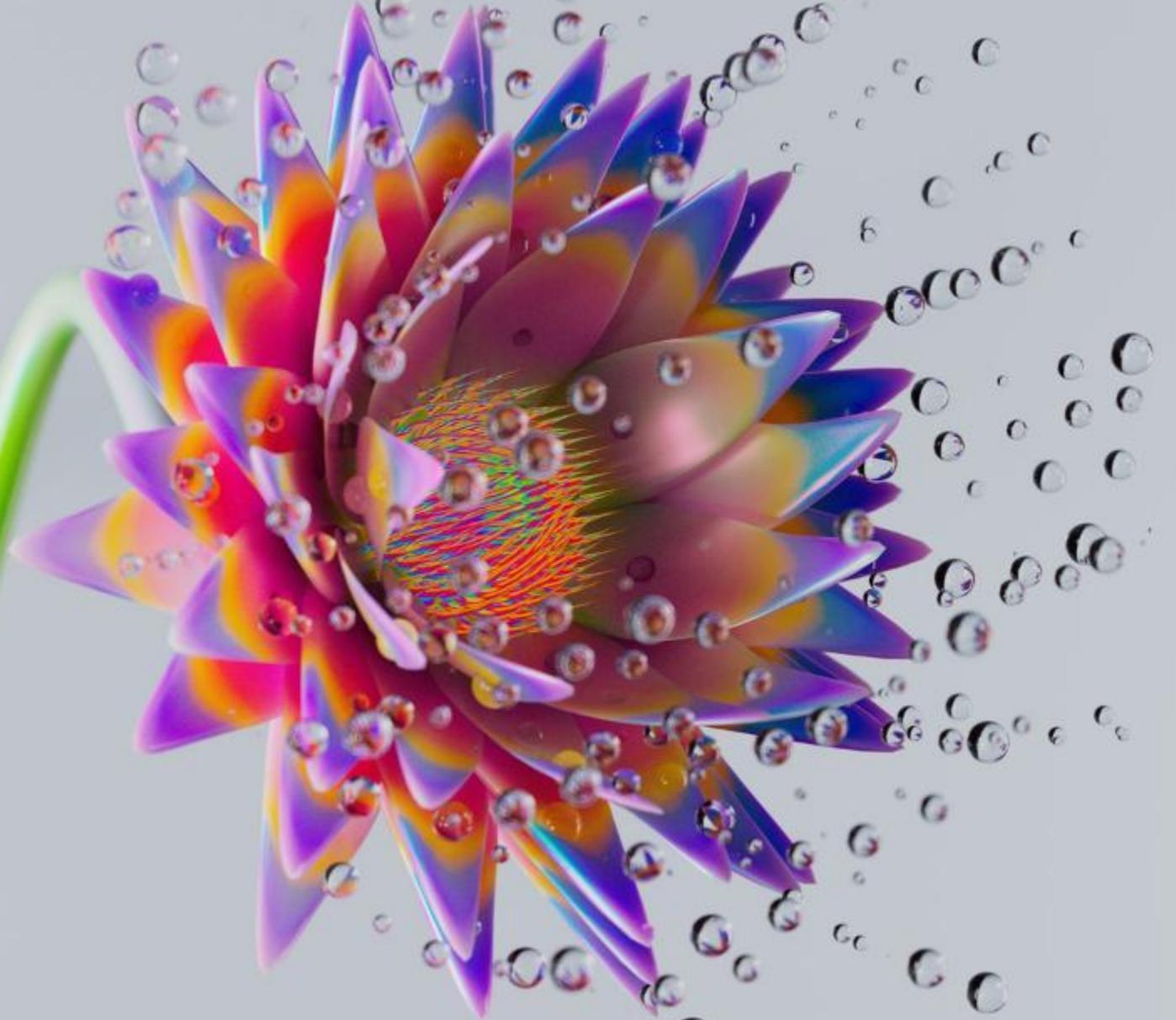


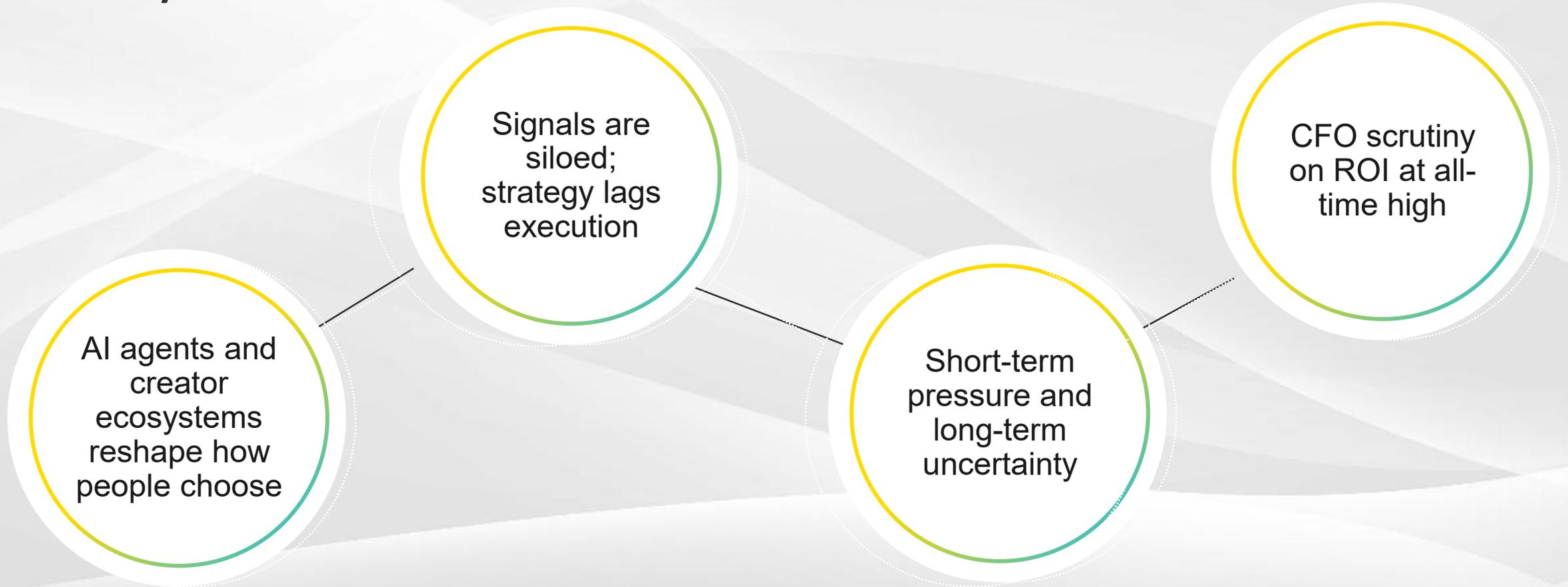
KANTAR Medallia

Winning in CX: The signal advantage

Practical takeaways to turn
unspoken moments into
measurable momentum for
your brand



**More signals.
More decisions.
Less clarity.**



Intelligence

**powered by decades of real human signals
robust enough to drive AI automation
augmented by non-survey signals
built on industry-leading IP that drives growth**

Questions to ask yourself today

Signal Intelligence

Am I using the *right signals to fully understand the Customer Experience?*

Decision Intelligence

How do I (and my teams) make decisions confidently that deliver consistent ROI?

Strategic Intelligence

How do I balance the need to prove value now, whilst building the Customer Experience for long-term commercial growth?

1 Strategic Intelligence

CX as the growth-engine



50 years of research proves that strong brands are three things

Strong brands are:



Meaningful

Meets people's needs and they feel emotionally connected to it.



Different

Perceived as a trend setter for its category, as unique.



Salient

Comes to mind quickly across category needs and occasions.



The only approach to evaluating brand growth independently accredited by the Marketing Accountability Standards Board.

Brands that have strong predisposition see:

9x higher volume share

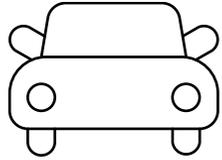
2x higher price paid

4x the likelihood to grow value share

...than those with weaker predisposition.



Experience plays a critical role in building equity across industries



Automotive

52%

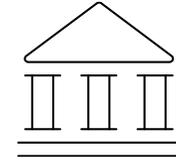
of total brand predisposition



Travel

42%

of total brand predisposition



Financial Services

58%

of total brand predisposition

Brands who improve their customer experience are...

