university of groningen

faculty of economics and business

Customer Insights Center



Added value for result driven marketing managers

www.rug.nl/cic



Foreword

Marketing managers need information on markets, (potential) clients and customer behavior (customer insights). At the same time, academic researchers are producing research data on the very same customer related topics.

This is why we founded the Customer Insights Center of the University of Groningen (RUGCIC) to track the latest customer insights and to share these with businesses. Its purpose is to keep developing up-to-date and relevant customer insights and sharing these insights with corporations.

Getting to the essence of customer insights requires new scientific research on practical themes such as customer behavior, purchase motives, consumer psychology, multi- and omnichannel communication strategy, social media, big data, customer data, metrics, customer intelligence, customer value, accountability, churn, loyalty, success factors of implementations, etc.

We develop fact-based academic knowledge that your company can use to really make a difference.
The results of our empirical research are translated into reports and training programmes for the corporate members of our academic knowledge center.

We hope to inspire you with our customer insights!

Dr. Jelle T. Bouma
Director

Prof. dr. Jaap E. Wieringa
Research director

Prof. dr. Peter C. Verhoef
Founder

Why a Customer Insights Center?

We translate customer data into insights

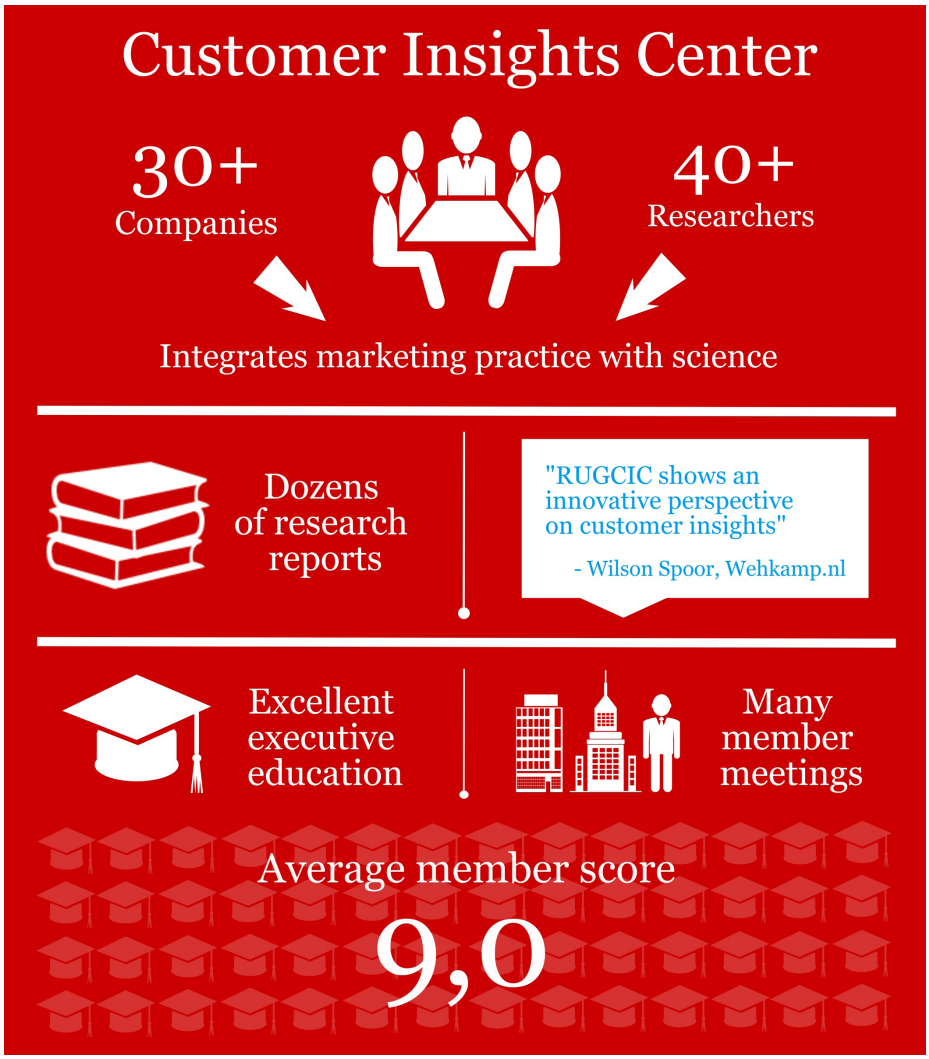
Knowledge about customers and their behavior (customer insights) is crucial for realizing a successful marketing strategy. In reality, however, markets and customers are changing all the time. Although customer data and information are collected often, in practice it turns out to be difficult to translate this kind of information into insights and decisions.

