UNCROWD

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

Retailers don't know WHEN or WHY a customer will shop their 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.

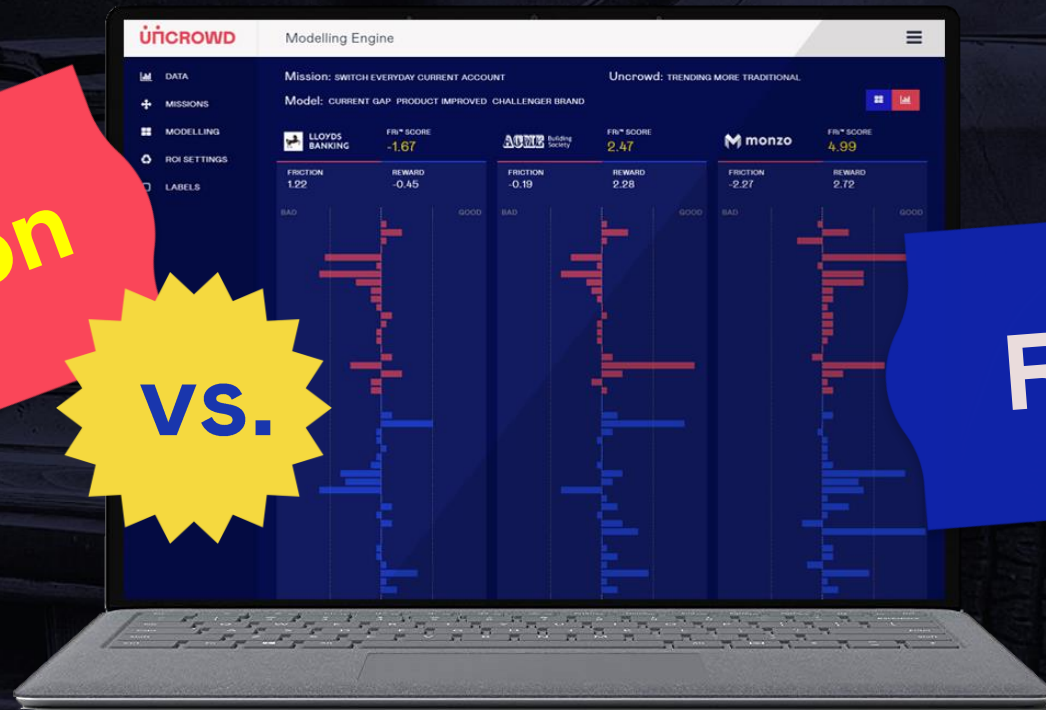...by building a unique metric comparing:

Shopping-effort vs. **Purchase-gain.**

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**
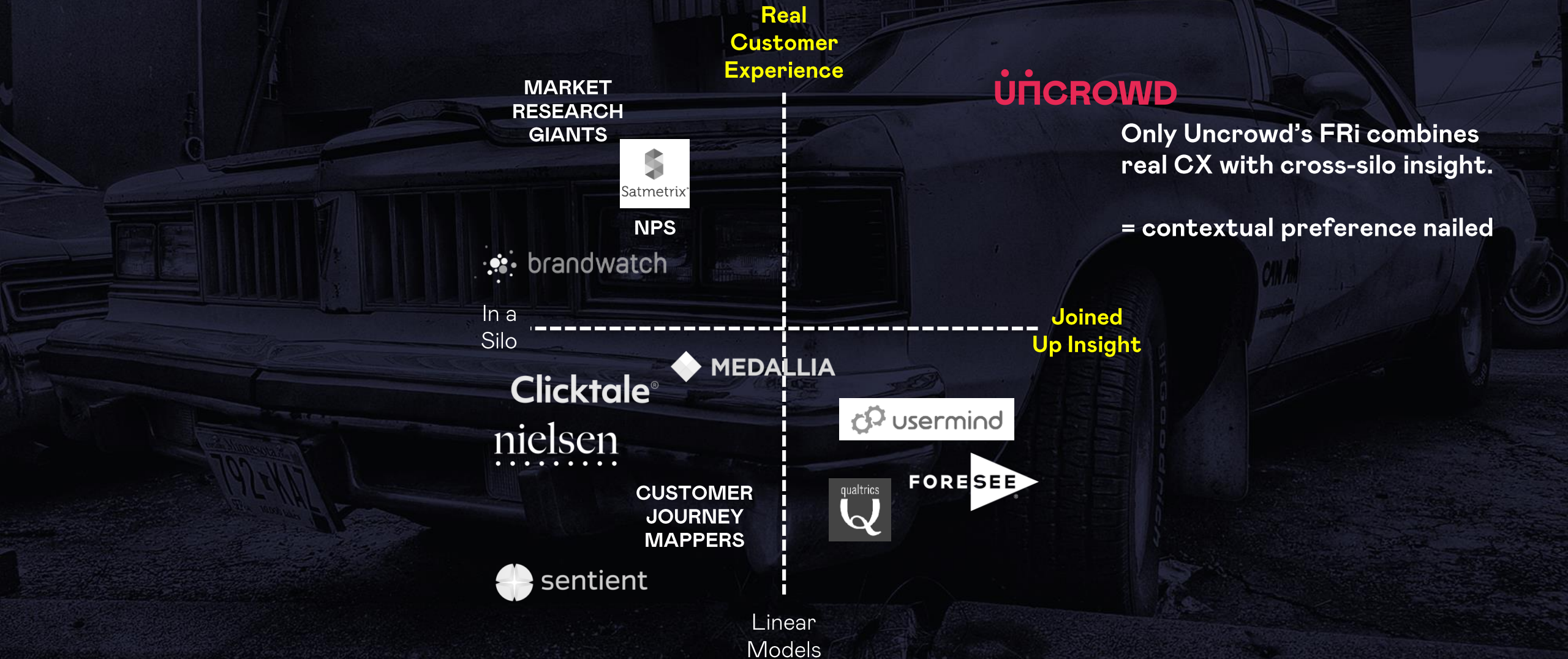
FRi™ - Value Proposition

