

Successful
brands are
TRULY
customer led



Building a customer led brand

A person wearing a yellow coat and dark trousers is walking from right to left, carrying several white shopping bags. The background is a solid green color with some faint yellow abstract lines. The text is overlaid on the left side of the image.

75% of brands
could disappear
and customers
wouldn't care

Source: Meaningful-Brands

Global Digital Transformation will be worth \$250bn by 2030, concentrated in mature, established organisations, who are trying to compete with market leaders and disruptors

Driven to deliver better end-to-end customer experiences & propositions that differentiate, gain market advantage and maximise operational efficiency

Low-code, low-cost digital is enabling challengers in most markets & AI will further accelerate disruption



ARC believes the future is brands who are *TRULY* customer led

Brands are nothing without their customers. Everything should be designed around them to:



Remain relevant & build competitive advantage



Maximise opportunity & drive operational efficiency



Make informed strategic investment decisions



Drive engagement & alignment – BUILD BELIEF





ARC knows customer led transformations should be about



Making complex challenges simple



Driving customer & business value



Optimising cost



A practical, incremental approach

ARC builds truly customer led brands through customer & digital transformation

Developing strategic, pragmatic & achievable approaches to building a truly customer led brand and organisation, that delivers customer, colleague & business benefit

- ✓ For brands that need a competitive advantage
- ✓ For brands that have a transformation agenda
- ✓ For brands who are not fulfilling their promise today

What ARC does

Customer & digital transformation that delivers business, customer and colleague benefit.

STRATEGIC

Because if it matters enough, it must be done properly, holistically, and be integrated

PRAGMATIC

Nothing gets done if it feels too big, scary and expensive!

ACHIEVABLE

Because there is no point unless it delivers benefit

A customer led brand is one that grounds its strategy in the experience it wants to deliver for its customers AND colleagues, whilst maximising business opportunity

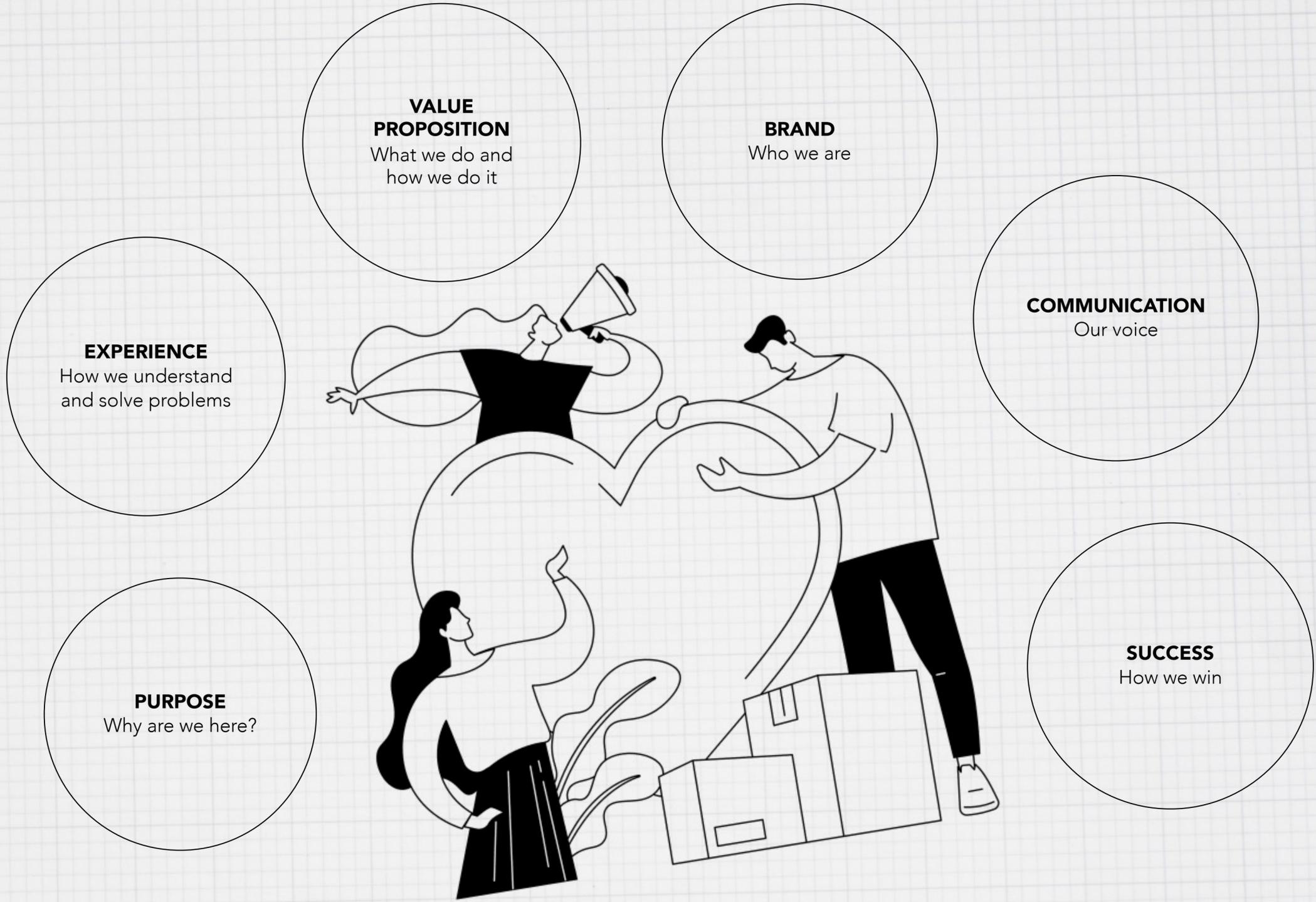
Most brands are NOT customer led despite what they say. They are driven by operational & financial considerations first, and customer second



