



unicrowd

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.

Wisconsin
192-KA7
5714

A dark, moody photograph of a vintage car, possibly a 1970s or 1980s model, parked in front of a brick building. The car is dark-colored and has a license plate that reads "792-KA7". The image is heavily shadowed, with the car's body reflecting some light. A large, white, sans-serif text overlay is centered across the middle of the image.

...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.

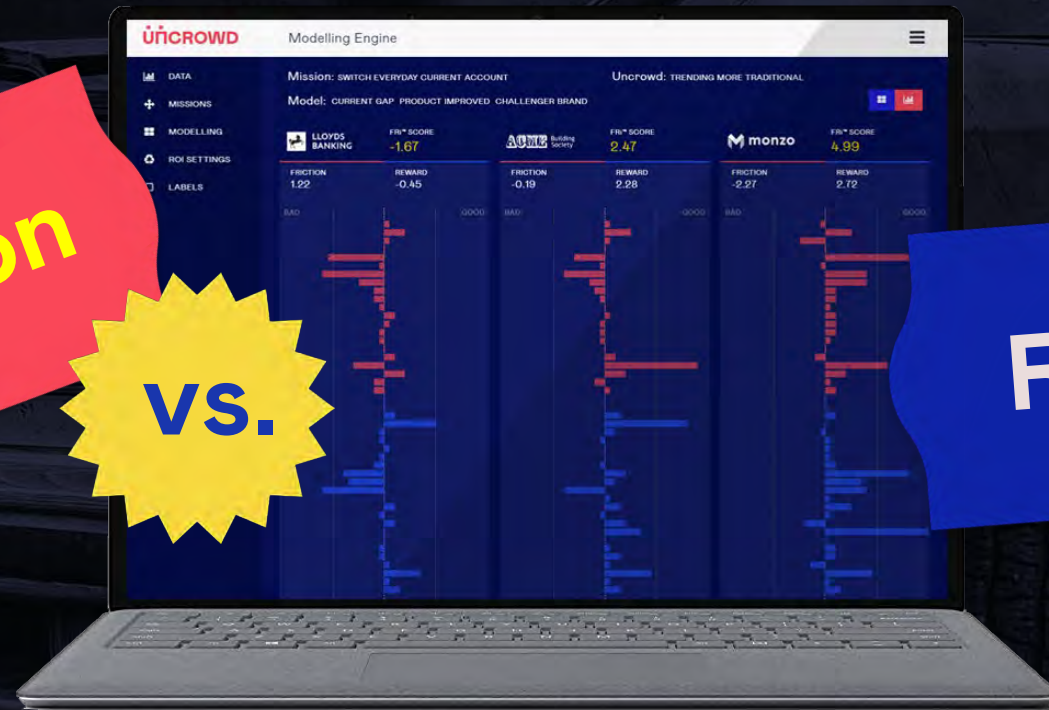
**Purchase
-gain.**

...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

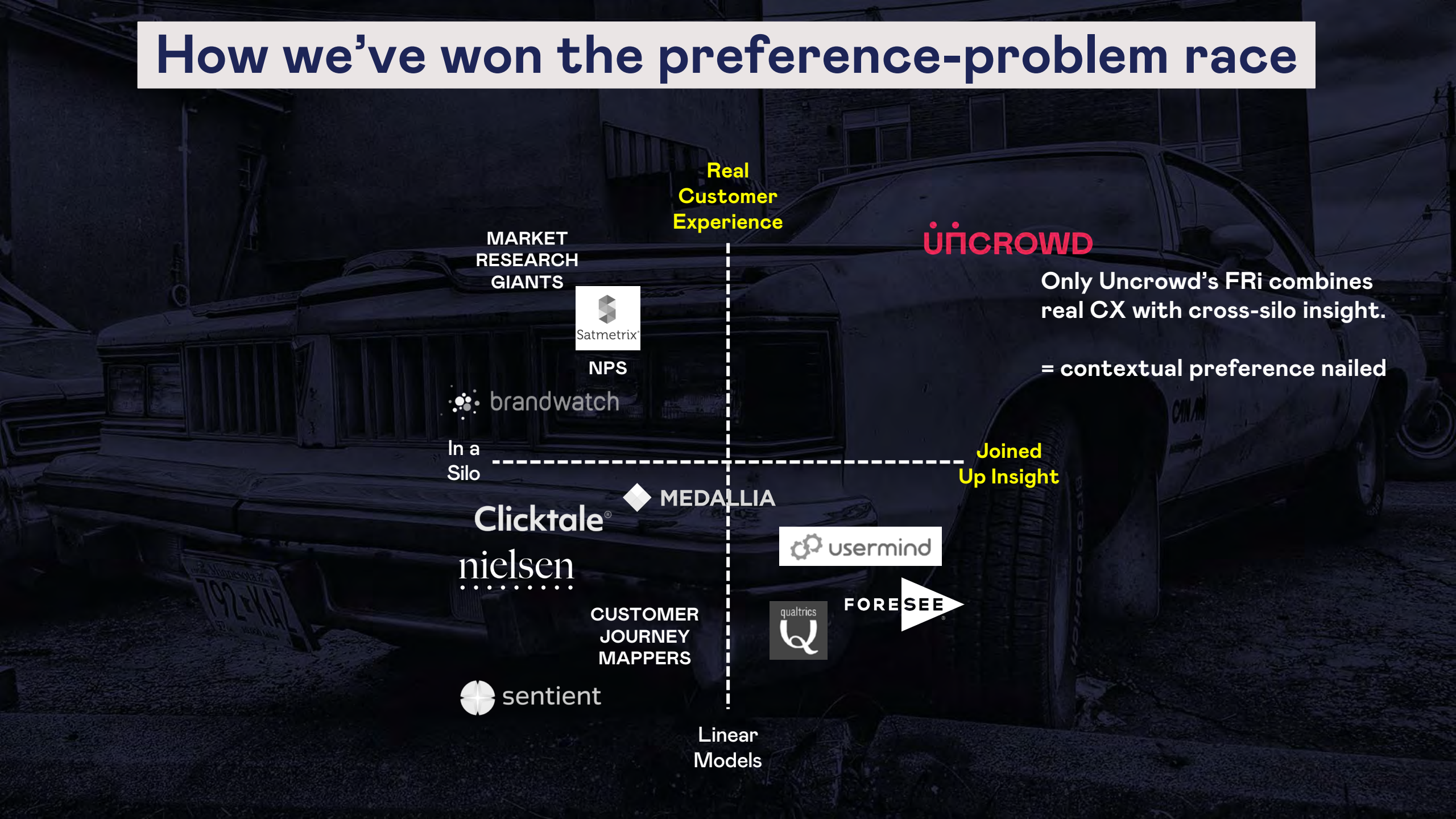
Knowing why a shopper will choose you over a rival is priceless.

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.

UNCROWD

How we've won the preference-problem race



Real
Customer
Experience

UNCROWD

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

= contextual preference nailed

MARKET
RESEARCH
GIANTS



NPS

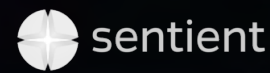


In a
Silo

Clicktale®
nielsen

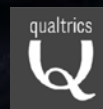


CUSTOMER
JOURNEY
MAPPERS



Linear
Models

Joined
Up Insight



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 on
our crowdsourcing app
CROWDAF

Industry
Reports

Customer
QUAL

Store/Channel Observations
by trained team using
CROWDAF

Customer panel
CROWDAF

Refinement Data

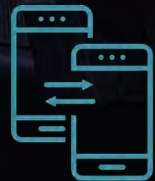
This is your existing data – Uncrowd can onboard as necessary



NET PROMOTER
& C. SAT.



