Friction/Reward Indexing™ Enterprise SaaS platform answering retail's most fundamental question 'Why do customers choose retailer x over retailer y?'
Game Changing Platform

Our FRI™ platform answers retail’s most fundamental question ‘Why do customers choose retailer x over retailer y?’
Then shows exactly how to win in more shopper missions, identify safe cost reductions, and optimise operations.

Do you know your winnable shopper missions?
Weekly big shop?

FRI™ DOES
We don’t know WHEN or WHY a customer will shop our store instead of a competitor’s.
...this is insane.
...we thought NPS would do it.
...it doesn’t. NPS says NOTHING about preference. It’s strategically useless.
...so we solved the problem.
...by building a unique metric comparing: Shopping effort vs. Purchase gain.
...captured as:

Friction vs. Reward
Friction/Reward Indexing™

FRi™ helps retailers:

1. Win shopper missions as the preferred option
2. Identify safe opportunities to reduce costs
3. Operationally and strategically optimise effort
FRi™ - Value Proposition

Knowing why a shopper will choose you over a rival is priceless.

Uncrowd’s FRi analytics platform with integrated AI and ML provides unparalleled insights into shopper preference, behaviours and likelihood to buy; actionable-insights that make shopping easier, reduce friction, increase reward, slash churn, optimize budgets and reduce costs while optimizing customer acquisition spend and CX budgets in general.

This is a 100x solution to a holy grail problem.
How we’ve won the preference-problem race

Only Uncrowd’s FRi combines real CX with cross-silo insight.

= contextual preference nailed
Uncrowd is a Microsoft Transact Partner

Clients can purchase Uncrowd FRi from EXISTING Microsoft contracts. Makes FRi for some clients effectively ‘free’ when utilising remaining budget.
Start with the Data

Supercharge Data
Expert Data Stream on our crowdsourcing app CROWDAF

Industries Reports | Customer QUAL | Store/Channel Observations by trained team using CROWDAF | Customer panel CROWDAF

Refinement Data
This is PRIMARY research carried out by Uncrowd within the platform cost

This is your existing data – Uncrowd can onboard as necessary

NET PROMOTER & C. SAT.
TRANSACTIONS & ANALYTICS
SOCIAL MEDIA AGGREGATION
SURVEYS & RATINGS
PRICE TRACKERS
MYSTERY SHOPPER
JOURNEY MAPPING
DETRACTORS
## Identify Missions

<table>
<thead>
<tr>
<th>PRIMARY Missions</th>
<th>INCREMENTAL</th>
<th>LONG TAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VITAL to the business</strong>&lt;br&gt;Bread and butter trade</td>
<td>Weekly ‘big’ shop&lt;br&gt;Top-up shop&lt;br&gt;Building the online shopping list&lt;br&gt;Special occasion dinner&lt;br&gt;Family party</td>
<td>Breadline basics shop&lt;br&gt;Lunchtime satisfaction&lt;br&gt;Summer BBQ&lt;br&gt;Considering a vegan month</td>
</tr>
<tr>
<td><strong>ASPIRATIONAL</strong>&lt;br&gt;You could be great at these</td>
<td>Premium fresh ‘to go’&lt;br&gt;Looking for a loan</td>
<td>Speciality home delivery&lt;br&gt;Catering an office event</td>
</tr>
<tr>
<td><strong>FORWARD</strong>&lt;br&gt;Future missions emerging, developing and changing</td>
<td>Automated fridge re-stock&lt;br&gt;Behavioural meal plan</td>
<td>On-demand single item JIT&lt;br&gt;Auto nutrition-triggered</td>
</tr>
</tbody>
</table>

**Variations on primary and incremental missions**

**Marginal**

**Futurologists fun!**

**EXAMPLES ONLY!**
John wakes up in broadly the same mood he's in every day. John remembers he has the baby and pushchair today. John takes an urgent call from his partner. The baby is asleep and he is able to calm down a bit. John reads an article that makes him think.

This is your Total Customer Universe clustered by groups of emotions and sensitivities; the 'uncrowds', who are not related socio-demographically but who shop very similarly to each other when within each cluster.

Impact on CX development
John moves through a series of uncrowd clusters as the day progresses.
You don’t need to know this, you only need to know which uncrowds exist around your business.

Morning
- John wakes up in broadly the same mood he’s in every day
- John remembers he has the baby and pushchair today
- John reads an article that makes him think

Lunch
- John takes an urgent call from his partner
- The baby is asleep and he is able to calm down a bit

Night
How the Platform Works

Friction side

Variables set for specific industry
- Friction variable 1
- Friction variable 2
- Friction variable 3
- Friction variable 4
- Friction variable 5
- Friction variable 6
- Friction variable 7
- Friction variable 8
- Friction variable 9
- ...and so on

Input Data Packs

ALGORITHM (Patent Pending)

Reward side

Variables set for specific industry
- Reward variable 1
- Reward variable 2
- Reward variable 3
- Reward variable 4
- Reward variable 5
- Reward variable 6
- Reward variable 7
- Reward variable 8
- Reward variable 9
- ...and so on

Uncrowd segments x n

Excite/risk curves

MISSIONS x n

Input Data Packs

Sensitivities applied

FRi™

Product & Service development

CX Performance

Versus Competitors

What if...

How the Platform Works
How the Platform Looks
FOUNDER TEAM

Founder/CEO
RICHARD HAMMOND
- Retail visionary with 34yrs industry experience and loves to sell
- Wrote the best-selling *Smart Retail* books for Pearson (now in 4th edition)
- Published globally in 20 languages
- Consulting for Kingfisher, Sony, Majestic Wine, BP, Samsung, Odeon, L'Oréal, Gant, Yale and more

Founder/CTO
ROCKY HOWARD
- Red-hot Systems Architect
- Inspired by simplification of data
- Great with clients too
- Worked with: Thomson/Reuters, GSK, Mood Media and various others.

Engineering Lead
CRAIG WAITE
- 15 years developing and managing big-ass projects at IBM
- Feels liberated by Uncrowd
- Massively talented creative engineer beloved of clean code and easy UX

Advisor & CTO Havas UK
JOHN PHILIPS
- Cloud computing and data expert
- Keeps a gigantic 2 Petabyte Object Store running happy
- Ensuring our processes and policies are scalable and robust

Advisor: MARTIN WARD Snr Director, Oracle – runs the 200 person CX development business
Ryan Air cut booking friction from 17 clicks to 3 and increased reward by changing the presentation of extras to a positive offer rather than a negative opt out.

In the first year profits increased a staggering 43% to EUR1.2bn

Doug McMillion credits Walmart’s runaway success in recent years to ‘making it easier for customers to choose Walmart’ – that’s friction and reward in lockstep right there.

Comps up 4.5% web-sales up 40%

Amazon not only slashes friction for it’s 105m Prime members but also boosts reward in the form of exclusives, private events and entertainment media.

Prime continues to dominate on the back of a friction/reward offer

Changi Airport reduces travel friction by minimising stress while boosting reward in the form of airport design that promotes relaxation and calm – reward there rates higher than efficiency.

Changi is the world’s top-rated airport by 13m customers. Atlanta Hartsfield, the most efficient airport, ranks 55th

Everything at Selfridges can be bought cheaper and easier elsewhere but the business offers gigantic experiential reward. Customers continue to respond to this reward environment; bucking the department store trend.

Footfall comps up 6%, revenue comps up 15% over peak

All these friction/reward success stories took years for each business to uncover – FRi surfaces similar opportunities overnight.