Purpose
Experience
Value Proposition
Brand
Communication
Success Measures



Change framework



A man with glasses and a dark shirt is standing in a meeting room, looking at a wall covered in numerous colorful sticky notes. A woman in a light-colored blazer is standing next to him, also looking at the wall. The room is dimly lit, and the sticky notes are in various colors like yellow, pink, and orange. The man is pointing at a note on the wall.

Collaborating & co-creating with the brands
cross-functional teams and drawing on a network
of customer and digital change specialists, an
incremental approach that is right for the brand

Through workshops, immersion sessions and partnerships to collectively:

- ✓ Discover where the brand is today
- ✓ Define/ refine visions where needed
- ✓ Design the change
- ✓ Deliver incrementally

Pragmatic Approaches

BIG BANG

Brands wanting full end-to-end holistic customer experience design/ digital transformation

HORIZONTAL SLICE & DICE

Brands wanting experience driven change, but not ready for big bang - applying the framework to a horizontal (end-to-end) slice of the organisation/ proposition to test, learn and build from

VERTICAL SLICE & DICE

Brands wanting to affect a specific pillar
e.g.: CX - Digital Strategy – Branding – Campaigns,
BUT not yet ready for end-to-end



What ARC offers:

A unique, holistic approach to building a customer led brand and organisation

ADVICE

How to go on a change journey that is right for the brand

DELIVERY

Managing/ delivering the process in collaboration with internal teams and third-party providers - including the big consulting firms - and a network of customer and digital change specialists

COACHING

Brand teams to understand and deliver the customer led change model

SPEAKING

Need some inspiration? I can share my passion, experiences and journey



Delivers tangible customer benefit | Creates a better colleague experience | Meets Business objectives

About Arc's Founder



Andy Rudd

-  Chief Product Officer NHS COVID Vaccination (Accenture)
-  Global Customer Experience Director, Kingfisher PLC
-  Digital Innovation Director, Kingfisher PLC
-  Commercial & Marketing Director, Kingfisher Future Homes
-  Trade Strategy Director, Screwfix/ B&Q
-  Commercial Director, City Plumbing Supplies