2.5x

...more likely to significantly increase their market share

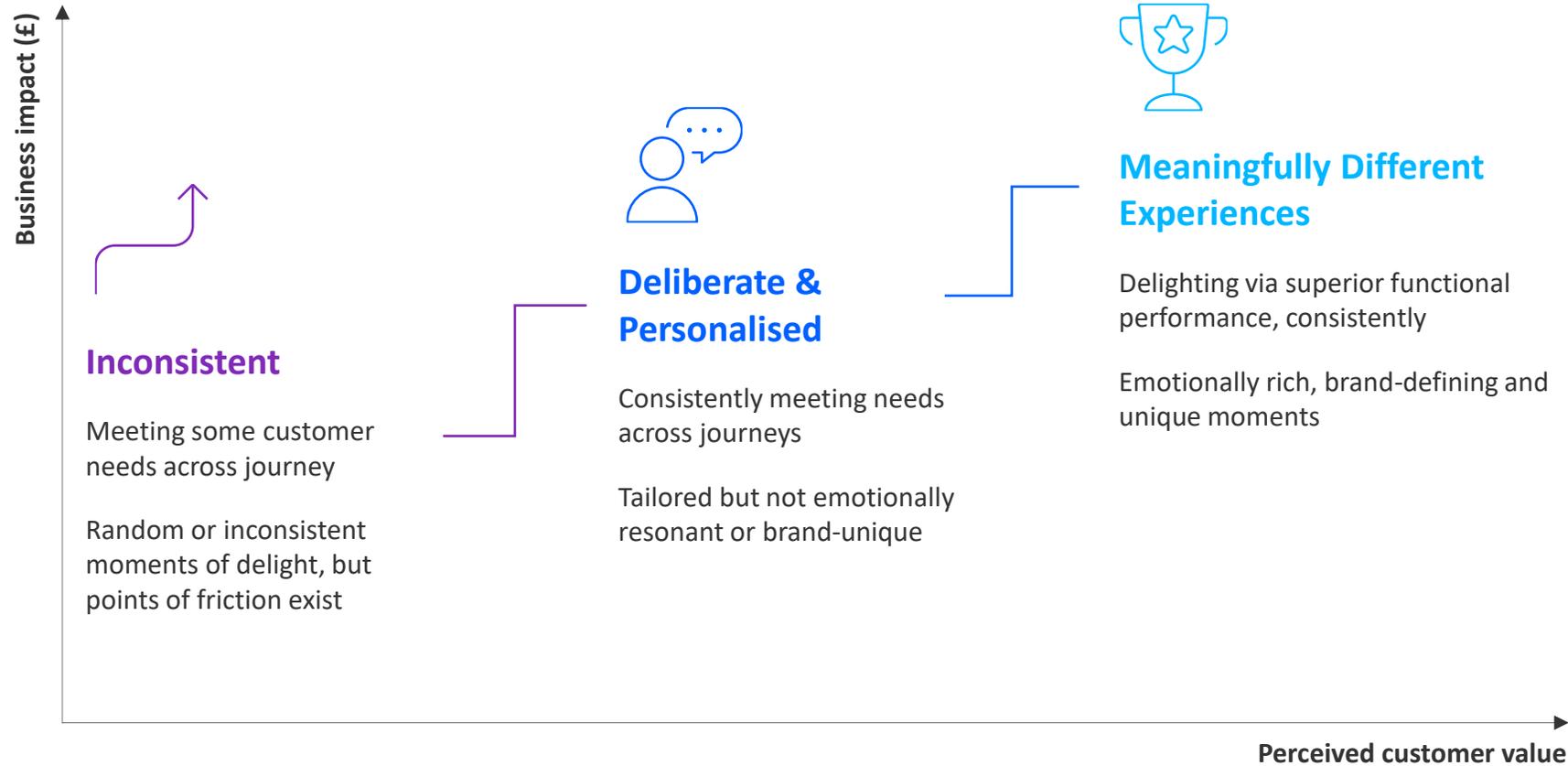


*“People build brands
the way birds build
nests, through the
straws and scraps
they chance upon.”*

— Jeremy Bullmore



Meaningfully Different Experiences fuel business growth





The six drivers of Meaningfully Different experiences

Where to focus to drive growth

Meaningful

Meets people's needs and they feel emotionally connected to it



Effective

Providing a service that delivers on needs, and doing what you promise

Easy

Being easy to do business with, creating experiences that feel effortless and enjoyable

Affinity

Creating experiences with empathy, so customers feel cared for, building connection and trust



Common Customer Experience Measures



The six drivers of Meaningfully Different experiences

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Common Customer Experience Measures

Different

Perceived as a trend setter for its category, as unique



Authentic

Consistency, fairness and transparency and being true to the expectations of your brand

Unique

Going beyond, sensorial, distinctive, and offering something your clients can't get elsewhere

Inspiring

Magical moments, that delight with the unexpected, going above and beyond where it matters



Critical for growth

Authenticity delivered greater profitability for this Automotive client

Signal Intelligence

Operational & Financial
Data + MDX
Measurement

Decision Intelligence

Growth Alignment

Strategic Intelligence

Proving value & headroom
of CX

01

Top quartile sales
dealers for LTR saw...

6%

higher retention
into aftersales...
...than dealers falling
below the top
quartile.

02

Dealers who are in
the top quartile for
authenticity record
nearly

9%

higher vehicle sales
retention into
aftersales...
...than dealers below
the top quartile.

03

Delivering

+£48,000

more net profit on
average, per dealer,
per annum...
...than those below
the top quartile.



