Drive Growth Through Delivery on Customer Goals

Learning from top & disruptive brands

Expecting more from brands than ever before, people today prioritize their spending to align with personal values and life goals. With this shift in mindset, what rewards exist for brands that effectively deliver on what truly matters to customers?

We explored over 150 brands to assess their future revenue potential linked to delivery on universal customer goals, and found brands fit into one of the following six categories.

OUR APPROACH:

Conducted a survey among 17,000 Americans, measuring delivery on customer goals and future revenue key metrics.

WHAT ARE CUSTOMER GOALS?

Informed by Hines and Bain frameworks, goals were identified through the lens of functional, emotional, and social aspects. This exploration and testing revealed 15 universal customer goals that transcend industry.
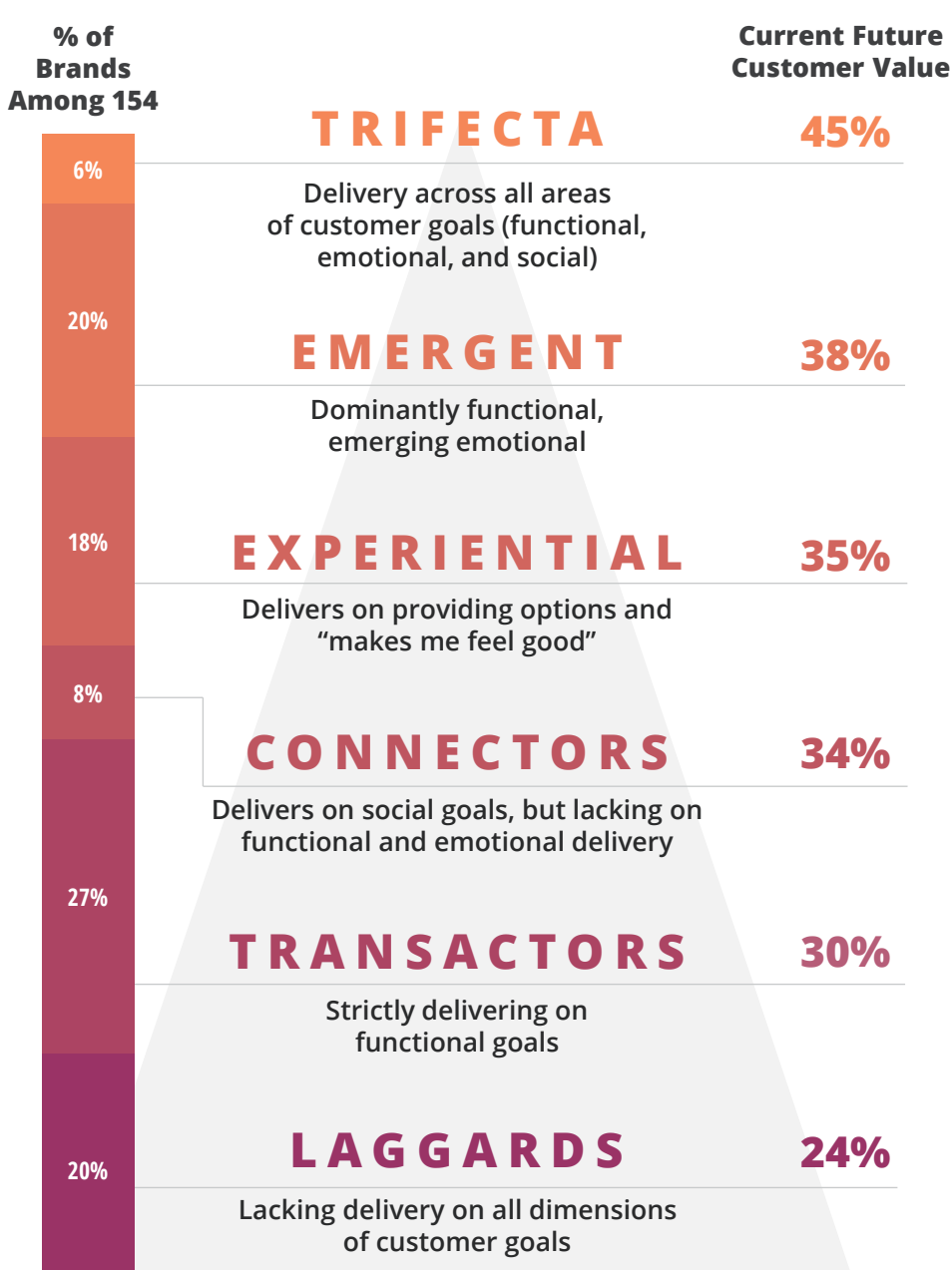
HOW IS FUTURE CUSTOMER VALUE DEFINED?