Do you want your marketing decisions to be founded better?

- What are the trends and developments concerning customer behavior in the Netherlands?
- Which proven success factors can I add to our marketing projects?
- How can our colleagues remain up to date in terms of marketing knowledge?

That is why we offer fact based market and customer insights

1. One strong knowledge exchange network for professionals.
2. Two seminars a year on new customer insights including implementation tips.
3. Three research reports a year full of management insights.
4. Excellent education programmes to improve your employees' customer focus.
5. Newsflashes containing customer insights based on new knowledge.
6. The opportunity to meet top graduates (or soon-to-be graduates).
7. Added value from scientific and practice related customer insights.



Added value

for result driven marketing managers

Theory translated into practice

Very often, scientific publications about marketing, customers and customer behavior are not directly fit for being implemented in practice. This is why dozens of researchers at the Customer Insights Center translate the latest academic knowledge into practical insights. We provide applicable ideas, easily readable research reports, practice-orientated studies, workshops, seminars and much more.

Academic quality

The Customer Insights Center (RUGCIC) employs dozens of researchers who publish both on a national as well as on an international level about customer insights. Our knowledge center is part of the faculty of Economics and Business of the University of Groningen, which has a rich tradition of innovative customer research. Academic quality is our top priority.

Distinctiveness

The Customer Insights Center is not a commercial consultancy firm, but builds long-term relationships with our business members on a non-profit basis.



Innovative

"Years ago I replaced one of my colleagues as a speaker at a seminar organized by the Customer Insights Center of the University of Groningen (RUGCIC). This appeared to be surprisingly interesting! From that moment on they grasped my attention.

In my expertise area regarding market analysis we have to keep up-to-date with innovative developments. But the difficult part is that science and market research usually aren't happily married. I admire the fact that the Customer Insights Center is able to bridge this gap between both worlds, by presenting scientific insights in an understandable way to practice. For example: I remember a meeting about Pricing which revealed less rational choice behavior. From that session I have really learned something!

What I like most is that Jelle knows where to find an academic specialist for every marketing theme. Next to this person, he usually positions another experienced speaker from practice. Exactly that combination builds our broad vision. With that RUGCIC really adds value.

I can certainly recommend this membership to other companies, because the Customer Insights Center does not only deliver the newest academic insights, it also provides the possibility to exchange ideas with external professionals. Aegon is changing rapidly into a digital customer agency and that requires new knowledge. RUGCIC enables us to utilize these insights.´

Jurgen Warnecke
Senior Market Analyst, Aegon

Seminars and workshops

Our most recent customer insights are regularly presented in seminars, workshops, training programmes and reports. Step-by-step we describe how customer insights can be put into practice and which pitfalls to avoid. This helps companies to anticipate changing market conditions.



Verschenen onderzoeksrapporten

- Omnichannel
- Psychology of defaulters
- Unstructured data
- Mobile marketing
- Advertising
- Privacy
- Sports marketing
- Persuasion
- Metrics
- Price of the crisis
- Tensions in digital marketing
- Corporate social responsibility
- Neuromarketing
- Social networks
- Churn
- Online branding
- Customer expansion
- Analytics
- Recession marketing
- Implementations success
- Forced channel migration
- Adoption of new services
- Loyalty programs
- And many others

"Actually I was just looking for an intern with a specific profile. I searched for someone who could find the most interesting customer needs from within a huge pile of data... and who could translate this to practice.

