

# BEST OF ESOMAR

## MARKET RESEARCH IN ROMANIA: THE 7<sup>TH</sup> EDITION

### BUILDING CUSTOMER EXPERIENCE IN A WORLD OF DISCONTINUOUS LOYALTY

BUCHAREST / OCTOBER 31<sup>TH</sup>, 2019

**SORMA** (Romanian Marketing and Public Opinion Research Association) and **ESOMAR** are pleased to invite you to our market research event in Bucharest, Romania, as part of the "Best of ESOMAR" series.

**Best of ESOMAR Romania 2019** is the 7<sup>th</sup> edition of the already well-known BOE events in our Market Research industry and it will be hosted by Alina Serbanica, ESOMAR Representative for Romania.

BOE 2019 Program will include speakers representing both MR agencies/companies (international and local/boutique) and end-clients, to better understand the new world of consumers which is highly digitalised, highly impacted by the technology speed and dynamic.

The program hosts a dynamic agenda of most important research agencies, as well as two well-seasoned international speakers:

**Els Dragt**, Independent Trend Researcher at How to Research Trends

**Kristin Luck**, Managing Partner, ScaleHouse / Vice-President, ESOMAR

ESOMAR and SORMA members, market research specialists and marketers representing players across industries as well as professors and future market research specialists (today's students) will be part of the event this year again! The event is an excellent opportunity for you to network with client and MR industry and to hear from our special guests, important names within the global market research industry.

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**VENUE:** **Hotel Sheraton  
PLATINUM ROOM**  
Bucharest, 5-7 Calea Dorobantilor

**DATE:** **Thursday, October 31<sup>th</sup>, 2019 (from 9:00 to 18:00)**  
Welcoming guests starting at 08:45

Please note that the lectures will be presented in Romanian, with translation services available for English speakers.

## REGISTRATION

This event is free for market research clients (MR buyers).

Sponsors have free spots included in the sponsorship package (without speakers, if the case): MR Agencies have five (5) spots and Media Partners have two (2) spots included. All market research companies can send participants for a symbolic fee (50 EUR/participant), as well as sponsors, beyond the free places.

The academic environment (students, professors) are welcome to the event. There are thirty (30) spots offered for free. Universities can send participants for a symbolic fee (50 EUR/professor participant and 25 EUR/student participant) beyond the free places.

The entrance fee applied to market research companies and universities (beyond the free places offered) will be collected locally, by BOE 2019 Romanian Organiser (additional information will be provided to market research agencies and other participants).

Please note there is **limited space**, so be sure to [register](#) to confirm your place. For queries please contact **Olga Byckova** at [olga.byckova@esomar.org](mailto:olga.byckova@esomar.org).

PROGRAMME	
08.45 – 09.00	<b>PARTICIPANTS REGISTRATION &amp; WELCOME</b>
09.00 – 09.30	OPENING AND SETTING UP THE SCENE Alina Serbanica, ESOMAR Representative, Romania
09.30– 11.10	<b>SESSION A:</b>
09.30 – 09.45	Session Chair: TBC
09.45 – 10.15	<b>Guest Speaker. Let's explore the future!</b> Els Dragt, Independent Trend Researcher at How to Research Trends
10.15 – 10.35	<b>Making the most of the Voice of the Customer to win at “Point of Purchase”</b> Rodica Pop, Business Consultant GfK Romania George Ciupercă, Consumer & Market Insights Coordinator Romania & Bulgaria, Samsung Electronics Romania
10.35 – 10.55	<b>How is your NPS doing?</b> Ioan Simu, Managing Director Mercury Research
10.55 – 11.10	Q&A
11.10 – 11:30	COFFEE BREAK

