

Unlocking Consumer Behavior: Leveraging Digital Insights for Smarter Business Decisions



Megan Mueller
VP, Business Development
Nagarro
Megan.Mueller@nagarro.com

Social Media Redefining Brand-Consumer Relationships



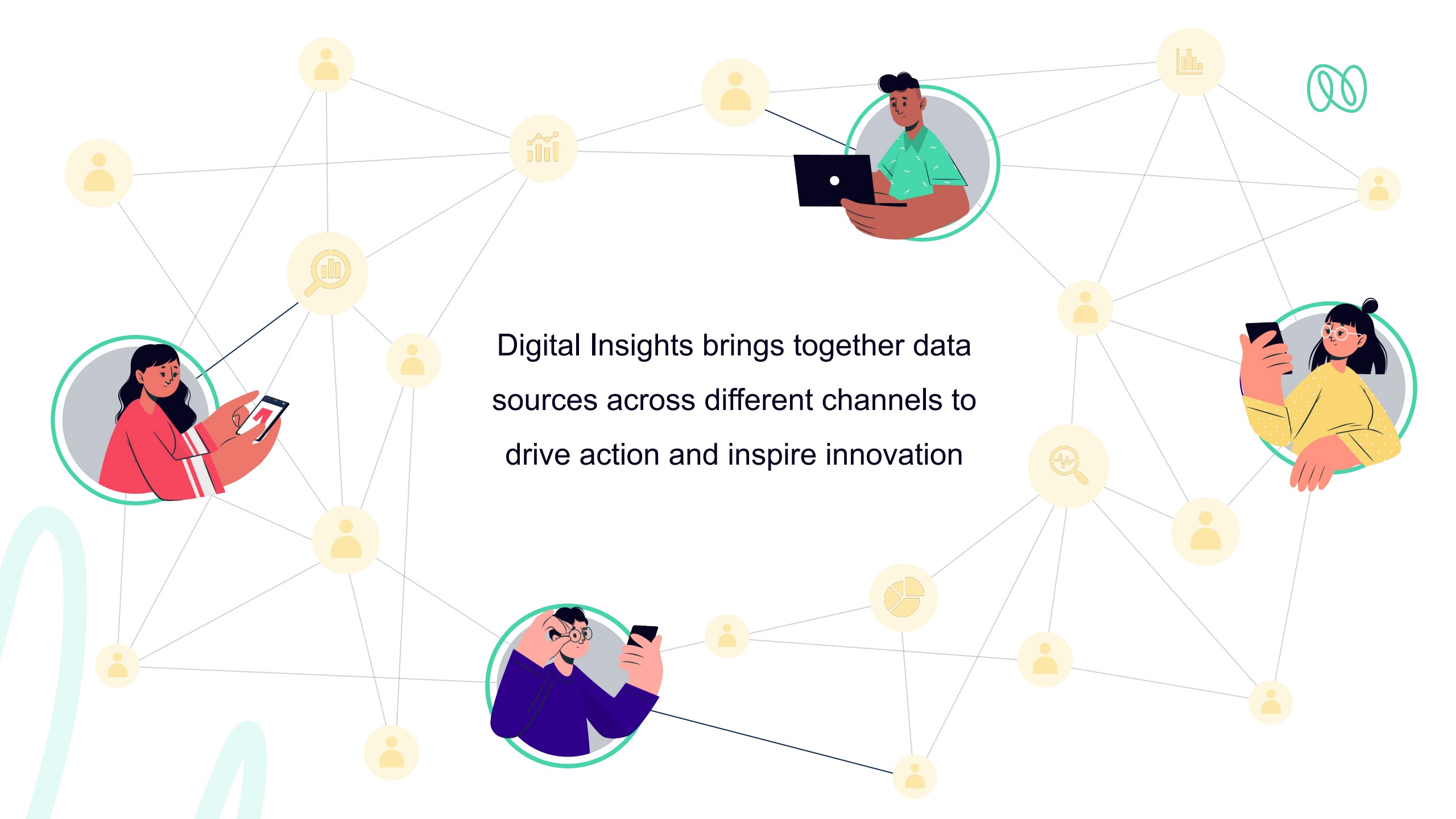
**Opportunity to
Understand Consumer
Emotion, Value, and
Triggers**



