

A vintage car, possibly a 1970s Ford Mustang, is parked in front of a brick building. The car has a Minnesota license plate that reads "792-KA7". The word "uncrowd" is overlaid in large, bold, pink letters across the center of the image. The background shows a brick building with several windows and a cloudy sky.

uncrowd

How to read FRi:

FRi Score is the total result. It's in a range between -9 (bad) to 9 (exceptional).

Underneath the FRi you'll see we split out the scores into friction and into reward.

Friction: you want LESS friction so a nice minus is good

Reward: but you want MORE reward so a high number is best on that side

Eg:

-2.34 **friction** is great!

3.12 **reward** is also great!

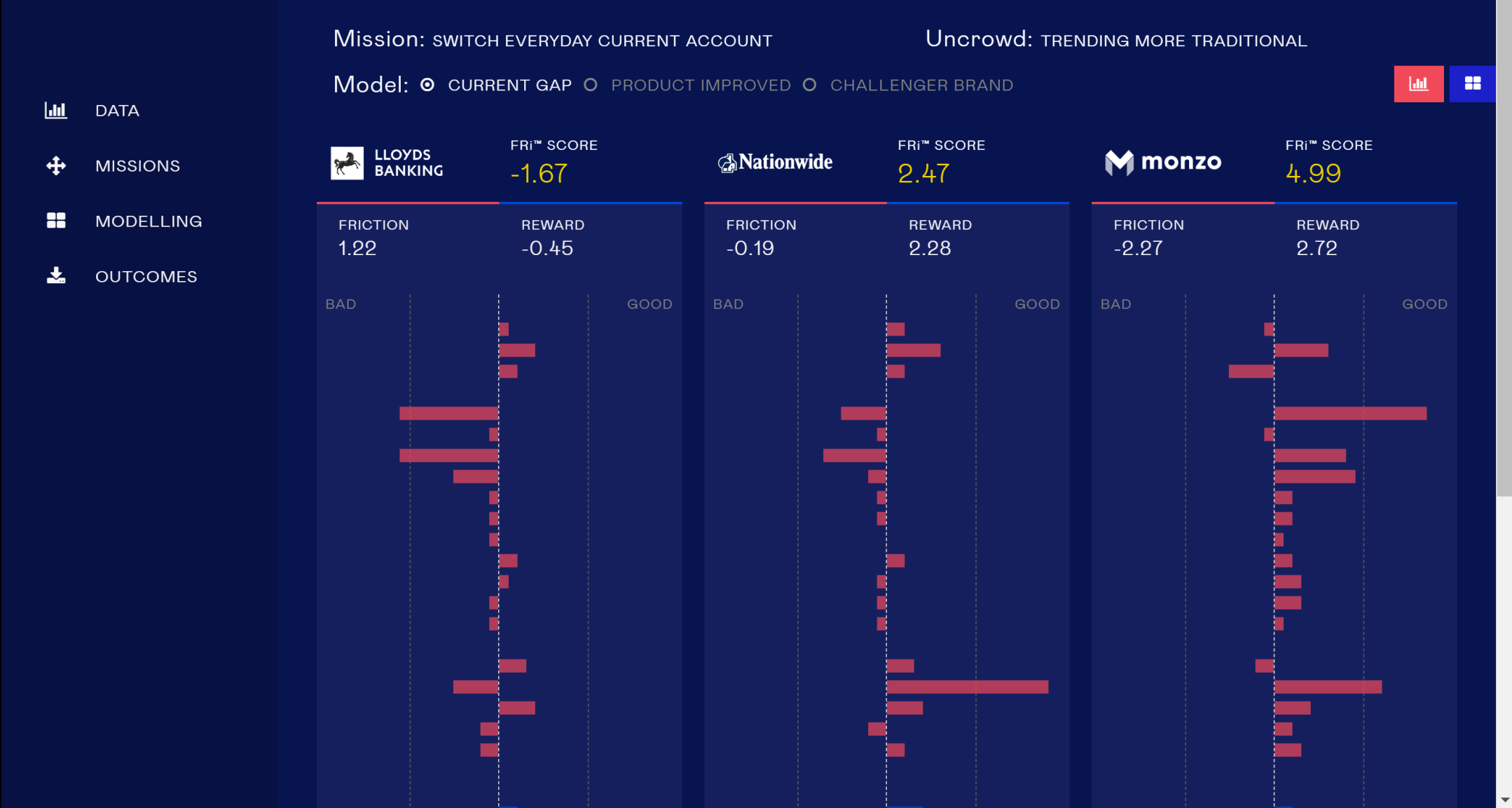
EQUALS an FRi of: 5.36, which is very solid

