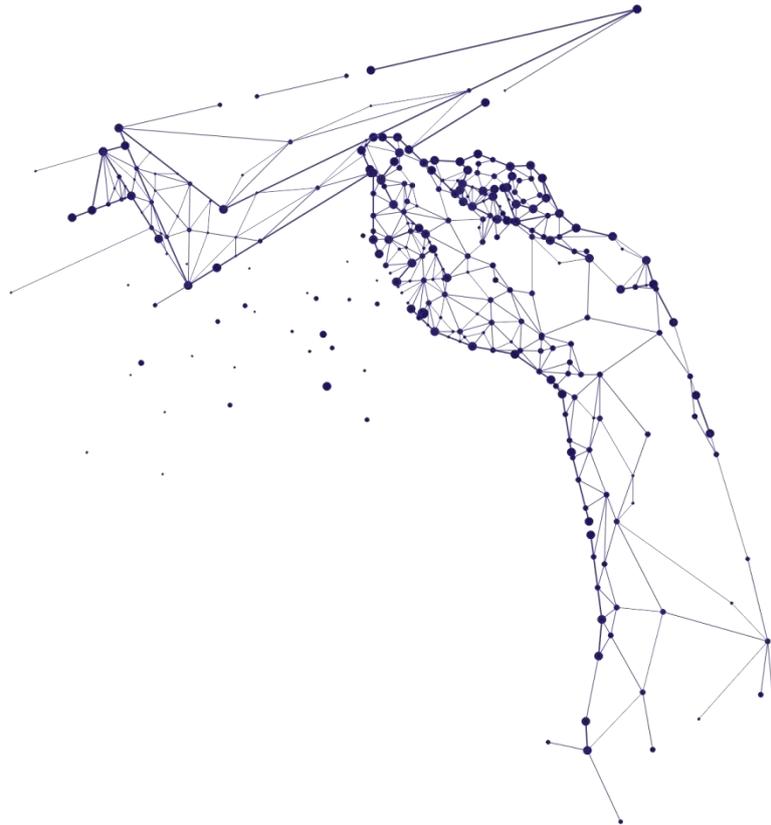




Lexicon
Centre of Research
& Innovation

By Lexicon Management Institute of Leadership & Excellence



USER TO AMBASSADOR



Insights Based Strategy for
Elevating Engagement Levels

SAMPLE OUTPUTS



THE NEED

- Companies across the globe strive to create the perfect bonding with the users of their services – whether paid or pro bono. These companies could be corporates, government entities or not for profit organizations. One of their biggest challenge is to create advocacy from the users, as we all know that nothing attracts potential users / customers than a positive word pf mouth from an existing one.
- In order to be more effective in they need to leverage the positive word of mouth from the exisitng users, hence convert the Users to Ambassadors. To achieve this the companies need to understand the current relationship with the users, basis the impact their products or services have in the user’s life. This understanding will enables these companies to take better informed decisions regarding the product or service strategy and the resultant impact.
- Lexicon Centre of Research and Innovation can conduct research amongst these users as a representative sample and extract the key insights with recommendation of suitable strategies for further action. This document has sample outputs from a real life study in the service sector. The data is real but masked for demonstration purposes only, hence read with caution.

THE FRAMEWORK

1. IMPACT INDEX



A single number score representing the overall impact of product / services provided across all touchpoints. Very useful to measure the current strength of relationship and monitor in the future post required action.

3. DRIVER ANALYSIS



Basis the expectations on each element in the product / service / touchpoint , hence their effect on overall index amongst users the Client gets a strategy matrix for further improvement on product / service / touchpoints.

2. SEGMENTATION



Basis the various descriptive parameters this segmentation not only allows to easily establish the hierarchy of user segments towards ambassadors but also, provides directions to manage them better in the future.