11:30 – 13.00	SESSION B:
11:30 – 11.45	Session Chair: TBC
11.45– 12.05	CX Trick(s) or Treat(s)? A spooky tale of customer experience in banking Coca Andreea – Customer Experience, Media and Digital Practice Lead, Kantar TNS
12.05 – 12.25	Pre-taste the feeling – Setting the stage for great experiences and lasting feelings Andra Constantinescu, Account Director and Creative Lead, Kantar Insight Division
12.25 – 12.45	Building brand identity through music festivals customer experiences. Andrei Elvadeanu, Client Service Manager, iSense Solutions
12.45 – 13.00	Q&A
13.00 – 14.15	LUNCH
14.15 – 15.45	SESSION C:
14.15 – 14.30	Session Chair: TBC
14.30 – 14.50	How Empowered Employees drive Loyal Customers Amalia Rosca, Client Advocacy Lead Europe, IBM Andreea Chiriac, Market & Brand Research Advisor Worldwide, IBM
14.50 – 15.10	Trust and understanding before design: ethnography, teenagers and retail Alexandru Dincovici, Ph.D., General Manager, IziBiz Consulting
15.10 – 15.30	Citizen Experience and Quality of Life Daniel Enescu, CEO Daedalus Online Dorian Dinu, Daedalus Online
15.30 – 15:45	Q&A
15:45 – 16.00	COFFEE BREAK
16.00 – 17.55	SESSION D:
16.00 – 16.15	Session Chair: TBC
16.15 – 16.35	The good, the bad, the ugly: three methods to get by in the Wild West of Loyalty Monica Alexandru, Sociologist, ISRA Center
16.35 – 16.55	Increasing loyalty in fashion retail in the digital era by embracing the newest technologies in both commerce and research Corina Cimpoaia, Owner at MKOR Consulting Mara Rizea, Marketing Manager, NISSA
16.55 – 17.00	Introducing Keynote speaker Alina Serbanica, ESOMAR Representative, Romania
17.00 – 17.30	<b>Guest Speaker.</b> Wake Me Up When The Data Is Over: Bridging CX Research and Innovation Kristin Luck, Managing Partner, ScaleHouse / Vice-President, ESOMAR
17.30 – 17.45	Q&A
17.45 – 17.55	OFFICIAL CLOSING Alina Serbanica, ESOMAR Representative, Romania

## SPEAKER PROFILES

### Alina Serbanica, PhD

Alina Serbanica is Senior Vice President at Ipsos, leading the worldwide Total Operations Data Privacy inside the company. She has over 25 years experience in market research and her broader expertise on both online and offline, on delivering market research services and on handling global online operations represent her great asset for dealing with the new data privacy environment, under a very dynamic pace technology, big data, social media and passive data collection have nowadays.

Since 2010 Alina is the current ESOMAR Representative in Romania and she is co-founder member of the Romanian Society for Marketing Research and Opinion Polls (SORMA), currently the President of SORMA.

### Els Dragt

Els is an independent trend researcher, lecturer and author with over 18 years of experience. She is fascinated by change and how it impacts people's daily lives, now and in the future. Els loves to demystify the trend research process and help people, teams and organisations how to research trends themselves.

Els has worked at several research agencies and explores futures for a multitude of clients. From non-profit to commercial ones, such as Viacom, NIKE, ABN AMRO bank, Manchester City Football Group and the Dutch Ministry of General Affairs. At the ESOMAR Global Qualitative Conference in 2015, she won the best presentation award. Els is a published author, her latest book is titled "How to Research Trends" (BIS Publishers). As a guest lecturer, she shares her trend expertise with students around the globe.

### Rodica Pop

With a background in psychology, Rodica started her journey in market research 15 years ago. A significant period of her career she nurtured her passion for consumer understanding by doing juicy qualitative research.

As Business Consultant, Rodica extended her perspective. She is providing state-of-the art research consultancy, helping internal and external partners to see beyond obvious by challenging the status quo while guiding them to take the best decisions in their business. Market opportunities, brand strategy and positioning are main areas of interest for Rodica.

She is also passionate about Yuval Harari writings and how the AI will shape the future of the humanity and of the consumers.

### George Ciupercă

With a strong background in Statistics doubled by a passion for Qualitative methods, George Ciupercă has over 11 years of experience in market research industry.

