UserTribe.

Everything you need to know about

Customer Centricity

DO WHAT YOU LOVE. BE REAL. DO GOOD.

Imagine you could **experience the world** through the eyes of your customers. In real time.

The Rise of the Customer Empowered Business

We are all customers. And we have all had bad customer experiences. We accept these as inevitable. But in today's hyper-connected world, why should we continue to tolerate sub-par experiences? And why, with more resources than ever, should companies be unable to connect with their customers?

At UserTribe, our mission is to eliminate bad customer experiences. We do this by promoting the rise of the Customer Empowered Business: a profitable company that creates outstanding products, services, and experiences delivered with passion, integrity, and love.

Our platform helps bridge the gap between the people who make things and the people who use things. We bring customer insights to life. No more dusty surveys or numbers on a screen — it's all about working with real people to drive sustainable growth.

Our own growth has been fueled by the principles of the Customer Empowered Business. That means that our own knowledge, our core platform, has been shaped by listening and responding to our own customers. We have learned from our shared successes and failures. And we are always striving to be better tomorrow than we are today.

— Casper Henningsen, CEO

Customer Centricity as a Process

Every great innovation began with a great idea. But not every great innovation is a success on the market.

At UserTribe, we've developed a way of working that's designed to help companies bring customers into every stage of the project lifecycle. Our process follows the design thinking methodology, enabling companies to work more iteratively with their customers, validating as they go.

We actually take it a step further — before you find your great idea, we help you better understand your customers. Our process helps you gain deeper empathy, discover new areas of opportunity, and create valuable new work that benefits your customers and your company.

Each step of the way, we bring customers to the heart of your decision-making, helping you make better choices and win in the market.

IDEATION
Understand real people in real contexts

BUILD
Develop products, services and campaigns

MONITOR
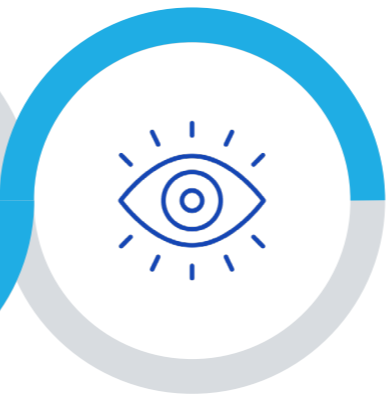Continuously track your solutions and your industry

CONCEPT
Explore hypotheses and early stage concepts

LAUNCH
Release your work to the world

When it comes to customers:
Do less. More often.

All companies want to become more customer centric. Success stories like Amazon, Apple, and Uber have all proven that companies who invest in customer experience win.

But there is a big misconception out there. Many companies set a goal: "By 2020, we will be fully customer centric." The problem is that customer centricity is not a goal. It's a process.

There is no point in time where a company can plant a flag, hold a press conference, and declare, "We are now customer centric. We did it!"

That's why we focus on integrating customers into work processes. When it comes to customer involvement, our motto is: do less, more often. That means instead of an annual survey or quarterly focus group, we encourage continuous, iterative, and open-ended interactions with customers.

Many companies fall into the trap of only seeking customer feedback at the end of a project. After all the research, design, planning, and development have been completed, they show the final product to a customer and say, "What do you think?"

We flip that by bringing the customer in at the beginning of the project, using their insights to generate new ideas and promote innovation.

By working with customers every step of the way, companies are actually able to accelerate their development processes and produce better work. And that's what it's all about.

"An organization's ability to learn, and translate that learning into action rapidly, is **the ultimate competitive advantage.**"

— Jack Welch

Real people.
Real behavior.
Real results.

At UserTribe, we like to say that we put customers at the heart of your company. Doing that takes a lot of work: we have to find your customers, convince them to engage with us, capture their inputs, analyze their responses, and synthesize the results into something useful. All of this (and more) is handled by our platform.

Our end-to-end customer platform is designed to handle every step of the customer involvement process at scale. It is made up of four key applications.

1 METHODOLOGY BUILDER

2 RECRUIT TOOL

3 CAPTURE PLATFORM

4 ANALYTICS ENGINE

COMPLETED IN AS LITTLE AS 48 HOURS

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UserTribe's Customer
PLATFORM

1 METHODOLOGY BUILDER

Our methodology is driven by a desire both to answer your questions and to help you uncover blind spots. Each customer sessions begin with a task design which services as the methodological framework for all of our studies. Each task design defines how each session will be conducted, whether remotely or in-person, whether moderated or self-guided.

Based on tens of thousands of customer sessions, we are able to generate a data-driven, best-in-class methodology for each scenario. Our task designs are built to accommodate all different kinds of stimuli (websites, prototypes, marketing materials, sketches or mood boards, etc.) no matter which phase of the project lifecycle we're in.

3 CAPTURE PLATFORM

Each customer session is recorded on the UserTribe platform to ensure accuracy during analysis and for future reference. Remotely, our software is able to capture screens, faces, and voices of our participants and moderators. In-person, we are able to capture body language, eye movement, and gesturing.

Most importantly, our capturing platform can integrate with any kinds of stimuli or systems you want to test on, including augmented reality, VR headsets, GoPro devices, and more.

2 RECRUIT TOOL

One of the biggest challenges companies face when trying to involve their customers is simply finding their customers. Recruitment is a huge job, especially for global companies who are looking to connect with niche audiences.

At UserTribe, we build an infrastructure to help companies connect to their customers all over the world. We connect with real people from every market, every language, and every segment and bring them into our platform. Using a combination of technology and human screening, we verify every participant to ensure each response is relevant for a particular study.

4 ANALYTICS ENGINE

Our analytics engine is the only one that combines technological processing with human insight. All of our customer sessions are reviewed and analyzed by UserTribe certified anthropological specialists.

Our specialists are trained to observe behavior and find patterns that relate directly to your core business requirements. We work with a global network of anthropologists because we believe in the importance of gathering data in native-languages and conducting culturally-sensitive analyses.

By combining technology — semantic pattern finders, sentiment analysis, etc. — with anthropological analysis, we are able to discover new insights and provide a richer context for all customer behavior.

UserTribe.

CUSTOMER EMPOWERED BUSINESS™