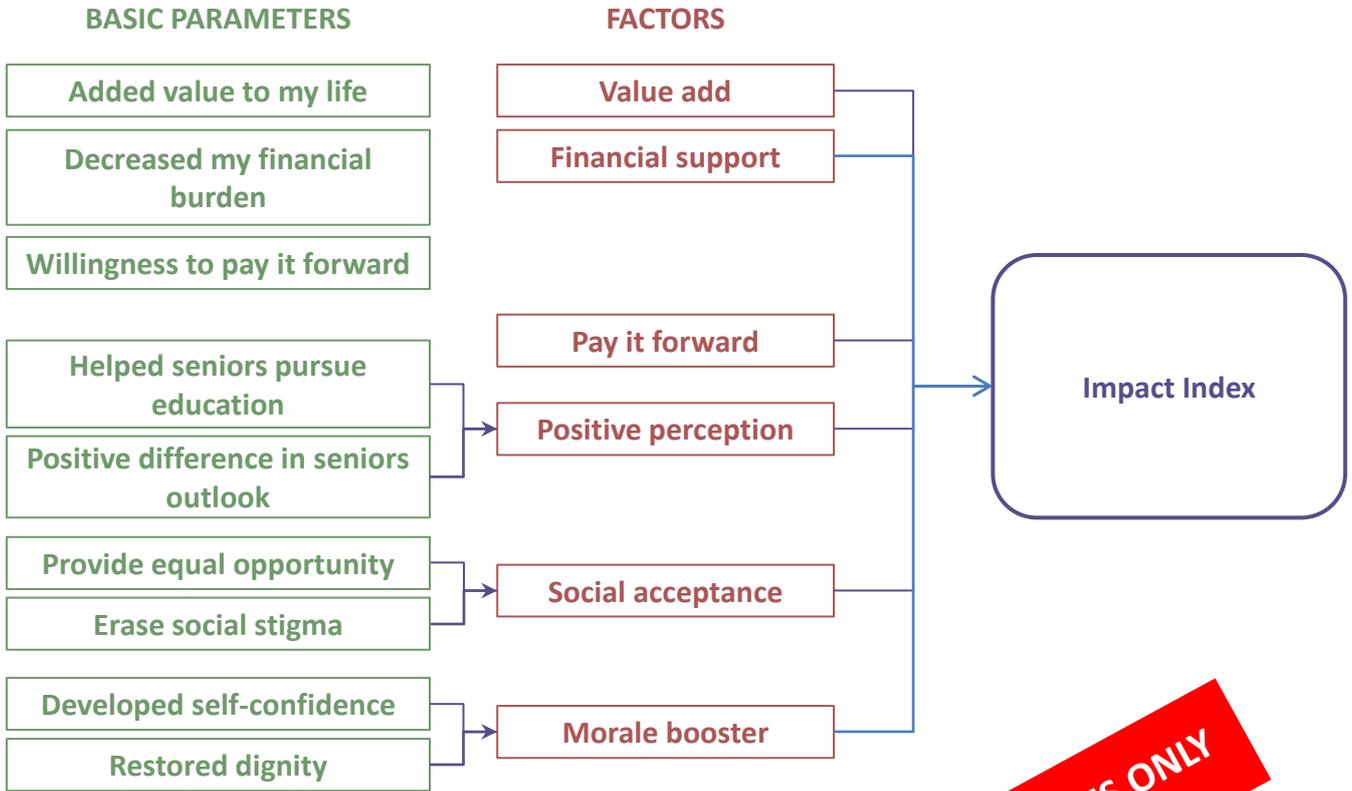
4. WAY FORWARD



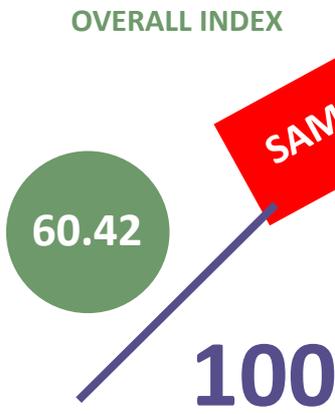
Way forward for further improvements of the product / service / touchpoint and inputs to effectively recruit ambassadors from the existing user pool.

