

MAXIMIZING 2020

A Guide to Insights and Strategy Planning
Through the Rest of the Year

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The COVID-19 pandemic and the resulting economic fallout have ruptured the consumer landscape. Buyers are entertaining ideas that were previously unthinkable — in fact, 67% of consumers expect some amount of permanent change to their lives as a result of the coronavirus, and half think those changes will be radical. Across communities, we're seeing a greater openness to believe in new solutions and realities that might not have felt possible before. What you've heard is true: our current crises are accelerating large-scale transformation.

For brands, that means there are greater expectations to meet new demands. If you haven't already been forced to adapt, you almost certainly will — it's only a matter of time. This might seem overwhelming, even downright scary, but there's reason to be hopeful. The past six months have taught us a great deal, and what we've learned can be used to plan for the months to come.

To help you maximize your insights and strategy initiatives through the rest of 2020, we put together this guide to the key areas and approaches where you should focus your resources.



AREAS OF FOCUS

TACTICAL

The Next-Gen
Customer
Experience

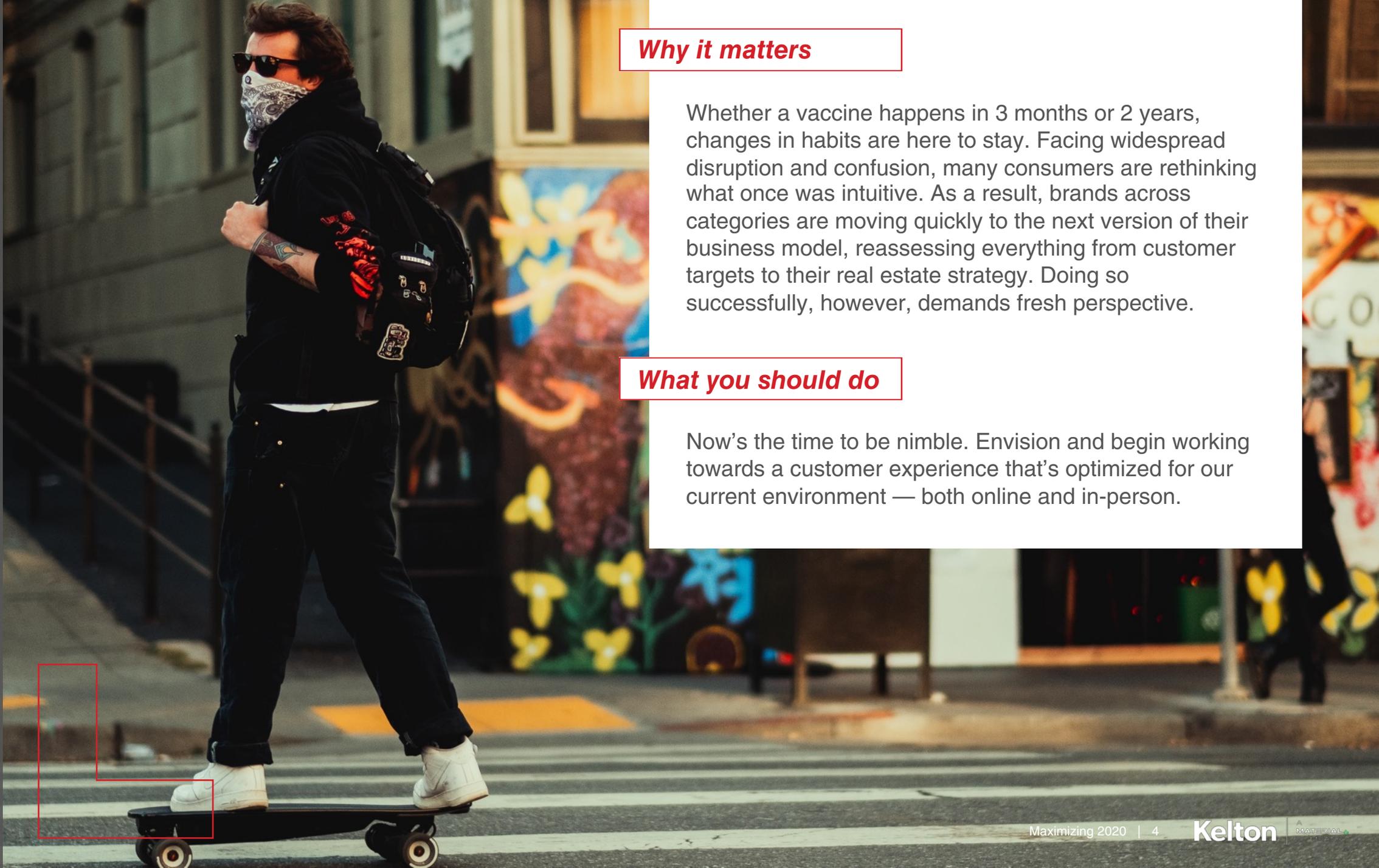
An Integrated
and Elevated
Employee
Experience

The **Home**
as Hub

The
Future Of...

