



Key findings

For brands, building a strong and lasting relationship with its clients costs less than acquiring new ones.



To do so, many studies, including Capgemini's, have shown the importance of working on emotional factors. The Pulse survey analyses these emotional factors on the Belgian market.

Discover the main conclusions and keys for strengthening your relationship with your clients.

Method

Quali + Quanti

Online Community (qualitative survey) + CAWI (quantitative online survey)

Calendar

Surveys carried out in December 2018

Emotional levers

Measuring importance and evaluation scores of 16 key relationship drivers, covering more than 40 brands in 9 sectors

Panel

4001 respondents representing the Belgian population aged 18-65

Providers

IPSOS in collaboration with Bpost Media

Momentums

Evaluation of 19 momentums as development drivers of those key factors.

The Pulse Score takes two main elements into account:

The importance the respondents give to a series of 16 relational drivers (for example, 'rewards my loyalty' or 'addresses me personally') in client relations and loyalty to a brand.

The evaluation of the nine sectors analysed and the 40 brands that compose them, on their ability to satisfy these emotional factors.

What's your Pulse?



The average Pulse Score, or measurement of the brand relationship quotient across all sectors, is 43/100. This refers to their ability to manage the relationship based on a certain number of emotional drivers.



Your relational Pulse

Consumers view their relationship with brands very differently depending on the sector.

Would you like to know your sector's performance? >



Lacklustre relationship?



The lowest Pulse Score was obtained by the energy sector that nonetheless represents a growing proportion of household budgets. A peak of positive energy in customer relations: there's a great challenge for the sector!

That's no DIY client relation



The overall winning brand in our Pulse survey is a high-street chain of DIY/decoration shops. It has succeeded in building a strong relationship with its clients!



The Pulse Gap indicates where action is necessary!

The Pulse Gap clearly highlights the gap between the importance that the respondents give to the emotional factors in the relationship, and the way they evaluate the sectors and brands in relation to those factors. The delta is sometimes huge, but it provides grounds for action.



Thank me I'm loyal



71% is the percentage of clients that would like you to reward their loyalty. But only 36% consider this to be the case!

Surprise them!



64% of clients would like to have a nice surprise from brands. But only 40% consider this to be the case.



Momentums... and the winner is...

Momentums (we analysed 19) provide an opportunity to communicate that strengthens the relationship and, if well used, can greatly reduce the Pulse Gap.



A birthday is the top momentum across all sectors.

Receiving a personal invitation when it's your birthday is by far the most important event on which brands should concentrate.



Momentums are a girl's best friend

Significantly more women expect some consideration from their favourite brands.



In-Home Advertising

In-Home Advertising (addressed or unaddressed advertising mail) is an essential media for increasing your Pulse Score and building or improving the relationship with your clients. This is why:

- In the heart of the family
- Appreciated
- Appeals to emotions
- Valorises your clients
- Very efficient

Would you like to know the results for your brand?

Book an appointment with your bpost account manager : bpostmedia@bpost.be

www.pulsesurvey.be

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