IMPACT INDEX

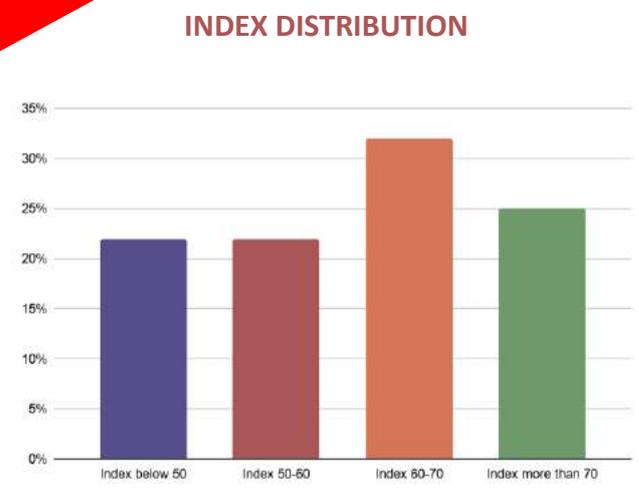
A comprehensive set of parameters have been used to arrive at this score, depicted below.



Given the program background and objectives the Impact Index is not encouraging.

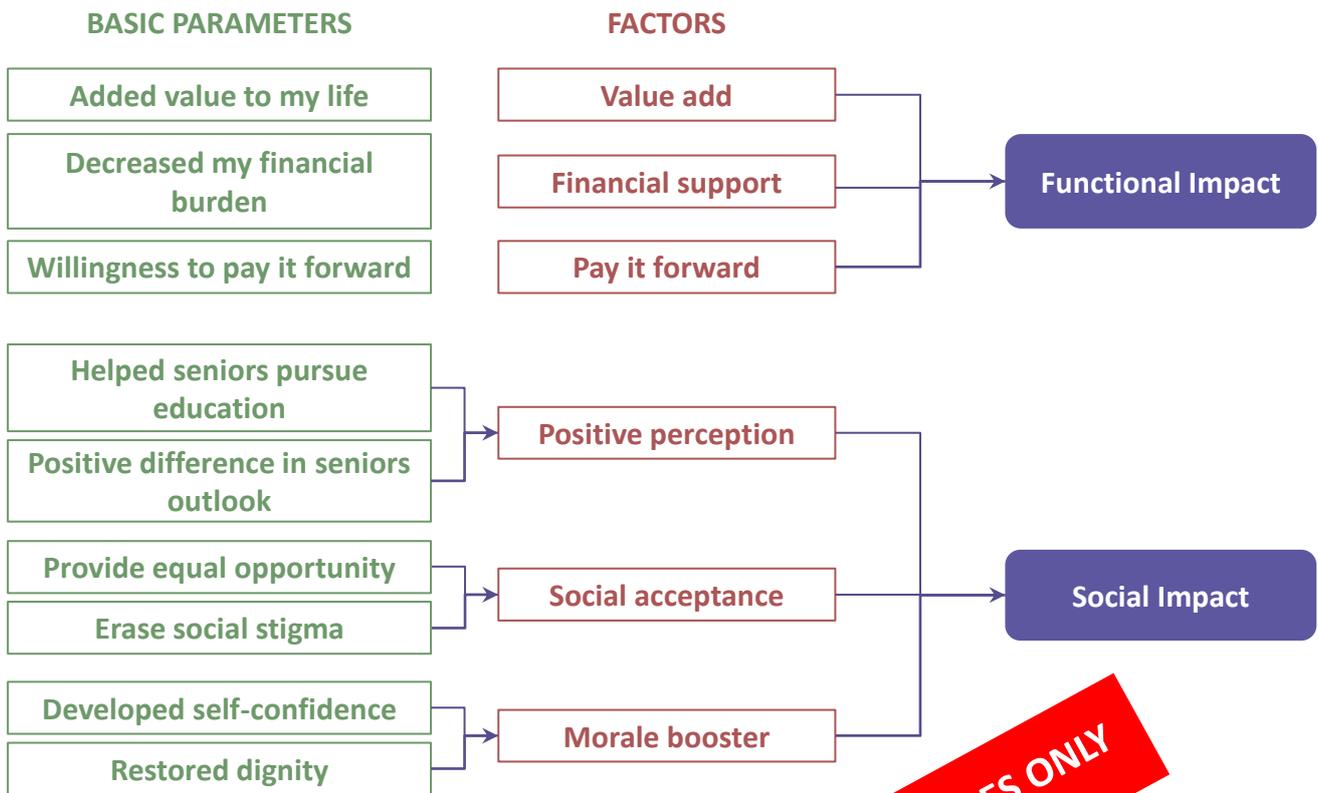