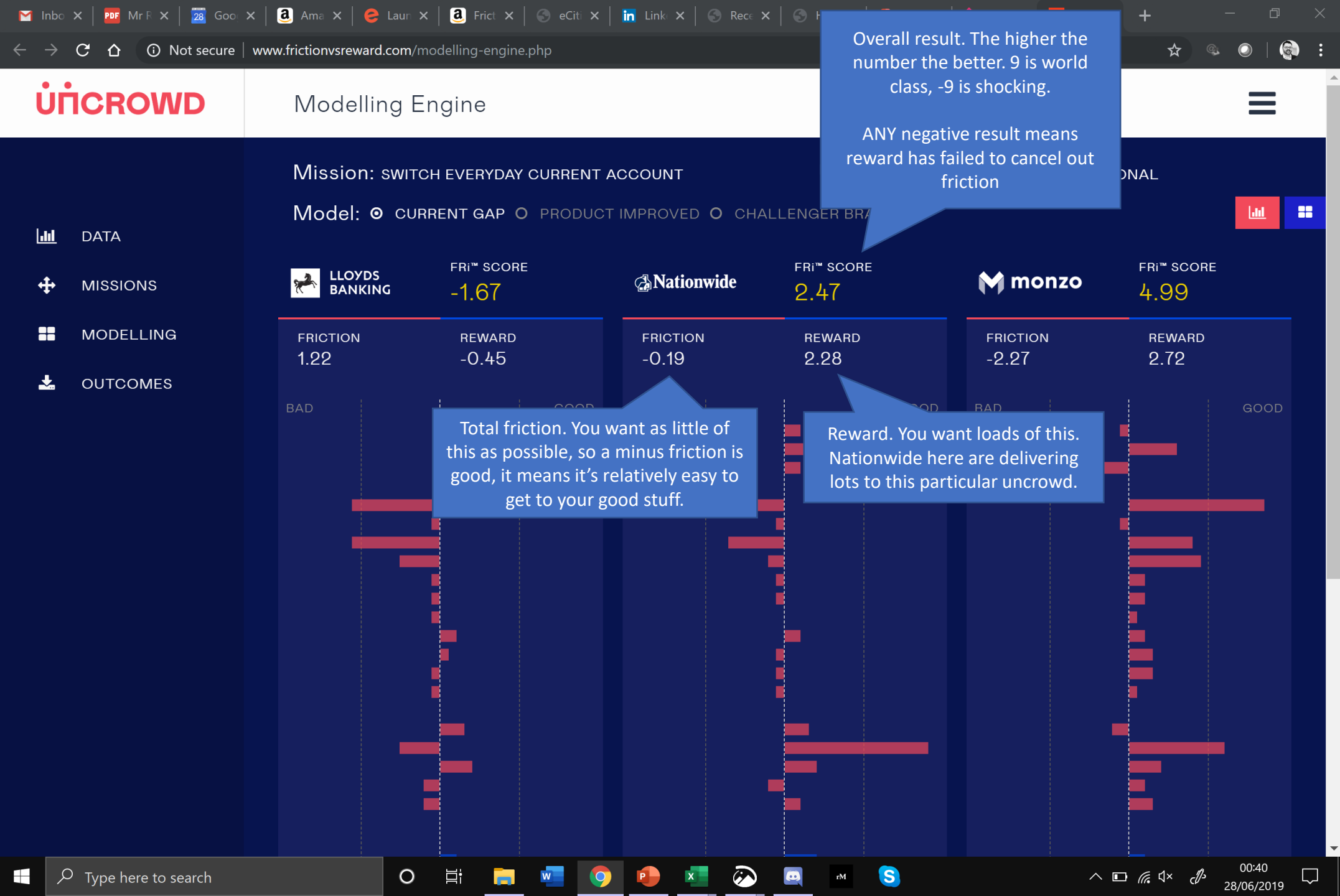
FUNDAMENTAL: the higher the relative FRi, the more likely a customer is to choose you instead of the alternative. Brand awareness, switching inertia and availability obviously then play a role on a macro level.