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.

UNCROWD

How we've won the preference-problem race

Real Customer Experience

MARKET RESEARCH GIANTS

Satmetrix

NPS

brandwatch

In a Silo

Joined Up Insight

MEDALLIA

Clicktale

nielsen

CUSTOMER JOURNEY MAPPERS

usermind

qualtrics Q

FORESEE

sentient

Linear Models

Uncrowd

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

= contextual preference nailed

How to Buy

Step 1

Buy your...

FRi™ Platform
License

Step 2

Add on...

Data/Success
Services

WIN!

Start winning...

More Shopper
Missions

Get it from
**Microsoft Azure
Marketplace**

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

Microsoft

FRi
Friction/Reward Indexing

HOW IT WORKS

Start with the Data

Supercharge Data

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

Expert Data Stream	Industry Reports	Customer Panel	Store/Channel Observations	Customers using Uncrowd smartphone app CROWDAF

Refinement Data

This is your existing data – Uncrowd can onboard as necessary

NET PROMOTER & C. SAT.
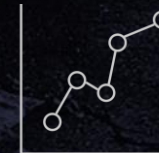
TRANSACTIONS & ANALYTICS

SOCIAL MEDIA AGGREGATION

SURVEYS & RATINGS

PRICE TRACKERS

MYSTERY SHOPPER

JOURNEY MAPPING

DETRACTORS

Identify Missions

	PRIMARY Missions	INCREMENTAL	LONG TAIL
VITAL to the business *Bread and butter trade*	▪ Weekly 'big' shop ▪ Top-up shop ▪ Building the online shopping list ▪ Special occasion dinner ▪ Family party	▪ Breadline basics shop ▪ Lunchtime satisfaction ▪ Summer BBQ ▪ Considering a vegan month	Variations on primary and incremental missions
ASPIRATIONAL *You <u>could</u> be great at these*	▪ Premium fresh 'to go' ▪ Looking for a loan	▪ Speciality home delivery ▪ Catering an office event	Marginal
FORWARD *Future missions emerging, developing and changing*	▪ Automated fridge re-stock ▪ Behavioural meal plan	▪ On-demand single item JIT ▪ Auto nutrition-triggered	Futurologists fun!

EXAMPLES ONLY!

We Identify Segments Together

This is your **Total Customer Universe** clustered by groups of emotions and sensitivies; 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**