TRANSACTIONS
& ANALYTICS



SOCIAL MEDIA
AGGREGATION



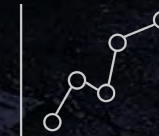
SURVEYS &
RATINGS



PRICE TRACKERS



MYSTERY
SHOPPER



JOURNEY
MAPPING



DETRACTORS

Identify Missions

PRIMARY Missions

INCREMENTAL

LONG TAIL

VITAL to the business <i>Bread and butter trade</i>	<ul style="list-style-type: none">▪ Weekly 'big' shop▪ Top-up shop▪ Building the online shopping list▪ Special occasion dinner▪ Family party	<ul style="list-style-type: none">▪ Breadline basics shop▪ Lunchtime satisfaction▪ Summer BBQ▪ Considering a vegan month	Variations on primary and incremental missions
ASPIRATIONAL <i>You <u>could</u> be great at these</i>	<ul style="list-style-type: none">▪ Premium fresh 'to go'▪ Looking for a loan	<ul style="list-style-type: none">▪ Speciality home delivery▪ Catering an office event	Marginal
FORWARD <i>Future missions emerging, developing and changing</i>	<ul style="list-style-type: none">▪ Automated fridge re-stock▪ Behavioural meal plan	<ul style="list-style-type: none">▪ On-demand single item JIT▪ Auto nutrition-triggered	Futurologists fun!

EXAMPLES ONLY!

We Identify Segments Together

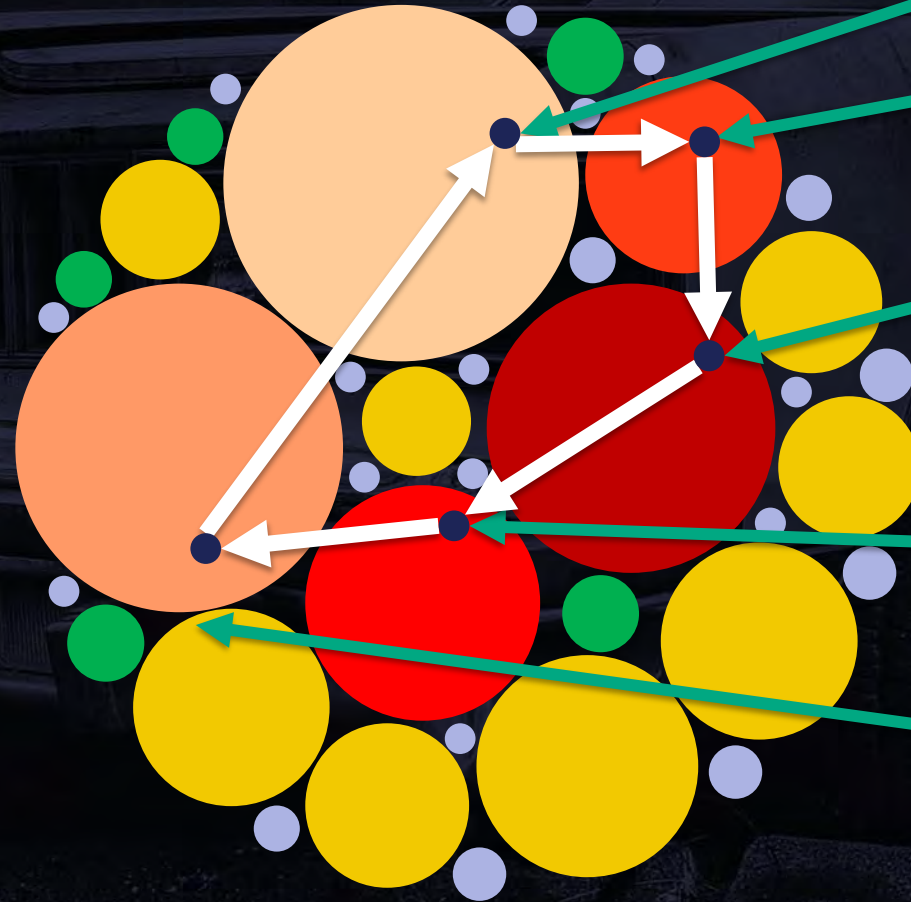
This is your Total Customer Universe clustered by groups of emotions and sensitivities; the 'uncrowds', who are not related socio-demographically but who shop very similarly to each other when within each cluster.