We identified what percent of revenue potential is captured by evaluating:
• Share of Wallet
• Purchase Frequency
• Future Purchase Intent

Utilizing predictive, prescriptive, and diagnostic modeling, we discovered a quantifiable link between brand delivery on customer goals across these categories to future customer value metrics.

THE INSIGHT: The more effectively brands deliver on customer goals across **functional, emotional,** and **social** aspects, the more revenue they stand to capture from customers.

% of Brands Among 154		Current Future Customer Value
6%	**TRIFECTA** — Delivery across all areas of customer goals (functional, emotional, and social)	**45%**
20%	**EMERGENT** — Dominantly functional, emerging emotional	**38%**
18%	**EXPERIENTIAL** — Delivers on providing options and "makes me feel good"	**35%**
8%	**CONNECTORS** — Delivers on social goals, but lacking on functional and emotional delivery	**34%**
27%	**TRANSACTORS** — Strictly delivering on functional goals	**30%**
20%	**LAGGARDS** — Lacking delivery on all dimensions of customer goals	**24%**

TRIFECTA

6% of Brands | **45%** Future Customer Value

As the most aspirational, these brands are poised to adapt to the changing marketplace because they not only deliver on functional needs, but help people to be better humans by connecting, motivating, and inspiring them.

EXAMPLE BRANDS:

Peloton:
"Online community and instructors have been completely amazing."
"It's easy for me to find the workouts I want to do because the interface is clean and simple."

Spotify:
"It is so easy to use and has an immense library of music, podcasts, etc."
"It's a very good value".

Toyota:
"By far the best vehicle on the road today."

EMERGENT

20% of Brands | **38%** Future Customer Value

Offering excellence in functional goals has a halo effect on how brands impact customers emotionally. Deeper focus on emotional and social goals can move these brands even further in their value exchange.

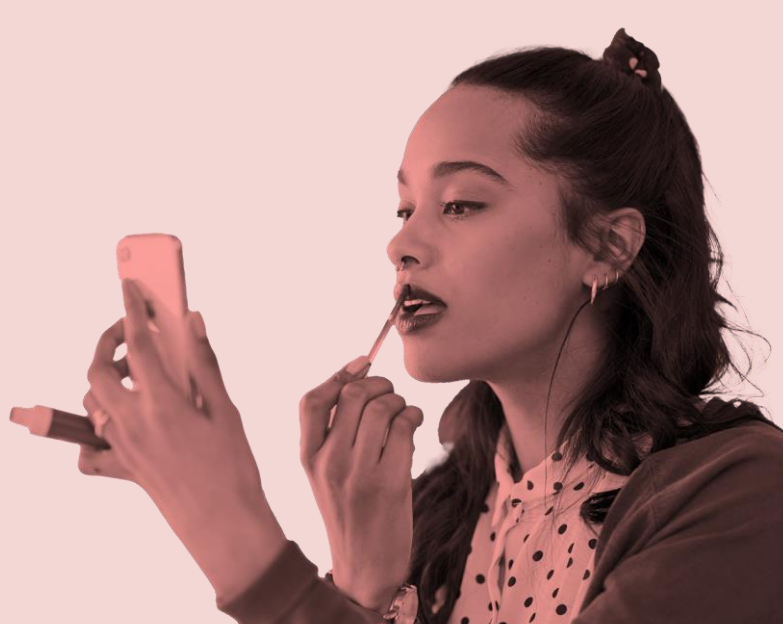### EXAMPLE BRANDS:

Warby Parker:
"A variety of glasses to choose from."
"An easy and quick way to purchase glasses. Also the home try on is nice."

Blue Apron:
"Saves time to get all needed for cooking in one box."
"Eating healthier improves your wellbeing."

Southwest:
"Great visibility on flight times, prices, and flexible options."
"Friendly down to earth staff."

EXPERIENTIAL

18% of Brands | **35%** Future Customer Value

Experiential brands tend to have an immediate feel-good response, but opportunity exists to create a longer-lasting bond and encourage social connections through their brand.

EXAMPLE BRANDS:

Sephora:
"Love all their products."
"Their products make me feel better about myself and that's amazing!"

Nintendo:
"Plenty of games to choose from."
"It has very fun products and makes me feel happy."

REI:
"Helpful staff and being able to try touch things physically."
"Able to buy things that help me get outdoors. Being outdoors makes me feel good."

CONNECTORS

8% of Brands | **34%** Future Customer Value

Brands in this category tend to have a natural "social" aspect to their offerings, causing this to be a functional expectation of the brand. Finding ways to combine emotional delivery can lead to more relevant impact.

EXAMPLE BRANDS:

Apple:
"My apple phone is like my connection to all of my friends and family."