SAMPLE OUTPUT FOR ILLUSTRATIVE PURPOSES ONLY



SEGMENTATION PRINCIPLE

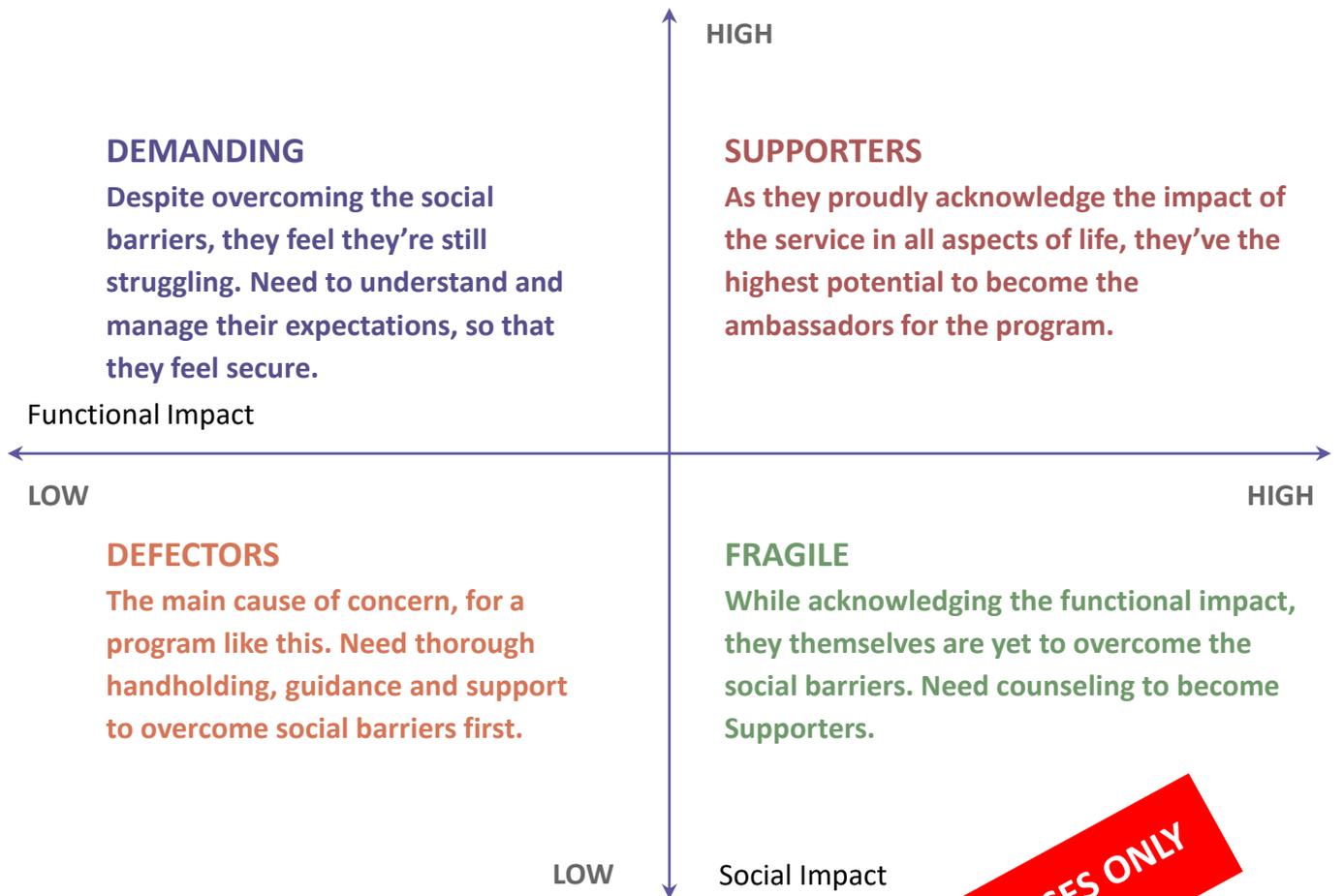
Segmentation is based on the 2 axes of Functional Impact and Social Impact, derived from the basic parameters as depicted below.



