

Customer Insight Tools

Turning Insight into Effective Marketing Strategies

EXECUTIVE SUMMARY

Learn practical tools for uncovering and leveraging customer insights to create powerful marketing strategies. This highly interactive program will inspire you to ask the right questions — and make the right decisions — to build strong marketing plans and gain a sustainable competitive advantage.

Designed for leaders in both business-to-business and business-to-consumer environments, this interactive program is led by renowned authors, business leaders, practitioners and academics. You will discover the value of gaining customer insight and learn how to cultivate a meaningful relationship with your customers. You will leave the program equipped with the tools to transform your effectiveness in the marketplace.

Through engaging lectures, topical discussions and collaborative exercises, you will learn how the right blend of qualitative and quantitative tools can deliver powerful insight into customer needs and perceptions. With knowledge gleaned from the program's all-star faculty, you will be prepared to use customer insight to position your firm ahead of the pack.

“It was a great program, well structured! It helped me to refresh managerial and marketing tools and to be updated in what's new and how to apply those tools in my daily work. The diversity of the group was the key in getting different perspectives on insights and approaches to problem solving.”

Brand Manager, The Coca-Cola Company, Transandean Franchise Unit

NEXT STEPS

Learn more and apply
kell.gg/kxinsight

Consult with an
Executive Development Advisor
execed@kellogg.northwestern.edu
847.467.6018

April 2-4, 2017

Kellogg School of Management
Evanston, Illinois, USA



KEY BENEFITS

- Understand the importance of a customer insight-driven business strategy
- Learn how to hard-wire the voice of the customer throughout your organization
- Develop insightful customer relationships by understanding their needs
- Understand the role of ethnography in developing new customer insight
- Learn about the latest developments in neuromarketing – the future of customer insight
- Obtain more accurate forecasts for new products
- Gain maximum value from your market research expenditures

WHO SHOULD ATTEND

- Executives who want to help their company become more customer-focused
- Executives in B2B or B2C firms who make decisions based upon market research
- Managers who conduct market research but have not been trained in its techniques

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PROGRAM CONTENT HIGHLIGHTS

Creating a Customer-Insight Driven Organization

- Start with customer empathy
- Learn how to remove the filters that block customer insight
- Create a culture that critically listens to customers
- Understand the rational and emotional needs of customers
- Learn how to use contextual tools to drive innovation
- Learn how to avoid the common marketing research mistakes that lead to weak marketing strategies
- Learn when to use focus groups and how to get more insight from them
- Understand emerging trends in customer insight: neuromarketing, netnography and online customer communities

Qualitative Research Tools: B2C

- Observation and ethnography
- Individual depth interviews and focus groups
- Projective techniques

Qualitative Research Tools: B2B

- Customer visit programs
- Customer advisory panels
- Outcomes-focused versus solutions-focused approaches

Quantitative Tools

- Strategic research for market segmentation
- Targeting the right segment
- Strategic research for positioning and messaging strategy
- Conducting smart experiments
- Pricing methods
- Product optimization; conjoint analysis

New Product Forecasting Tools

- Information acceleration
- Simulated test markets
- Prediction markets

ACCOMMODATIONS

This program is held at Kellogg's historic Wieboldt Hall, near the bustling financial center of downtown Chicago, and home to Kellogg for more than 80 years. The program fee includes classroom instruction, program materials, breakfast, lunch and coffee breaks. Accommodations are not included.



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THE FACULTY



Robert Schieffer

Academic Director;
Adjunct Professor of
Marketing; President,
Schieffer and Associates

Eric T. Anderson

Hartmarx Professor of Marketing; Director,
Center for Global Marketing Practice (GMP)

Gina Fong

Lecturer of Executive Programs; Partner,
The Fortini-Campbell Company

John Parker

Clinical Assistant Professor of Executive
Education; Senior Program Director of
Executive Education

Angela Y. Lee

Mechthild Esser Nemmers Professor of
Marketing; Chair, Marketing Department

Neal Roese

John L. and Helen Kellogg Professor
of Marketing

Lori Sheehan

Visiting Professor; Founding Partner,
Loran Marketing Group

Please note: Faculty is subject to change.

These seasoned practitioners, business leaders, renowned scholars and acclaimed authors offer instruction rooted in academia and backed by real-world experience.

SPECIAL FEATURE

INSIGHT AND ANALYTICS WEEK

You may combine this program with our Strategic Data-Driven Marketing program to participate in Insight and Analytics Week. When taken consecutively, these programs are offered at a discount.

CUSTOMER INSIGHT TOOLS TURNING INSIGHT INTO EFFECTIVE MARKETING STRATEGIES *CHICAGO CAMPUS

Bob Schieffer, Academic Director

SAMPLE SCHEDULE

	DAY 1	DAY 2	DAY 3
MORNING SESSION(S)		Consumer Insights: Value, Pricing, Experiments E. Anderson	Quantitative Tools: Product Optimization with Conjoint Analysis Parker
			Quantitative Tools: Forecasting of New Products and Services Schieffer
LUNCH			
AFTERNOON SESSION(S)	Program Introduction Schieffer	Market Segmentation Case Study Schieffer	Forecasting Case Study Schieffer
	A Customer Frame of Mind Fong	Market Segmentation and Targeting in B2C and B2B Markets Schieffer	Neuromarketing: The Future of Customer Insight Roese
	Practical Ethnography Fong	Strategic Research for Positioning Lee	Emerging Insight Tools: Case Discussion Schieffer
DINNER			
EVENING SESSION	Qualitative Toolbox for Customer Insight Sheehan	Strategic Research for Positioning <i>(cont'd)</i> Lee	