Of course this wasn't an easy profile. But I heard that the University of Groningen had organized a specific study track around this profile. In addition, Air France-KLM is a premium member of their Customer Insights Center (RUGCIC), which indicated that they could mediate in this process. Cooperating with the Customer Insights Center is nice. These people really try to help you find the right candidates!

It is not only that: they actively contribute ideas to our business, organize meetings about relevant topics, etc. RUGCIC provides scientific research and reports that guide us in our daily work. All of that delivers extra customer insights, which we can really apply within Air France-KLM.

Since our first search we have had multiple talented interns. One lady really stood out. She added so much to our department... We are still working based on her analyses."



Alliances
and awards for our research

Customer insights alliances

The Customer Insights Center collaborates with other customer insights knowledge centers. This enables us to share our knowledge of customers and customer behaviour in the national and international arenas. Alliance members receive a discount on various RUGCIC activities.

- Center for Services Leadership, W. P. Carey School of Business, Arizona State University, Phoenix, USA .
- E-Finance Lab, Frankfurt University, Germany .
- EFMI, Academic Knowledge Institute for the Food Sector, Baarn.
- Marketing Associatie Rijksuniversiteit Groningen (MARUG).
- Marketing Science Institute, USA.
- TNS Infra Center for Customer Management, University of Münster, Germany.

Top Journals Awards

- 2010: Harold M. Maynard Award (Journal of Marketing)
- 2011: Thomas P. Hustad Award
- 2013: AMA Davidson Award
- 2013: MOA wetenschapsprijs
- 2013: Sheth Award
- 2013: Veni
- 2013: Sheth Journal of Marketing Award
- 2014: Veni
- 2015: Best paper award (European Journal of Marketing)
- 2016: Outstanding Reviewer Award (Journal of Marketing)

Editorial Board Memberships

- Marketing Science
- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- International Journal of Research in Marketing
- International Journal of Electronic Commerce
- Journal of the Academy of Marketing Science
- Journal of Interactive Marketing
- Journal of Retailing
- Journal of Service Research



Theo van de Wouw
Business Unit Director,
Webhelp

Education
and research for your organization

Special MultiCompany courses

In cooperation with the University of Groningen Business School UGBS and AOG School of Management we have developed several of training programmes for company employees to complement their academic or higher professional education. For example the Customer Strategist training programme is a cross-curricular interdisciplinary course that is not restricted to marketing experts. The Impactful Marketing Analyst programme is a part-time training programme for marketing/database analysts/ customer intelligence employees.

Tailor-made InCompany courses

We also offer tailor-made InCompany courses, in particular for teams or departments focused on marketing, customer intelligence, customer relationship management, services, sales, etc. An important benefit of working with teams of colleagues is that business-specific subjects can be shared in confidentiality. In addition, all our training costs are tax-deductible for participants or employers.

Research focused on new customer insights

Corporate members can request academic research focused on their own clients, the industry sector, specific customer segments and/or other specific subject areas. Our researchers are particularly interested in state of the art topics, which can lead to your innovative advantage.



“Via my master education and my previous employer I came across Janny Hoekstra and Peter Verhoef of the Customer Insights Center of the University of Groningen (RUGCIC).

Later I ran into Peter again in a Business News Radio (BNR) show on customer value. In his vision companies can go too far with their delivery of services to low value customers. Personally I don’t believe that. In my opinion one can never go too far with service to customers, as long as that brings some kind of value for both customers and the company. The difficult part in such discussion is that value is often described in monetary terms: value contains so much more...

The added value of the Customer Insights Center is especially embedded in the academic knowledge which is combined within our company with practical experience and vice versa. Next to customer insights exchange via meetings we recently hired an intern who was being supervised by Jelle Bouma. Jelle is good at scouting which people fit our culture and knows our wishes. Our cooperation is pleasant and accessible. The RUGCIC organization responds quickly and answers our questions from practice.

