



How's your brand's relationship with consumers going?

We know things have been tough. Consumers just haven't been calling as often. Ignoring your messages. Changing their priorities. Forming new relationships.

But it isn't too late to turn things around. This handy checklist will help you assess the health of your relationship, and even suggest a few ways to ensure you don't get left on the shelf.

Are you a good listener?

If you really want to know how people are feeling, you need to listen, not just talk. Begin to understand your consumers as people. Collect all you've learned about them and analyze it to be totally data-driven. And leverage the power of the cloud to give yourself a 360° view.



How hard are you trying?



People have a plethora of choices these days. It's going to take more than a Loyalty Card to stop them developing a relationship with a challenger brand. You need to take those data-led consumer insights and give them what they want, when and where they want it.

Are you just pretending you like green?

Sustainability and the environment are hot issues. Are you taking your Environmental, Social, and Governance score seriously? Because consumers, your partners, your investors ... they all most definitely are.



Do you know what you stand for?



You have to prove that your brand purpose aligns with what consumers want: convenience, authenticity, sustainability, for starters. They can tell when you're pretending. They want you to walk the talk on the things that matter to them personally.

Are you remembering what's important to them?

Everyone likes a bit of attention: at home, at work, at play, when shopping. Using data properly to help remember important, personal stuff – a key date (e.g. a birthday), a favorite product, some 'preferences' – shows you're thinking about them and their point of view.



Is it time to relocate?



Local connections matter now more than ever. If you're stuck in a long-distance relationship, it may be time to consider a move into local stores, restaurants, pubs and hubs.

Are you keeping things fresh?

Some brands are turning heads with their fancy personalized products and services. But you've got your good points too. Just make sure you stay relevant and current, and deliver a consistently great experience in every channel.



We should talk...

There's no getting away from the fact that consumer behavior is changing faster than ever before. Keeping up with their priorities and preferences requires your constant, ongoing attention.

But rest assured that Accenture is here to help you embrace those changes and make your consumer relationships more meaningful and profitable than ever.

Ready to make it official? We're here.

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