetan Sharma –CEO, Datamation Group<sub>1</sub>  
[www.datamationinternational.com](http://www.datamationinternational.com)

# Datamation Vision

- ◉ Market Research & Analytical center of excellence for well-informed & well-calibrated cutting edge business decisions.
- ◉ Leverage on ICTS for complete back end data management and online digital media solutions.



Customer

# **DATAMATION – INNOVATING KNOWLEDGE & BRANDING SERVICES**

- ◉ **Serving for over 25 years.**
- ◉ **Pragmatic business model.**
- ◉ **Investments in technology, people and community.**
- ◉ **Decentralized National operations.**
- ◉ **Internal organic growth.**
- ◉ **International affiliate offices in the US, Japan, China, Hong Kong, Germany, France, UK, Ireland, Korea, Malaysia.**
- ◉ **Member of the MRA, CASRO (Council of American Survey Research Organization-CASRO, Insights Association.**
- ◉ **Existing fruitful relationship with IOCL – Southern & Eastern Pipelines Division.**





- **Customer Relationship Marketing (CRM) Services**
- **Database Marketing**
- **Image Processing**
- **Market Research**
- **Logistics and Fulfillment**
- **Business Advisory Services**
- **Rural ICT initiatives**



- Involved client servicing
- Competitiveness integral to business strategy.
- Client retention-90%.
- Projected turnover US \$ 300 million in FY 2017-18
- Projected jobs at Datamation by FY 2017-2018 → 3000+
- Statutory compliant.
- 3600 employees spread over 30 locations.



# Our People & Roles

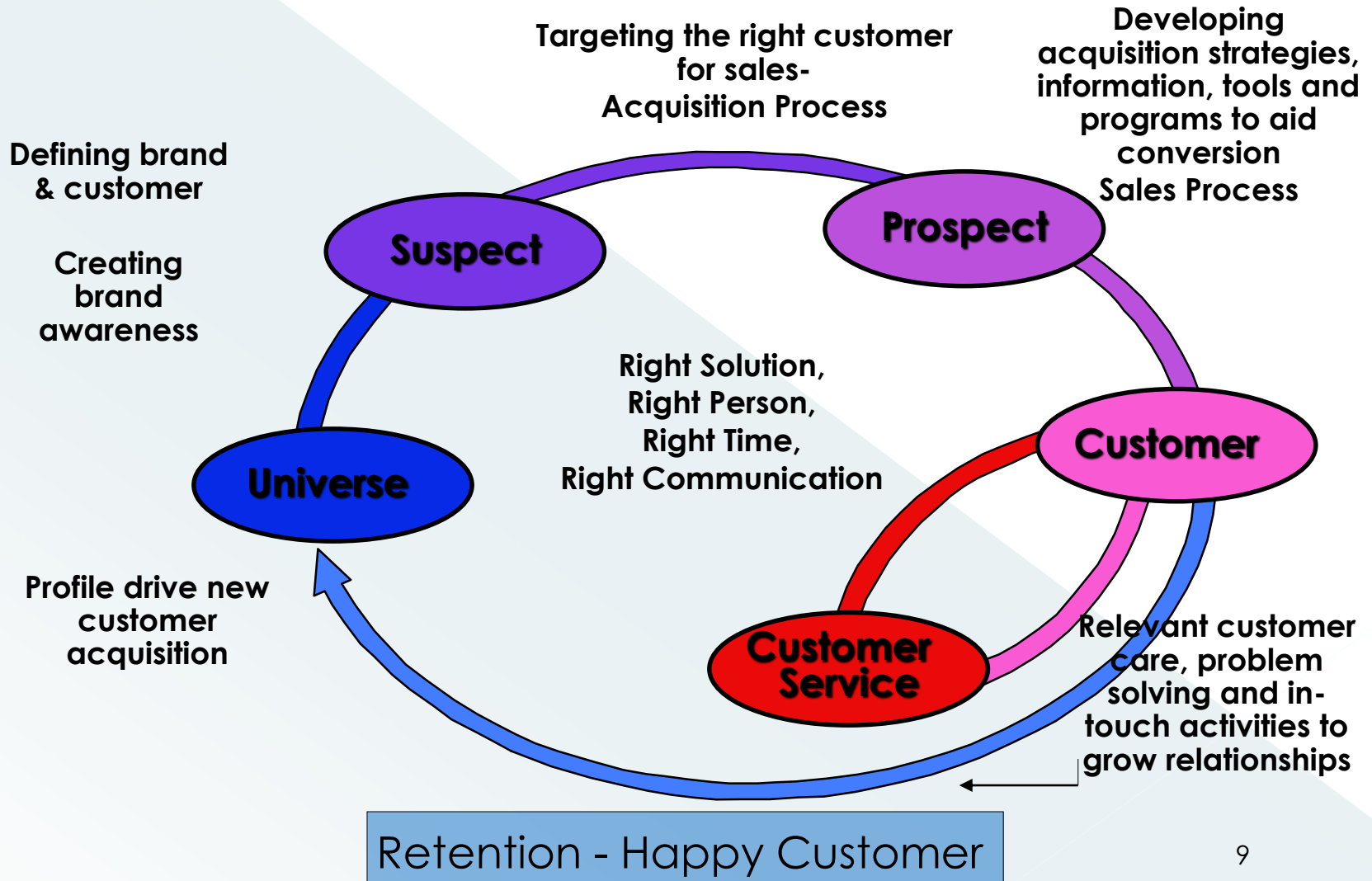
- ◉ Dedicated full-time team of MBA (MR), Researchers, Economists, Field Managers, Field Coordinators & Investigators. Total strength of MR Division 350+
- ◉ MR & Consumer Insights led by Chetan Sharma – CEO, MBA Gold Medalist.
- ◉ Brig. Y.R. Maindiratta -MBA
- ◉ Maj. Gen. N.K. Dhir - MBA
- ◉ Terence D'souza- MBA
- ◉ Anubhava Gupta-MBA
- ◉ Ali Hassan – MBA
- ◉ Ravi Kumar – MBE
- ◉ Lalit Mehra / Ramesh Pihajl – Field Manager
- ◉ Sarita Sharma – Analyst
- ◉ Dr. Monika Sharma - Analyst
- ◉ Dr. Tara Shankar Chaudhary – Analyst
- ◉ Dr. Sukumari N. Nair-Analyst
- ◉ Rajesh Gupta – FCA
- ◉ Raveesh Singhal – FCA

# Our Clientele

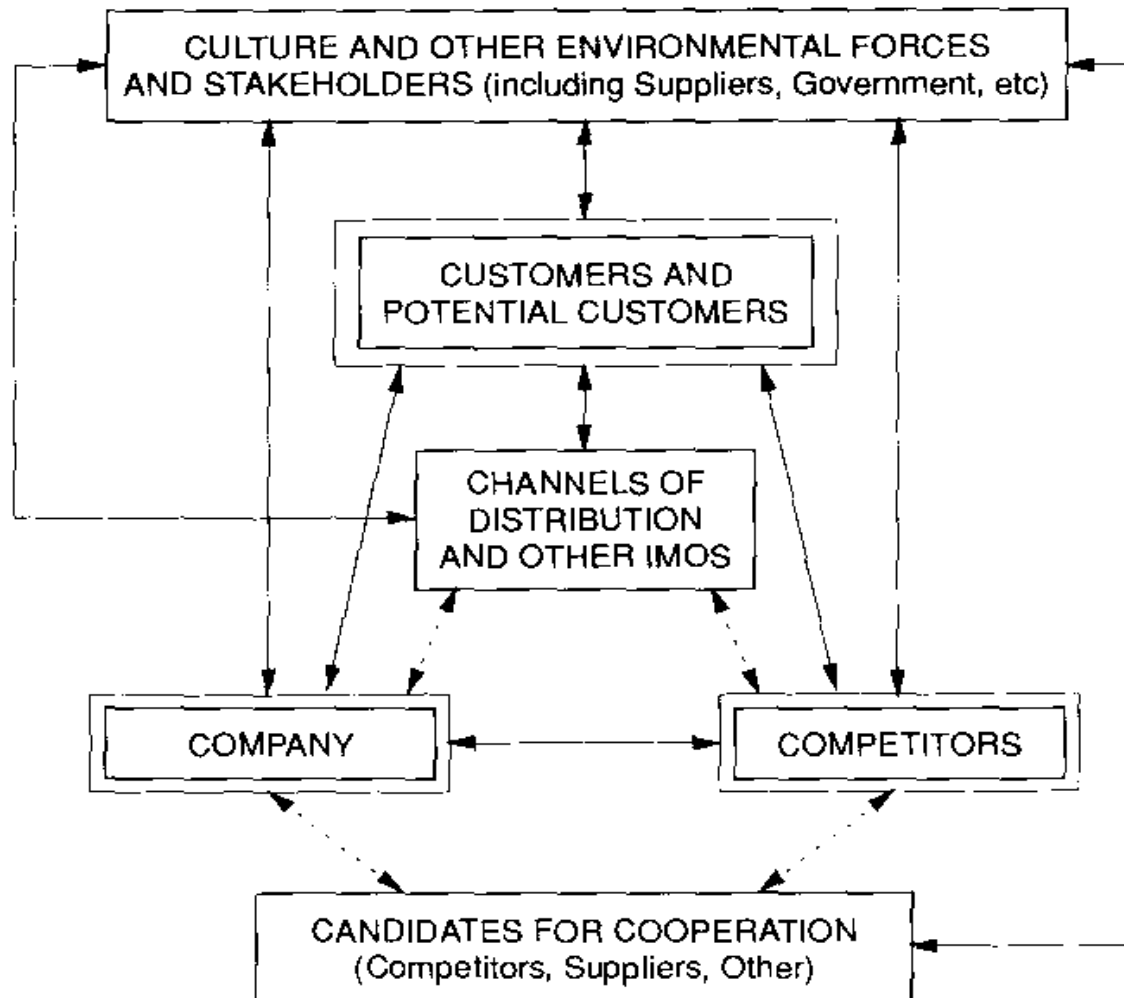


# The Relationship cycle

## Customer Ownership of Brand - our process for relationship management



## Datamation services around 6Cs Model for Marketing Strategy



MARKET  
OPPORTUNITIES-  
BUSINESS  
STRENGTH  
ANALYSIS

B- ANALYSIS  
OF BUSINESS  
STRENGTHS AND  
WEAKNESS

C- SEGMENT BY  
POSITIONING ANALYSIS

THE ADDED  
STRATEGIC  
MARKETING  
DIMENSION

A- ANALYSIS OF  
MARKET  
OPPORTUNITIES AND  
THREATS

A MARKETING-  
ORIENTED  
APPROACH BY  
DATAMATION FOR  
STRATEGY  
FORMULATION AND  
EVALUATION

D- OPPORTUNITIES/  
STRENGTHS OF EACH OF  
THE  
SEGMENTS/POSITIONINGS

E- SYNERGY ANALYSIS

F- FUNCTIONAL  
REQUIREMENT  
ANALYSIS

G- PORTFOLIO  
ANALYSIS

J- PLANNING THE  
IMPLEMENTATION AND  
CONTROL PROGRAM,

OBJECTIVES  
AND STRATEGY  
GENERATION  
AND  
EVALUATION  
PROCESS

I- OBJECTIVE AND  
STRATEGY EVALUATION  
INCLUDING MARKETING  
PROGRAM,

H- OBJECTIVE AND  
SYNERGY GENERATION  
INCLUDING MARKETING  
PROGRAM,



# Datamation Brand Research & Insights, Brand Affinity & Loyalty services

- Brand Research : Pre-launch, Post-launch, Continuing tracking
- Brand audit
- Benchmarking
- Mystery shopping
- Customer Satisfaction Surveys
- Customer Insights
- Channel audit & research
- Audience Research
- Impact evaluation of the Publicity (IEC) Campaigns

# **Oriental Bank of Commerce CSS : Research Methodology**

- ❑ Major customer services and products were mapped and a list of branches were identified to run the customer satisfaction survey.
- ❑ Each product and attribute was further studied to identify areas where customers could build opinions and perceptions.
- ❑ The respondents were distributed across Metro, Urban, rural and semi urban branches.
- ❑ All efforts were taken to ensure that the demographic spectrum of the individuals be broad based to eliminate any specific bias in the data.