STRATEGIC

THE NEXT-GEN CUSTOMER EXPERIENCE



Why it matters

Whether a vaccine happens in 3 months or 2 years, changes in habits are here to stay. Facing widespread disruption and confusion, many consumers are rethinking what once was intuitive. As a result, brands across categories are moving quickly to the next version of their business model, reassessing everything from customer targets to their real estate strategy. Doing so successfully, however, demands fresh perspective.

What you should do

Now's the time to be nimble. Envision and begin working towards a customer experience that's optimized for our current environment — both online and in-person.

HOW TO DO IT

Insights:

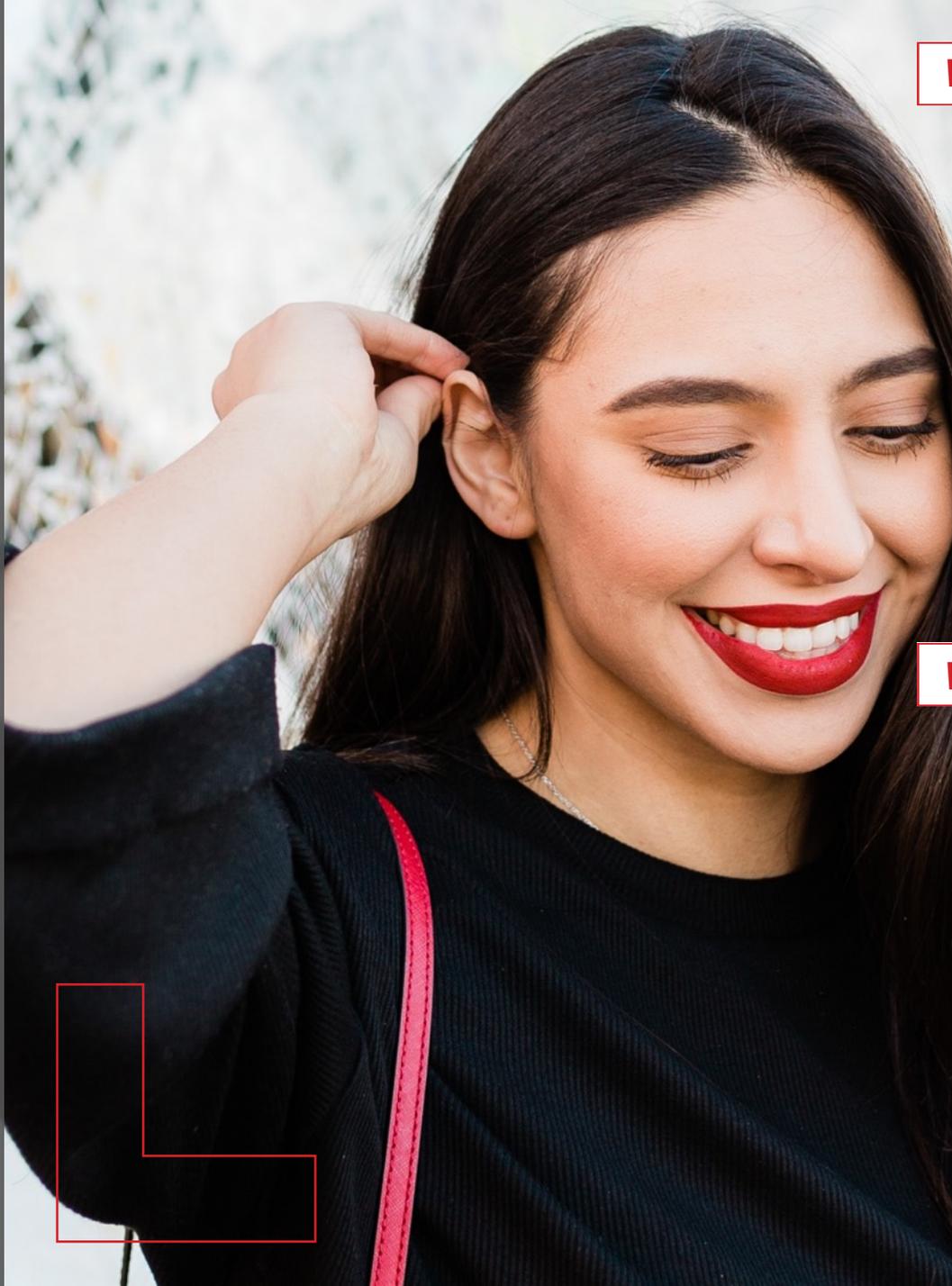
- **Next-Gen Consumer Journeys:** Conduct a [customer journey study](#) with a focus on digital to revamp your existing journeys: Update motivations and trip drivers. Identify new Jobs To Be Done. Re-examine touchpoints to see which ones are still working and which ones need to be improved. Understand how expectations for frontline employees and overall consumer interactions have evolved.