Bag 4 Lyfe
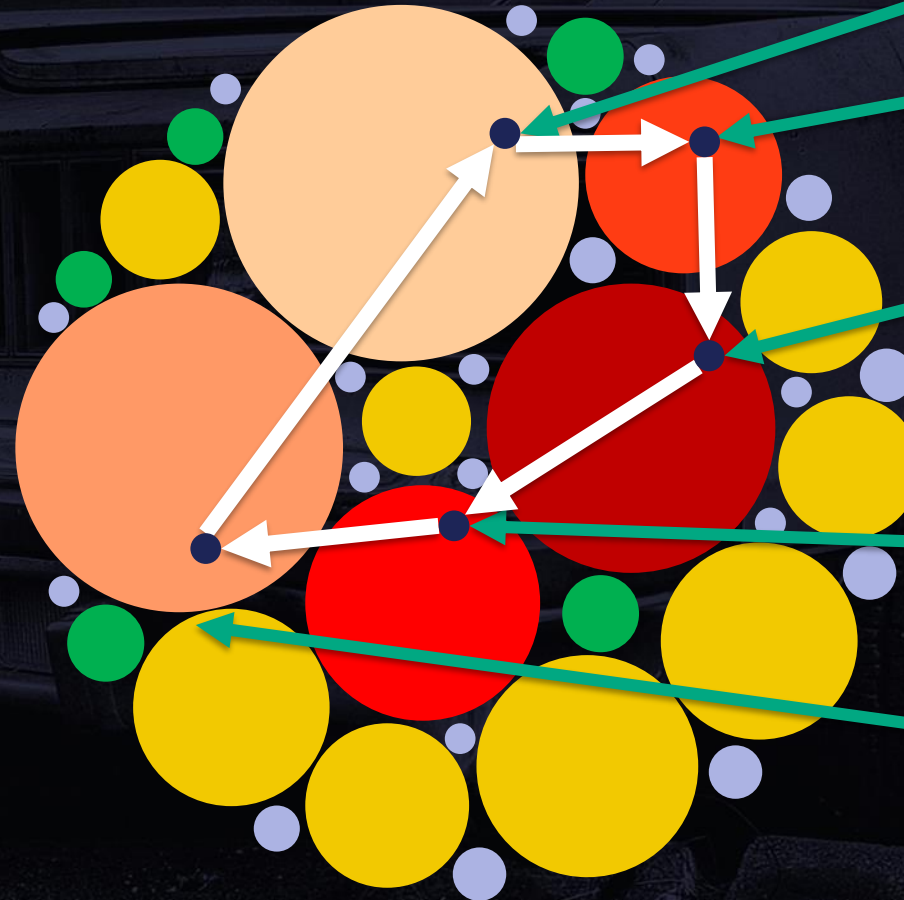
Morning

John wakes up in broadly the same mood he's in every day

John remembers he has the baby and pushchair today
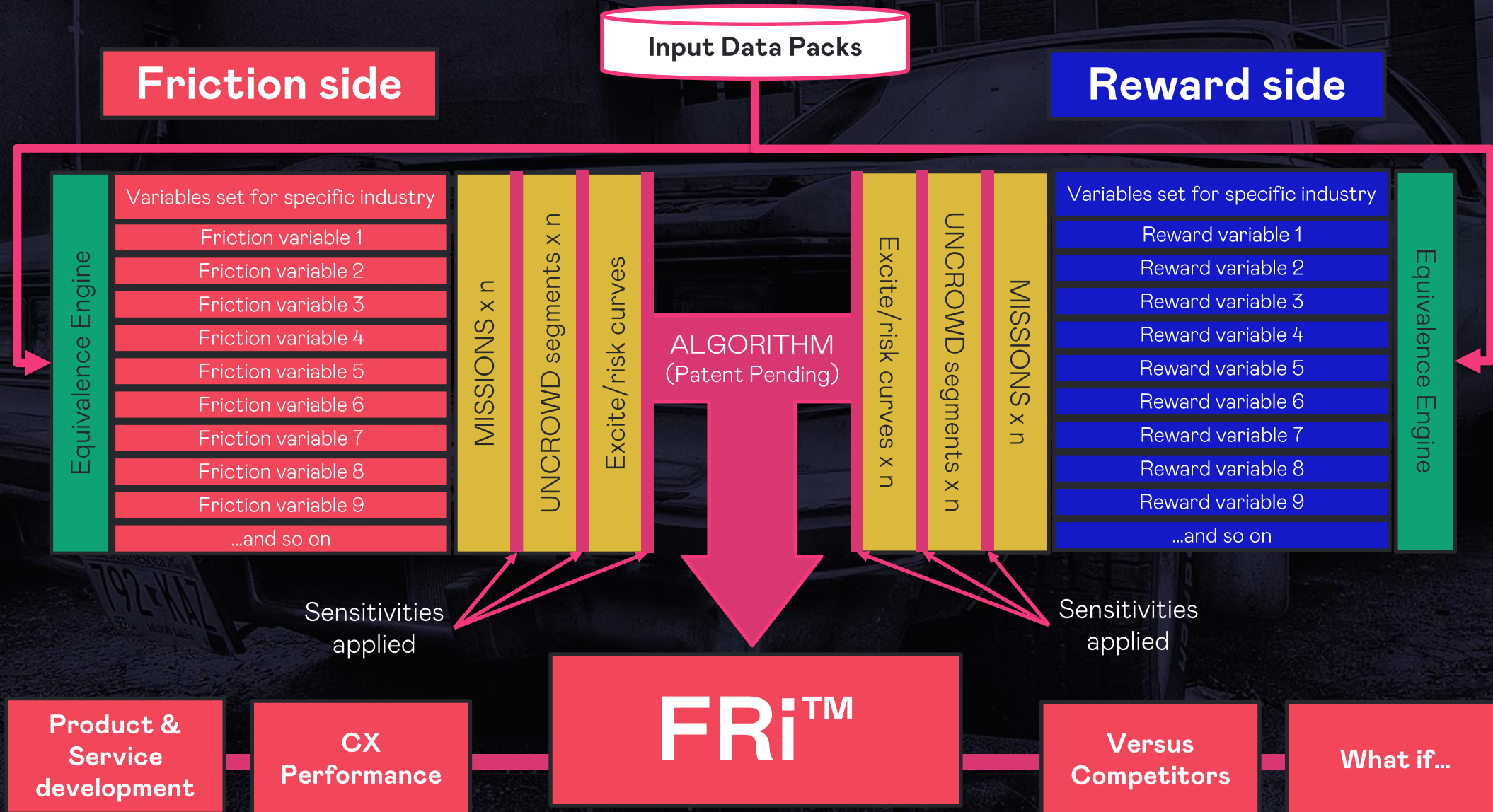
John reads an article that makes him think