# Methodology of calculating the Satisfaction Levels

- ❑ **Qualitative and Quantitative Scores:** - A data collection tool was designed to gather the perception driven qualitative ratings.
- ❑ **Five Point Likert Scale:** - To identify clear strengths, the bank's top 2 ratings of Excellent and Very Good were taken and the weaknesses were rendered to the ratings of Average or Poor.
- ❑ **Median Rate:** - The median rate or the rating of Good was considered to be satisfactory but not enough to create a customer delight and not irrelevant that it can be ignored.

# Branch Infrastructure

- The customers enjoy the convenience offered by the OBC branch operating hours across the universe and nearly **77%** of the respondents rate the same as excellent or very good to this attribute. This attribute has only got **6%** respondents rating it as average or poor which means nearly **94%** of the respondents acknowledge this to be a valuable banking experience enabler.

Sections	Excellent	Very Good	Good	Average	Poor
Branch Timings	45.10%	31.48%	16.69%	4.34%	2.38%
Branch Branding & Direction	31.68%	41.05%	20.01%	4.71%	1.86%
Wait Time & Seating Space	38.48%	36.82%	16.87%	4.36%	1.78%
Availability of Stationary	35.23%	41.69%	16.04%	3.50%	1.70%

# Loyalty and Care

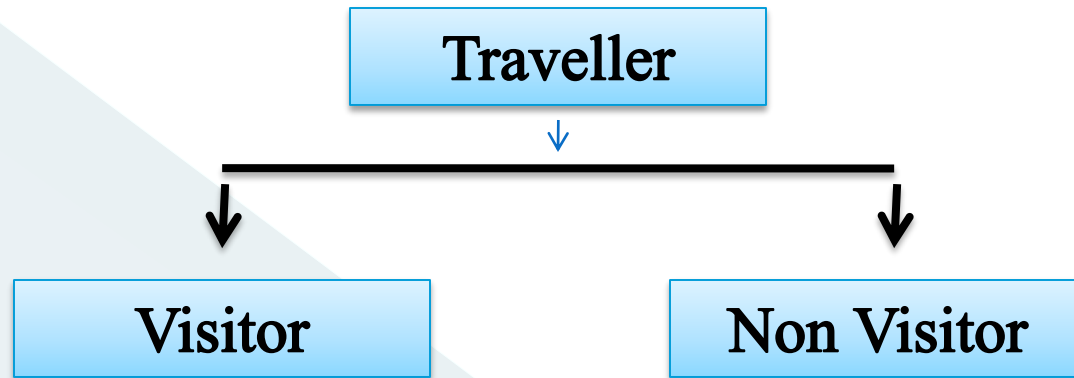
- The customers are overall very positive about their Bank. Nearly 90% customers have willingly agreed to recommend OBC to friends and family thus clearly indicating the confidence OBC enjoys with its customers.

Sections	Extremely Likely	Most Likely	Not Very Likely	Not At All	Refused
Recommend OBC	30.08%	22.38%	18.78%	20.77%	20.77%
Expand Portfolio with OBC	21.68%	26.49%	32.12%	19.65%	19.65%
Continue Relationship	26.08%	24.31%	26.15%	16.10%	16.10%
Potential Of OBC	22.16%	26.81%	22.96%	43.48%	43.48%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

# Objectives of the Study

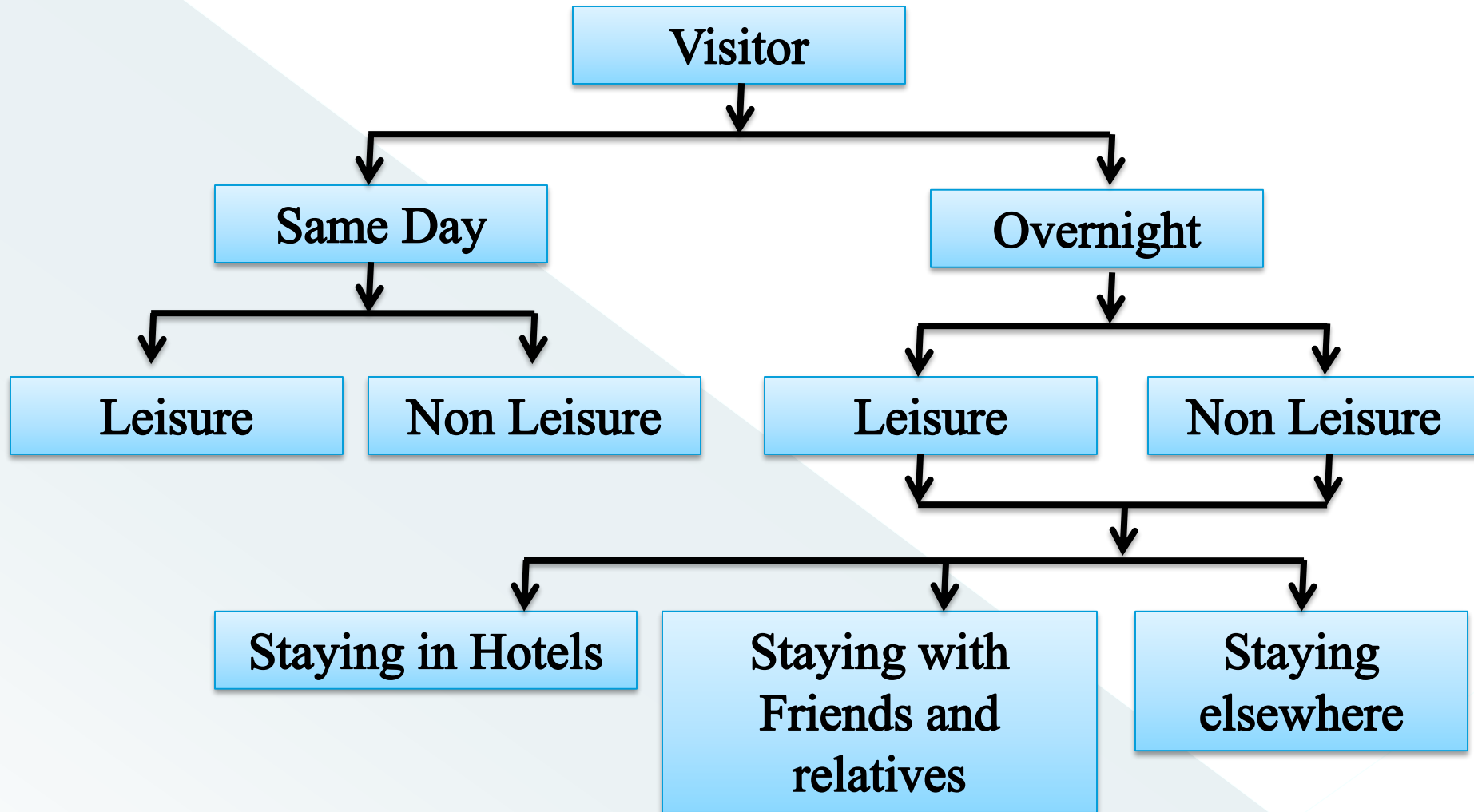
The survey has been conducted to obtain the following month-wise information for State.

- ⦿ Estimated number of visits
- ⦿ Total number of tourists (over-night)
- ⦿ Total number of same-day visitors
- ⦿ Total number of tourists staying with friends/ relatives
- ⦿ Expenditure incurred by tourists(overnight)/same day visitors



Visitor: A Visitor is a traveler taking a trip to a destination outside his/ her **usual environment** for any main purpose (Business, leisure or other personal purpose) other than to be employed at the place visited.

# Categories of Visitors



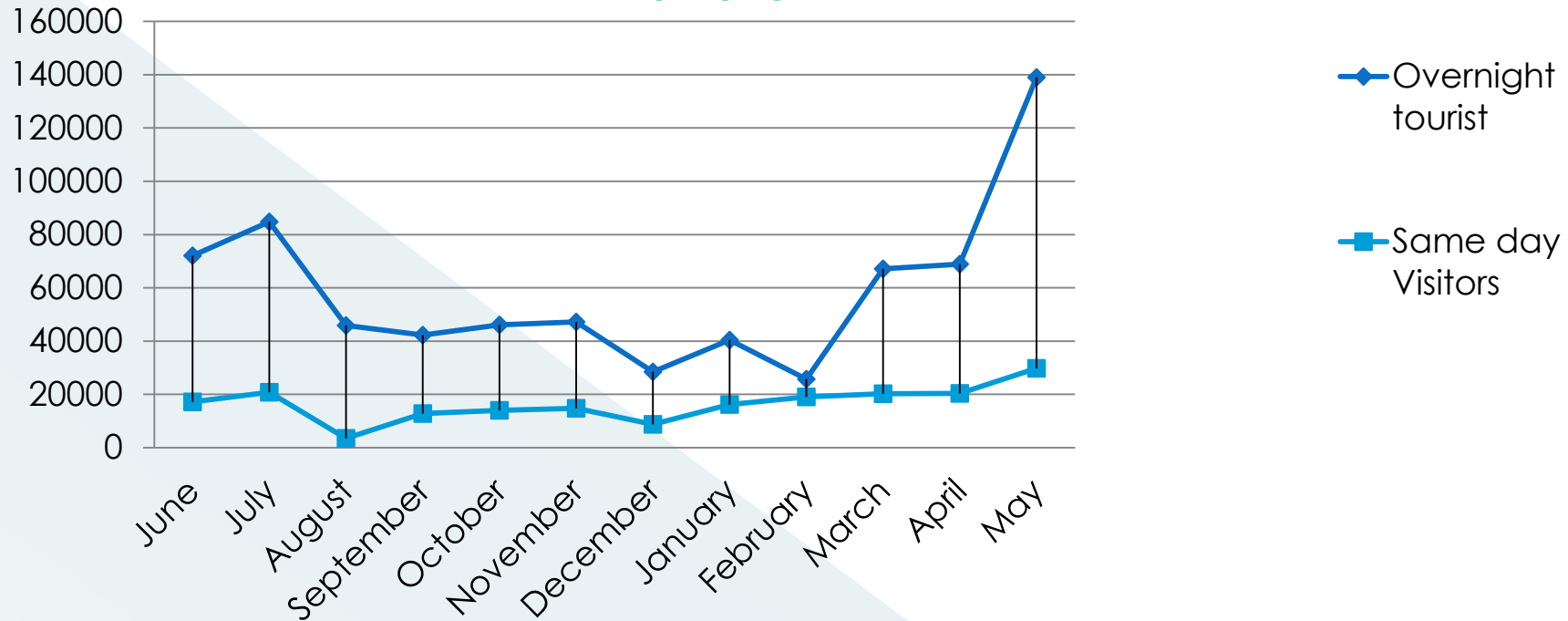
# Some Important Tourist Destinations

EAST SIKKIM	WEST SIKKIM	NORTH SIKKIM	SOUTH SIKKIM
Enchey Monastery	Yumthang	Phodong Monastery	Namchi
Permanent Flower Show	Pemayangtse Monastery	Phensang Monastery	Temi Tea Garden
Do-Drul Chorten ( Stupa)	Rabdentse Ruins	Singhik	Ravangla
Saramsa Garden	Sanga-Choling Monastery	Chungthang	Menam Hill
Rumtek Dharma Chakra Centre	Khecheopalri Lake	Lachung	Borong
Jawaharlal Nehru Botanical Garden	Yuksam	Lachen	
Water Garden	Tashiding Monastery	Guru-Dongmar Lake	
Tsomgo Lake	Varsey	Yumthang	
Nathula	Soreng		
Tashi View Point			
Ganesh Tok			
Sa-Ngor-Chotshog Centre			

# Total No. of visits to tourist destinations

Name of the Month	No. of Visits by Domestic Tourists/ Same Day Visitors			No. of Visits by Foreigner Tourists/Same Day Visitors		
	Overnight tourist	Same day Visitors	Total	Overnight tourist	Same day Visitors	Total
June	72056	17241	89297	1931	Visits were not found in the survey	1931
July	84796	20822	105618	2907		2907
August	45923	3539	49462	1392		1392
September	42319	12841	55160	1977		1977
October	46139	14028	60167	3933		3933
November	47164	14802	61966	3930		3930
December	28429	8766	37195	2999		2999
January	40453	16238	56691	2255		2255
February	25773	19108	44881	4058		4058
March	67147	20224	87371	4001		4001
April	68891	20357	89248	4593		4593
May	138986	29788	168774	2413		2413
Total	708076	197753	905829	36388		36388