I have led customer & digital transformation for very large, complex private and public sector organisations, building and scaling teams of colleagues, contractors and consultants

I know it's not about solving world peace & hunger, it's about delivering meaningful change

I do things differently because of my knowledge, built on both industry and consulting experience

Thank you

Andy Rudd

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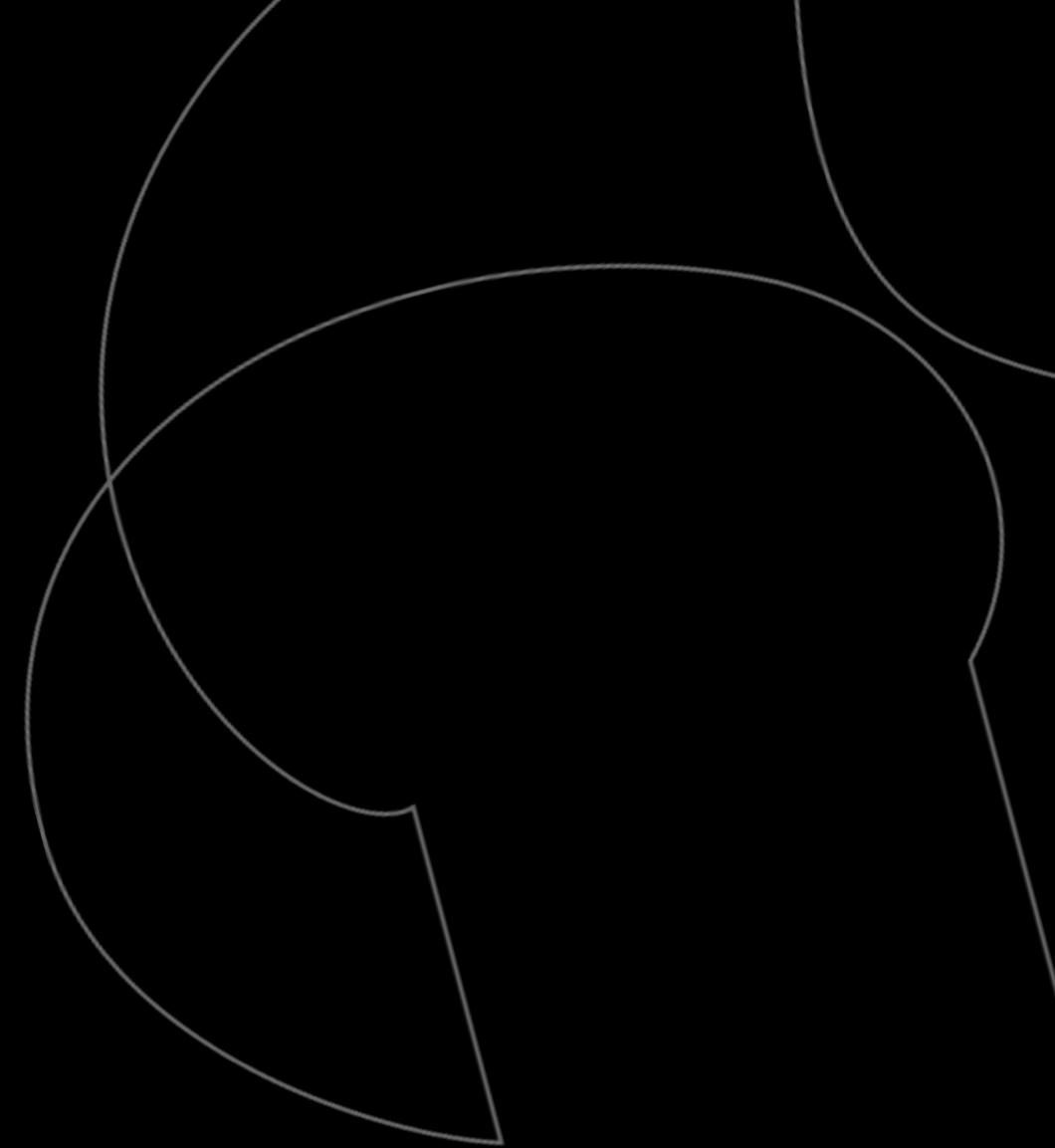
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Case Studies



The Customer Contact Centre

Challenge

A contact centre costing £m's p.a. was class-leading and heavily invested, but could cost be saved?