Strategy:

Use your new journeys to design and maximize the kinds of experiences and programs that earn repeat business.

- **Next-Gen Digital Experiences:** Examine what the competition is doing, explore emerging needs, and — best you can — try to replicate the benefits of in-person experiences digitally.
- **Next-Gen Loyalty Programs:** Determine the importance of implicit benefits and how your brand can deliver on them. Make sure all digital interactions are reflected in your program. Acknowledge and potentially reward those who have stuck with your brand through the pandemic.

AN INTEGRATED AND ELEVATED EMPLOYEE EXPERIENCE



Why it matters

In the past, insights teams have often been siloed from those focused on the employee experience. That's not a sustainable model anymore. It's more important than ever to create a true connection between your external and internal brand.

Our [COVID-19 research](#) reiterates this: 48% of Americans say that supporting employees is the most compelling thing a brand can do right now. Meanwhile, 75% of people have been feeling more appreciation for in-store employees than they used to.

What you should do

Design and activate on research that brings employees closer to customers and increases employee motivation and loyalty.

HOW TO DO IT

Insights:

- **Employee Differentiation:** Conduct an employee [segmentation](#) survey to better understand the variety of motivations and perceptions among them and find ways to effectively serve their unique needs.
- **Service Blueprints:** Field research to understand all the actors, touchpoints, and processes needed to deliver an experience or service — think employee experience interviews, employee job shadows, and touchpoint inventories. Then, build a [“behind-the-scenes” journey map](#) to examine where you can bring employees closer to the customer.

Strategy:

- **Frontline Reports:** Create and share reports focused on the ongoing challenges and pain points of customer-facing employees so teams across the company can tangibly and effectively improve the frontline experience.



Why it matters

COVID-19 has forced the home to take on new and expanded roles, evolving our relationships with the spaces we live in. Work, play, and domestic life, once spread across distinct spaces, are now all centralized in the home.

With these shifts, new expectations have emerged with implications across categories. As the role of the home continues to evolve — and the rooms within it mold to new routines — there's a desire to make both indoor and outdoor spaces as functional as possible. And without defined dayparts like a commute, or obligations outside the home, people are craving ways to meaningfully break up their day and allocate time to key moments, from entertainment to health to learning.

What you should do

Understand and act on ways your brand can support the “home as hub” lifestyle, focusing on making consumers’ lives easier and easing new pain points.

HOW TO DO IT

Insights:

- **A New Foundation:** Refresh previous foundational studies — e.g., [A&U landscape surveys](#), [deep qual](#) with core customers, etc. — to capture new realities, needs, challenges, and opportunities. You can no longer rely on older insights.

Strategy:

- **Opportunity Moments:** Use [generative workshops](#) to identify the “home moments” throughout the day where your brand is most relevant and can provide new, unique benefits. Then strategize on ways to “break in” to these new moments, with the goal of finding key opportunity areas to ideate on.

Why it matters

In this time of uncertainty and disruption, we all need to better understand the future of critical, foundational concepts. Is sustainability changed forever? How is the definition of luxury evolving? What is the expectation for your brand from a social impact and justice perspective?

What you should do

Think about new contingencies, and not just predictions based on old patterns. Modify your planning approach to include what might happen, what you want to happen, and what could happen.

