UNCROWD

RELATIVE ATTRACTIVENESS FOR THE WIN

CONSUMER ANALYTICS CAN LACK CONTEXT.

UNCROWD MAKES IT MEANINGFUL...

PUT IT THIS WAY... ARE YOU TALL?

It's a simple **'yes'** or **'no',** right?

The kind of question you can answer immediately...

But how do you know?

You can't just measure yourself.

You can only know if you are tall, or short, or average once you are in possession of the contextual data; the heights of other people.

UNCROWD HELPS YOU GROW YOUR BUSINESS BY TRACKING RELATIVE ATTRACTIVENESS;

THE GPS TO WHERE YOU'RE WINNING THE MARKET AND WHAT YOUR COMPETITORS ARE DOING BETTER THAN YOU

OUR CREDENTIALS

As founders, we understand your world, your challenges and ultimately what you have to change to win market share.

· We have decades of experience in retail, data analytics and consultancy
· Richard Hammond has authored several books on retail including Smart Retail and Friction/Reward

We're trusted by the world's best investors and start up incubators

· Received investment from Arete Capital Partners in 2021
· Microsoft for Startups Global Partner of the Year Winner 2020, Finalist 2021
· LVMH La Maison des Startups 2022
· Plug and Play Silicon Valley cohort 2021

PLUGANDPLAY

Winner
Microsoft Partner
2020 Partner of the Year
Microsoft for Start Ups Award

LA MAISON
des Startups
LVMH

RICHARD HAMMOND
CEO & Co-Founder

ROCKY HOWARD
CPO & Co-Founder

SAY NO TO THE STATUS QUO

THE CUSTOMER IS ALWAYS RIGHT... OR ARE THEY?

No doubt you're already using some very well established (and expensive) customer experience tools.

And, honestly, there's nothing wrong with that...

Those tools are great at telling you how consumers perceive your CX but... in reality, they're inward looking and subjective, they generalise, they don't give you context and most importantly, they don't give you clarity on what you should do next...

They're also based on assuming that consumers KNOW why they behave in the way they do...

KANTAR Nielsen qualtrics.XM Medallia

IT'S ALL ABOUT MAKING RELIABLE COMPARISONS...

You're forced into relying on customer PERCEPTION and not COMPETITIVE REALITY when you rely on traditional CX tools... These internal measures might tell you you're getting better or worse at something you measure but they don't tell you how you compare against your key competitors so you can grow market share.

And that's where Relative Attractiveness comes in...

Uncrowd uses exactly the same objective and granular measurements across the whole competitive set to help you understand your true performance.

So you can make better decisions that directly drive market share growth - EASIER, CHEAPER, FASTER — and with less risk.

ENTER UNCROWD...

As the ONLY comparative experience analytics platform in the world, Uncrowd not only gives insight on how your CX is performing, but also gives you the same level of insight into how your competitors are performing.

Our proprietary methodology allows us to accurately track your relative attractiveness over time so we can tell you where you're winning and losing against your competitors and surface quarterly insights into the changes you can make to maintain and grow market share. Even better, we also track the positive impact of those changes so you can accurately understand ROI for all investments you might make in your CX.

It's customer analytics, but not as you know it...

RELATIVE ATTRACTIVENESS FOR THE WIN
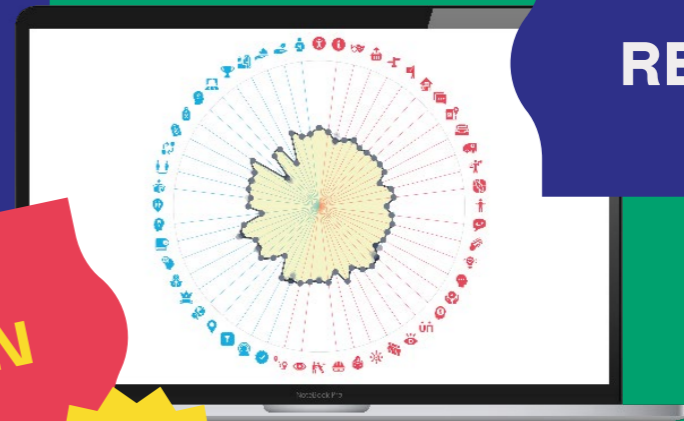
WE CAPTURE

...THEN COMPARE

SHOPPING -EFFORT

VS.