He spent the first 7 years together with major international market research companies before stepping in on the client side and joining Heineken. Currently, he is leading the Consumer & Market Insights activity for Samsung Romania & Bulgaria, being actively involved in designing the local strategies on Omnichannel Customer Experience, Brand Positioning and Communication.

George is a supporter of consumer-centric approach in marketing, being an enthusiastic day-to-day preacher of consumer's feedback among its business stakeholders.

### Ioan Simu, PhD

Ioan has started his career in market research 20 years ago, worked his way through almost all research jobs, and is currently general manager for Mercury Research. His research expertise is complemented by advertising experience and academic work.

Ioan holds a PhD in sociology from University of Bucharest, and specializations in political studies and business management from University of Texas, ASEBUS and University of Washington. He also teaches courses on advanced analysis methods, market research and marketing.

### Coca Andreea

Andreea is currently the CX Domain Lead for Kantar TNS. She likes to think of her market research career as inevitably building up to everything that the experience economy stands for – starting with qualitative research into consumer needs and pain points, following with digital research into touchpoints' efficiency and omnichannel strategy, and presently continuing with integrated Customer Journey and Voice of the Customer experience management programs.

A strong advocate of customer centric organizational culture, retention programs and using the right customer experience metrics, she also facilitates a CX trilogy course for marketing professionals, which she always ends with: "Empathize with at least one customer a day!".

### Andra Constantinescu

Andra has joined the world of marketing research in 2005 as Client Service with Daedalus Consulting, after a BA in Business Administration. In the following years, she completed her education with a MSc in Strategic Marketing within the Academy of Economy Studies and an MBA with Marketing emphasis within the Romanian-Canadian MBA program organized by the Bucharest School of Management.

Within Daedalus Consulting, and later Kantar Millward Brown, Andra blended Client Service activities with a little of PR. Her research experience spans very different domains - from dairy to spirits and a bit of tobacco, from utility vehicles, banking, pharma and telecom to sweets and baby e-shops, not counting the others in between. She also occasionally writes research-based articles in marketing magazines.

Above all, Andra likes every project on which she feels that the impact of research is visible, which is what explains her soft spot for brand and creative development studies.

### Andrei Elvadeanu, PhD

Andrei Elvadeanu is a seasoned market research professional and Client Service Manager at iSense Solutions. Over the last 12 years he has worked in both local and international market research agencies, developing expertise in areas like FMCG, healthcare, financial services, retail etc.

Andrei holds a PhD. in Sociology and is a published author. He specializes in brand and communication research, always hunting for the latest developments in consumer behaviour.

### Amalia Rosca

Amalia is a Client Advocacy Lead in Europe for IBM. She is currently part of the Market Development & Insights Department in IBM Romania where she has continued her work of merging market development competences with customer knowledge, previously gained in Honeywell and HP. With more than 8 years experience as an Insights professional, she is dedicated to a more involved client approach. Her main focus is to assure a true engagement between different teams in the company and consumer insights. She is a real advocate of the client centric culture among the IBMers.

### Andreea Chiriac

Andreea has over 7 years experience in market research. She is currently a Social Media Insights Advisor at IBM where she continued to work in understanding different industries perspective by identifying key trends, business drivers and growth opportunities for sectors as Banking, Telecom, Healthcare, FMCG bringing on the experience gained previously in market research agencies GfK and ISRA Center.

### Alexandru Dincovici, PhD

Alexandru Dincovici holds BAs in Sociology and Political Science, as well as a MA and Ph.D in Anthropology. He is teaching anthropology and research classes to graduate students both at the University of Bucharest and at the NSPSPA, and his academic interests are situated at the intersection between the body, technology and enskillment.

He has worked extensively in social and market research, specializing in ethnography, but is versed in all kinds of qualitative methodologies. His experience spans most industries, with projects addressing both customers and employees, from startups to corporations.

He is currently the owner of IziBiz Consulting, a local research and consulting boutique and supervises the marketing and communication activities for Veranda Mall.

### Daniel Enescu

Daniel is known mostly as the founder of Daedalus Group, sold in 2014 to Kantar Millward Brown – the worldwide leading company in brand and communication research.