# No. of Visits by Domestic Tourists/Same Day Visitors



## Domestic Tourists visits

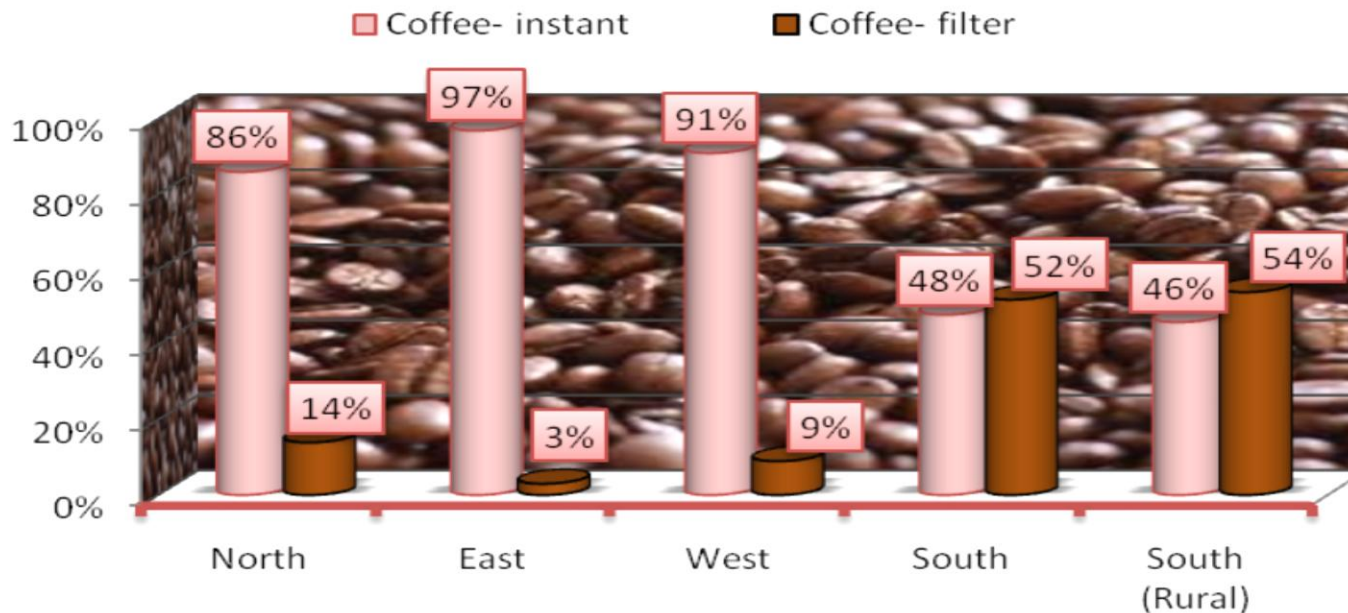
- Peak months for overnight and same day tourist visits were May (138986 Overnight visits and 29788 Same day Visits)
- Lowest visits of domestic tourists were measured during the months of December and February



## All India Coffee Beans Volume (in MT)

Zone	Coffee- instant	Coffee- filter	Total
North	6441	1048	7489
East	6188	189	6377
West	7035	657	7692
South	25487	27334	52821
South (Rural)	12680	15037	27717
Total	57831	44265	102096

### All India Coffee Bean Volume

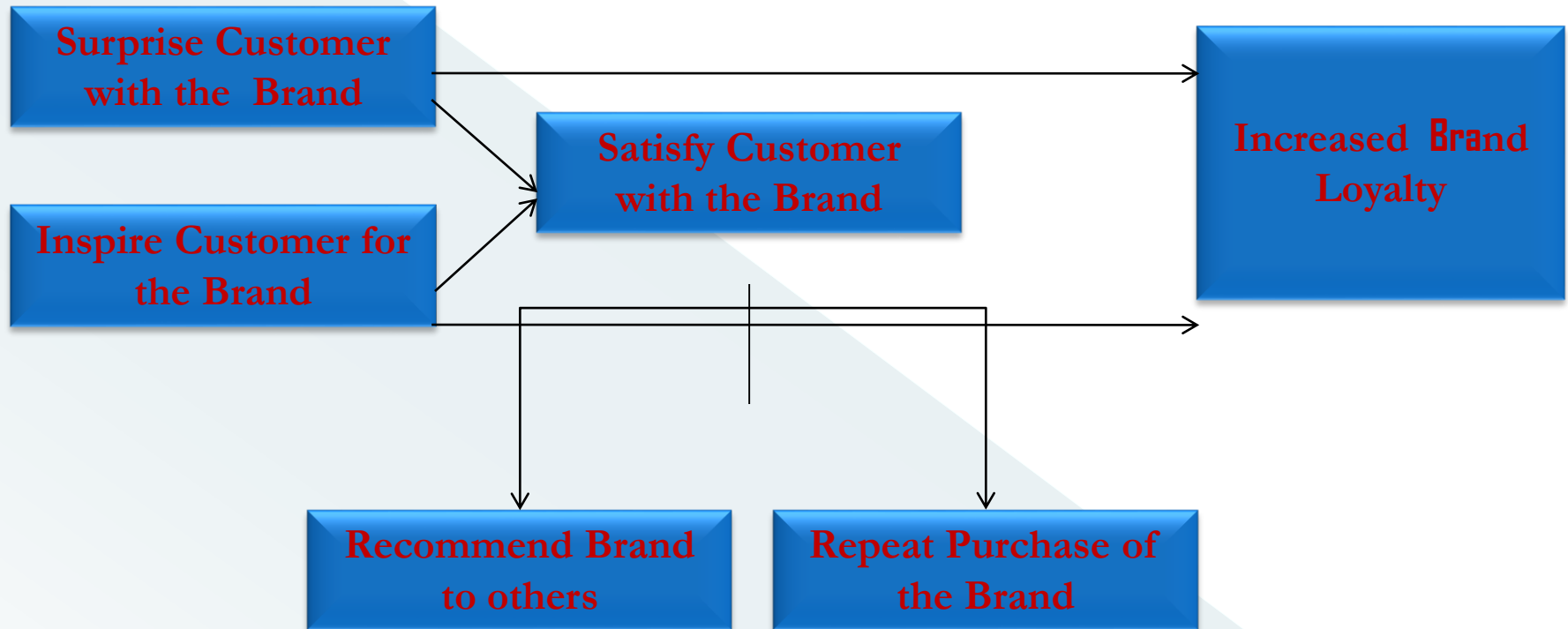


# The Design of the Brand Loyalty Concept

# Strategic Roadmap for Brand Loyalty: Surprising the Customer

- ◉ Transparency in Charges
- ◉ Ease of Availability of Range of Products/Designs
- ◉ Wide Range of Services
- ◉ Easy Accessibility of the Brand
- ◉ Speedy Service
- ◉ Customer Empathy
- ◉ Resolution of Query the First Time
- ◉ Understanding Customer's Needs
- ◉ Staffs Knowledge for Product, Processes & Service
- ◉ Staffs Knowledge for Preferential Offers
- ◉ Recording contact details and email ids of the prospect.

# Brand Loyalty



# Inspiring the Customer for Brand

- ⦿ **Inspirational value**

- > **Brand Image**

- ⦿ **Flash Value**

- > **Sales Promotions**

# Deployment Plan:

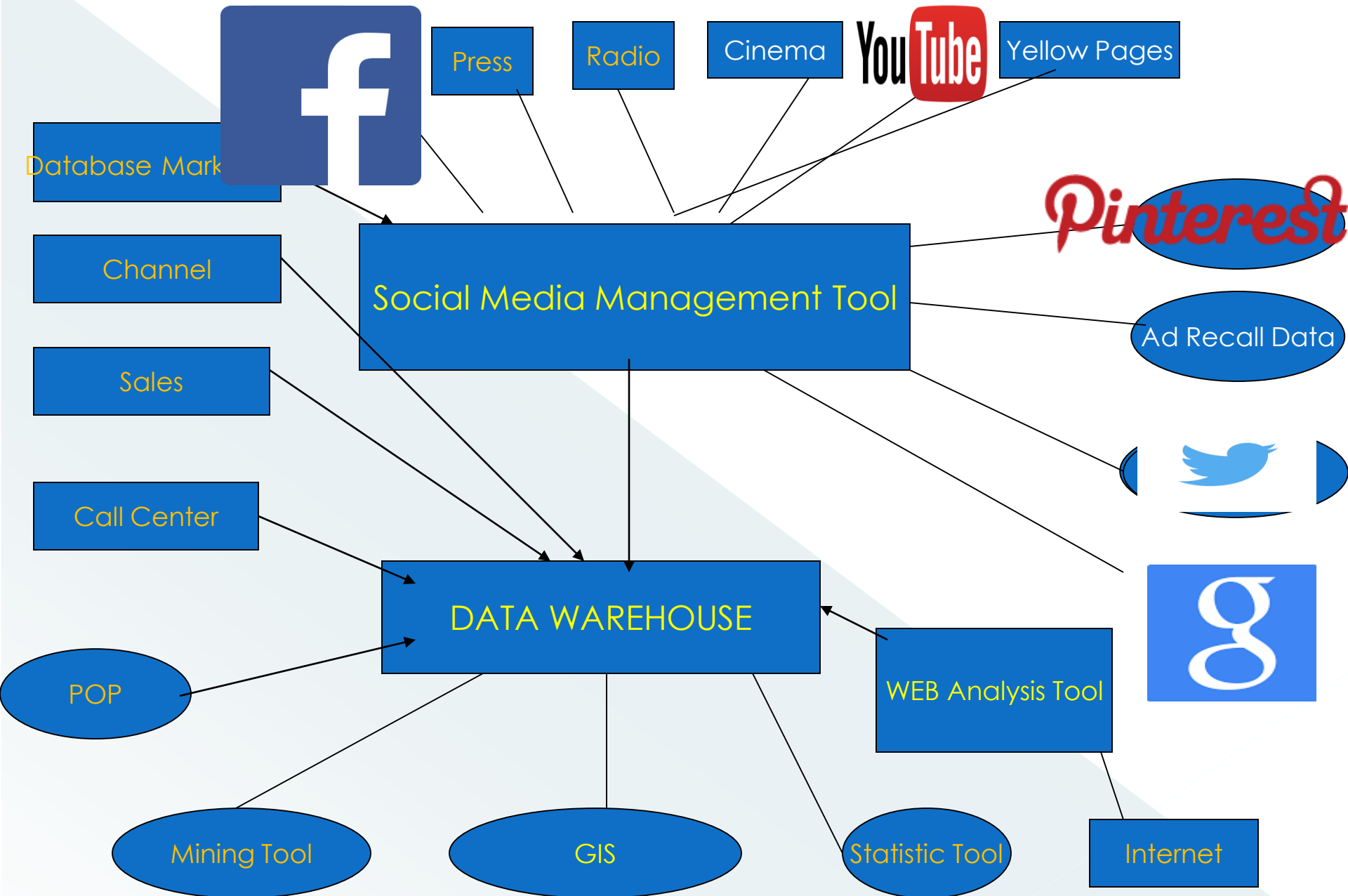
## Inspiring the Customer to shop for Brand

Function	Driver / Execution	Elements
Awareness creation for the Brand	Campaign Management Tools	<ul style="list-style-type: none"><li>•Online Campaign</li><li>•Offline Campaign</li></ul>