I can recommend the RUGCIC membership, if organizations can or want to implement new customer insights. Because every company tells us that they put the customer first, but not all act like that. All of the aspects regarding knowledge, goals, people and processes need to be aligned and implemented. This requires more than just an intention.”



Hans Peters
Commercial Director,
NS Dutch Railways

Customer strategy

“RUGCIC makes science applicable”

“NS is striving to put the traveller in first, second and third place. Our goal is that 80% of our travellers rates us with 7 or higher on the scale of 10. Today we are at 75%, so we need substantial effort to reach this.

After the winter incidents a few years ago, we wanted to be able to steer more proactively towards our Customer Satisfaction Opinion (KTO). This is when we started intensifying our cooperation with the Customer Insights Center of the University of Groningen (RUGCIC) and Professor Peter Verhoef in particular.

Because of their constructive and creative attitude, a robust methodology was created. On this basis, we now have objective insights in the impact of the drivers of customer satisfaction and which initiatives can improve that. Using this we can now monitor and steer upon customer satisfaction, which provides focus in our decision making process.

The foregoing created a strong scientific fundament for our customer strategy, which also led us into the finals of the prestigious ISMS-MSI Global Practice Prize. I noticed that NS Dutch Railways and RUGCIC strengthen each other. We make science applicable!

I can recommend cooperation with the Customer Insights Center to all corporations focusing on customers. RUGCIC is a unique organization that delivers applicable inspiration and insights.”



Auke Sijsma
Commercial director,
Loyalty Management
Netherlands (Air Miles)

Development

"Being responsible for the relationships with partners of the Air Miles program I noticed how straightforward the cooperation with the Customer Insights Center of the University of Groningen (RUGCIC) is.

Next to being inspired via meetings organized by RUGCIC, we work together on publications and marketing knowledge within Air Miles. Regardless who works with us, like professors, the board, or even students: all of them are open, they think along with us.

Marketing and sales are both expertise areas where numbers and figures count in combination with 'steering by feelings'. RUGCIC challenges us to think about the 'why' questions and then to provide a thorough business fundament underneath the answers. That strengthens our business.

I can recommend the RUGCIC membership because this is good for both people development and the organization."

"RUGCIC helps developing our organization."

Many benefits
of a corporate membership

Basic membership benefits
(7500 euros a year excluding VAT)

- Access to academic publications from the Department of Marketing at the University of Groningen.
- Free attendance at two seminars a year for your employees.
- Three free research reports a year on customer insights findings.
- Newsletters for your marketing, sales and customer-service employees.
- Discounts on various activities and conferences
- Discounts of up to ten percent on employee costs of academic research or tailor-made knowledge training programmes.
- Your corporate name and logo appear on RUGCIC website and in reports.

Premium membership benefits
(15000 euros a year excluding VAT)

In addition to the above-mentioned services, premium members are entitled to the following additional services:

- Annual workshop to be held at the member's office on a topic in the field of customer insights.
- Introduction, upon request, to recent top graduates (or soon-to-be graduates).
- Seat on the Advisory Board, which provides input on potential research themes and programmes.
- Access to executive meetings exclusively for premium members.
- Discounts of up to 50 percent on the employee costs of academic research or tailor-made knowledge training programmes .
- NEW: The right to decide whether to accept competitors as premium members.

Large-scale project membership
(larger annual investment)

In special cases we offer large-scale collaboration projects, such as:

- Sponsorship of a PhD. to conduct four years of research for the benefit of your organization.
- Sponsorship of a postdoc (Dr.) for two years of research for the benefit of your organization.
- Sponsorship of a professor by special appointment at the University of Groningen.