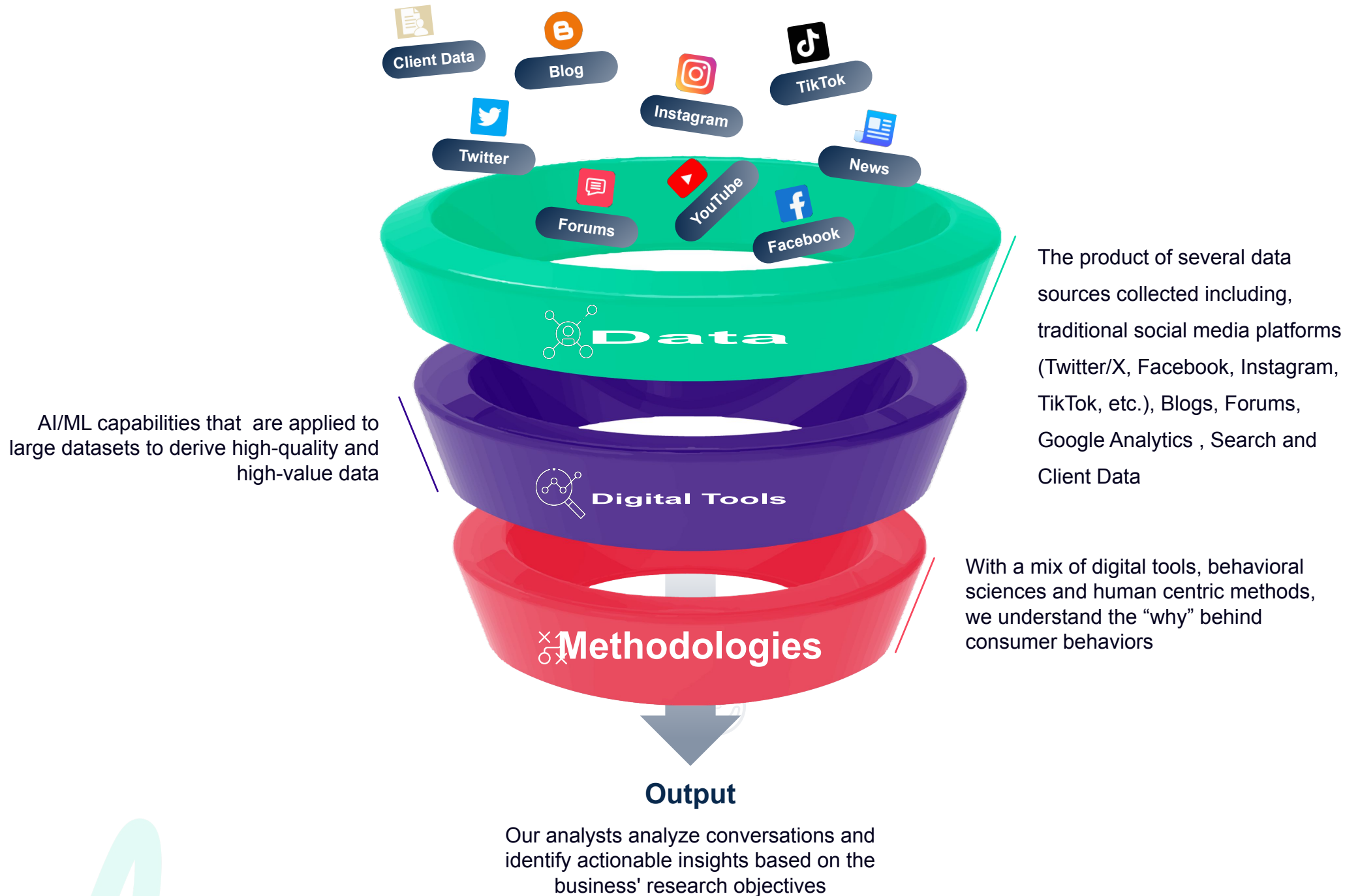
**Consumers are Taking
in More Content and
Information, which
Drowns Relevant
Messages**