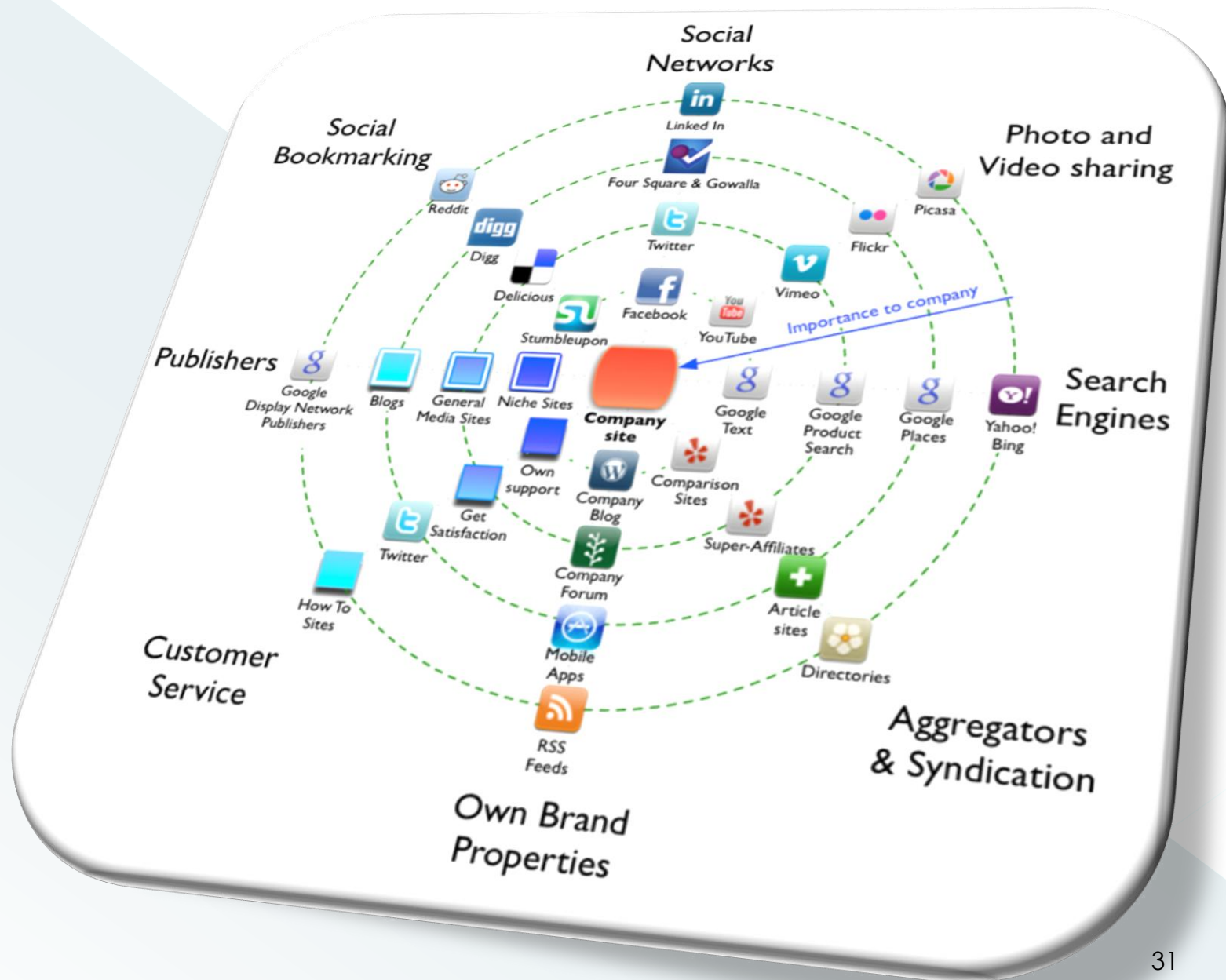
Online Digital campaign in conjunction with traditional channels



# Exploded view of the Brand Loyalty Management



# Online Campaign framework... Social Media Platforms



# Online Campaign framework... Online Digital & Social Media Platforms

**More targeted Promotions  
for Brand**

**Customise Message for  
Different Target Segment**

**Customer Engagement**



**Digital Print**

**Online Distribution of  
Promotional Offers and  
Coupons for Brand**

**RADIO INDIA**  
Music, News, Talk Shows and Debate  
24-Hour Transmission - 1600 AM

HOME | SCHEDULE | EVENTS | CONTACT | PRESS | POLICIES | LINKS | COVERAGE | ADVERTISING

TM

Listen Live Download  
Microsoft Windows  
MediaPlayer

> Home Page  
> Meet our Team  
> Coverage Areas  
> Program Schedule  
> Advertising  
> Upcoming Events  
> Press Releases  
> Contact Information

Radio India 2003, Ltd.  
(064) 592-9191  
Contact Us

**Advertising Rates**

Timing	Monday to Sunday	
	30 Seconds	45 Seconds
07:00 AM	\$95.00	\$95.00
08:00 AM	\$95.00 verbal announcement	\$95.00
09:00 AM	\$95.00 verbal announcement	\$95.00
10:00 AM	\$95.00	\$95.00
11:00 AM	\$95.00	\$95.00
12:00 PM	\$95.00	\$95.00
01:00 PM	\$95.00	\$95.00
02:00 PM	\$95.00	\$95.00
03:00 PM	\$95.00	\$95.00
04:00 PM	\$95.00	\$95.00
05:00 PM	\$95.00	\$95.00
06:00 PM	\$95.00	\$95.00
07:00 PM	\$95.00	\$95.00
08:00 PM	\$95.00	\$95.00
09:00 PM	\$95.00	\$95.00
10:00 PM	\$95.00	\$95.00
11:00 PM	\$95.00	\$95.00

**Digital Radio**



**Digital TV**

**Online Contests,  
Sweepstakes and Gifts**

**Online Product  
Demonstration**

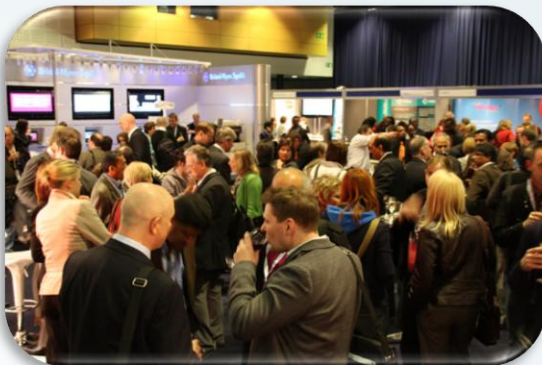
# Offline Campaign framework... Create excitement and generate interest among the target audience for the Brand



**Contests: Consumers compete for prizes**

**Sweepstakes: Winners determined purely by chance.**

## Events and Road Shows



## Product Demonstration



## Celebrity, to engage



# Customer Management and Demographic Relation of the Brand Loyalty

Managing the Database of customer of the Brand based on Demographic Relationship





Satisfaction

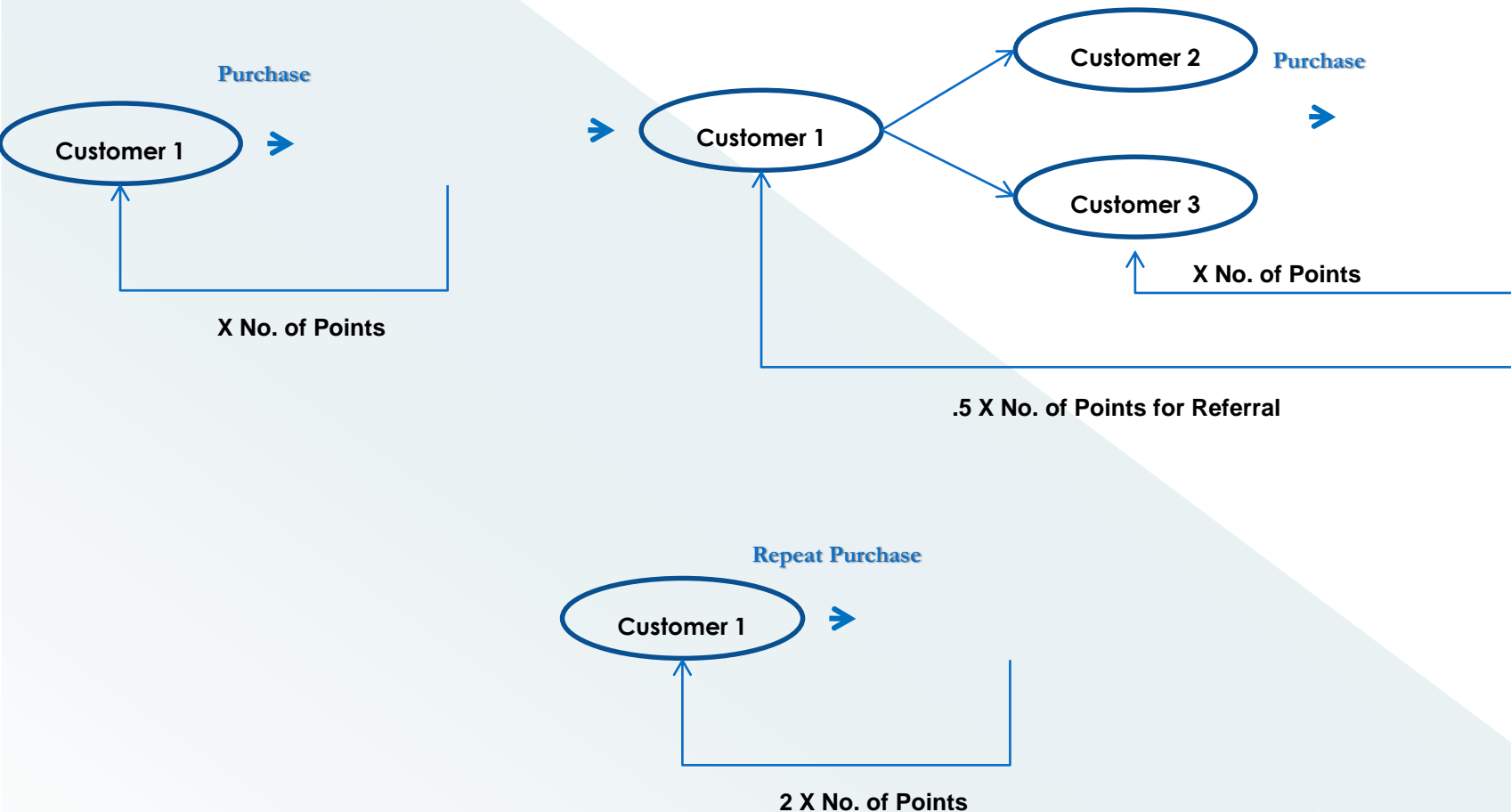
# Satisfied Customer

- ⦿ **Recommend Brand to Others**
- ⦿ **Repeat Purchase from the Brand**

# Loyalty Redemption Deployment: Point Based System

## Point Based System on Purchase of products from Brand

- > **X no. of points on first Purchase**
- > **2 X no. of points on the Repeat Purchase**
- > **0.5 X no. of points on Referral Purchase**
- > **Points can be Redeem on Any Stage in the form of Gifts/Product Accessories**



# KPA and KPIs-IMPACT METRICES

- ⦿ Foot fall – increase in the stores by 25%
- ⦿ Conversion from prospect to customer- 10-15% minimum
- ⦿ Retention of Customer for cross-sales and other offers-50%
- ⦿ Overall targeted membership of Brand Loyalty Program in th1<sup>st</sup> year – 10,500 customers

## Datamation : Lubricants Experience – Shell India & International

### ⦿ Research & Outreach in key verticals of Shell Interest.

- CNC Machine
- Builders
- EPC Contractors
- Heavy Transporters
- Power Generation
- Plastics Injection Moulding

Quantitative Research for prospecting segmentation, market sizing and penetration strategies.

# Datamation : Shell Ramola Loyalty Initiative

- Heavy transporters get rewards for Ramola purchase.
- Design of the Loyalty Strategy.
- Implementation of the Programme.
- Benchmarking and Implementation

# Datamation : All India Study of Balmer Lawrie Lubricants Customer Satisfaction

- Bamerol and other products covered.
- All India Major Balmer Lawrie Customers mapped through All India survey
- CSS Index on Point 10 scale.