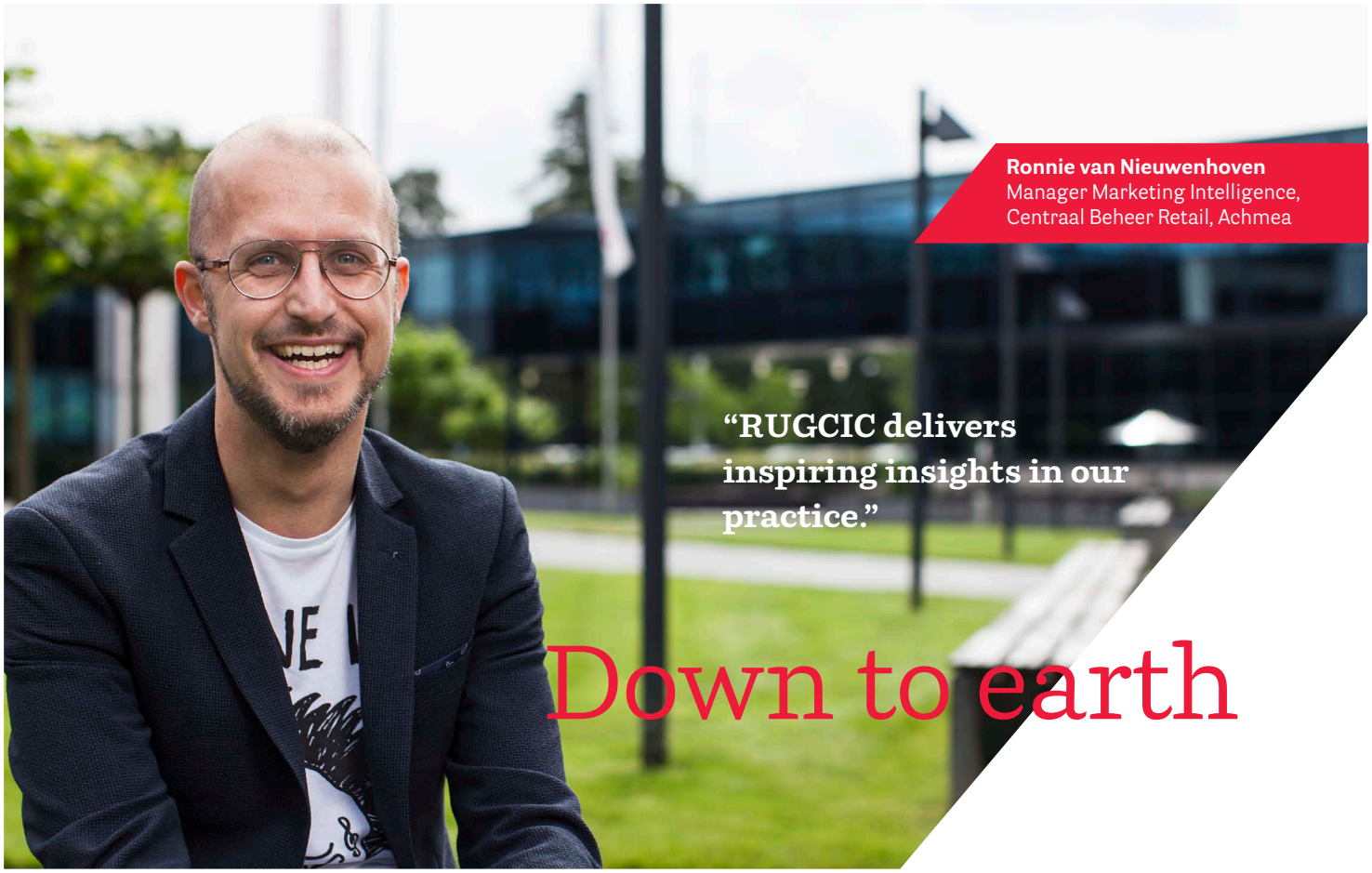
Dozens
of companies are already a member

Corporate membership

Companies that serve large numbers of clients and want to support our scientific research, can become a member of the Customer Insights Center of the University of Groningen (RUGCIC). Many of those have preceded your company and are listed below.

Dozens of members have rated our activities over the last eight years with a score of 8.8. During the last year we even received an average score of 9.0.