Nationwide: Consistently designed for Difference



A different approach to branches



Giving more to members

Three key takeaways

1

Meaningful
Difference Drives
Commercial Growth

2

Experience has a
huge role to play

3

Design for
Difference

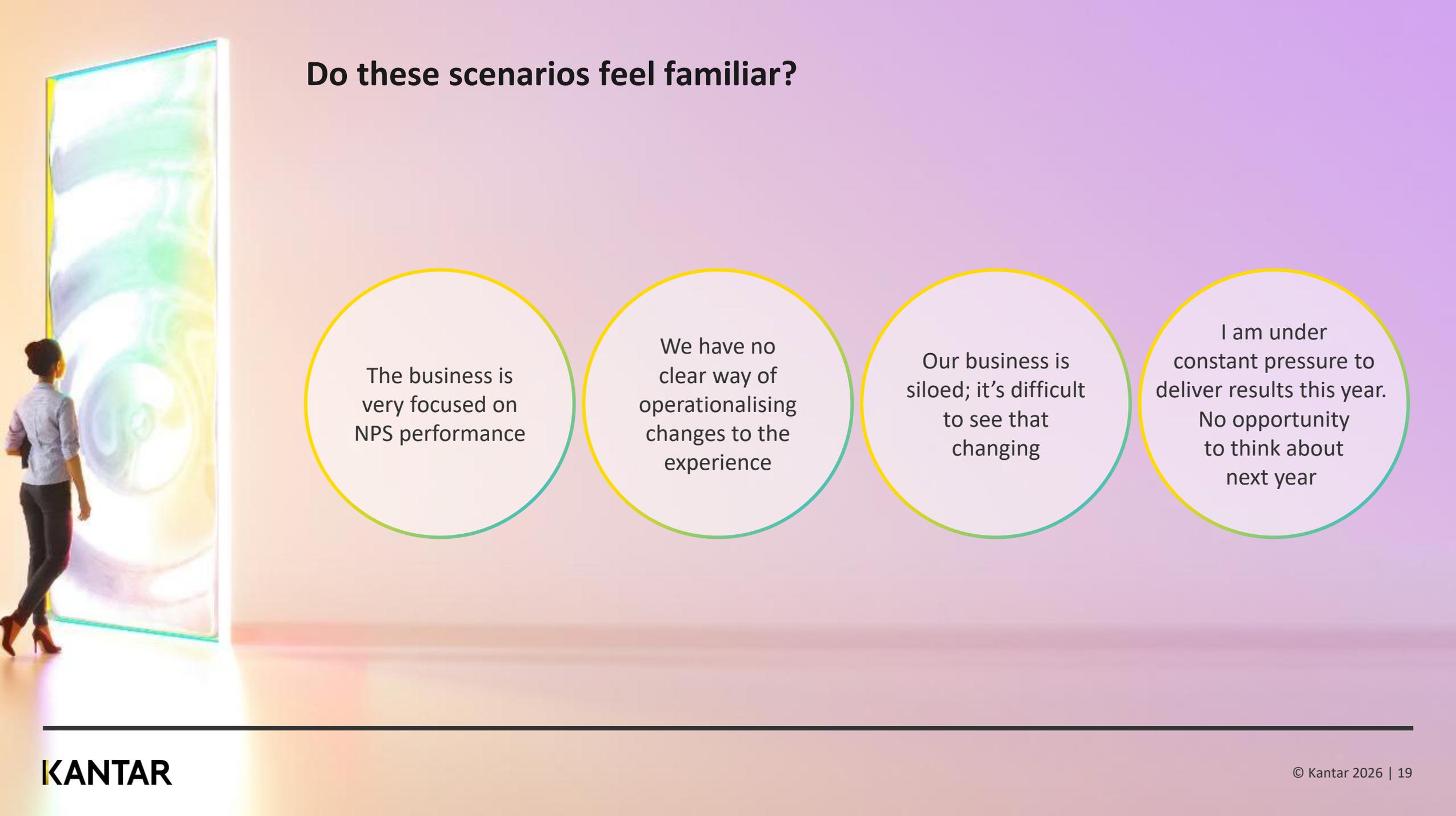


2 Decision Intelligence

The challenges of designing for
difference



Do these scenarios feel familiar?



The business is very focused on NPS performance

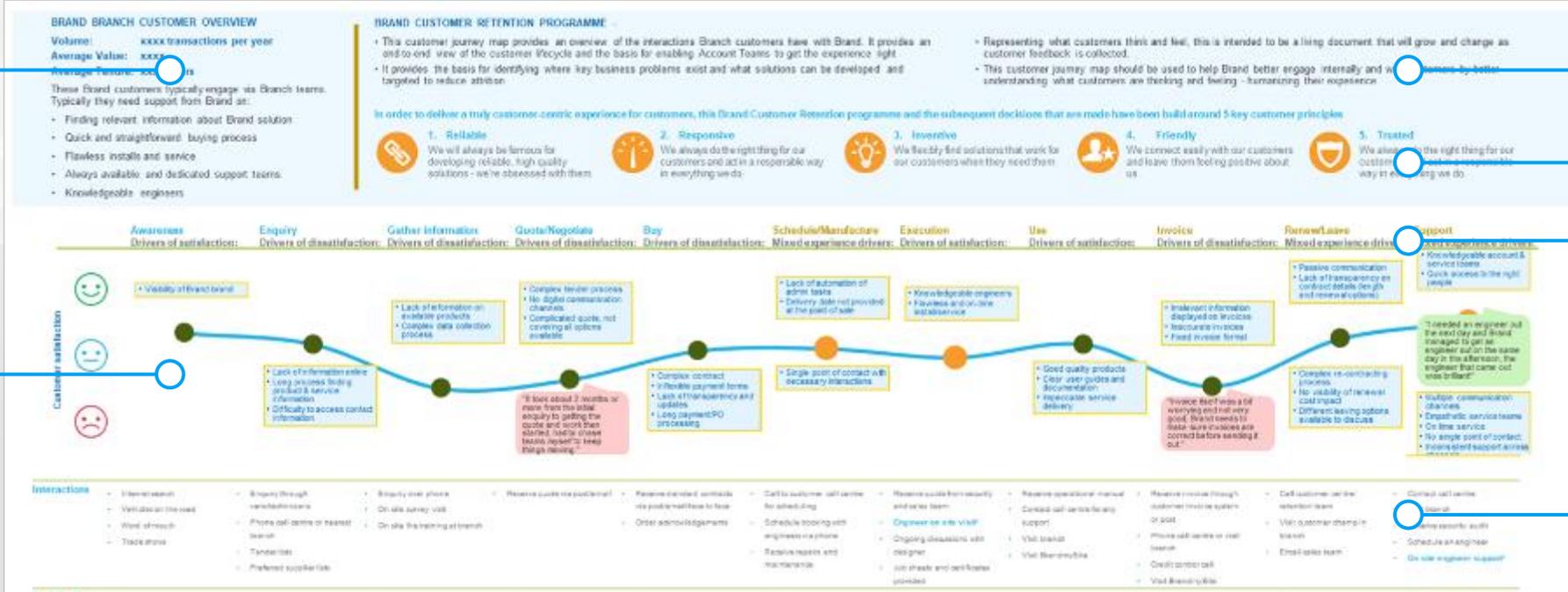
We have no clear way of operationalising changes to the experience