MEng in Aerospace Engineering, MSc in International Business and MBA with Marketing Concentration, specialised in Total Quality Management in Japan and Human Resources Management in Denmark, Daniel likes to use his complex background to found/finance companies and then grow them.

Since 2018, Daniel is CEO at Daedalus New Media Research (Daedalus Online) - one of the largest access panel companies in Central and Eastern Europe.

### Dorian Dinu

Dorian is an enthusiastic, dedicated person and a results-oriented professional, with 5 years experience in sales and 3+ years in conducting online market research studies in various sectors like: public affairs, media or FMCG. Passionate about digital industry and with the ability to adapt to multicultural environments, in present, Dorian is Pricing specialist at Daedalus Online, managing relationships with local and international clients. During his career he developed a problem-solving attitude and a great experience in teamwork projects.

### Monica Alexandru

Monica is a Sociologist, currently part of the ISRA Center Client Service Team. She has been working in diverse professional settings ranging from academic contexts to governmental bodies, international organizations and market research agencies.

Over the past 15 years, she has experienced both executive and management positions and has accumulated a solid knowledge of research methodology. As a marketing professional, Monica aims to use her knowledge and skills in order to contribute to brands' development in creative ways, generating competitive advantages and building responsible, customer-oriented strategies.

### Corina Cimpoca

Corina Cimpoca is a professional with 13 years of experience in marketing and market research. Corina holds an MBA from Cotrugli Business School, has a Public Relations Master's Degree at UBB Cluj-Napoca and is a graduate of Political Sciences at UBB Cluj-Napoca.

Throughout her career, she has worked with several organizations as a Marketing Manager and has initiated several entrepreneurial projects.

In 2013, Corina has founded MKOR Consulting, the Market Opportunity Research agency. At MKOR, Corina is in charge of business development, as well to project management. With a deep business understanding and a great team by her side, Corina is in constant search for solutions, even for the utmost complicated projects.

### Mara Rizea

Mara Rizea is a marketing professional with 15 years of experience in entertainment, education, automotive and fashion retail. Since 2009, Mara is in charge of the Marketing Management for NISSA, a leading Romanian fashion brand. Among others, she manages the brand strategy, customer loyalty & retention programs and the international expansion of NISSA's store chain (currently present in the USA, Ireland, UK, Poland, Russia and the Middle East).

Mara has an MA in European Studies from the Babeş-Bolyai University of Cluj-Napoca and is currently following a post-university program in Marketing and European Funds at the National School of Political and Administrative Studies in Bucharest (SNSPA).

### Kristin Luck

Managing Partner, ScaleHouse / Vice-President, ESOMAR

Kristin serves as an advisor and growth strategist to a number of cutting-edge marketing and analytics technology and services firms through her consultancy, ScaleHouse. She is the founder of two marketing analytics companies that she led to successful exits. Kristin co-founded OTX, an online research business that was named the fastest growing research firm in the world in 2002 and 2003 and was subsequently acquired by Zelnick Media & Pilot Group and again by Ipsos in 2007. She then founded Forefront Consulting Group, a research technology firm that was acquired by Decipher. Decipher was acquired by FocusVision in 2014 after seven consecutive years of double- and triple-digit growth.

Kristin is a licensed investment banker with Oberon Securities and a founder focused on helping fellow founders and executive teams scale and monetize their businesses. Her deal expertise on both sides of transactions comes from participating in both acquisitions and exits from \$30 million to \$175 million. She is also passionate about supporting founders in international markets execute their entry into the U.S.

Kristin also regularly contributes to both the commercial (Fast Company, Forbes) and academic press (Research World, Journal of Brand Strategy) where she explores emerging marketing and research methods. She is consistently ranked as one of the top 100 sales and branding experts to follow on Twitter.