Delta:
"The staff are all very pleasant to be around and interactive with you."
"Delta observed social distancing on their flights, had face masks for travelers, and were very attentive to people."

Ancestry:
"Uncovering family history to share with others."
"Allows me to connect with relatives old and new."

TRANSACTORS

27% of Brands | **30%** Future Customer Value

Leaning heavily into functional goals, brands in this category need to ensure consistency of delivery to fend off competitors, as deeper connections are not yet established.
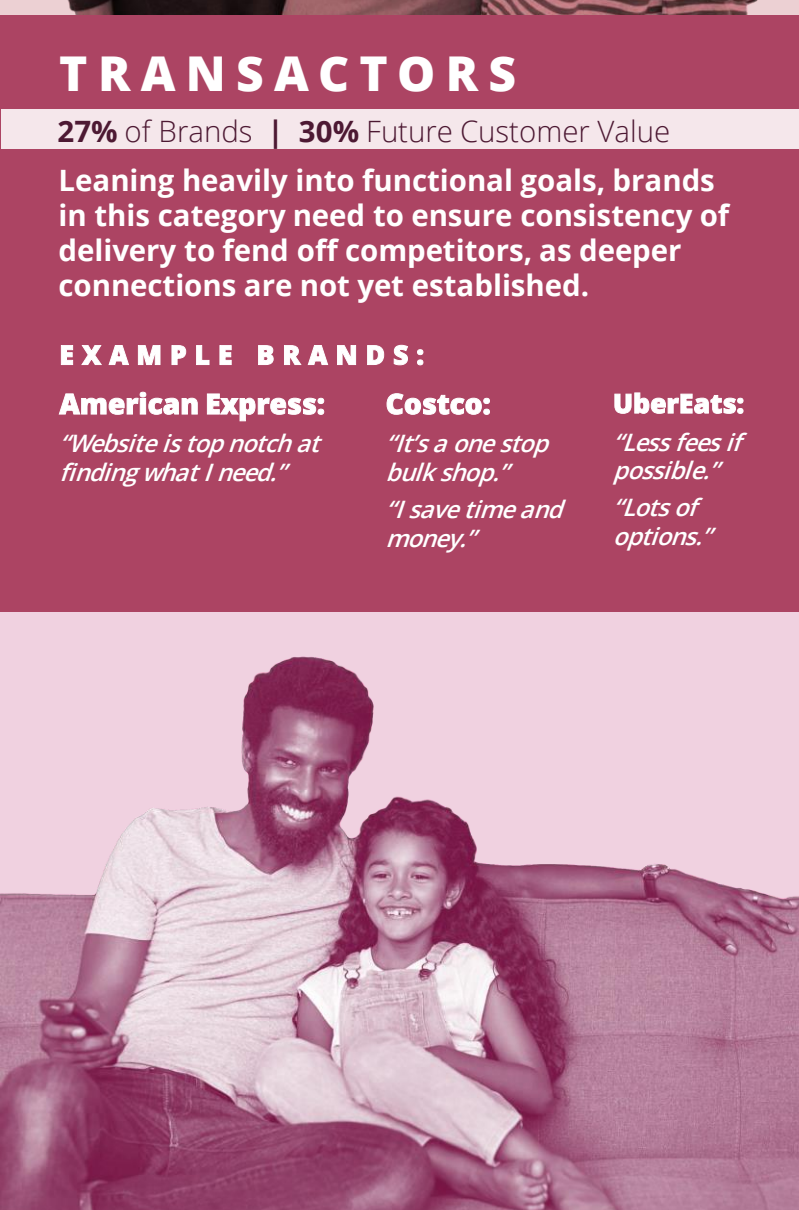
EXAMPLE BRANDS:

American Express:
"Website is top notch at finding what I need."

Costco:
"It's a one stop bulk shop."
"I save time and money."

UberEats:
"Less fees if possible."
"Lots of options."

LAGGARDS

20% of Brands | **24%** Future Customer Value

Brands in this category need to focus on delivery of functional goals first, as this is a core need that must be met before elevating to emotional and social delivery.

EXAMPLE BRANDS:

Disney Plus:
"Site is hard to navigate and find information."
"The streaming service does not offer the variety of programming that I am particularly interested in."

Uber:
"The price of the trip is way more expensive than in other countries."
"Trouble with cost and safety."

Subway:
"Not my sandwich options and poor quality."
"It's better than a burger."

94% of brands are missing out on substantial opportunity to deliver across customers' functional, social, and emotional goals, thus limiting their own revenue growth. Tap into the Gongos Value Exchange (Vex) Model to determine where your brand fits and ignite your journey towards customer-centered growth.

Want to learn more about the Vex Model?

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