



Survey data: History or a complement to big data?



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1. Using big data to enhance customer relationship management and customer profitability
2. Importance of surveys in customer relationship management
3. Illustrative examples:
 - Service quality
 - Conjoint analysis



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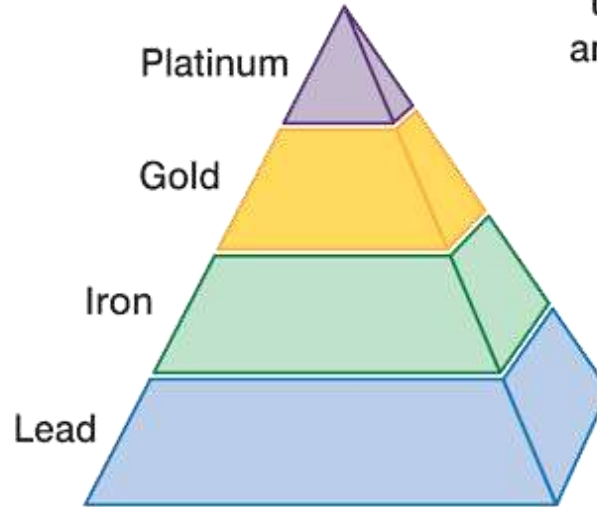


Customer relationships and profitability

Most profitable
customers



Least profitable
customers



What segment spends more with
us over time, costs less to maintain,
and spreads positive 'word of mouth'?



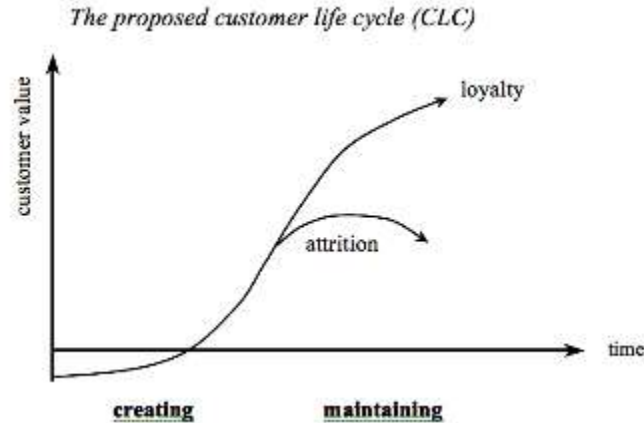
What segment costs us in time,
effort and money, yet does not
provide the return we want?
What segment is difficult to do
business with?



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The goal of customer relationship management



- Acquires the person as a customer;
- Reinforces the customer relationship by cross-selling products;
- Keeps him or her as a loyal customer; and
- Turns the customer into an ambassador.



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Examples of big data applications

(1): Product ladders for analysing client career



Paas, L.J. (2009),
“Acquisition pattern
analysis for evolutionary
database marketing”, *The
Service Industries
Journal*, 29 (6), 805-812.



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Examples of big data applications

(2): Churn - Predicting which customers end the relationship

Irritating

Intrusive

Time-consuming

Unattractive



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Examples of big data applications