## PAPER ABSTRACTS

### Guest Speaker. Let's explore the future!

Els Dragt, Independent Trend Researcher at How to Research Trends

Looking at current customer experiences provides relevant information, but not always the insights you need to create relevant customer experiences in the future. Did you ever wonder how you can explore the

future? Trend research is a powerful method to detect change at an early stage. But the world of trend research, trend watching, trend forecasting or whatever label you put on it, is quite a mystery.

This presentation gives you a behind-the-scenes look into trend research and awakens your inner trendwatcher. By following a three-step research method you spot signs of change yourselves, understand what these trends mean and apply them to any customer experience challenge. Yes, you can do it too!

### Making the most of the Voice of the Customer to win at “Point of Purchase”

Rodica Pop, Business Consultant GfK Romania

George Ciupercă, Consumer & Market Insights Coordinator Romania & Bulgaria, Samsung Electronics Romania

#### Preamble

Till 2000 humanity has experienced 4 revolutions: cognitive, agricultural, scientific and industrial, the latest determining major changes in society. Population increased 4 times within 100 years, reaching in 2000 almost 6 billion. In less than 20 years we have experienced a hallucinating growth – another billion – under the empire of technological progress, of access to information and education.

Investing ordinary people with power could be one of the most important changes in our society. Digital technology and virtual space give each individual the chance to be heard, to communicate instantly with anyone from anywhere on this planet, to be aware of everything that happens globally, to be more autonomous and more vulnerable at the same time. The customers have become increasingly aware and proud of their personality and would like to be treated individually. In the near future we expect profound changes in our own identity, what we value and especially how we value, how we connect with people around us or with virtual entities – whether they are companies or brands. We know that in this economy of experiences, every interaction and connectivity point with the consumer is becoming more and more important.

In this context, we suggest few reflection questions for introspection and debate:

- How to win in the new world where many consumers agree that change is good and that they need more of it – a sentiment that has dramatically increased since 2011 (as per GfK Consumer Life study)?
- How do nowadays customers relate to “loyalty” concept? What are the moments of truth throughout the purchase journey and product usage lifecycle worth to be monitored and exploited with priority for an increased sales effectiveness?
- Are they more loyal to the brands or to what other consumers talk about the product/ brand?
- That the loyalty, talking positively about a product, standing with a brand have an emotional dimension is has already known. Most of the customers make decision in System 1 (intuition or pattern-recognition), although they claim that they have gone everything through a detailed reasoning/ cognitive process (System 2). How can brands make the most of technology to decode Voice of the Customers beyond System 2 for improving products, services and communication effectiveness?
- Is keeping customers still cheaper than finding new ones? Maybe winning market share, extending the number of customers, and delivering great experience for them to talk about you is the key of business success.

### How is your NPS doing?

Ioan Simu, Managing Director Mercury Research

NPS is undeniably important - researchers have criticized it for many years, but NPS budgets are still growing.

But what is behind NPS, why do people recommend, and even more revealing - why people don't recommend?



And assuming you can get your NPS up, do people actually follow or listen to recommendations?

Do recommendations work the same across all industries, or recommendation works well in some industries but not in others? Which industries work on recommendation and which do not?

All these questions answered at Best of ESOMAR Bucharest, based on qualitative research run by Mercury Research.

### [CX Trick\(s\) or Treat\(s\)? A spooky tale of customer experience in banking](#)

Coca Andreea – Customer Experience, Media and Digital Practice Lead, Kantar TNS

The predictions regarding customer loyalty tend to be bleak across industries, including the financial one. They paint a spooky story of disruptive fintech and commoditized financial services, lost consumer trust, apathy and negative reviews, large gaps between brand promise and customer experience, siloed data and powerless employees, lost chances in moments that matter most to customers. From Spain to Romania, Netherlands to Italy, the story repeats itself but what can we learn from available data? We will explore together the maze of CX tricks and treats to creating a balanced, frictionless experience for clients, incorporating both technology and personalization, and designed to revitalize loyalty by engaging customers emotionally.