**Brands Must Leverage
Social Media for
Insights and
Competitive Advantage**



Digital Insights brings together data sources across different channels to drive action and inspire innovation

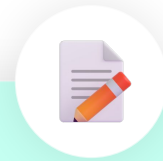


Digital Insights Provide The Ability To...



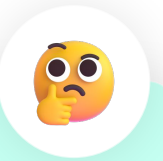
Understand

Understand customer interactions, services, and feedback to help customers recognize trends and patterns in customer behavior and preferences



Personalize

Personalize services/products for customers by understanding individual preferences and needs. Companies can offer tailored solutions, improving the overall experience



Predict

Implement predictive analytics to forecast customer needs and potential issues, allowing companies to proactively address problems and offer solutions before customers even request them



Assist

Monitor digital channels and customer interactions in real-time, enabling companies to respond quickly to emerging issues and provide immediate assistance when needed



Develop

Develop user-friendly mobile apps and online portals that provide customers with easy access to products, services, and information, with customer preferences in mind



Innovate

Utilize digital insights as part of a continuous improvement process. Regularly review data and customer feedback to identify areas for enhancement and innovation

Global clients trust us to solve complex engineering challenges and deliver innovative solutions across diverse industries



Retail and CPG

We collaborate with top retailers and CPG leaders to streamline supply chains, enhance demand forecasting accuracy, and create personalized, multi-channel customer engagement strategies, driving both operational efficiency and exceptional customer experiences



Automotive, Manufacturing & Industrial

Collaborating with leading manufacturing and automotive companies to deliver transformative solutions leveraging advanced technologies such as Digital Twin, IoT, AR/VR, and Machine Learning, driving innovation and operational efficiency



Financial Services & Insurance

We work with leading European banks and insurance companies to drive their digitalization initiatives and modernize legacy systems, delivering impactful technology solutions



Public, Non-profit & Education

We enable digital transformation for public sector, non-profit, and educational institutions, fostering innovation, improving service delivery, and creating lasting societal impact on a global scale



Travel and Logistics

We collaborate with top global airlines, including Lufthansa, to deliver cutting-edge aviation solutions. We also partner with major railroad companies, driving innovation in freight management and optimizing asset utilization to ensure operational efficiency and industry leadership



Energy, Utilities & Building Automation

We leverage cutting-edge technologies to drive innovation and sustainability, helping organizations optimize operations, enhance energy efficiency, and accelerate their transition to cleaner, more sustainable solutions



Life Sciences and Healthcare

We partner with global biotech and healthcare leaders, leveraging advanced technologies to drive innovation, improve patient outcomes, and streamline operations in an evolving healthcare landscape