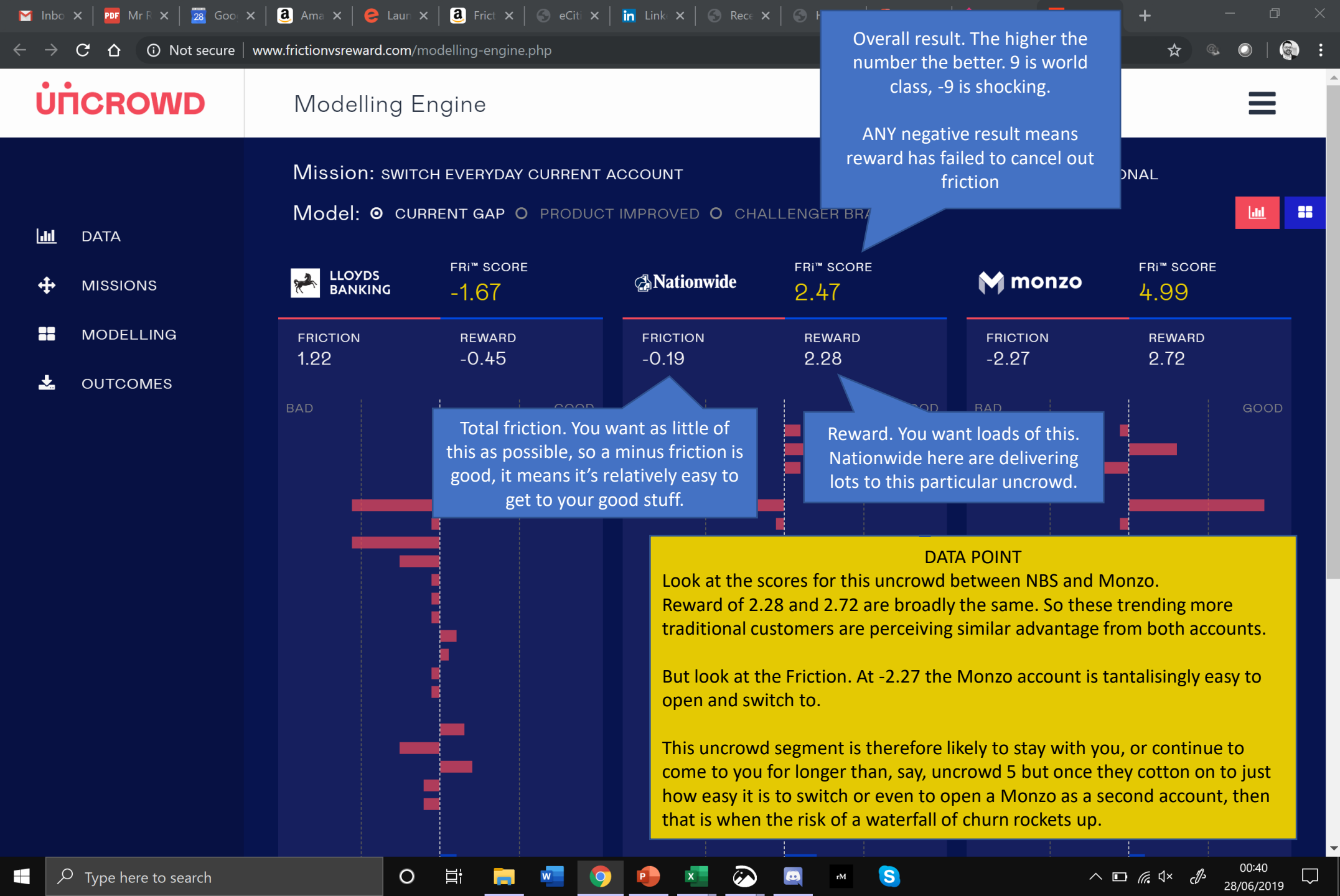
FRi is showing you the near future, it is CX time-travel. How long that future plays out is dependent on loss-aversion, switch inertia, status-quo bias and trend lag. We can model these too in the full platform. We can show how long you've got before x overtakes y.

We also have the ability to add ROI nodes to every single part of this to give, for example:

'if we improve the app for £1m, when will I see enough customers sustainably try it?'