Lunch

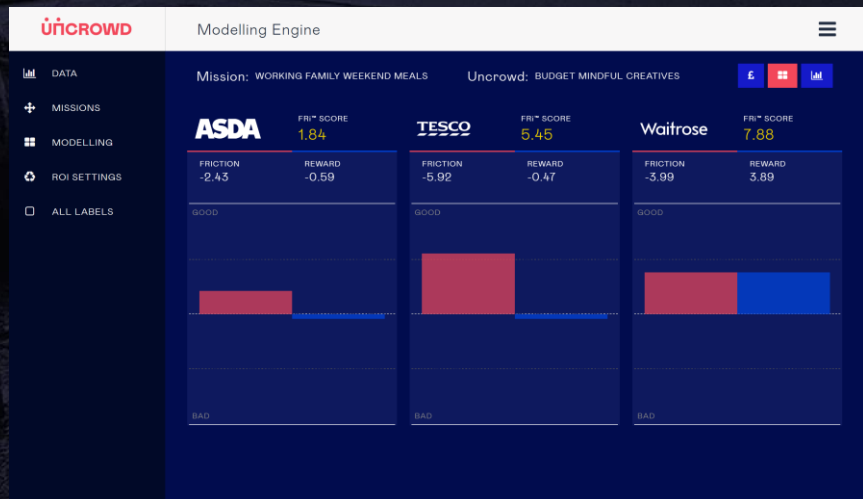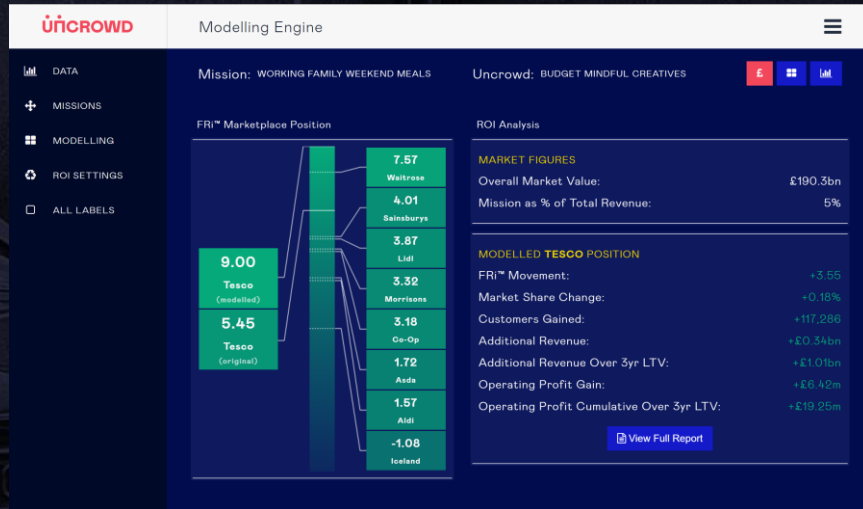John takes an urgent call from his partner

The baby is asleep and he is able to calm down a bit

Night

How the Platform Works

Input Data Packs

Friction side

Reward side

Equivalence Engine

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 |

MISSIONS x n

UNCROWD segments x n

Excite/risk curves

ALGORITHM
(Patent Pending)

Excite/risk curves x n

UNCROWD segments x n

MISSIONS x n

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 |

Equivalence Engine

Sensitivities applied

Sensitivities applied

FRi™

Product & Service development

CX Performance

Versus Competitors

What if...

How the Platform Looks

FOUNDER TEAM

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

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.

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

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: IAN SHEPHERD Fmly SVP AMC Europe, CCO Odeon & UCI plc, CEO GAME plc – and data junkie

Advisor: MARTIN WARD Snr Director, Oracle – runs the 200 person CX development business

APPENDIX i - FRICTION/REWARD SUCCESS

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.