Our business is siloed; it's difficult to see that changing

I am under constant pressure to deliver results this year. No opportunity to think about next year

The Customer Journey has always been complicated

Customer type description



CX programme description

Customer principles and values

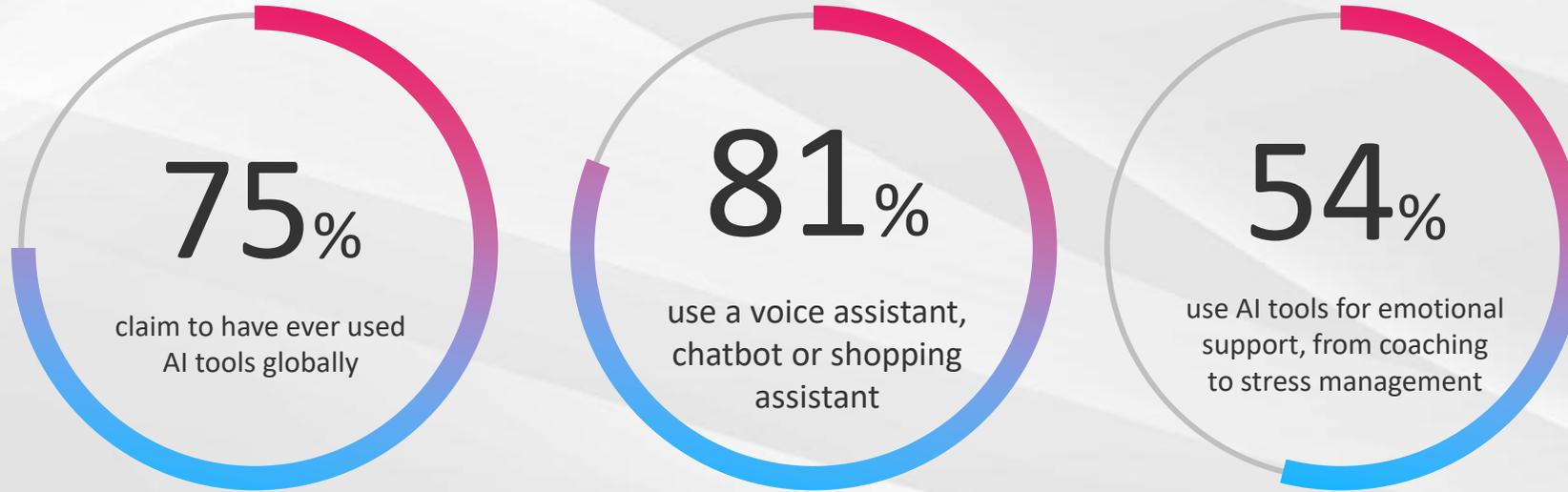
Journey stages

Key drivers of CX satisfaction through out the journey

Key customer interactions

And it's only getting more complicated

The AI-native future for consumers is already here



But remember, 'Good Experiences don't maximize commercial growth

Signal Intelligence

MDX Measurement

Decision Intelligence

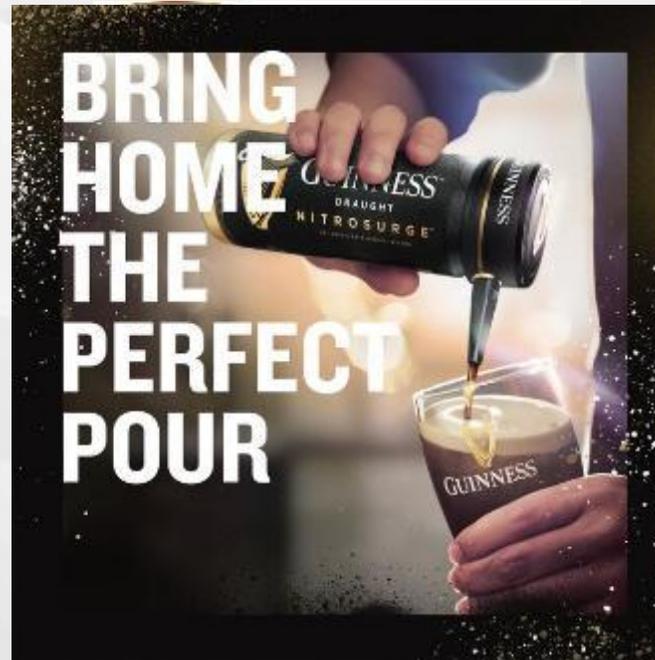
Clarity on moments that need to drive difference