PURCHASE -GAIN.

FRICTION

VS.

REWARD

GOT A QUESTION THAT'S KEEPING YOU UP AT NIGHT?

How are my competitors beating me?

Where should I make my CX investments?

What are the eight critical things that make my CX win?

In which key shopper missions am I more attractive?

What's really driving customer preference?

THE UNCROWD PLATFORM ANSWERS IT.

CUSTOMER ANALYTICS, REINVENTED

HOW WE DO IT...

Each quarter we objectively measure hundreds of granular signals **online, in stores and on social media** for both you and your key competitors.

The platform then adds scoring, context and surfaces gaps.

The resulting data is shown in simple to use, intuitive formats.

THIS IS JUST ONE OF UP TO 80 OF THESE SETS IN YOUR SECTOR.

FRICTION OR REWARD x40 to 60 variables	SIGNAL x80 to 140 signals	OBSERVED DATA x160 to 300 data points	
Variable A	Signal 1 Signal 2	Observed Data 1 Observed Data 2	Observed Observed
Variable B	Signal 1 Signal 2 Signal 3	Observed Data 1 Observed Data 2 Observed Data 3	Observed Observed Observed D
Variable C	Signal 1 Signal 2 Signal 3	Observed Data 1 Observed Data 2 Observed Data 3	Observed Data Observed Data Observed Data 3a
Discovery	Active Recommendation	Staff members recommending? Customers engaged New products	Prompted? Volume of engagements Exclusive products
	Expectations	Premium products Volume of choice	Other No stand outs?
	Surfacing	Highlighting? Outcomes Combination of highlights	Products Lifestyle No highlights
	Context and Framing	Display prompting? Physical demonstration	Materials Combinations
Variable X	Signal 1 Signal 2	Observed Data 1 Observed Data 2	Observed Data 1a Observed Data 2a
Variable Y	Signal 1 Signal 2 Signal 3	Observed Data 1 Observed Data 2 Observed Data 3	Observed Data 1a Observed Data 2a Observed Data 3a
Variable Z	Signal 1 Signal 2 Signal 3	Observed Data 1 Observed Data 2 Observed Data 3	Observed Data 1a Observed Data 2a Observed Data 3a

AND IT GETS RESULTS...

OUR CLIENTS SEE UNCROWD AS A 'SECRET WEAPON' AND IT'S NO WONDER WHEN WE HAVE FOUND ALMOST £71M OF OPERATING GAINS FOR ONE GLOBAL CLIENT IN FASHION RETAIL.

That £71M comes from big strategic insights:
"We confirmed that our small format stores could be safely converted into 50% delivery-from-store last-mile distribution and 50% rotating 'event' retail. The first set of these are outperforming their former set-up significantly. This insight came directly from platform data."

But it also comes from hundreds of small wins:
"Our click & collect (C&C) was underperforming and Uncrowd data showed that the problem was a functional in store one. Customers couldn't work out how to pick up easily and would not use C&C twice. The same data also showed that one of our competitors was nailing the in-store process. So, we knew improving signage would be an easy and effective win. C&C repeat orders have increased significantly versus control stores since making the change."

UNCROWD DELIVERS:

EXPERIENCE ANALYTICS:
How is your current CX performing across all channels and Vs competitors?

COST CONTROL:
Where are you spending on CX without useful effect? What can you safely stop doing?

QUICK WINS & LONG BETS:
Find the early wins PLUS identify the best long-term CX transformation big bets.

INVESTMENT GUIDES:
Exactly where you will find the biggest CX bangs for your bucks?

DON'T JUST TAKE OUR WORD FOR IT...

HERE'S WHAT OUR CLIENTS ARE SAYING ABOUT US:

"REPLACES GUT-FEEL WITH MATHS"

"OTHER TOOLS ONLY TELL US WHAT OUR LOUDEST CUSTOMERS THINK"

"GENUINELY ACCURATE ROI"

"ALSO GIVES US INSIGHTS FROM THOSE WHO DON'T BUY"

"...IT MAKES INSIGHTS ACTIONABLE"

UNCROWD

IF YOU WANT TO GET DIFFERENT RESULTS, DO SOMETHING DIFFERENT...

LET'S TALK!

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