# Evaluation and Impact Assessment of Mass Media Campaign of Petroleum Conservation Research Association for the year 2012 - 2013



**C/s Datamation Research Services**

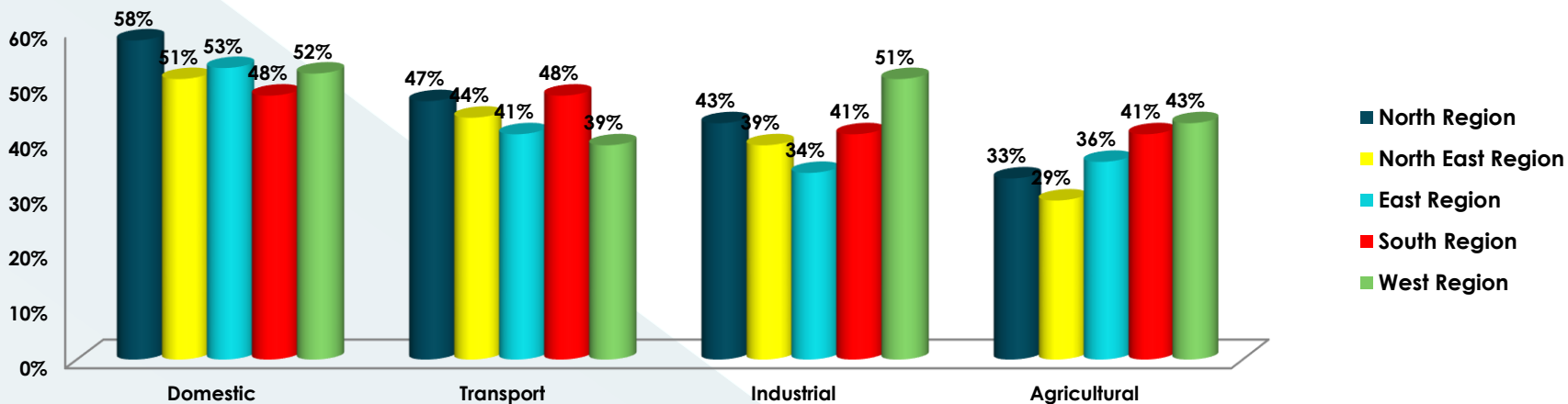
**Plot No 361, 1st Floor Patparganj Industrial Area  
Delhi - 110 092 (India)**