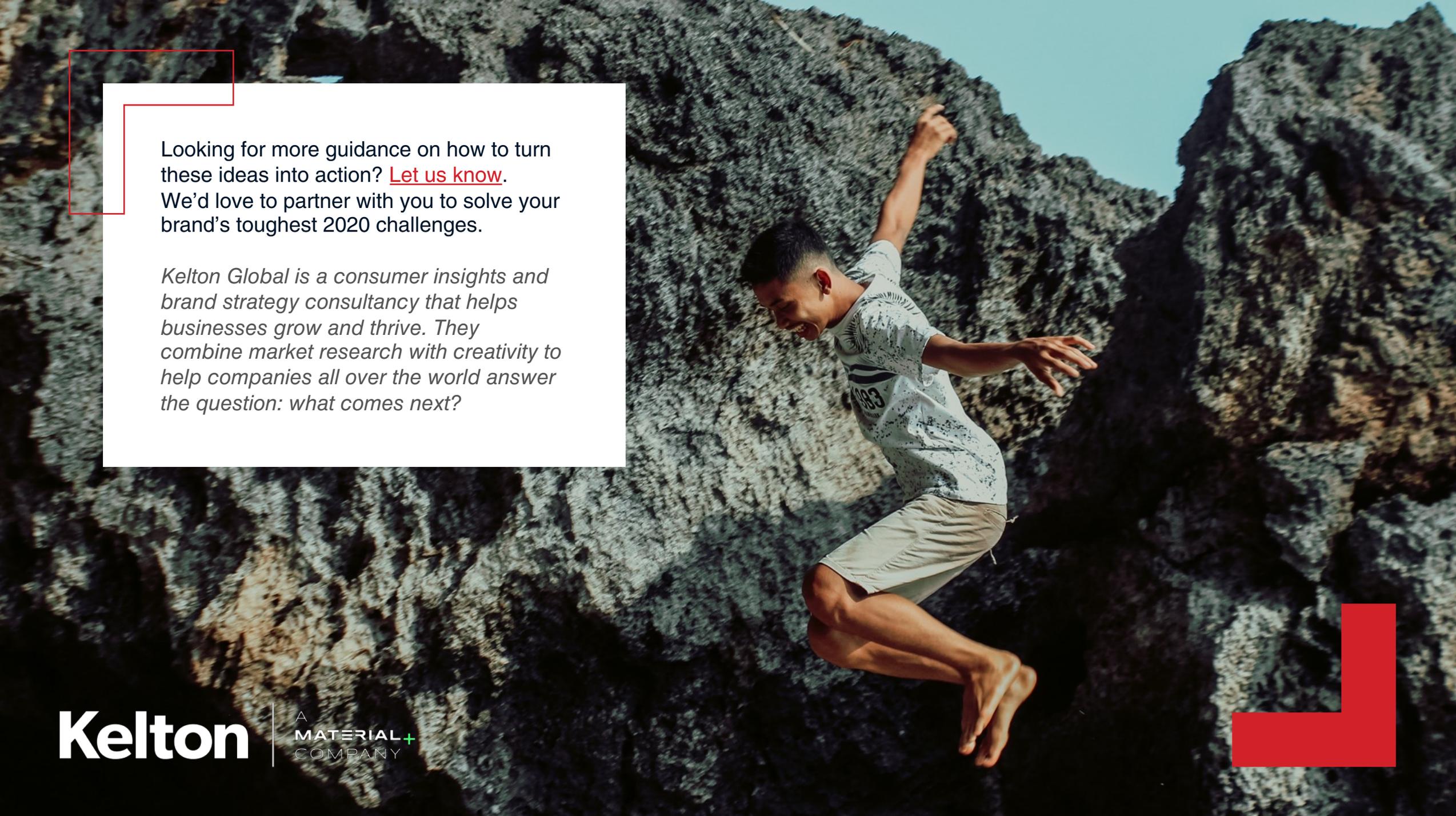
HOW TO DO IT

Insights:

- **Scenario Development Sprints:** Conduct a [Strategic Foresight](#)-focused sprint to envision where the world (and your category) could go in the next 3 years — and what immediate steps you can take to address those various new futures.

Strategy:

- **Long-term Planning:** Bring in C-level decision-makers as participants and key stakeholders of Strategic Foresight work to make sure your brand can activate on key discoveries.



Looking for more guidance on how to turn these ideas into action? [Let us know](#). We'd love to partner with you to solve your brand's toughest 2020 challenges.

Kelton Global is a consumer insights and brand strategy consultancy that helps businesses grow and thrive. They combine market research with creativity to help companies all over the world answer the question: what comes next?

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