Strategic Intelligence

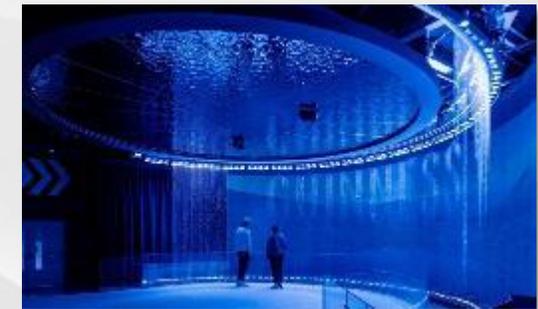
Equity impact on sales



A challenging category environment



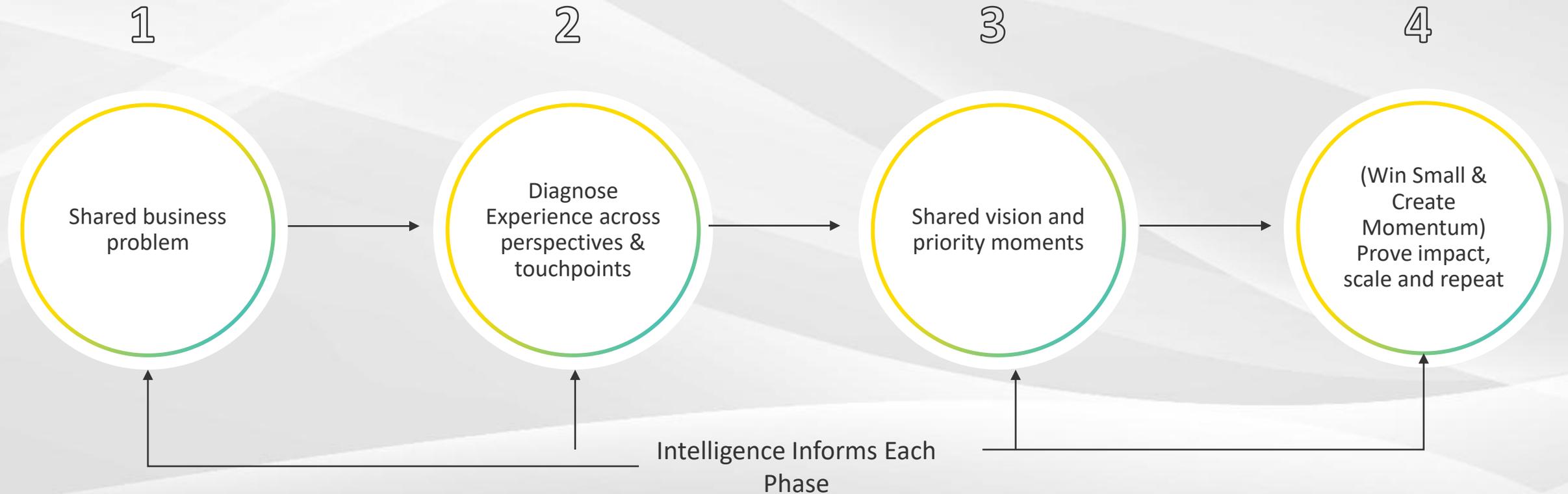
Innovative experiences, connected to the brand promise. Building excess difference.



Brand Homes designed for Meaningful Difference

Decision Intelligence: How you design for difference

We work closely with clients across the ongoing cycle of designing for Meaningful Difference



Meaningful Difference is the destination. CX signals are the navigation system.

Kantar – Growth Framework

Meaningful – Meets real needs, builds emotional connection

Different – Distinctive, brand-defining experiences

Salient – Comes to mind through lived experience

CX Signals (the connector)