Mission: SWITCH EVERYDAY CURRENT ACCOUNT

Uncrowd: TRENDING MORE TRADITIONAL

Model: ☒ CURRENT GAP ☐ PRODUCT IMPROVED ☐ CHALLENGER BRAND



DATA

MISSIONS

MODELLING

OUTCOMES



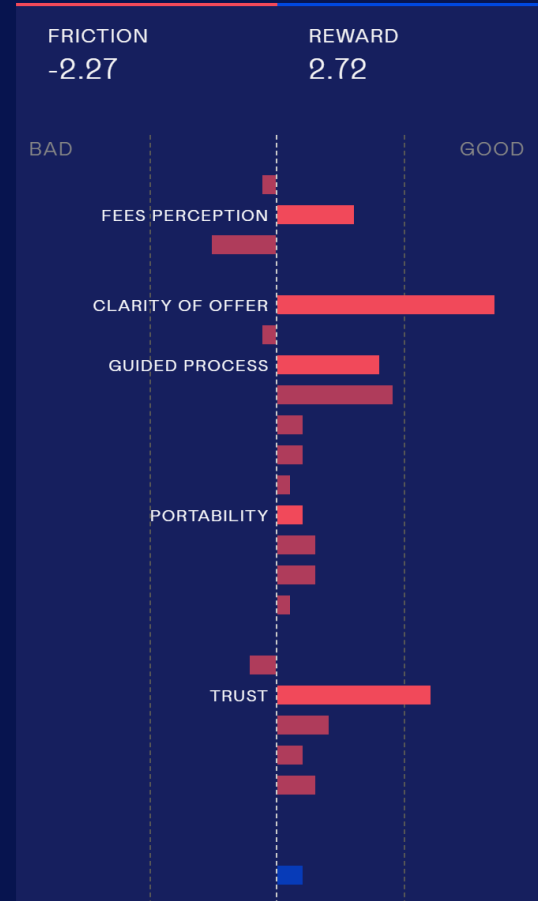
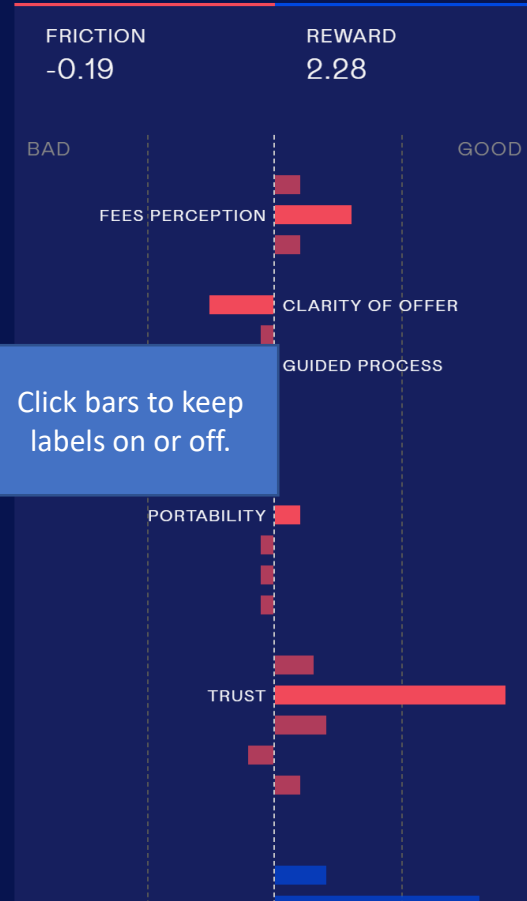
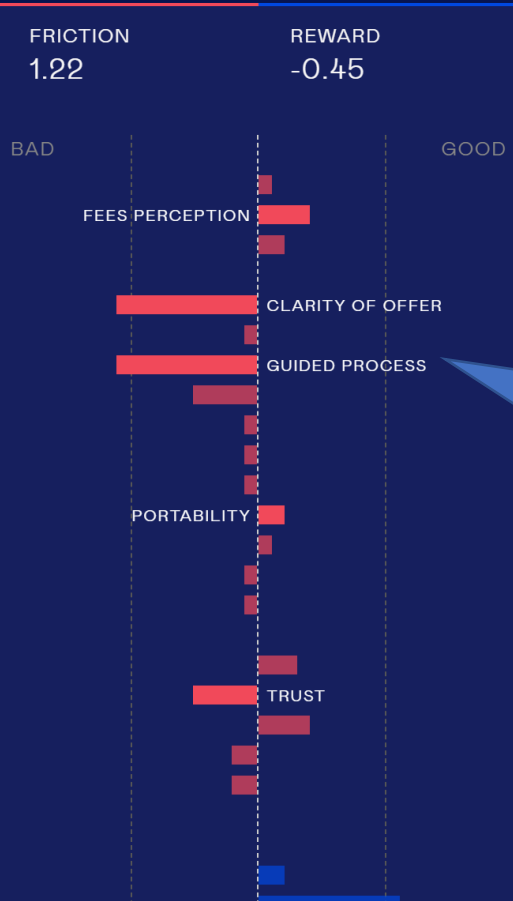
FRI™ SCORE
-1.67