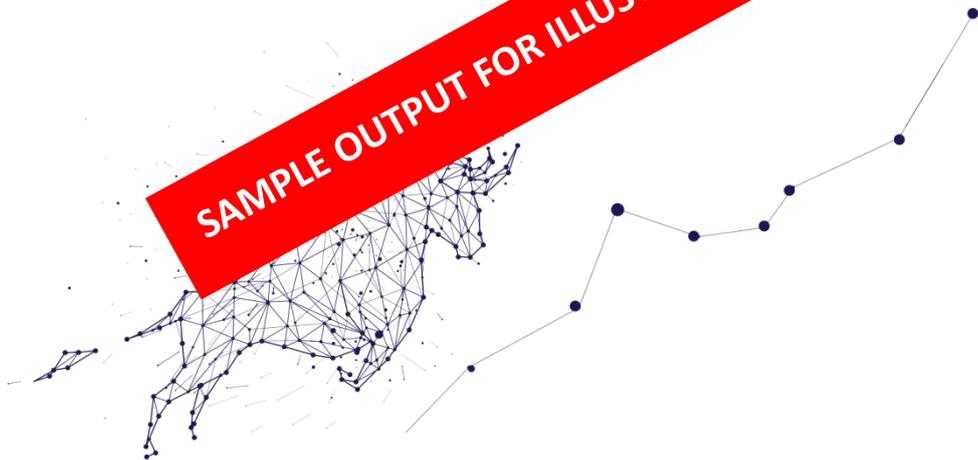
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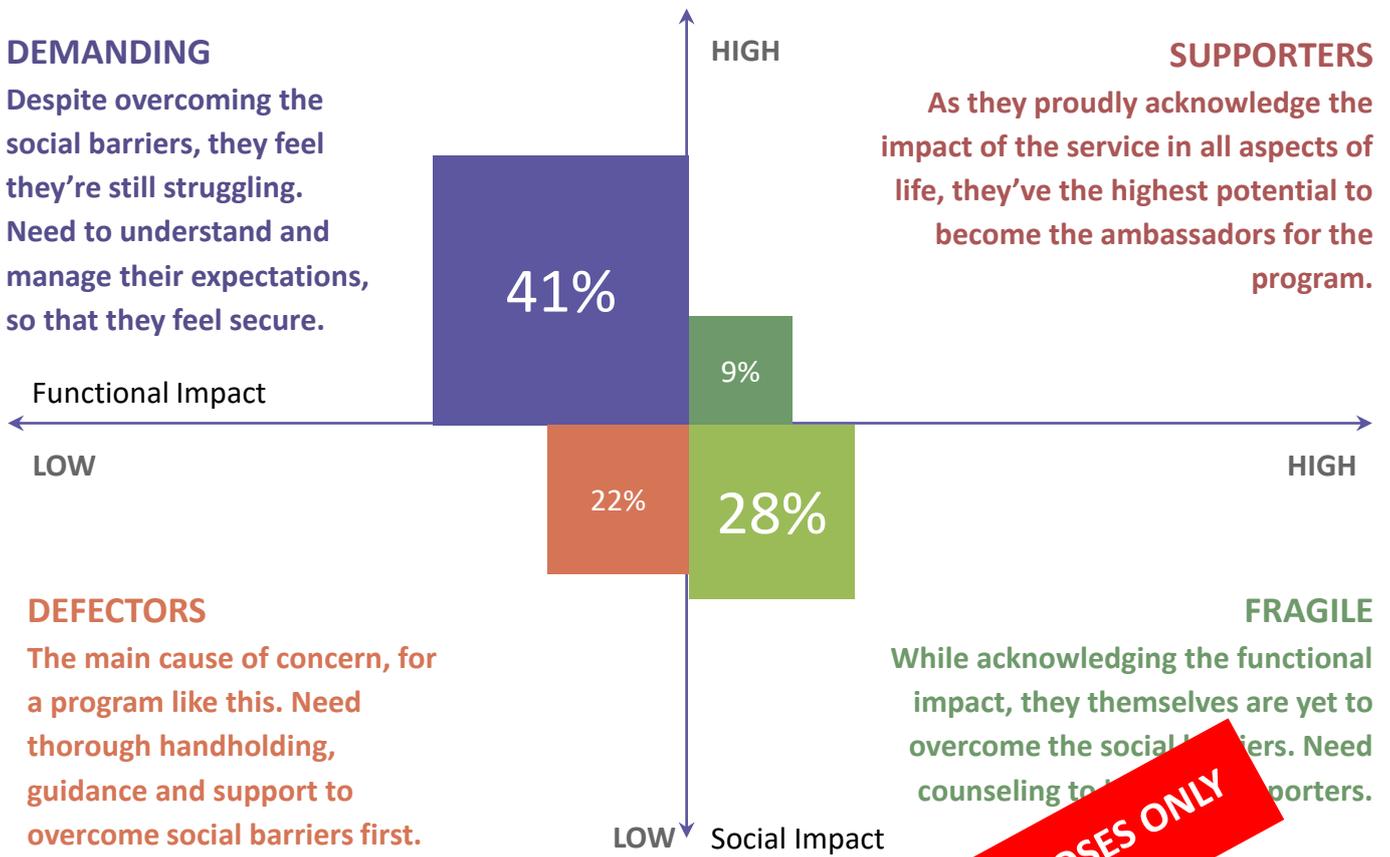
SEGMENTS EXPLAINED