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

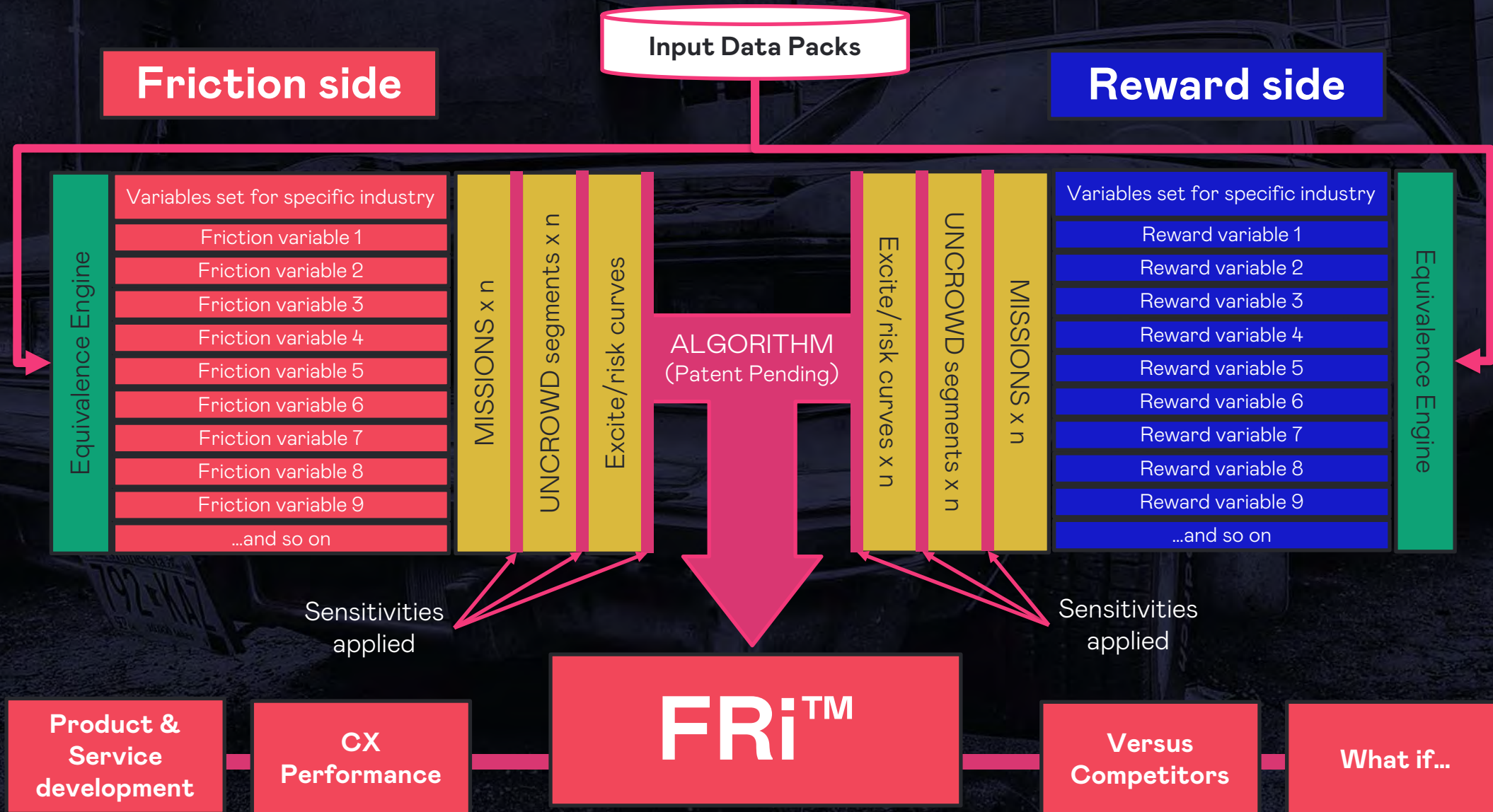
Lunch

John takes an urgent call from his partner

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

Night

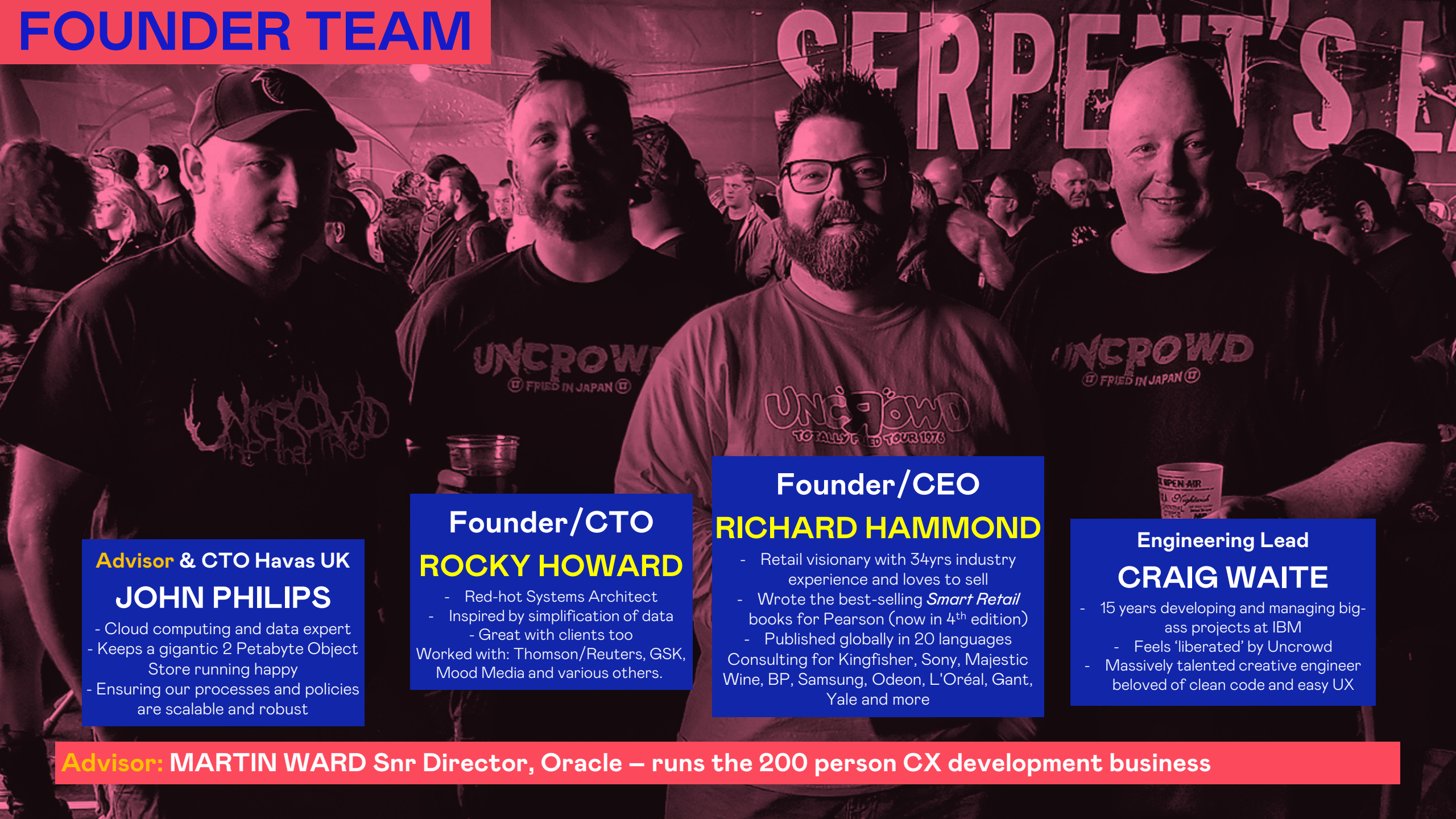
How the Platform Works



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: 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 McMillon 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 its 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.