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.
...captured as:

Friction vs. Reward
Friction/Reward Indexing™ 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
How to Buy

Step 1
Buy your...
FRi™ Platform License

Step 2
Add on...
Data/Success Services

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
FRi
FRIcation/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
<table>
<thead>
<tr>
<th></th>
<th>PRIMARY Missions</th>
<th>INCREMENTAL</th>
<th>LONG TAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VITAL</strong></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>
<td>Variations on primary and incremental missions</td>
</tr>
<tr>
<td><strong>ASPIRATIONAL</strong></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>
<td>Marginal</td>
</tr>
<tr>
<td><strong>FORWARD</strong></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>
<td>Futurologists fun!</td>
</tr>
</tbody>
</table>

**EXAMPLES ONLY!**
We Identify Segments Together

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.

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

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
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

- Equivalence Engine

Input Data Packs

ALGORITHM (Patent Pending)

- MISSIONS x n
- UNCROWD segments x n
- Excite/risk curves x n

- Sensitivities applied

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

- Equivalence Engine

- MISSIONS x n
- UNCROWD segments x n
- Excite/risk curves x n

- Sensitivities applied

FRi™

- CX Performance

- Versus Competitors

- What if...
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.