



# Relationship Intensity Profiler™

An Anthem Marketing *Solution*

Advances in technology and a proliferation of communications channels are driving many businesses to interact with customers at levels not previously anticipated. Often, organizations need to move quickly to ensure that their customer relationship efforts are properly aligned with consumer needs and expectations.

Our **Relationship Intensity Profiler™** helps you understand how customers relate to your brands or products. The output "Profile" provides a detailed roadmap for appropriately aligning investments in technology, organization and process.

## Key Benefits

- Increase your understanding of customers' viewpoints
- Benchmark against key competitors and best practices
- Diagnose gaps between organizational delivery, customer expectations/acceptance
- Identify and implement improvements that:
  - Better align organizational structure and internal marketing operations, including technology, to leverage customer expectations
  - Better align customer communications investments based on opportunities to increase long-term value

## Deliverables

- Category-Level Customer Relationship Profile
- Brand-Specific Customer Relationship Profiles – including competitive assessments
- Best Practices Benchmarking
- Infrastructure Realignment Plan (Organizational, Technological)
- Communications Realignment Plan – including appropriate levels of customer intimacy and suggested investment levels in:
  - Targeted Acquisition, Retention & Customer Development

## At A Glance

We recommend leveraging your Relationship Intensity Profile in a pre-planning (and pre-investment) context, to justify or repudiate your identified investment or approach. The profile can help you:

1. Build stronger relationships with consumers that make sense
2. Understand the relationship your company (and brands) has with consumers, and how consumers perceive your brands in a category
3. Compare the relationship between your company (and brands) and competitors, as well as against the category in general
4. Evaluate categories for leaders ... or laggards

“Often, a better understanding of the factors that drive the data can lead to increased uncertainty and, in some cases, very different conclusions.”

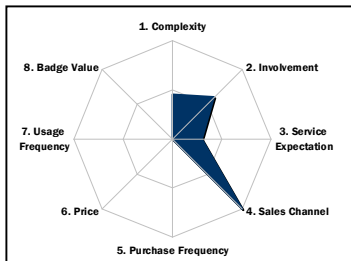
*CFA Institute Conference Proceedings  
Abby Joseph Cohen, CFA*

**Make the Right Investment  
Decisions.**



# Relationship Intensity Profiler™

An Anthem Marketing *Solution*

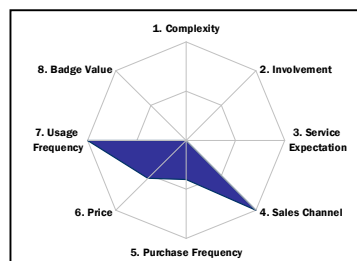


## Customer Identification

**Involvement** – the degree to which the consumer finds the product or category interesting

**Service Expectation** – the effort required to maintain product performance

**Sales Channel** – the consumers understanding of the transaction relationship

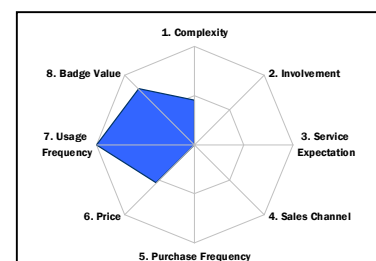


## Financial Sense

**Usage Frequency** – degree of integration of the product into the consumer’s lifestyle

**Price** – consumer’s perception of level of investment required for a single category purchase

**Sales Channel**



## Customer Communication

**Usage Frequency**

**Badge Value** – the degree to which the consumer overtly identifies with the brand personality

**Complexity** – the level of effort required to fully utilize product features and realize product benefits

### AGENCY PARTNER PROGRAM



We offer an array of strategic, tactical and solution-implementation options through the Anthem Agency Partner Program.

“Attracting new customers requires more than building trust. Companies must create brand passion, and "business as usual" just won't do.”

**William J. McEwen**  
Gallup

Customer & Market  
**ANALYTICS**  
& INSIGHTS



Marketing & Media  
**STRATEGY**



Customized  
**EXECUTION**  
As your partner

*It's fast. It's effective. For more information or a free assessment call us at 312.441.0382 or email us at [solutions@anthemedge.com](mailto:solutions@anthemedge.com).*

### About Anthem Marketing Solutions

Recognized by Inc. Magazine as one of the nation’s fastest growing companies, Anthem Marketing Solutions provides data-driven solutions to today’s omni-channel marketers, focusing on growing long-term customer value.