CX Signals = Proof + Prioritisation

Structured + unstructured feedback

Behavioural & operational data

Digital, human, and contextual signals

Always-on and digital, not episodic

Medallia and Kantar – Making it Actionable

Detect friction and moments that *work against Meaningful Difference*

Identify experiences that *create excess Difference*

Route insight to the people who can act

Close the loop → learn → scale

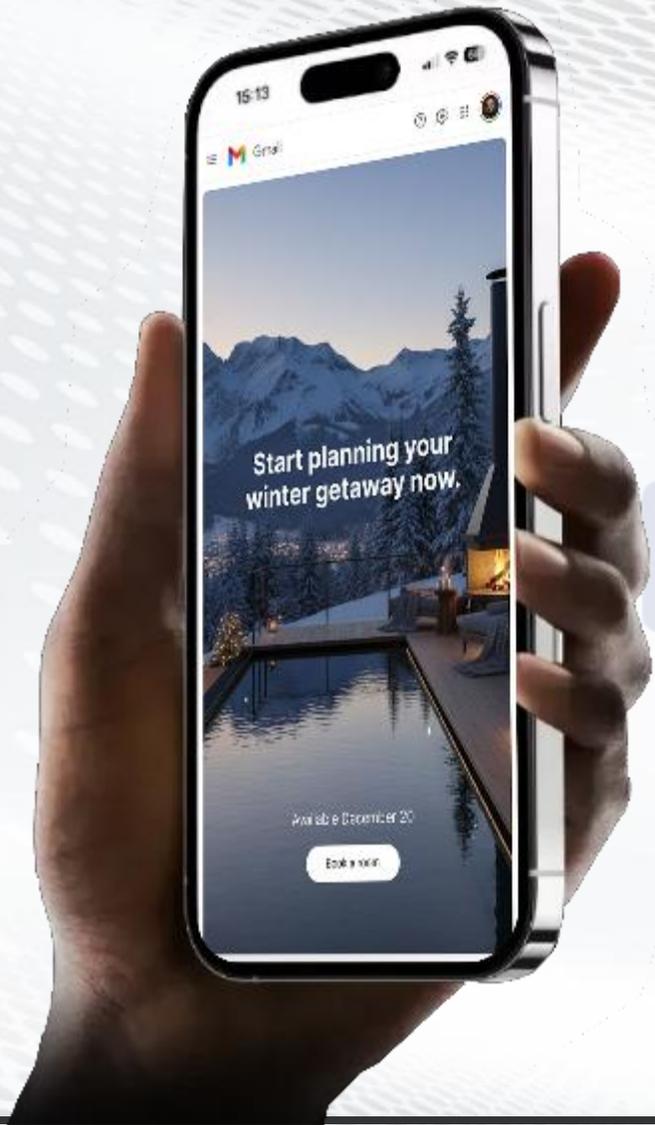
3 Signal Intelligence

Understanding & Delivering across
the full Customer Experience





Ben
Rhinestone Loyalty Member



Promotion



Ben

VIP Loyalty Member

Booking



Vantage Hotels



5.0 Excellent 1,260 reviews

Calendar icon Check-in

02/14/2026

Calendar icon Check-out

02/19/2026

Rooms and Guests

2 rooms, 2 adults

Price details:

\$ 1000 x 5 nights

\$ 5000

Service fee

\$ 200.50

\$ 350.20

\$ 5550.70



Something went wrong with your booking.

Try again or contact our help center

Call



Room Booked



Ticket Resolved

Request Early Check-in

Check-in Date & Time

02/14/2026 - 3:00 pm

10:00 am • \$50.00

11:00 am • \$50.00

12:00 pm • \$50.00

01:00 pm • \$50.00



Form Submitted




Check-In Error



Deep Tissue Massage

Book a Treatment



February 14, 2026



**Oops, our therapists
are currently
restorative.**

We don't have any openings for your selected date,
but we'd love to find another time to pamper you.

Notify me

Vantage Hotels
02/14/2026 - 02/19/2026

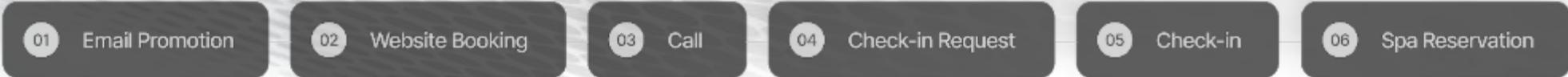
**How likely are you to
recommend your stay
to a friend or family
member?**

