



# MAKING HAY WHERE THE SUN SHINES

*The story of Konsumer Chat*



# UNIQUE CHALLENGES ARE TRANSFORMING THE WORLD

MULTI POLAR  
WORLD



LOCAL IN THE  
GLOBAL



DIGITALIZED  
LIVES



BUSINESS AS  
UNUSUAL



FAST IS NOT  
FAST ENOUGH



**Need to re invent how we connect with consumers!**





# DIGITAL IS THE NEW NORMAL



- 3 Billion + Consumers are always connected
- Chat platforms becoming operating system for your life !

**We are one world digitally!**



## NEED TO STAY CONNECTED WITH CONSUMERS REAL-TIME



- Building consumer /shopper centricity
- Empathetic engagement and Intimacy
- 'Always On' connectivity with consumers
- Breakthrough costing for organisation wide access

**Consumers are changing faster than us!**



# THE DESIRED SOLUTION



Consumer in our pocket 24/7



Leverage suite of digital tools available



Need a consumer intimacy catalyst



Should meet highest Security / Privacy standard

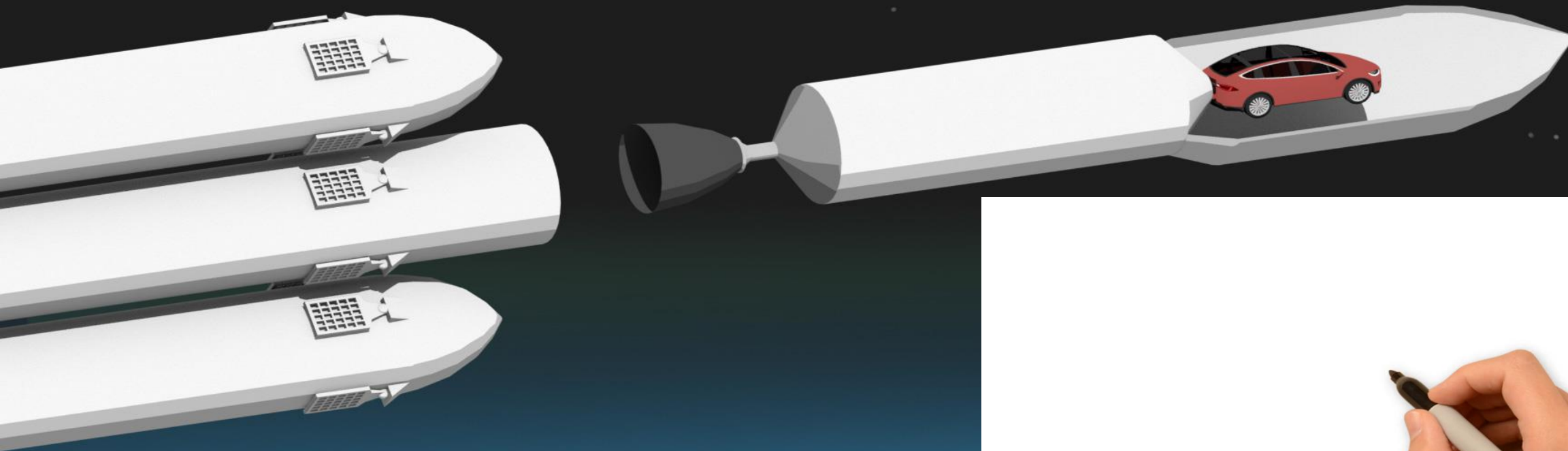


Paradigm changing cost



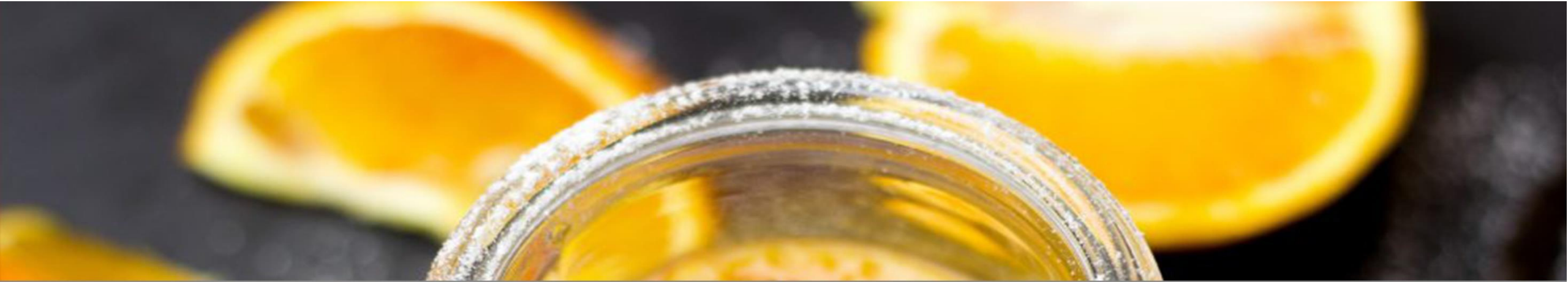
Must make Geographical distance immaterial

# NEED FOR A PARADIGM CHANGING INSIGHT METHOD



K<sup>AN</sup>sumer CH@T





**PROOF** of the pudding is in the eating!





# RICH CONSUMER INSIGHTS FROM KONSUMER CHAT ( UK)

I am conscious when I shop which food I pick and always swayed with the products promoting healthy ingredients. I'd chose a product over another if it clearly stated 'no added sugar' low in salt etc.