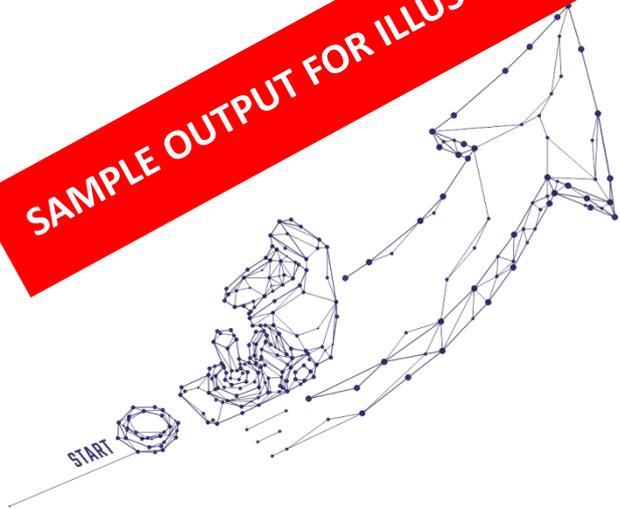
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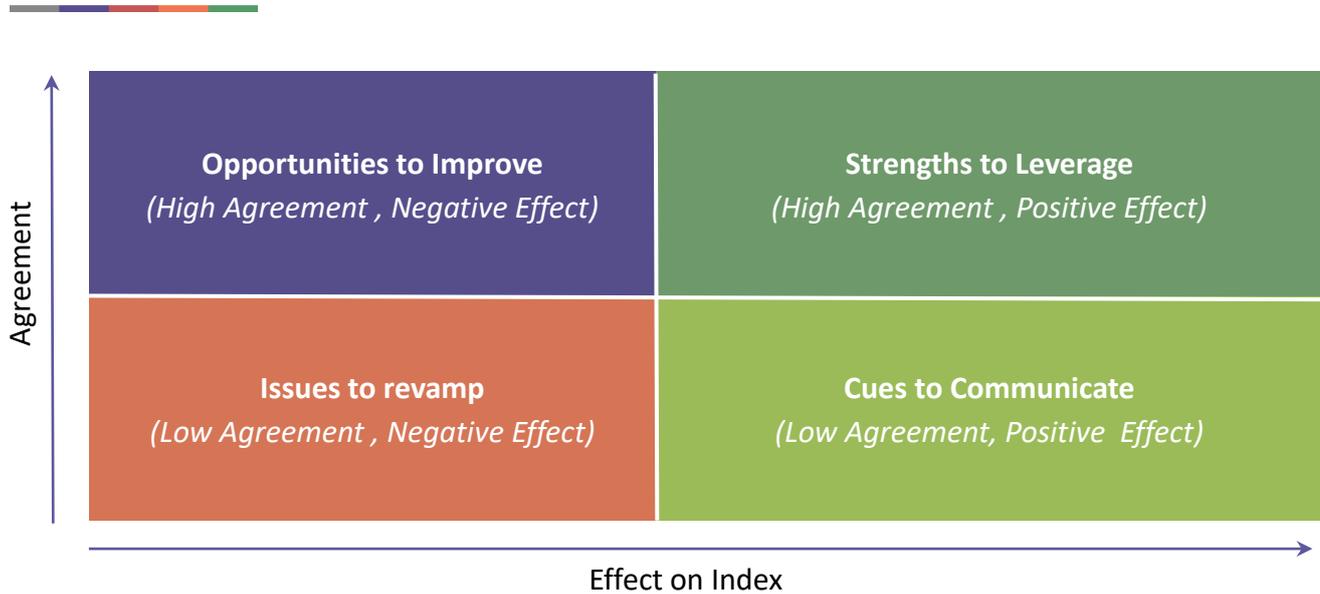
SEGMENTATION