Approach

On examining the customer experience, we found that 60% of calls were to locate a store, check opening hours or order status.

This activity was happening because of poorly designed pre and post purchase experience. Yes, it was performing very well BUT it didn't need to be!

Impact

A redesign of the online and after-sales experience would cut these calls by 57%, saving £2-3m p.a. AND deliver a better customer experience



Operational savings £2-3m p.a.

Delivering Kitchens

Challenge

A strategic disagreement between Logistics, Commercial and Marketing teams regarding the optimum home delivery period for a kitchen needed pragmatic resolution.

Approach

A deep analysis of the customer journey revealed the true customer need was not for speed (a purely marketing preference) but for accurate scheduling, alignment to installation dates AND certainty.

Impact

Designing the service to deliver this, meant a far better customer experience and significantly reduced logistics, averting a c. 20% increase in cost that would have come from creating a super fast delivery service that wasn't needed.

A circular photograph showing a woman and two young children in a kitchen. The woman is smiling and looking down at the children as they work together at a table. One child is laughing joyfully. They appear to be baking or preparing something together. The scene is warm and domestic.

Logistics cost
mitigation c. 20%

Global Customer Value Proposition

Challenge

A Europe-wide FTSE 100 company had developed clear purpose and brand positioning but was unsure how to effectively fulfil its brand promise with a clear proposition.

Approach

The analysis of customer journeys led to a clearly defined & communicated value proposition and target experience.

This allowed the functional teams across the business to all align in building and delivering what delivered the greatest value for the lowest cost, in the fastest possible time.

Impact

A significantly improved customer experience, delivering services that solved their problems. Forecast incremental revenues of c.£230m p.a. and cost savings of c. £40m p.a.

A circular photograph of a smiling man with curly hair and a beard, wearing a blue button-down shirt over a white t-shirt. He is holding a yellow apple in his hands. The background is a blurred grocery store aisle.

Total 5-year
gain £270m

Bathroom Planning

Challenge

Research showed that 40% of customers never complete a bathroom project – what could be done to convert more customers?

Approach

A major factor uncovered was the difficulty in visualising how a new bathroom would look in the context of a customer's own home, without investing hours into design.

A digital tool was built to produce a full 3D render using the customer's own bathroom layout and the brands products which they could complete in under 10 minutes.

Impact

The customer pain point of not knowing how their finished product would look was mitigated, giving them the confidence to proceed

A circular inset image showing a man and a woman in a bathroom showroom. The man is pointing at a chrome faucet on a sink, and the woman is looking at it with interest. The background shows other bathroom fixtures and a glass shower enclosure.

Conversion rates
increased by 30%

Digital Factory - COVID Vaccination

Challenge

At the beginning of the COVID-19 Pandemic , disparate technologies were brought together to support the timely and safe selection, invitation, booking and recording of every eligible person in England for a COVID Vaccination

The pace led to a disconnect between clinical, operational and technology teams, ultimately slowing down development and deployment and creating unnecessary and confusing

Approach

After conducting 80 stakeholder interviews in 2 weeks, the end-to-end process was redesigned and relaunched within 4 weeks as a digital factory that met all stakeholder needs.

Impact

Vaccination Programme digital products:

- o Managed a peak of 1 million vaccination bookings in a single day
- o Captured & reported on 60 million vaccination events in 2021



>60m safe
& timely
vaccinations