### [Pre-taste the feeling – Setting the stage for great experiences and lasting feelings](#)

Andra Constantinescu, Account Director and Creative Lead, Kantar Insight Division

The famous American figure Maya Angelou once said: “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” We couldn’t agree more, especially since research backs the fact that affinity drives predisposition to purchase/repurchase a brand. Yet often, when we hold a CX presentation or talk about tracked brand perceptions with our clients, the focus is on the feelings end customers are left with after experiencing the service or product. Very often, the first causes are sought in the operational or product realm – what was good or what was wrong with the product or service?

Yet, sometimes good questions come up that remind everybody in the room that it’s not just about the delivery itself. Questions like: why is the recommendation score higher now than in the previous wave, when the only difference is that I am on air now? Or why is a competitor’s image stronger than mine, even when their product is weaker?

It is then that we remind ourselves that customer feelings and reactions depend not only on the experience itself. They also depend very much on expectations. And while expectations are shaped by many things: previous experience, what the competition does, the environment and innovations in the world, there is one other aspect under our control that creates them as well: brand promises and how well they are conveyed.

With this in mind, with the idea that brand promises - as transmitted by communications - are an important driver of expectations for our customers, we set out to see: 1) what it takes for advertising to convey the intended expectations; 2) how we can ensure that an ad conveys what it sets out to, even when people are not able to articulate what they understood from an ad? Advertising case studies included.

Let’s see what we need to do in communication to set the stage for great experiences and lasting feelings!

### [Building brand identity through music festivals customer experiences](#)

Andrei Elvadeanu, Client Service Manager, iSense Solutions

Music festivals present themselves as the ideal stage for engaging consumers with unforgettable branded customer experiences in a relevant setting. As cultural consumption acts, festivals serve as markers of identity for both consumers and brands. We may go to music festivals to express who we are and to distinguish ourselves from others or in order to display our social standing. Similarly, brands may choose

to be there for consumers or to tell us something about themselves. Ideally, in a festival setting these interests converge.

As brands flock the festivals and battle for consumers' attention, we look at the wider attitudes towards music festivals and how they influence brand perceptions. Furthermore, we look at how to best serve the quest of building brand equity through festival experiences without departing from your brand identity.

### How Empowered Employees drive Loyal Customers

Amalia Rosca, Client Advocacy Lead Europe, IBM

Andreea Chiriac, Market & Brand Research Advisor Worldwide, IBM

Client advocacy has grown into a prerequisite for companies who want to stay competitive, bringing a new business model centered on the voice of the customer. According to Gartner's survey 'Customer Experience in Marketing' from 2017, "more than two-thirds of marketers say their companies compete mostly on the basis of customer experience". In two years time, listening and acting on the clients voice has become critical to businesses' success.

Client responses and online media are seen as a treasure trove of opinions, unmet needs and direct feedback. But customer experience research does not stop at asking the customer how they feel or what they want, it is a constant cycle of listening, interpreting, acting on and monitoring the voice of the customer. In order to succeed, a cultural shift is needed at all levels of the organization, regardless of the research methodology used or the question asked. Turning employees into advocates is as essential for a company as its ability to convert customers into advocates.

This submission aims to establish the importance of empowering employees to drive excellence in client experience, and deep dive into a dynamic advocacy program capable to reflect the diversity and loyalty of employees and clients alike, on the path to success.

### Trust and understanding before design: ethnography, teenagers and retail

Alexandru Dincovici, Ph.D., General Manager, IziBiz Consulting

The following presentation focuses on one of the rare true ethnographic projects we undertook since making the switch to market research from academic research. Our client, a shopping mall, wanted more teenagers to visit, and gave us a very broad brief into understanding the category as it relates to shopping in general, leisure, fashion and malls. We embraced it with an anthropological eye and decided to go very broad and try to gain a deep understanding of teenagers and look beyond the mainstream age gap stereotypes. As such, we designed a research process as close to what ethnography is supposed to look like as possible. We picked 6 teenagers aged 14-18 and we decided to follow their lives through at least 5 encounters (during which we have met their parents and friends, went shopping, drinking and visiting shopping malls and stores) and a deep stalking of their online lives, connecting with them on every platform available, from Snapchat to Facebook or Instagram. At the same time, we observed and approached teenagers in our client's own shopping mall, engaging them in spontaneous talks, collecting feedback and deepening our understanding. We have also engaged in a netnographic approach, devouring teenage content, from Netflix series such as Riverdale to music, fashion and famous influencers. As expected, going broad for such a brief is key to designing a good customer experience and understanding a category and its expectations, but it is also essential to going beyond stereotypes and testing initial assumptions. However, what ethnography does best above all other methods is establishing trust, which is the true to key to understanding. But the road to getting there is anything but simple.