SAMPLE OUTPUT FOR ILLUSTRATIVE PURPOSES ONLY

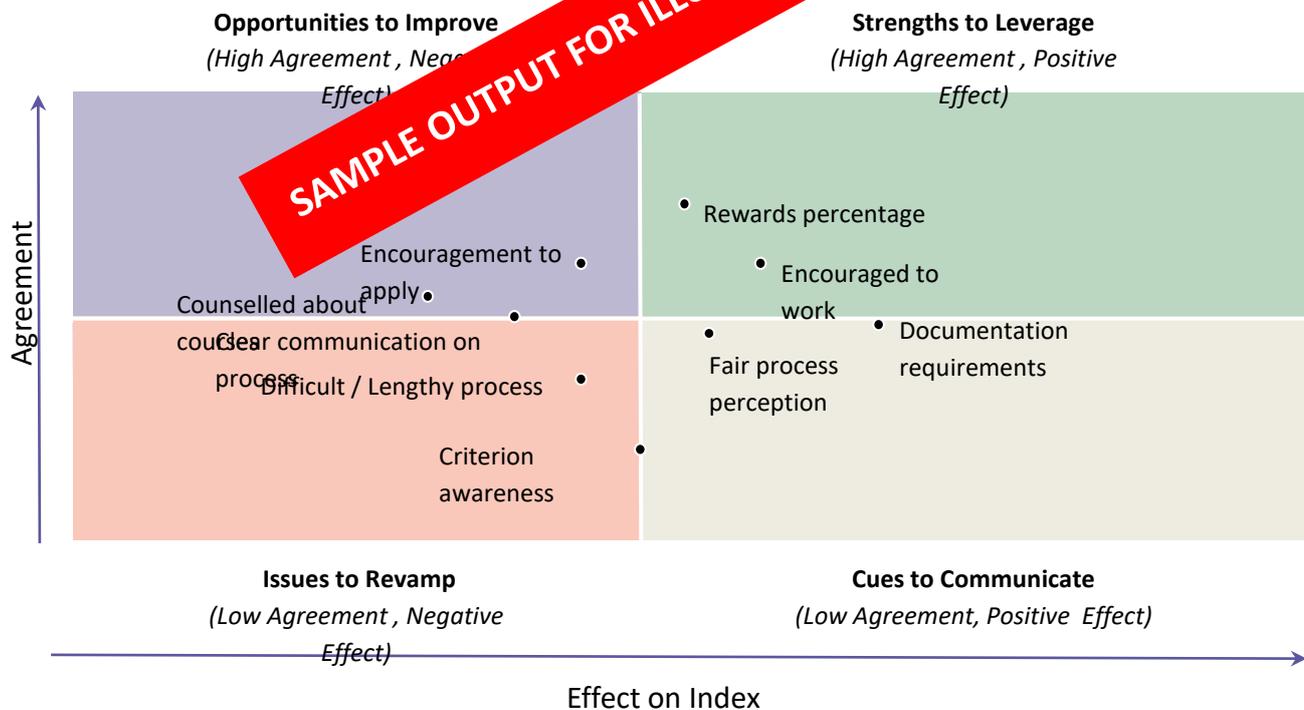


STRATEGY MATRIX EXPLAINED



STRATEGY MATRIX

SAMPLE OUTPUT FOR ILLUSTRATIVE PURPOSES ONLY



WAY FORWARD

For an effective User to Ambassador transition, a comprehensive feedback management system needs to be in place, which covers the aspects of exploration, measurement and monitoring.



EXPLORATION: Understanding the current situation of the target group, the needs (implicit & explicit) at functional, social & emotional levels & the decision-making process leading to a portfolio of viable options. This would help develop a robust framework for measurement phase. Some examples could be early identification of users, development of