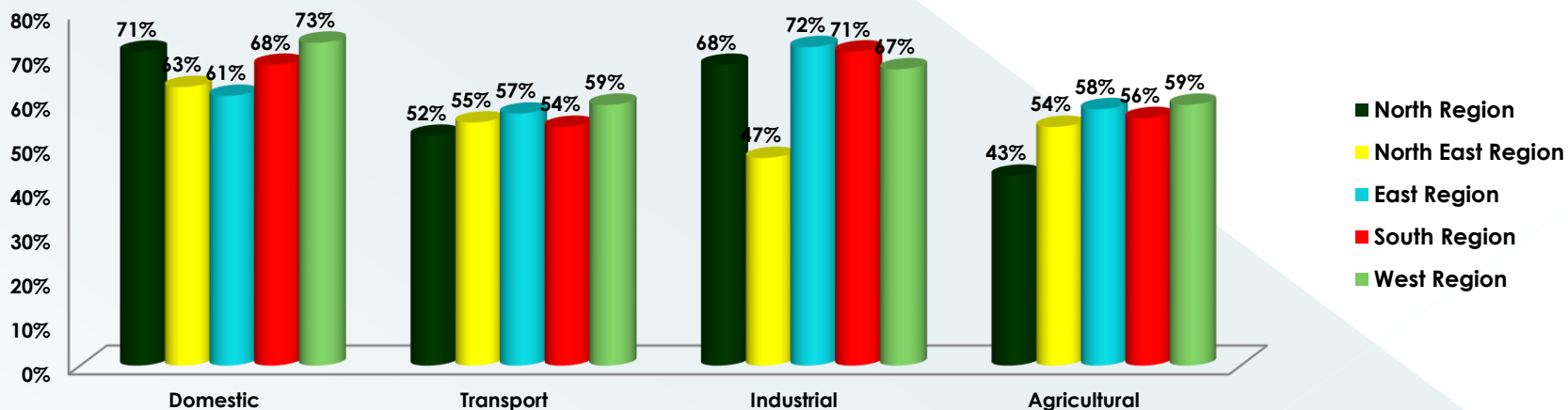
**PCRA**

# Region and Segment Wise Awareness of PCRA: -

## Rural Areas

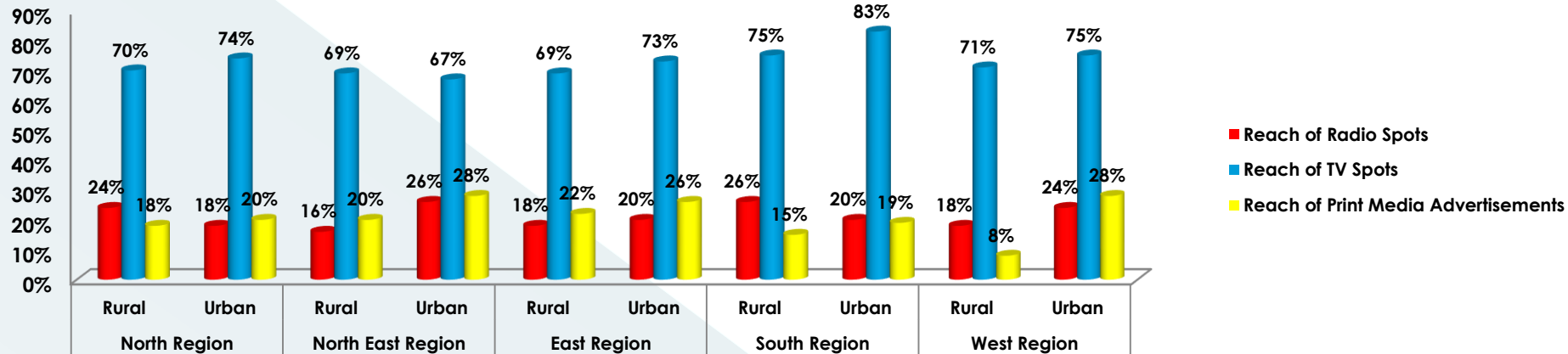


## Urban Areas

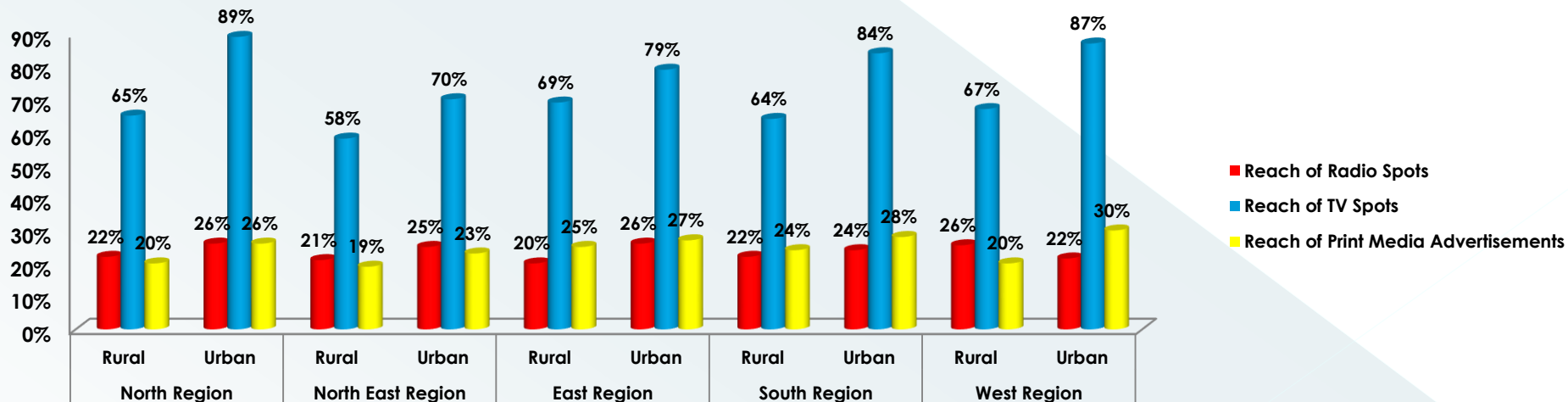


# Region Wise Reach of Radio, TV and Print Media in Individual Segments

## Domestic Segment

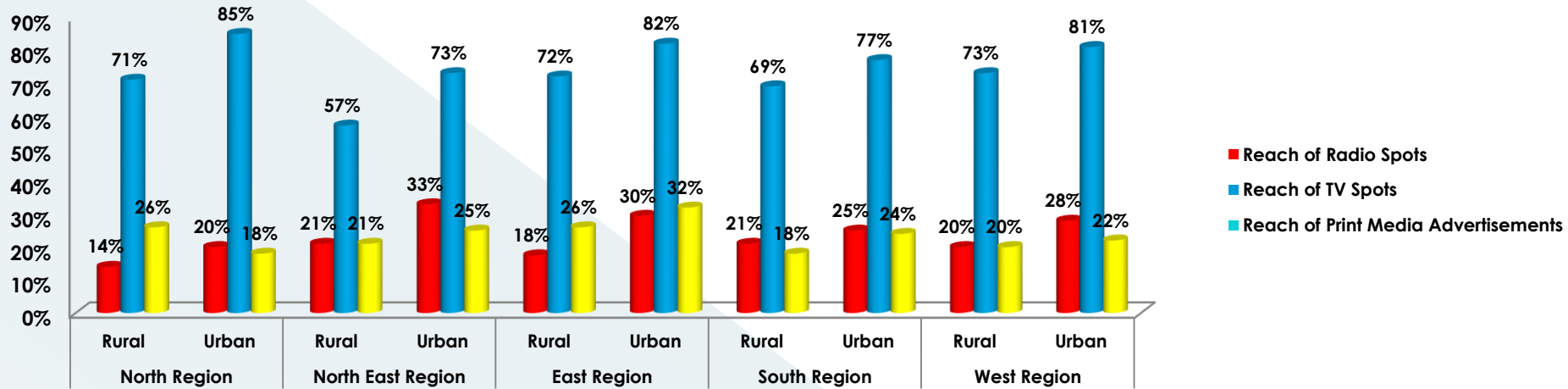


## Transport Segment

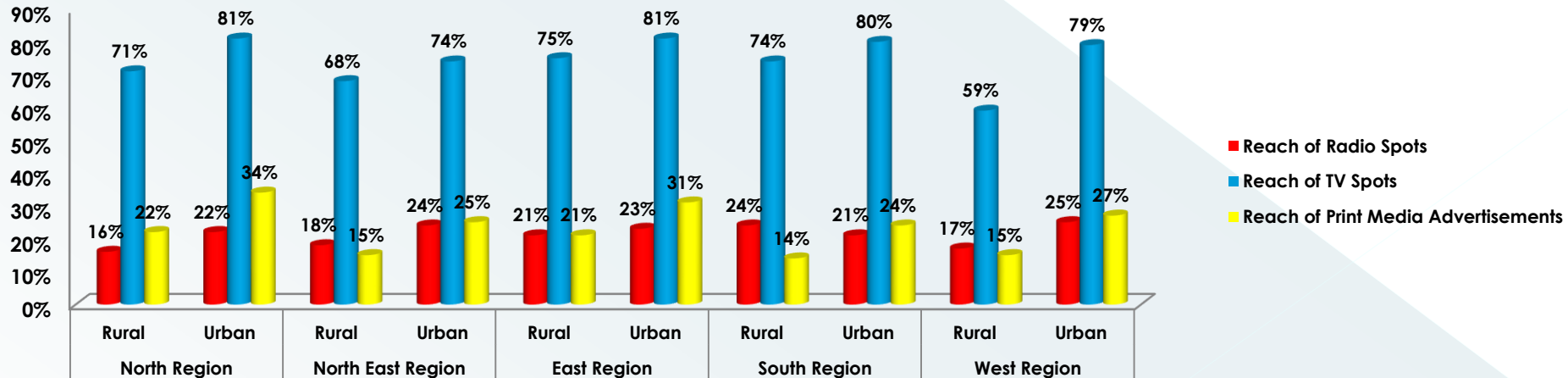


# Continued...

## Industrial Segment



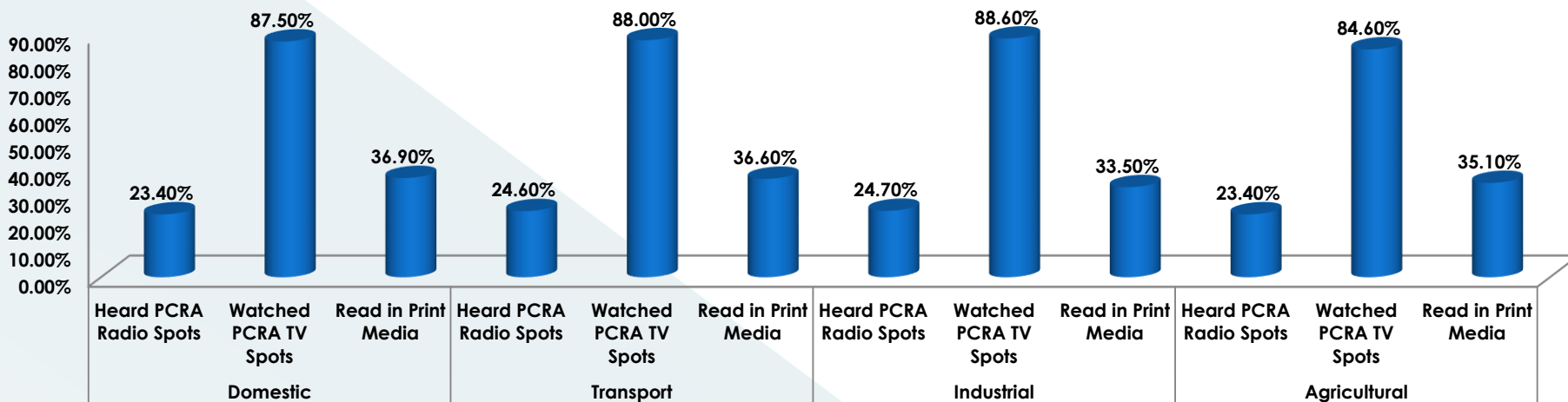
## Agricultural Segment





## Region Wise Penetration of PCRA Radio Spots, TV Spots and Print Media Advertisements on a National Basis

### Overall Across Regions

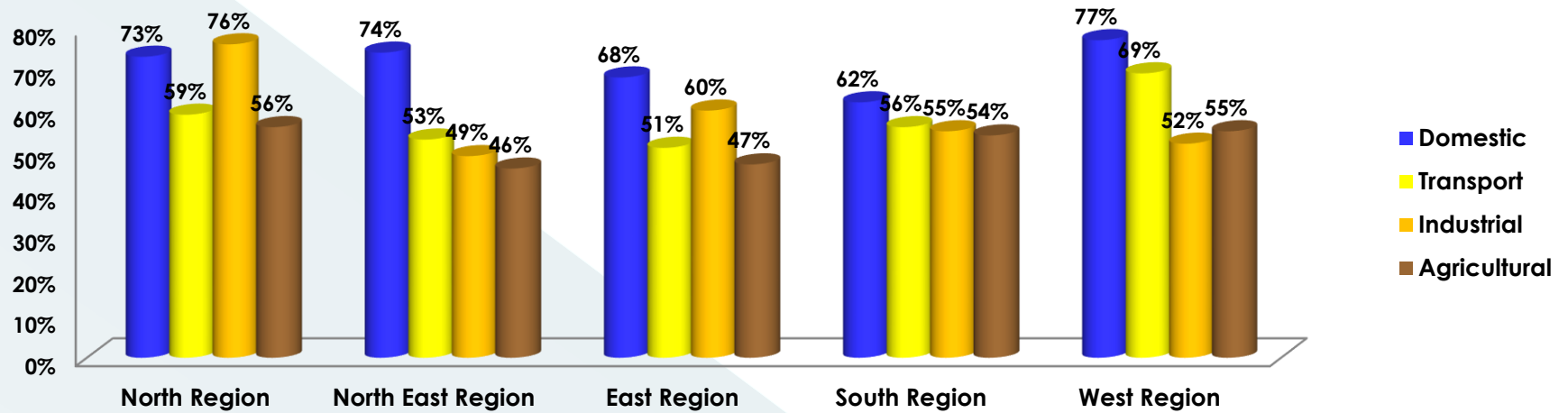


### Overall on a National Basis

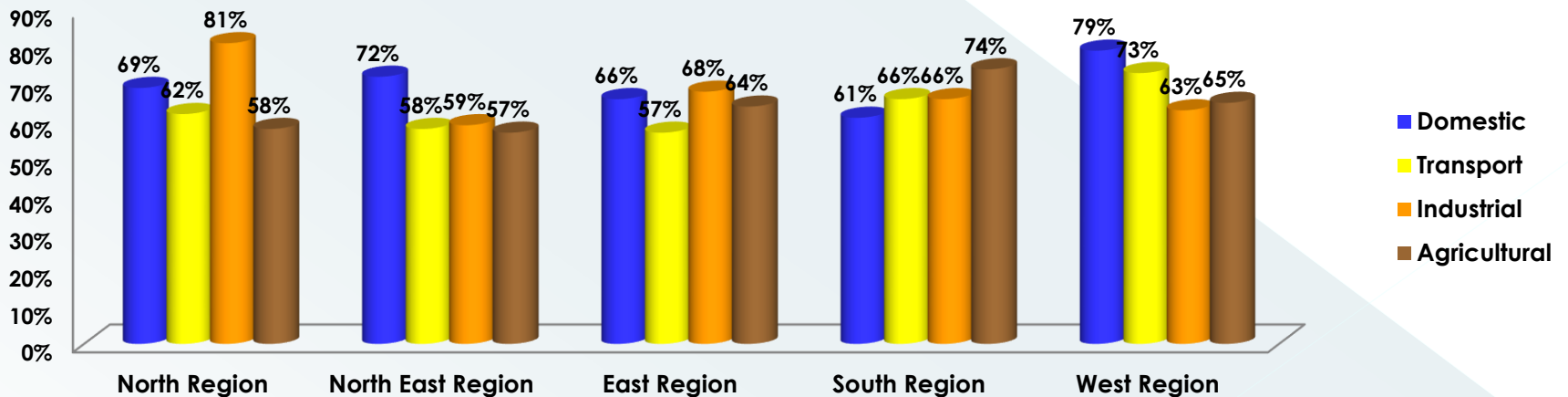


# Region and Segment Wise Preference of Hearing Radio Spots in Future

## Rural Areas



## Urban Areas

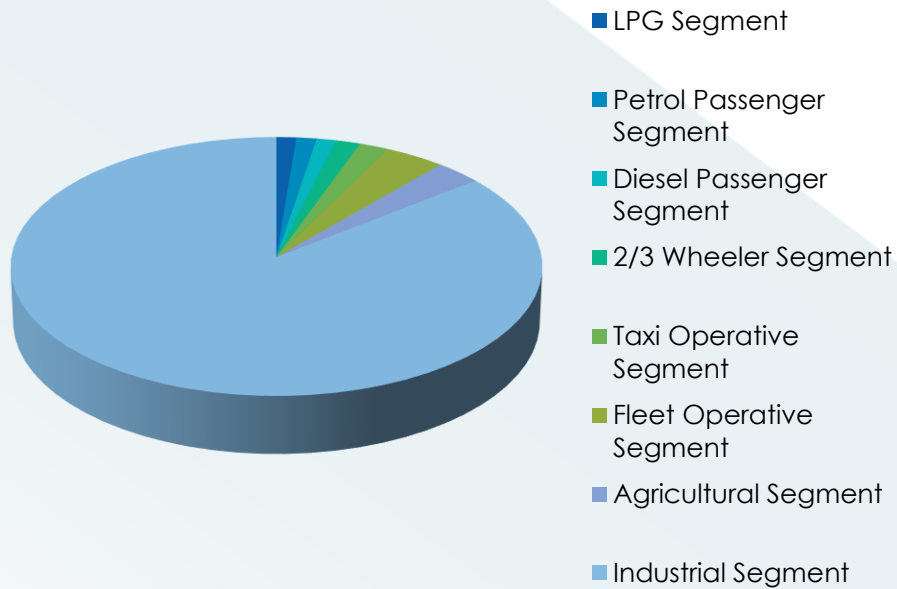


# Perceived savings for all the sub segments

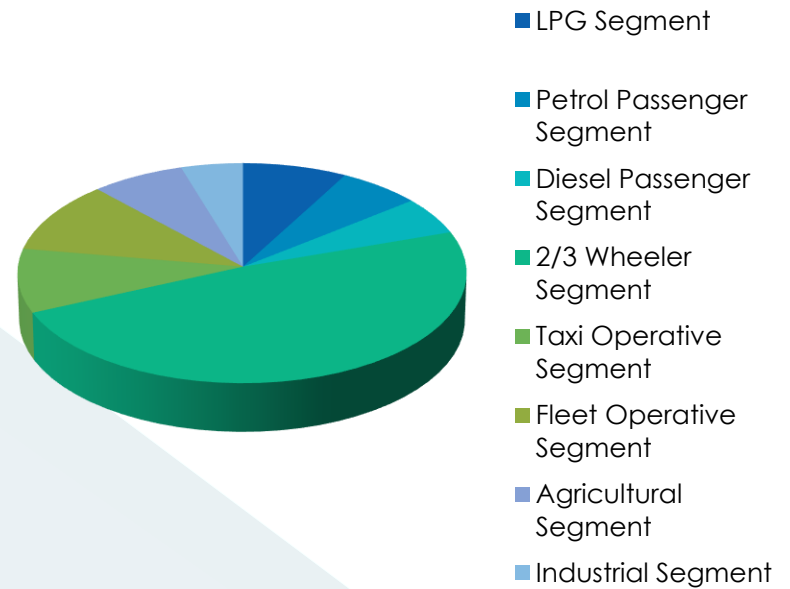
Particulars	Sample Savings	Population Savings
LPG Segment	1077951	15,463,072,920.45
Petrol Passenger Segment	1,115,270	12,357,492,873.36
Diesel Passenger Segment	1,048,985.11	10,765,450,823.25
2/3 Wheeler Segment	1,348,521.64	94,480,981,280.84
Taxi Operative Segment	1,603,125	18,288,743,120.16
Fleet Operative Segment	3,278,244	20,550,988,349.38
Agricultural Segment	2,538,316.80	13,834,729,456.06
Industrial Segment	71,739,048.00	9,162,885,356.67
<b>Total</b>	<b>83749461.55</b>	<b>194904344180.17</b>

# Sample & Population Savings for sub segments

Sample Savings

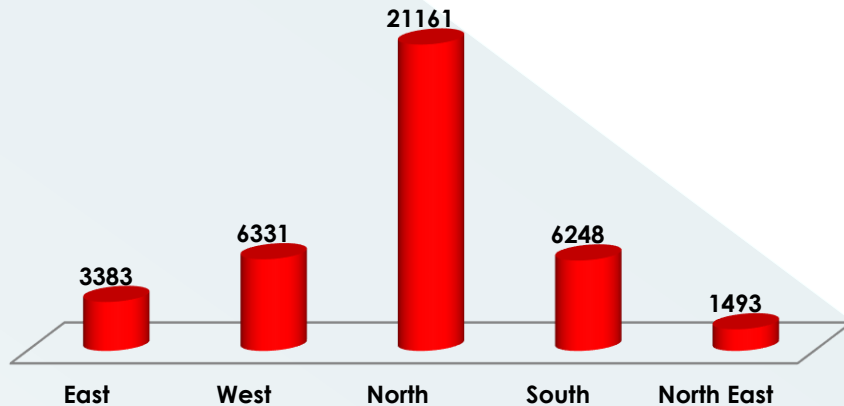


Population Savings

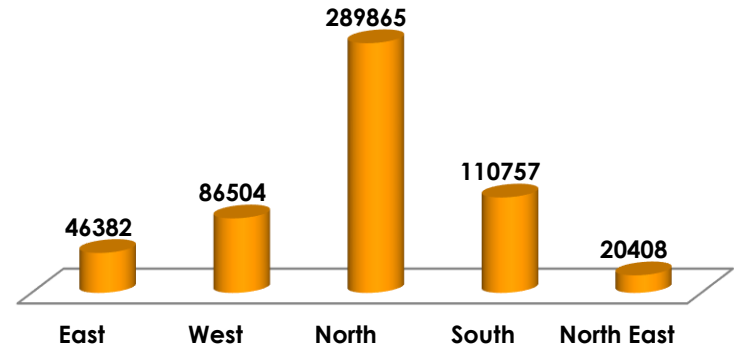


# Perceived Savings of the LPG Segment cont...

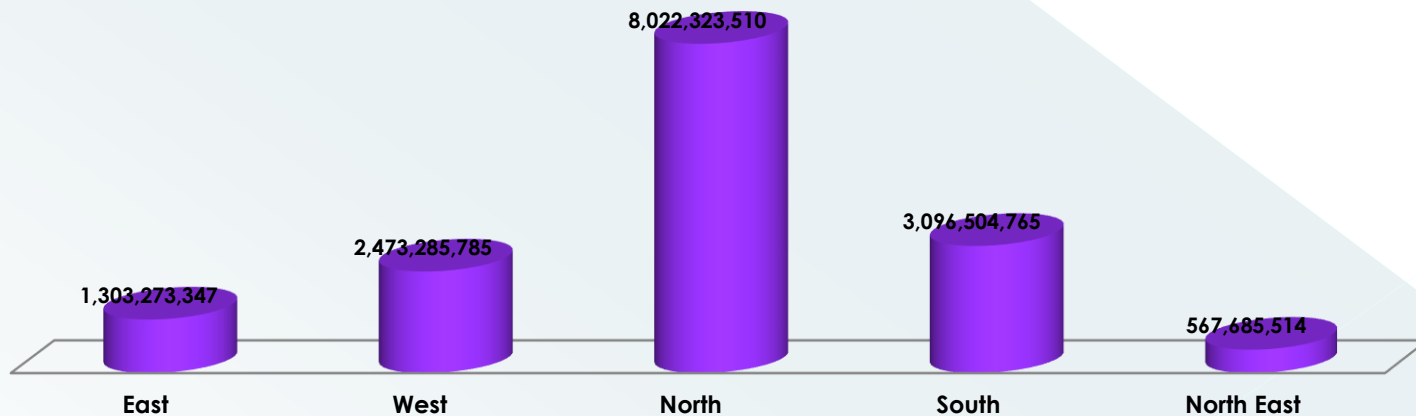
Sample Perceived Savings in Kg.