FRI™ SCORE
2.47

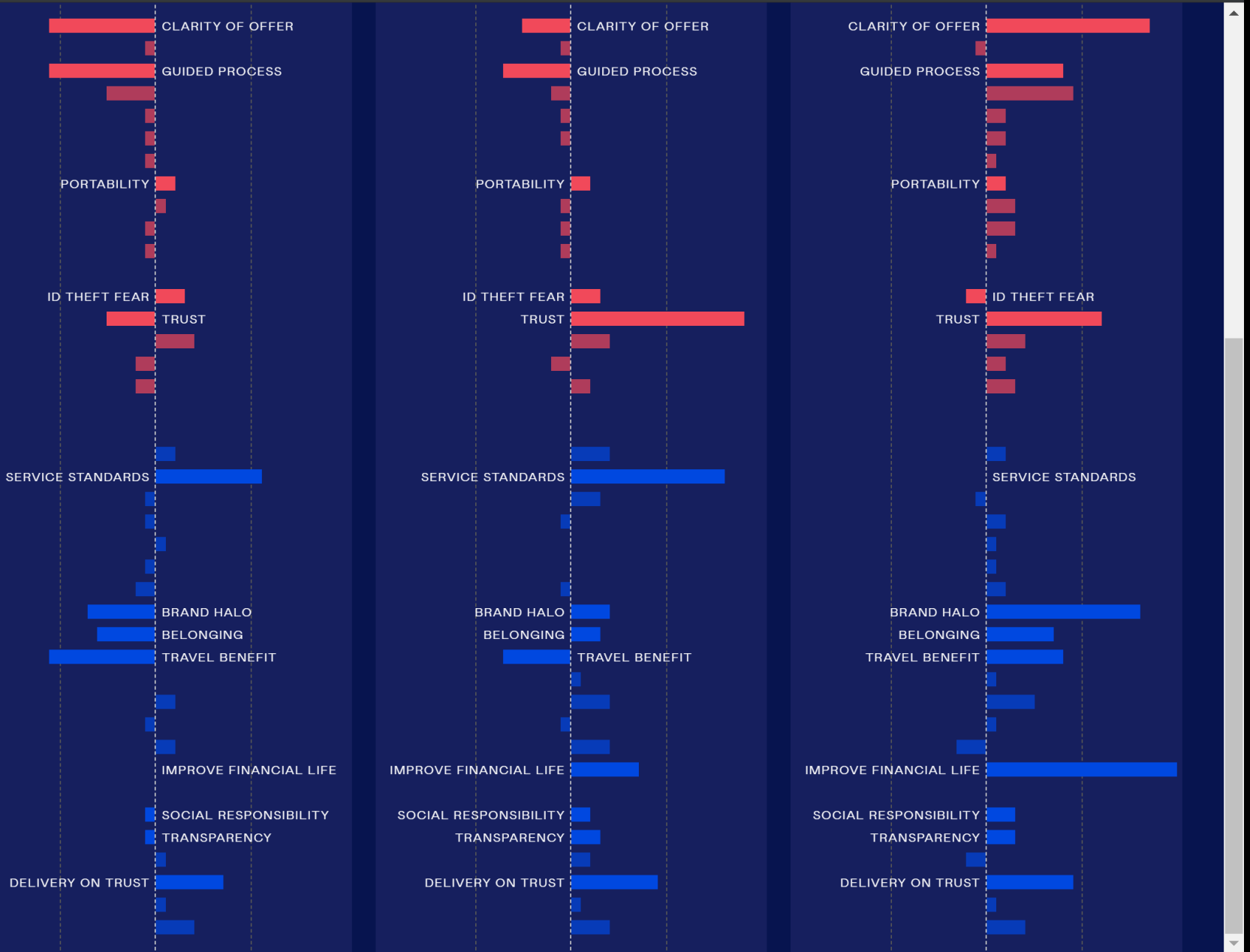


FRI™ SCORE
4.99



Click bars to keep labels on or off.

