

# Hansa CRE - CUSTOMER RELATIONSHIP EQUITY

The Next Generation of Customer Loyalty Measurement

CRE is Hansa's proprietary research methodology that addresses key issues to developing and managing a differentiated customer experience:

- What is the health of customer relationships?
- Where should one focus and what should one do to increase sales and loyalty with customers?
- How does one prevent customer defection?
- What drives loyalty?

Most companies have a way to measure how customers feel about their products and services. One question, however, is whether this feedback helps improve business results.

While each company is unique, the common problem is that most customer satisfaction programs don't sufficiently reflect the realities of behavior or the market to drive business results. Businesses are unable to apply results in a way that makes a difference to customers or create strategies that drive necessary business results.

Hansa's research methodology, Customer Relationship Equity (CRE), is built on our more than 30-year foundation in customer satisfaction and loyalty. Our approach combines academic research and business application spanning human relationship theory and marketing, backed by a proven connection between positive customer relationships and increased revenue and profitability.

CRE captures the full context of the customer experience and adds two revealing dimensions—head and heart attitudes that motivate customers and behavioral actions that drive business results.

CRE has four key advantages over alternative approaches:

**#1: Holistic measurement framework.**

Hansa's CRE methodology takes a holistic approach to critical context factors such as the customer's buying situation and loyalty propensity, ensuring clear and accurate results by acknowledging the broad array of factors that can influence customer choices.

**#2: Balanced inclusion of head and heart factors.**

CRE explores the full spectrum of attitudes, rational and emotional, ensuring final analysis that shows which levers enhance relationships and improve business results.

**#3: Recognizing all customers are not the same.**

CRE groups customers into a small number of relationship segments with similar characteristics, allowing companies to develop improvement strategies at segment levels.

**#4: Barriers and enablers, considered and quantified.**

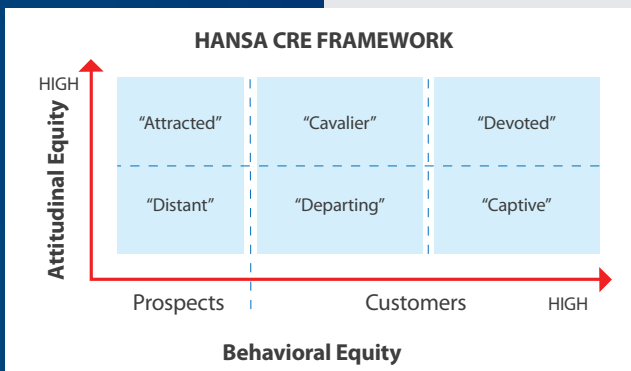
Hansa's methodology identifies barriers and enablers to customer behavior, allowing your team to plan specific actions to increase customer purchases.

**Our specific CRE research services include:**

- Customer "satisfaction or loyalty" tracking
- Customer "pulse check" surveys to stay close to how customers are feeling
- Strategic research to understand the drivers of customer loyalty
- Customer and competitor surveys to understand competitive gaps

*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*



Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa GCR, please visit us on the Web at [www.hansagcr.com](http://www.hansagcr.com), contact us via email at [customresearch@hansagcr.com](mailto:customresearch@hansagcr.com), or call us at +1 503.241.8036.