Ronnie van Nieuwenhoven
Manager Marketing Intelligence,
Centraal Beheer Retail, Achmea

"RUGCIC delivers inspiring insights in our practice."

Down to earth

"Years ago I got to know the Customer Insights Center of the University of Groningen (RUGCIC) as an attendant of their very first course for experienced marketing analysts.

Looking back, I think that it has been this course that brought my career to the current level. Because there I learned to understand who I am and what my dreams and ambitions are. Since then everything accelerated. Currently I am manager of our department, which is responsible for campaigns and omnichannel insights, attribution models, market and customer research, etc.

We are still working together intensively with the Customer Insights Center in different ways. RUGCIC delivers trainings and guides us. Not only to follow trendy new developments, but also to understand the true value of those. Their modest and down to earth approach certainly helps.

Furthermore, other corporate members share customer related knowledge and challenges. I appreciate most visiting each other's organizations. This leads to inspiring insights for all of us, which I often apply to my own tasks the next day.

I can recommend the RUGCIC membership. Especially when you are looking for the newest developments in the field of analytics, or the latest customer insights, or more clever usage of customer data: this is what they deliver."



Rixt Altenburg
Manager Customer Insights, Nuon

“For many years Nuon is a member of the Customer Insights Center of the University of Groningen. I was first introduced to this membership during a corporate RUGCIC training.

Our department often runs into complicated customer related questions which urge us to stay up-to-date regarding new trends, developments and methods. With RUGCIC we can always start constructive discussions on how to approach and address these.

Furthermore, RUGCIC just delivered an internal training program consisting of fourteen tailor-made modules based on what Nuon needed.

This course generated lots of new ideas and energy in my team, because RUGCIC people know how to structure every topic clearly and translate it into directly applicable solutions. Knowledge transfer takes place in a friendly, personal and practical manner.

I can recommend this membership, because RUGCIC helps us to apply science to our practical questions. This works well, we get great discussions and trainings.”

Knowledge transfer



Pragmatic

Frank de Beun
General director EDM

“Via other companies in my network I had already heard a lot of positive stories about the Customer Insights Center of the University of Groningen (RUGCIC). So when Jelle Bouma actively approached us for an introduction, I was open to it.

Since then our cooperation is very pragmatic and really fits EDM. After a membership of only one month we already started organizing a knowledge session in our office about privacy from the perspective of the consumer. EDM took care of the room, the facilities and a lecturer with a practical marketing background, while RUGCIC made sure there was a scientific lecturer and participating organizations of the member network.

By surprise, every participant received a personal USB-stick with all of the information that RUGCIC had found about each participant. After checking three times, it turned out nothing was on it. Since then we understand even more that privacy is not just about the data that is revealed, but it’s merely about how the customer feels about it!

We are a knowledge organization and have to stay up-to-date in the latest developments in our field. While doing so, we also want to stay connected to the research and educational world. We noticed that RUGCIC people have the knowledge and experience to bring a theoretical model into practice. The Customer Insights Center is our source for both knowledge and talent.”





University of Groningen

Faculty of Economics and Business Economics

The Faculty of Economics and Business (FEB) offers an inspiring international academic community for students, staff, alumni and external organizations. We are renowned for our quality, our ambition and our identity. We challenge all staff, students and alumni to Flourish in Adding Personal Value.

FEB belongs to the 1% of business schools worldwide with both EQUIS and AACSB accreditations

Collaboration with our centers of expertise
Developing knowledge and applying it can only be done together. This is why FEB wants to work together with other organizations. This makes partners profit of our academical knowledge and we profit of their practical knowledge. Furthermore, this collaboration offers, with for example her Customer Insights Center access to education, meetings and recent academic publications.

Interested?
Are you interested in the academical research or a collaboration with the Customer Insights Center? Contact our director, Jelle Bouma.

Appointments
Telephone: +31(0) 50 - 363 3686

Questions
Email: cic@rug.nl

www.rug.nl/cic

Customer Insights Center

Added value for result driven marketing managers

More information?

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Office 309 (3rd floor)