Annual Perceived Savings of Population in Metric Tonnes

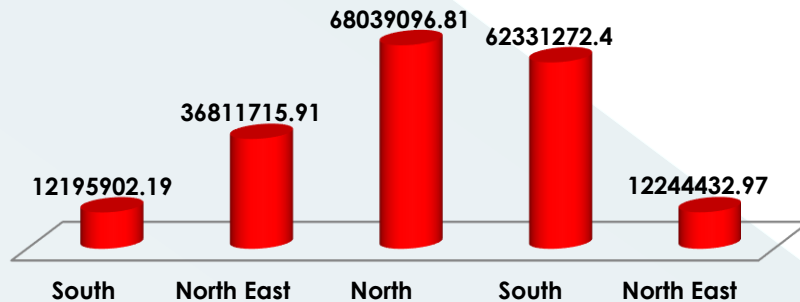


Annual Perceived Savings of Population in Rupees

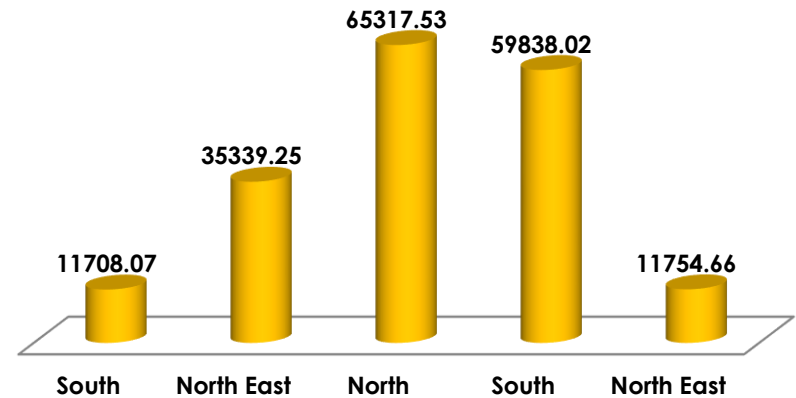


# Perceived Savings of the Petrol Car Owner Segment cont....

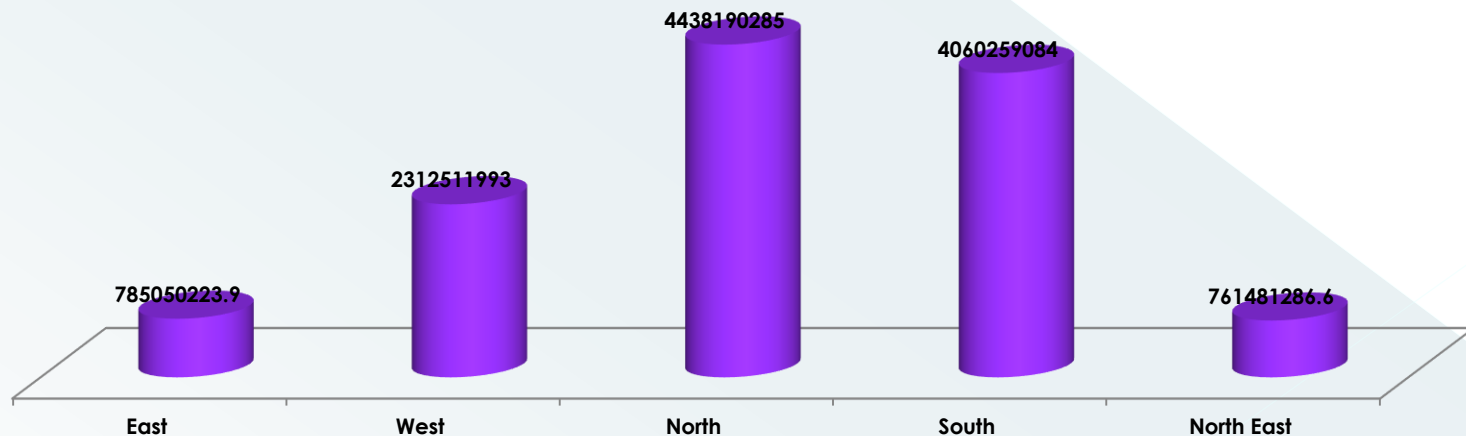
**Total Annual Perceived Savings of The Population in liters**



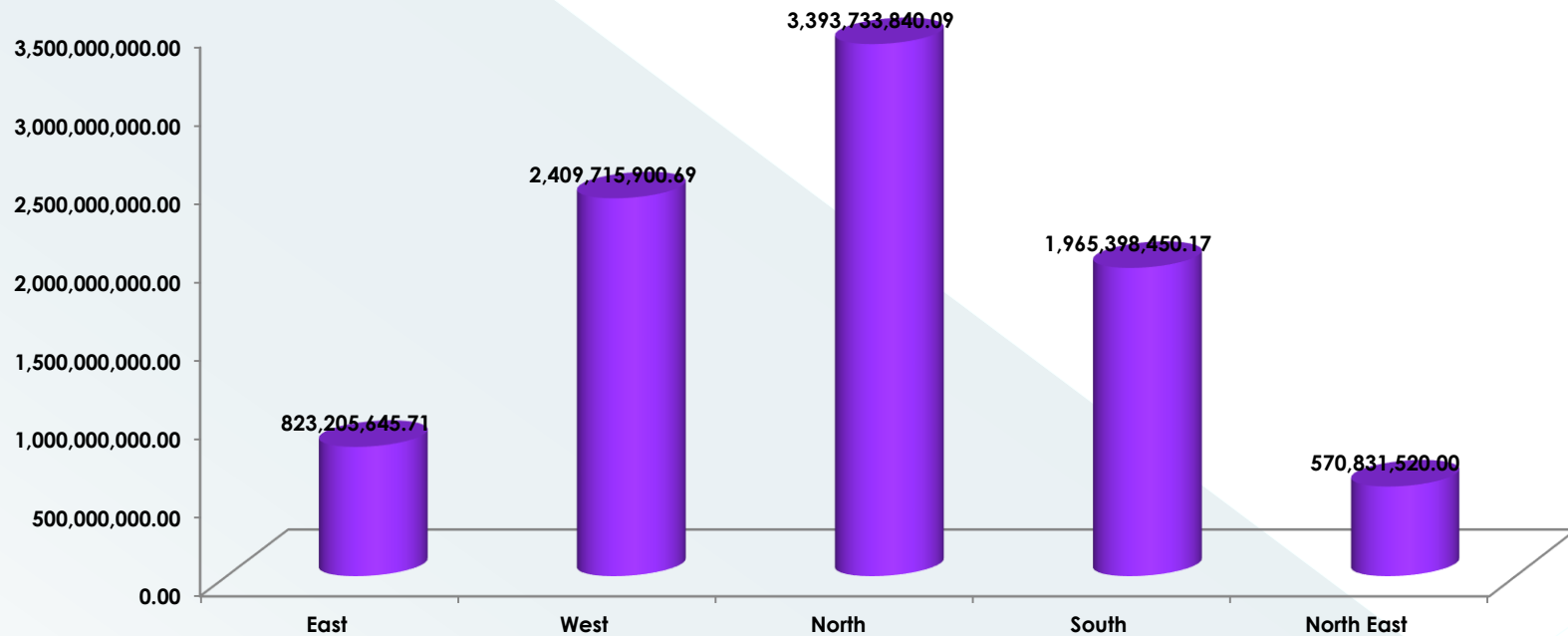
**Total Annual Perceived Savings of The Population in Metric Tonnes**



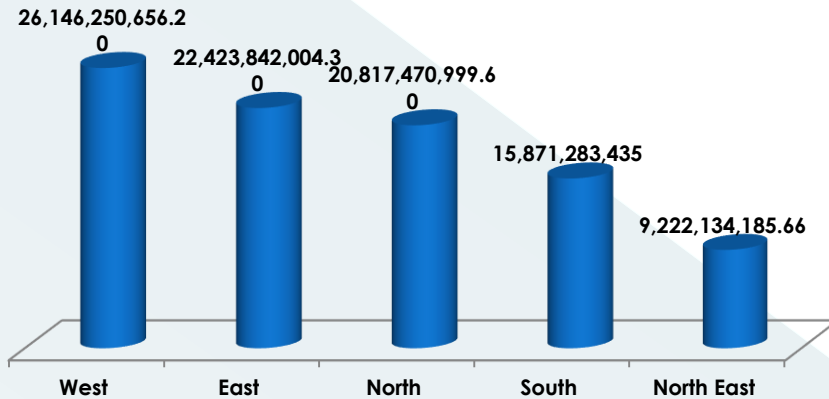
**Total Annual Perceived Savings of The Population in Rupees**



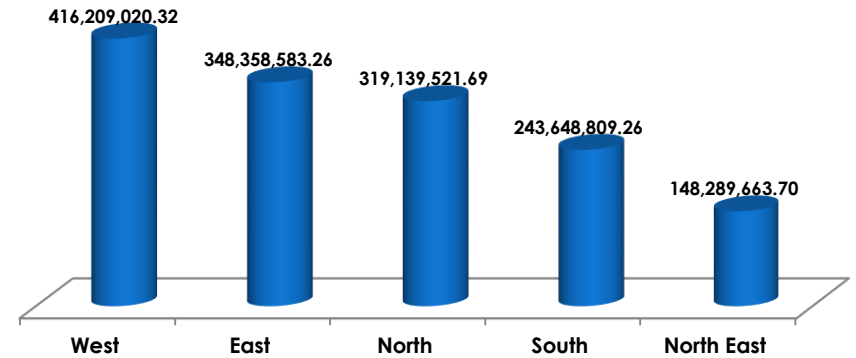
## Total Annual Perceived Savings of The Population in Rs.- Taxi Operators



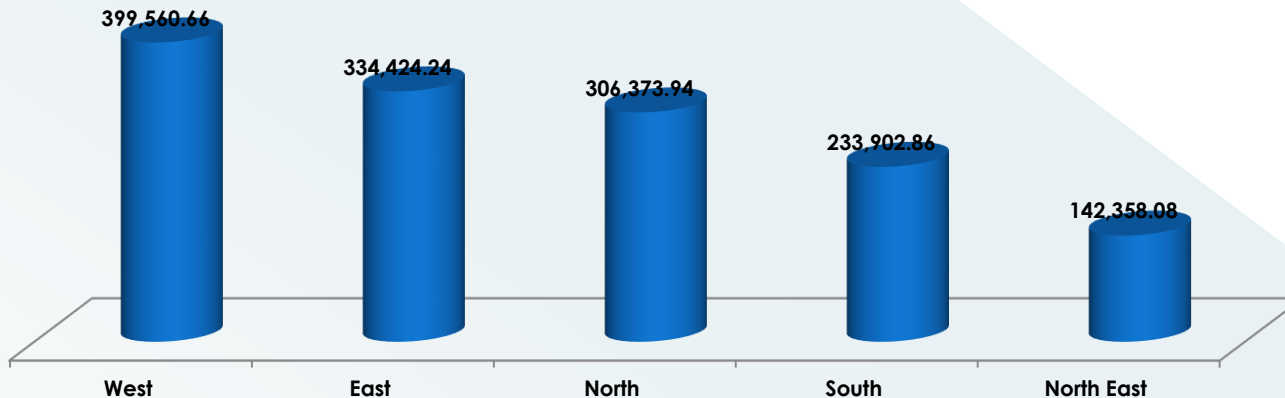
**Total Annual Perceived Savings of The Population (Rs.)**