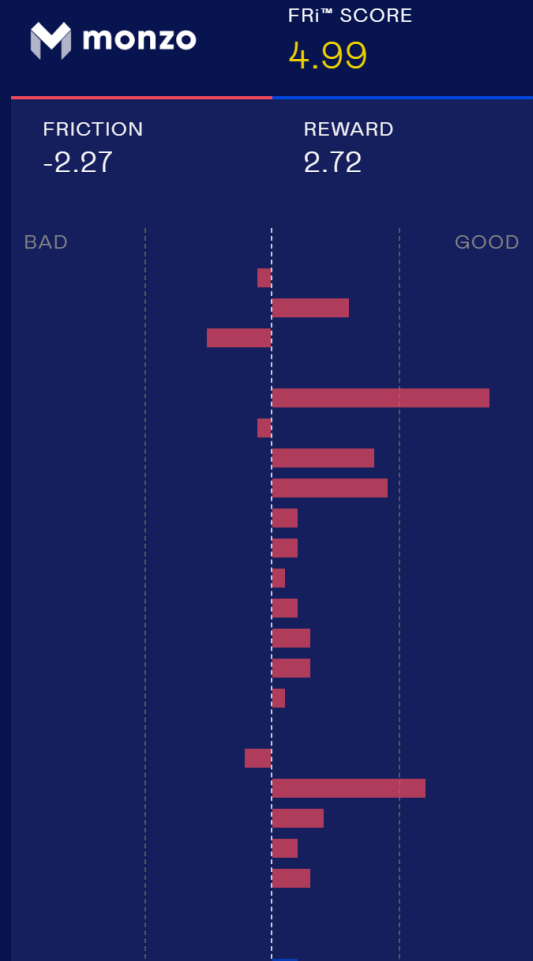
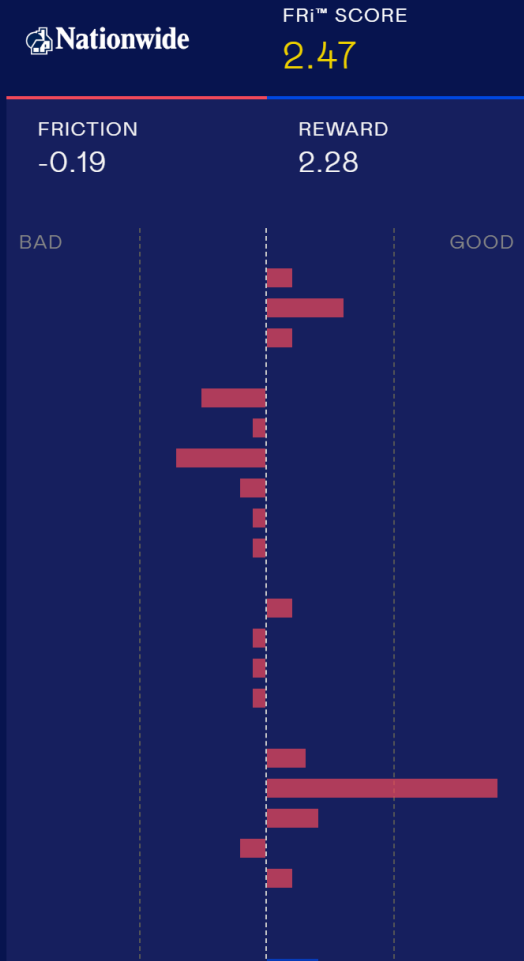
Scroll down to see 'reward' sets