(3): Channel attribution models for assessing effects mass customisation



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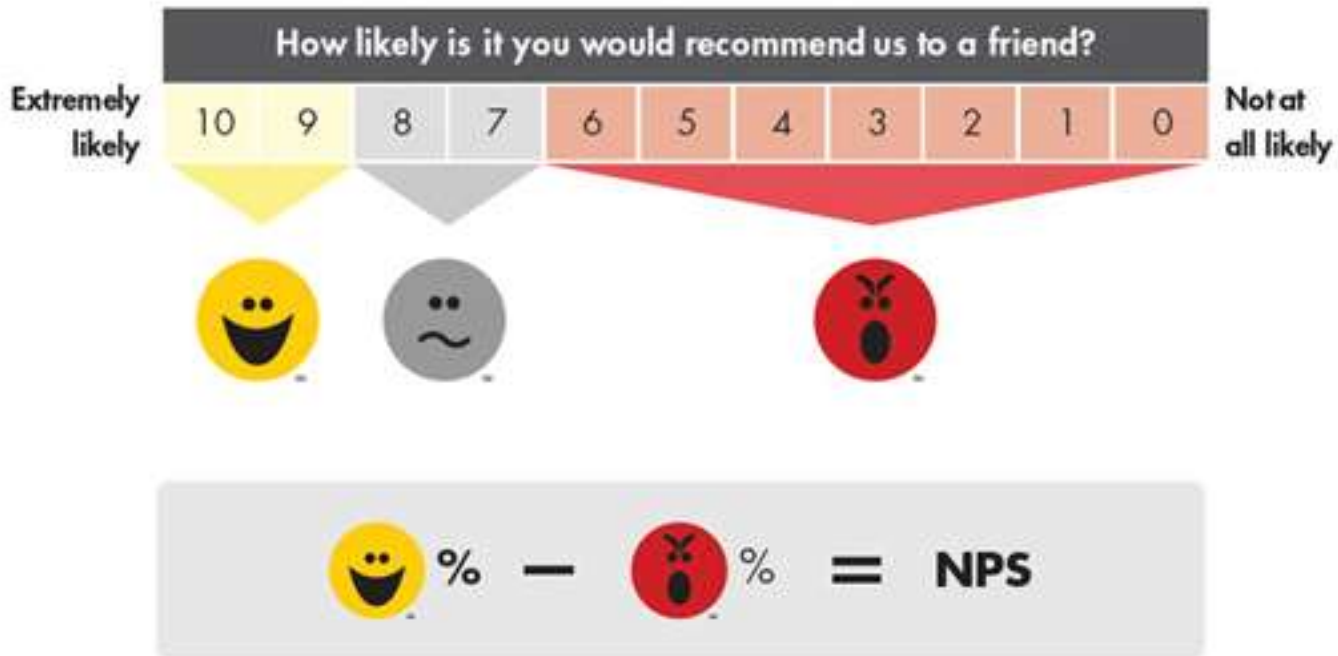
The customer perspective of relationship with company



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Service quality (1): Nett promoter score



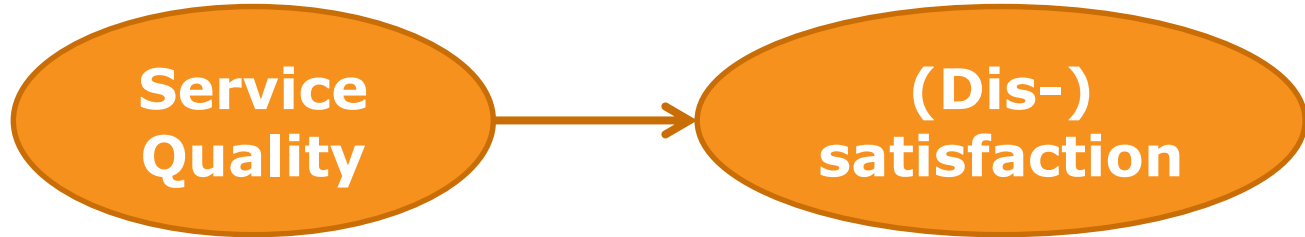
Service quality (2): Nett Promoter Score (2)

Advantage: Very simple, one question only.

Disadvantages:

Low predictive power (Morgan and Regor, Mkt Sc, 2006)

Doesn't provide insight into the causes of (dis-)satisfaction



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Service quality (3): Alternatives to NPS

- SERVQUAL
- Critical incident studies
- Researching customer needs
- Exit surveys
- Service expectation meetings and reviews
- Market-oriented ethnography
- Monitoring user-generated content
- Mystery shopping
- Customer panels
- Lost customer research



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Example of survey for gaining insight into products

A typical "Choice task"

Which of these TVs would you choose?

Type	Plasma	LCD	LED
Size	36 inch	40 inch	46 inch
Brand	Sony	Toshiba	Philips
Price	\$499	\$699	\$899

Three "Product profiles" each of four attributes

"Attributes"

"Levels" for each attribute

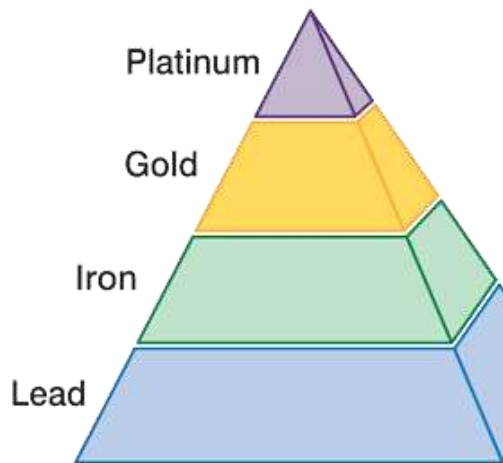


Conclusion

Most profitable
customers



Least profitable
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