Not At All Likely

Extremely Likely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

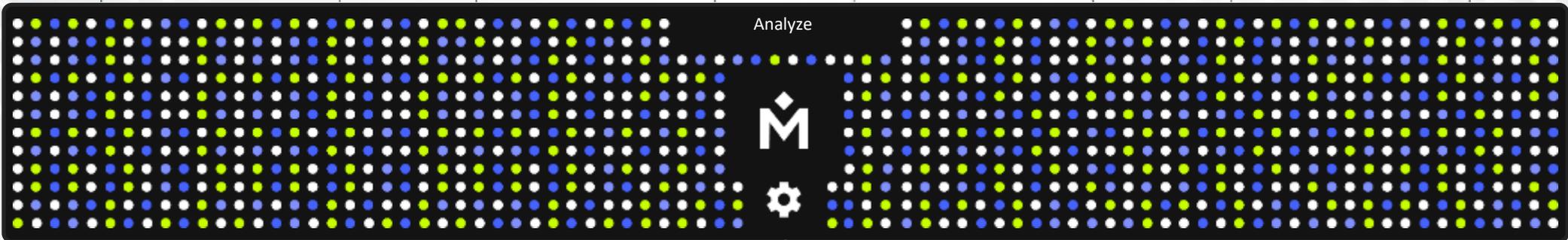
Customer Journey



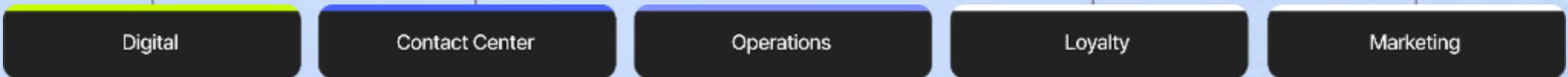
Listen



Analyze



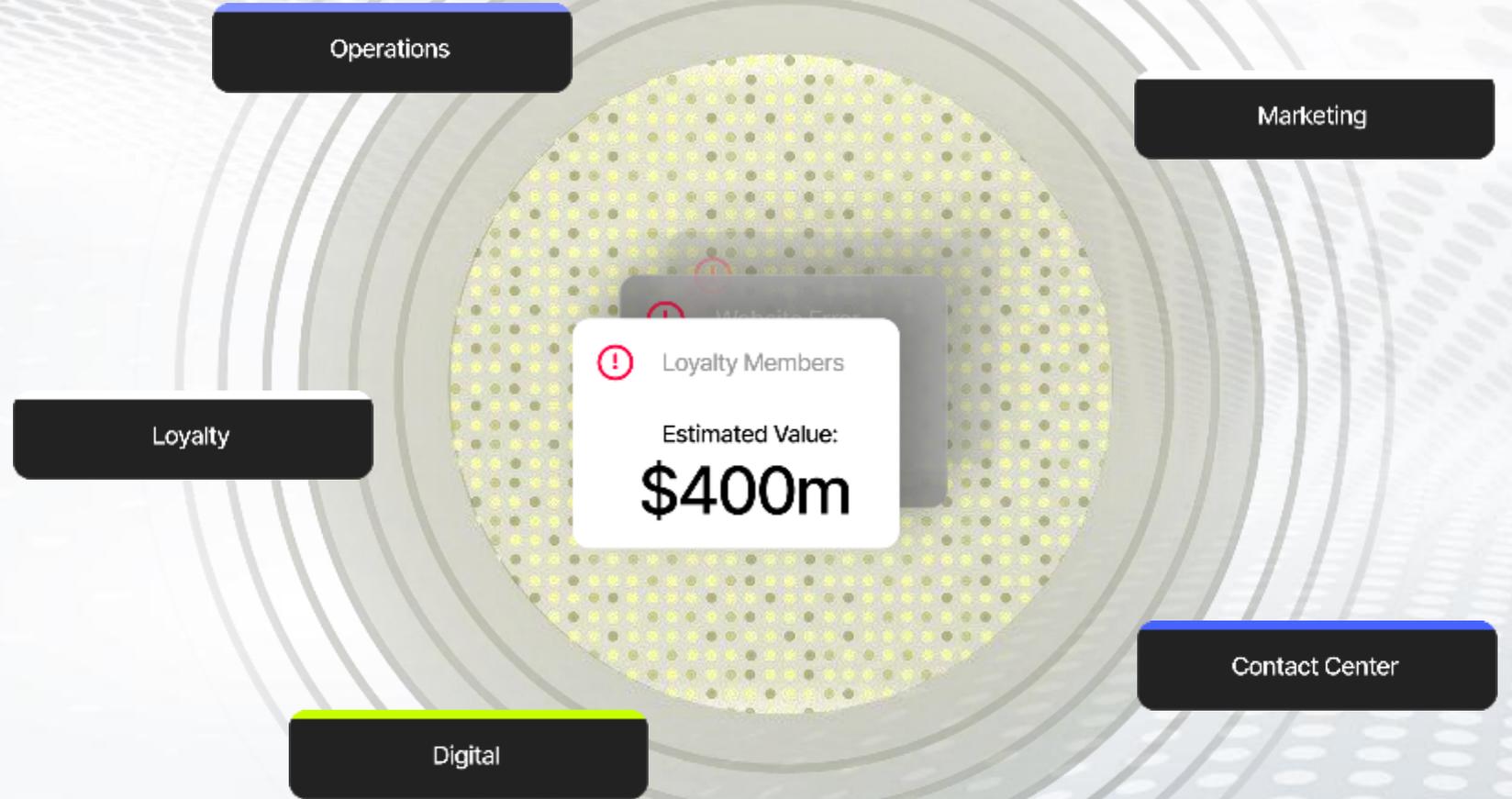
Inner Loop



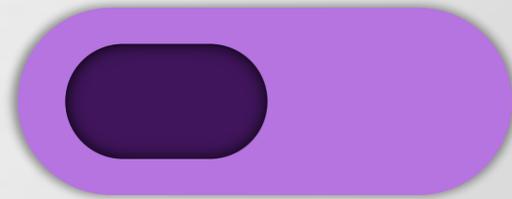
Outer Loop



Continuous Improvement Program

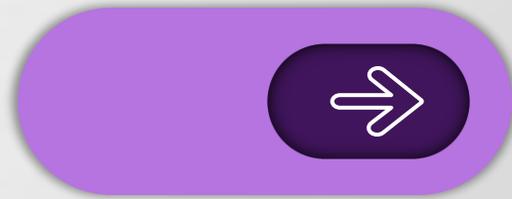


**Score
watching**



**Commercial
Growth**

**Score
watching**



**Commercial
Growth**

Signal Intelligence: Understanding and Delivering across the full Customer Experience

Phase 1

The Status Check

Maturity Assessment

Phase 2

The Coalition and The Coin

Stakeholders, Budget, Business Case

Phase 3

The Proof of Concept (POC) Sprint

Soft Execution

Phase 4

Value Realisation and Scaling

Proving ROI and rollout

Closing Thoughts



Medallia

WORLD TOUR

World Tour:

LONDON

16 April, 2026 | Convene Sancroft, St. Paul's



KANTAR

WINNING IN 2026

THE BIG AI BREAKFAST

From hype to advantage

Wednesday 18 March 9:00 - 11:30

Hosted in person at Kantar's London Headquarters



© Kantar 2026

Please email Josh.Moore@kantar.com if you're interested in attending

THANK YOU