courses, flexi finance, certified modular options, freedom of choice, options during the journey, exchange programs, community support, etc.

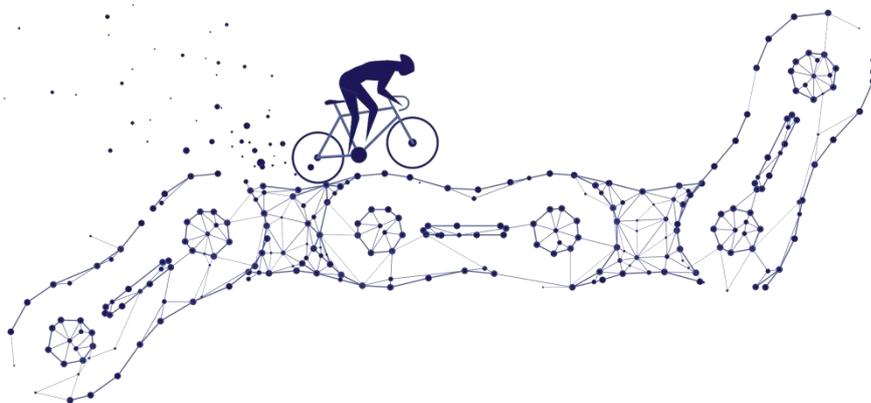


MEASUREMENT: Basis the strategy matrix developed above the client would get the current status of the client at the operational level:

- For identifying key supporters to be recruited as ambassadors
- For identifying key actions with prescribed actions for each parameter



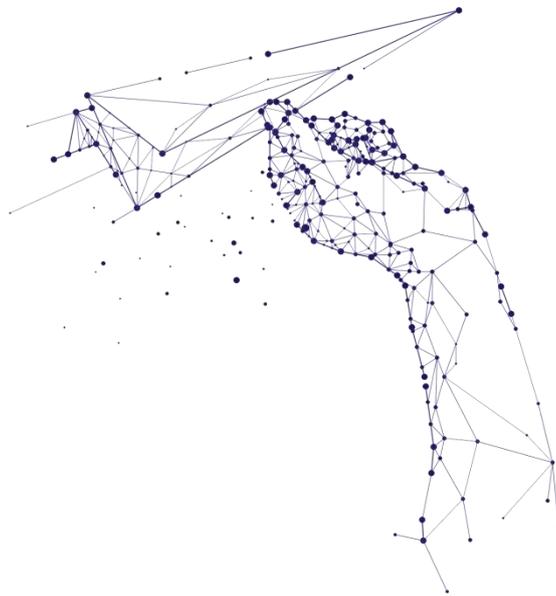
MONITORING: Once the actions basis the strategy matrix have been actioned the client needs to periodically check the effectiveness and direction of the desired movement if any.





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