### Citizen Experience and Quality of Life

Daniel Enescu, CEO Daedalus Online

Dorian Dinu, Daedalus Online

When we talk about Customer Experience, we tend to consider mostly private businesses. Nevertheless, as citizens we interfere quite often with a lot of services offered by local or central authorities. For this

type of services, do people realize that they are customers with certain rights, or they feel more like begging for some favours? How satisfied are they with the services offered by civil servants, teachers, judges, physicians, policemen, etc.? How does this contribute to their quality of life? How much vary this satisfaction among various countries in CEE? We shall try to answer to all the above questions with a multi-country survey done on online urban population using Daedalus Online panels.

### [The good, the bad, the ugly: three methods to get by in the Wild West of Loyalty](#)

Monica Alexandru, Sociologist, ISRA Center

Are we entering post-loyalty times or is loyalty merely evolving in time? Did we get loyalty wrong all along?

We set out to test three different paradigms about what brand loyalty means and to determine the predictive power of each through an experimental quantitative approach. We evaluated the classical brand equity approach, based on the assumption that people are complex and rational decision-makers, against two more supple models inspired by recent discussions around behavioural economics. A stronger model gives us a better understanding of what loyalty is and opens new insights on the level of consumer experience to act on.

### [Increasing loyalty in fashion retail in the digital era by embracing the newest technologies in both commerce and research](#)

Corina Cimpoca, Owner at MKOR Consulting  
Mara Rizea, Marketing Manager, NISSA

The fashion retailer NISSA, together with the market research and consulting firm MKOR, implemented an innovative project in the period 2017-2018, which aimed to install several digital mirrors in eight of its stores in Romania. The role of digital devices is to provide NISSA customers with a unique shopping experience, new facilities for choosing the most suitable outfits, and the possibility of ordering online through digital mirrors. In the design phase, MKOR identified and reported the global trends in the industry, as well as the most appropriate technical solutions for the implementation of the devices. Based on the information gathered from the stakeholders involved, the development team managed to reach an increased level of understanding of consumers' wants and needs. After installing the mirrors in the shops, there were three separate sessions of testing, and through the extracted insights, the application running on them was created and further improved. An innovative feature of this methodological approach was the use of a mix of qualitative and quantitative methods, with a control panel in all quantitative tests. Together, MKOR and NISSA have developed an innovative product on the Romanian market, taking into account the expectations and the specificity of the fashion clients. The implementation of the project has led both to increase brand awareness and online and offline sales volumes, as well as to access a younger audience, open to new, digital experiences.

### [Guest Speaker. Wake Me Up When The Data Is Over: Bridging CX Research and Innovation](#)

Kristin Luck, Managing Partner, ScaleHouse / Vice-President, ESOMAR

We live in a data heavy world, where consumers are asked to provide feedback on everything from how a restaurant meal tasted to how satisfied they are with their hotel check in process. Yet data has long been the nemesis of innovation, at many times accused of stifling creativity.

In truth, the research business has long suffered from a lack of creativity itself. Sitting through a presentation with page after page of mind-numbing data tables makes it challenging to capture the attention of C-suite stakeholders. Worse, customer experience programs have failed to evolve and utilize technology to more effectively connect with consumers and gather actionable feedback.

Research needs to evolve. How do we truly ensure that as an industry, we're futureproof? Hear from growth strategy guru and futurist, Kristin Luck, how to look at research through an innovation and creativity lens and deliver truly impactful customer experience data in more meaningful ways.