Mission: SWITCH EVERYDAY CURRENT ACCOUNT Uncrowd: TRENDING MORE TRADITIONAL

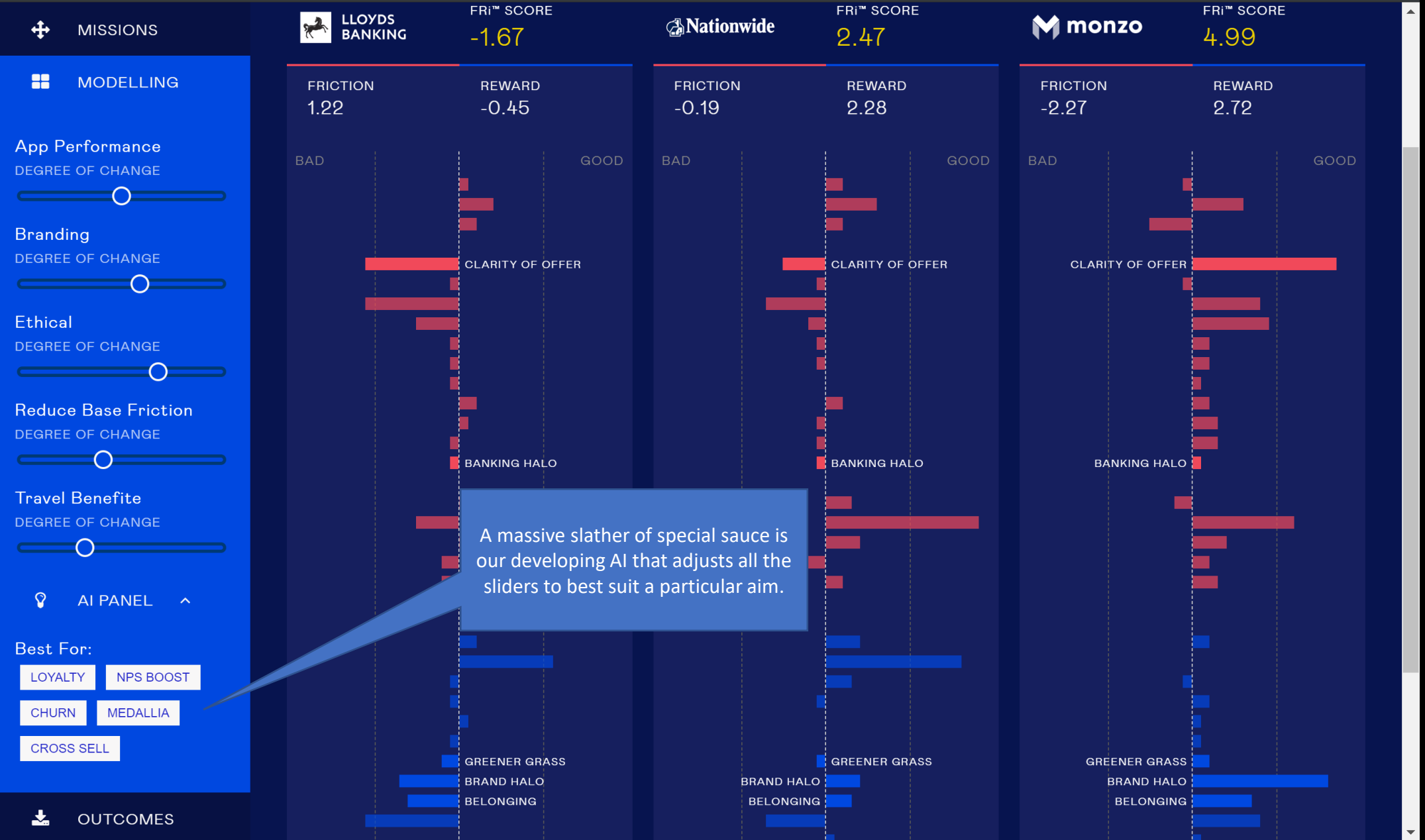
Model: ☒ CURRENT GAP ☐ PRODUCT IMPROVED ☐ CHALLENGER BRAND

- DATA
- MISSIONS
- MODELLING
- OUTCOMES



Here is where you will select different data sources, missions, uncrowd segments, AI recommendations and where you'll model impact of change





A vintage car, possibly a 1970s model, is parked in front of a brick building. The car has a Minnesota license plate that reads "792-KA7". The car is dark-colored and shows signs of wear. The background is a brick building with several windows. The overall image has a greenish tint.

unicrowd