**Total Annual Perceived Savings of The Population in liters**



**Total Annual Perceived Savings of The Population in Metric Tonnes**



## **Datamation : MR & Consumer Insights Generic Methodological Framework**

- ◎ **Quantitative & Qualitative Primary data collection.**
- ◎ **Deployment of m-app & tablet data collection**
- ◎ **Bi-lingual tools**
- ◎ **Qualitative tools using recording & videographu**

### **Secondary data collection & Desk Research stakeholders.**

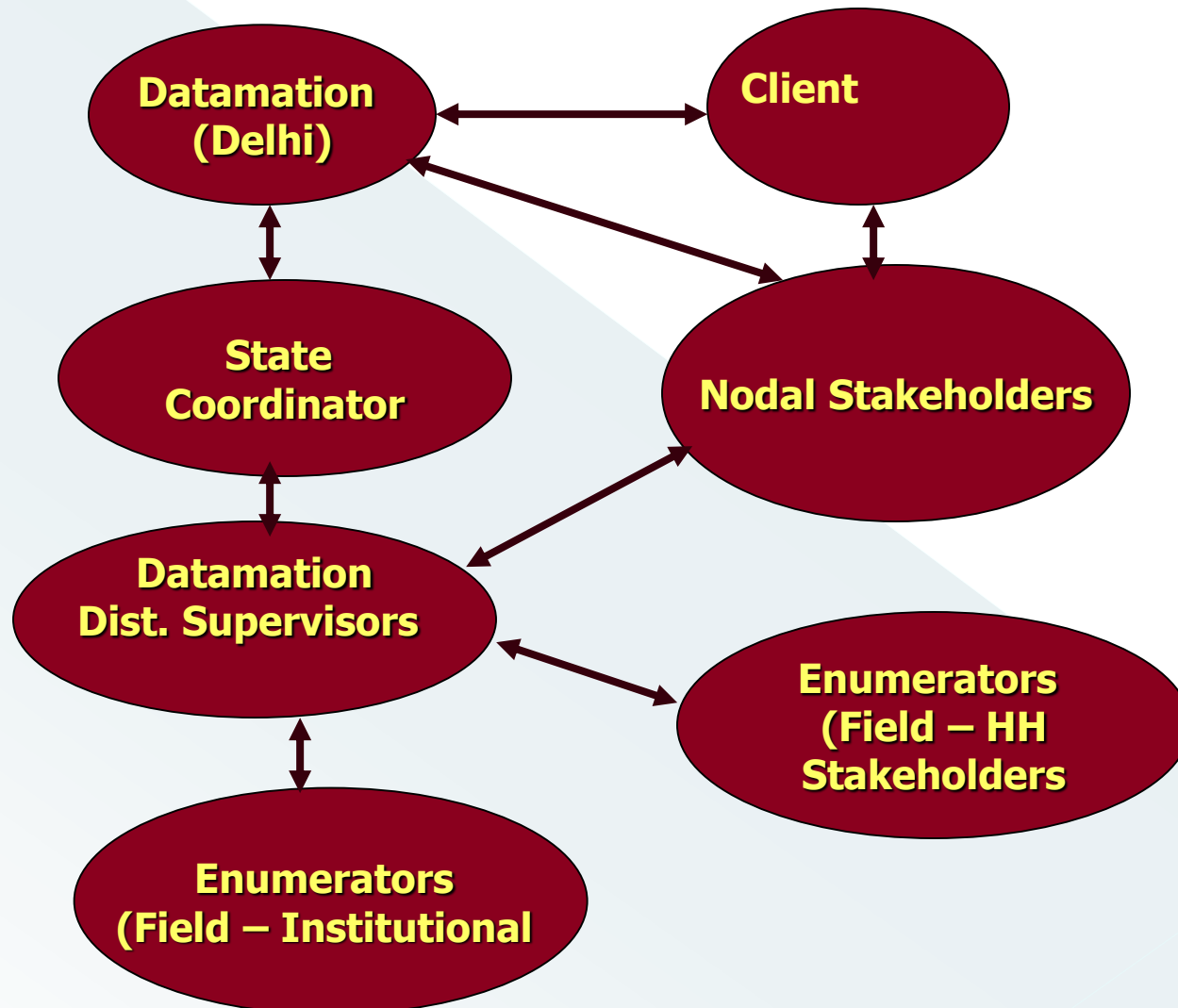
-Focus group discussion (FGD) involving various stakeholders.

-FGD of control group

# Work Plan

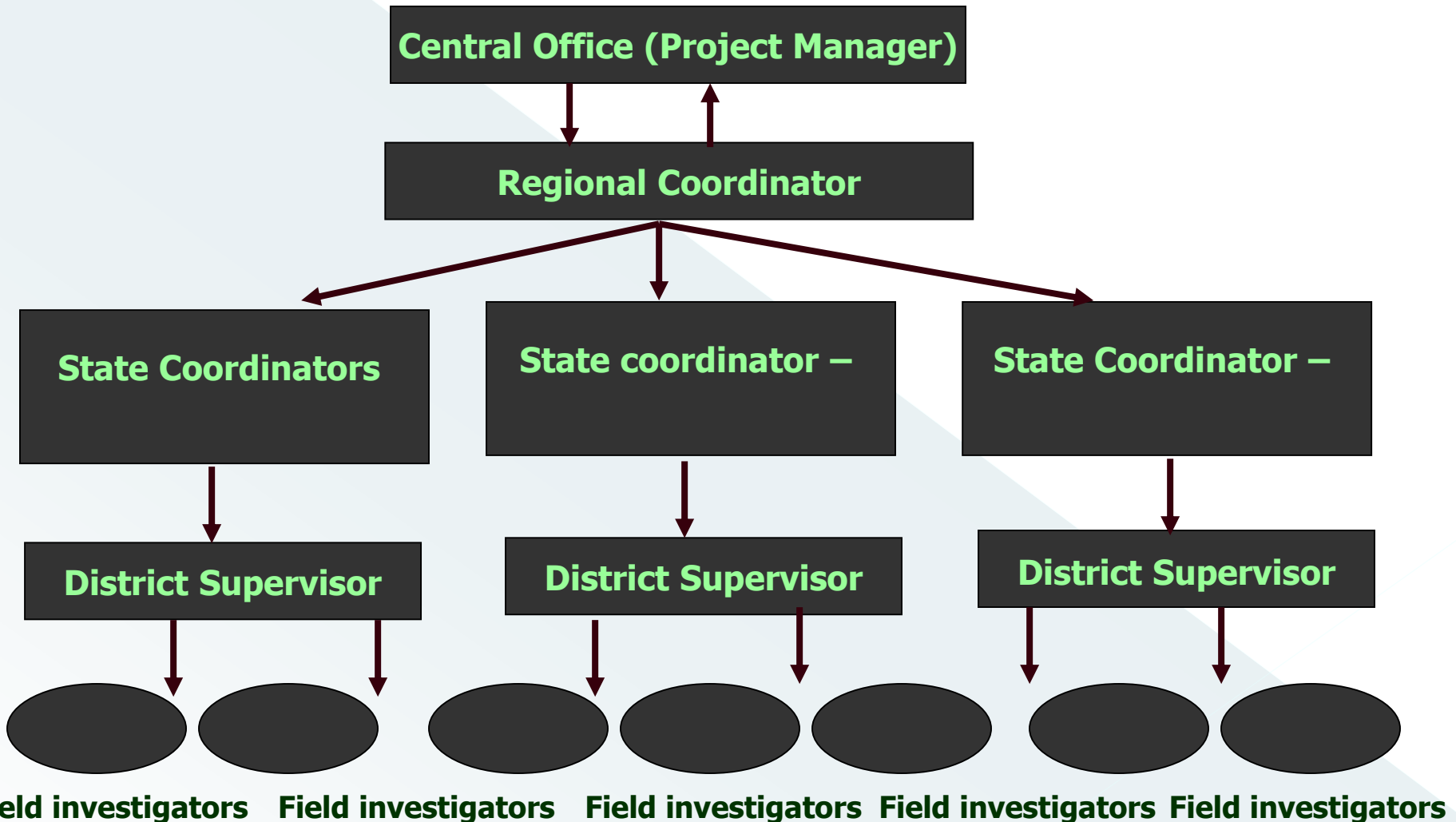
- ◎ Desk Research
- ◎ Development, field testing and approval of tools
- ◎ Discussion of Inception Report & approval.
- ◎ Manpower Identification, Recruitment, Training and deployment
- ◎ Mapping with the identified sources & stakeholders as per protocol approved.
- ◎ Survey using m-app in identified states and project areas.
- ◎ Coordination, Supervision and Monitoring
- ◎ Validation of data, quality check
- ◎ Analysis and first draft report
- ◎ Finalization of report after review

# Coordination and Supervision



## Monitoring Mechanism : Wunderlist & Geo-tagging

## Flow chart showing Monitoring Process



# Datamation Social Responsibility Initiatives : Maternal Child Health through Mobile Technology

Database of pregnant

New mothers gets

Established through

Field survey by Health

Volunteers in 560 villages

\*Customized messages  
immunization,

child care, maternal care,  
immunization,

pre & post-natal care are delivered

Entry level handsets.



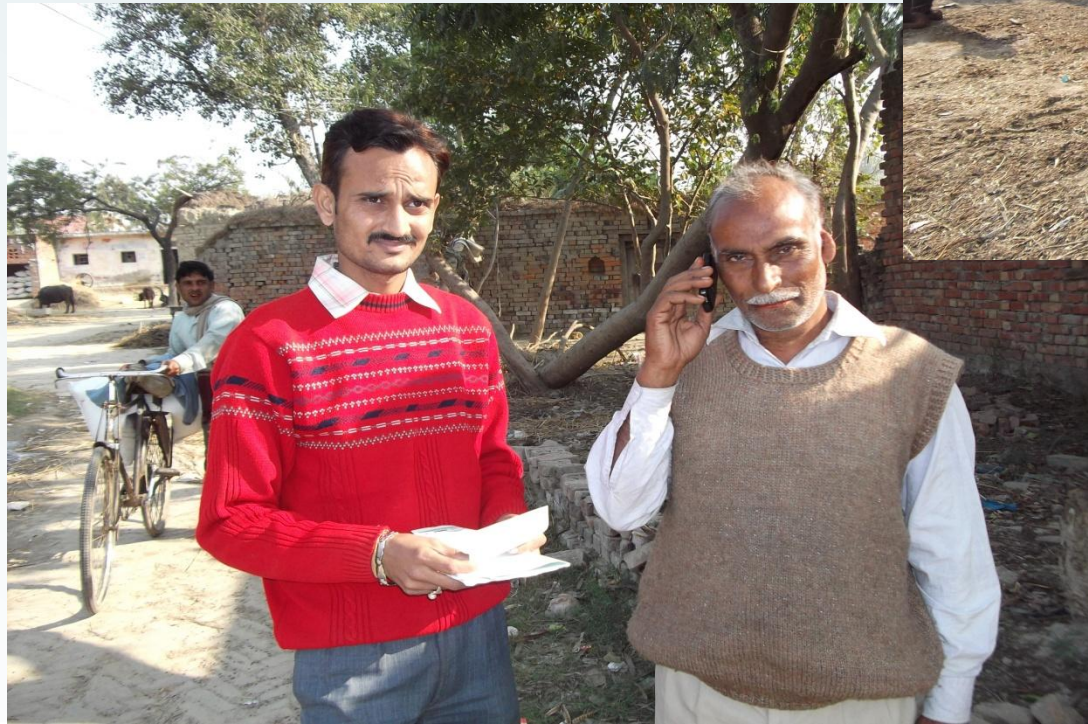
# Datamation Social Responsibility Initiatives: Capacity Building of Rural Communities in Water & Natural Resources Management



# Datamation Social Responsibility Initiatives: Restoration of Water Bodies and Watershed



# Datamation Social Responsibility Initiatives: M-Information for Dairy Management



**Thank you**