I agree with Katy though I do try and get as many natural / raw products and make from scratch. Breakfast is a big one for me I always try get a good start to the day but with a low kcal or healthy cereal etc at the minute I am having these...



Pure coconut oil last long for cooking also a healthy alternative to oils for cooking I also use this on my skin it all natural so no reactions to my skin.

And again there is just no hidden chemicals in there that we forget about





# HOLISTIC CATEGORY UNDERSTANDING



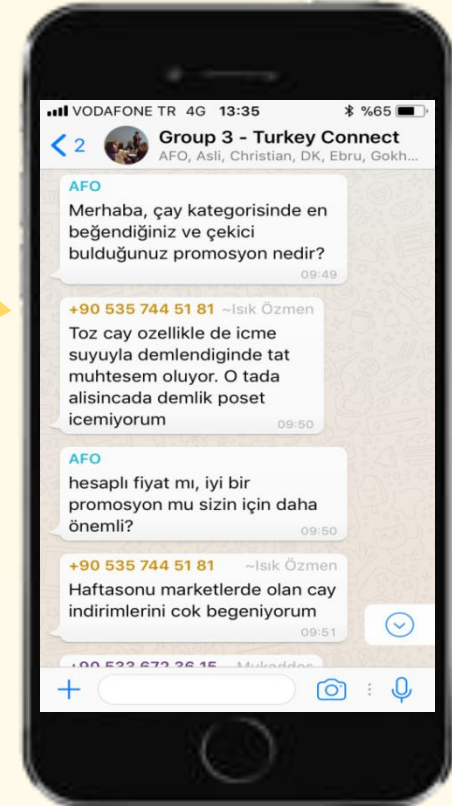
## Konsumer Chat in the Boardroom

Twice a year, 3 category review days in the board using konsumer chat tool

Customer Dev VP  
Asks consumes about  
their preferences in  
tea



Consumers prefer to have a price off or more/other flavors of tea packs given along with the main tea sku. These are opportunities for them to try new flavors or formats they do not prefer the free 'teacup' promotion since housewives serve tea in identical teacups.



**CONSUMER AHAA MOMENT !**

*Every tea purchase is a chance for me to 'meet' and try new types of tea (flavor or format)*



# CASE STUDIES



# IMPACT ON UNILEVER HOME CARE:

*Applied learnings to 10 major projects*



PROGRAM NAME	ALWAYS ON	% OF MANAGERS COVERED	80%
Program Objective	Put consumers in people's pocket or a daily chat.	No. Consumers contacted daily	250
Program Coverage	20 countries , 80% of the business	No. Of chats	➤ 32 chats per manager per day

**MORE PEOPLE SPENDING MORE TIME BUILDING CONSUMER EMPATHY**





# IMPACT ON UNILEVER SKIN CARE

All global team members engaged in empathetic understanding of local consumers



PROGRAM NAME

SKIN CARE  
KONSUMER CHAT

% OF  
MANAGERS COVERED

30% OF MANAGERS AND  
100% OF LEADERSHIP TEAM

Program Objective

Step change in consumer  
empathy quotient of  
brand team globally

No. Consumers  
contacted daily

250

Program Coverage

6 countries , 7 global  
brands

No. Of chats

➤ 24 chats  
per manager per day

EXPLORATORY RESEARCH GOES AGILE



# IMPACT ON UNILEVER FOODS :

*Mix development inputs for express meals/snacking*



PROGRAM NAME



KNORR KONSUMER CHAT



% OF  
MANAGERS COVERED



5% OF MANAGERS

Program Objective

Understand nuances of  
snacking across global  
markets

No. Consumers  
contacted daily

250

Program Coverage

4 countries - 60 days

No. Of chats

➤ 8 Per Day + Chats

**EVERYDAY ETHNOGRAPHY BECOMES A REALITY**



# THE PARADIGM SHIFT



# THE PARADIGM SHIFT

More People More time



Exploratory research  
goes agile



Everyday  
ethnography



Sparks new imaginative  
uses every day



Project team member  
+Consumer = Team



Real time competition 'sense check'





# WHY DID THIS SOLUTION WORK ?

Simplicity and ease



Safe and Secure



Breakthrough costing



Embedded Digital ritual



Flexibility of deployment



Flawless delivery system





## KONSUMER CHAT IS NOW INTEGRATED INTO UNILVER'S PEOPLE VOICE PROGRAM



**Carolina Levin : CMI Director  
Global Leader of People Voice**





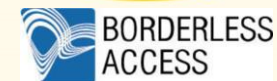
# THANK YOU!



**BV Pradeep : Global  
Vice President CMI -  
Unilever**



**Jayadev VK :  
Founder/Managing Director -  
Konsumer Strategiez**



**Dushyant Gupta : Senior  
Vice President - Borderless  
Access**