



# Brand Experience

Understanding customers' experience with the Brand<sup>1</sup>

## Background to the Project

The Client, a homegrown skincare brand offers ~120 SKUs of professional grade skincare products and zero-waste accessories.

At the cusp of growth, the Client desired to understand in detail their Brand Experience. ECG conducted a Brand Experience Study to understand the customers' Brand journey.

## ECG Approach

Our brand experience study covered **15 states** across **India**, during which our team engaged with over **400** of our Client's customers. Based on the Client's requirements, ECG developed a tailor-made **Brand Touchpoint Wheel** that plots both **quantitative** and **qualitative** data/responses under **3 dimensions** – **pre-purchase experience, purchase experience, and post-purchase experience**. These dimensions were assigned equal weightage with each dimension having multiple parameters with assigned scores. The responses were analyzed, and scores were awarded using ECG's proprietary methodology to arrive at the overall **Brand Experience Score**.



## Key Insights

- a. Products as Promised
- b. Packed to Perfection
- c. Track to Crack
- d. Customer Support key to a good Brand Experience
- e. Interact above and beyond

## Project Outcomes

Based on the qualitative and quantitative analyses and findings, scores were awarded for every parameter under each dimension of Brand Touchpoint Wheel. Based on the scores, ECG highlighted the Brand journey till now and recommended strategies to achieve **higher customer loyalty, decreased customer churn and increased peer-peer recommendations.**

## Project Timeline

The project was undertaken between November 2021 and January 2022.