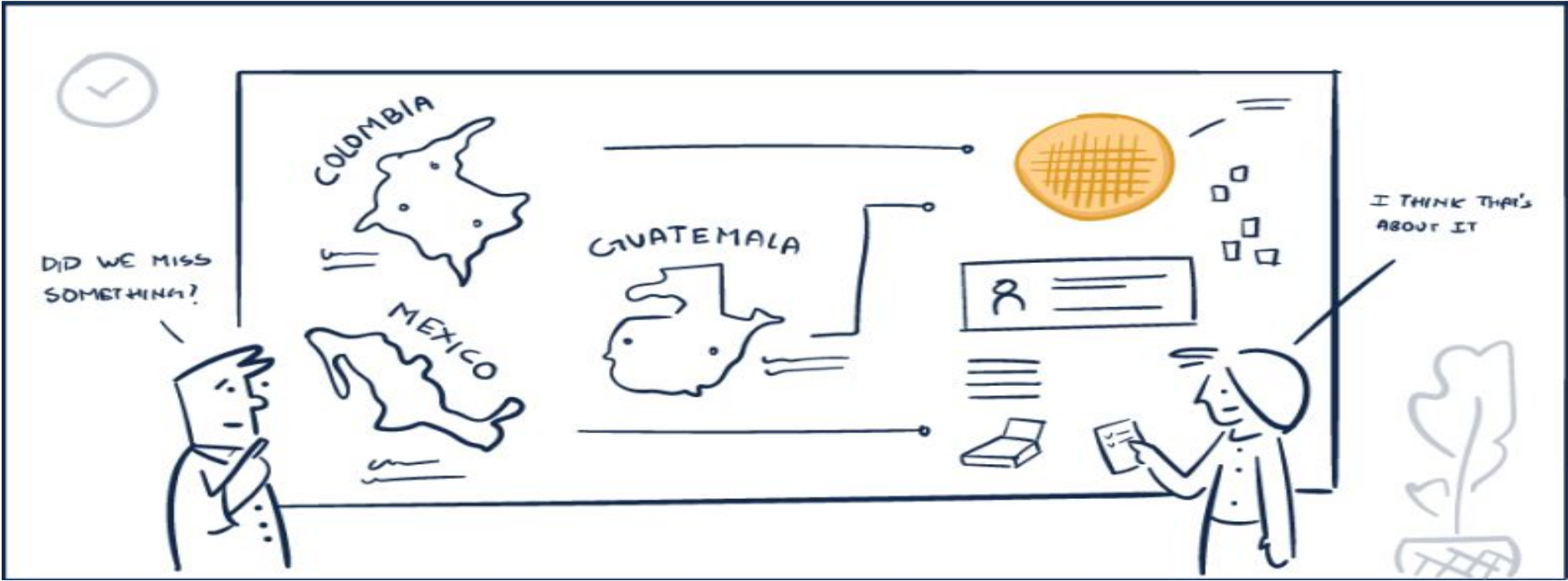
Telecom, Media & Entertainment

We collaborate with top telecom operators and media companies to drive operational excellence, enhance digital experiences, and transform content delivery through innovative solutions



The client, a globally known CPG company, wanted to understand what drives people to buy and eat cookies in three regions, and how eating habits and packaging impact cookie consumption.

Four-Step Process for Understanding Human Consumption Drivers



Semiotic Analysis

Utilized social listening analysis to understand consumer perception and pinpoint elements that strongly resonate with customers and influence buying decisions.

Decoding Consumption Behavior

Collected and analyzed data on consumer preferences by geography to compare insights.

Developing Regional Semiotic Synergies

Created connections between regions to look at branding and packaging symbols with universal appeal vs. regional significance.

Mapping Consumer Perceptions

Combined findings to develop a holistic product perception and consumption view, integrating insights from social listening analysis, desk research, semiotic analysis, and cultural behavior studies.

Top food cravings reflect hidden desires and impulses



People in LATAM crave

-  Connection
-  Indulgence
-  Comfort
-  Social Interaction

BBQ/Asado



Chocolate/Cookies



Pizza



Sushi



Moment of Consumption

At home in large gatherings

At home alone

At home either alone or with few people

Going out with friends and with others

Emotional Desires

Connection and time with others

Pleasure and indulgence

Comfort

Status, social interaction, and indulgence

Impulse Drivers

Comfort

All, mainly: Comfort, Premium, Escapism

Comfort

Premium & Escapism

Key Findings and Highlights

Cookie Eating Transcends the Simple Act of Satisfying a Craving

- People associate cookies with indulgence, childhood memories, and a sense of nostalgia.

Joy of Missing Out

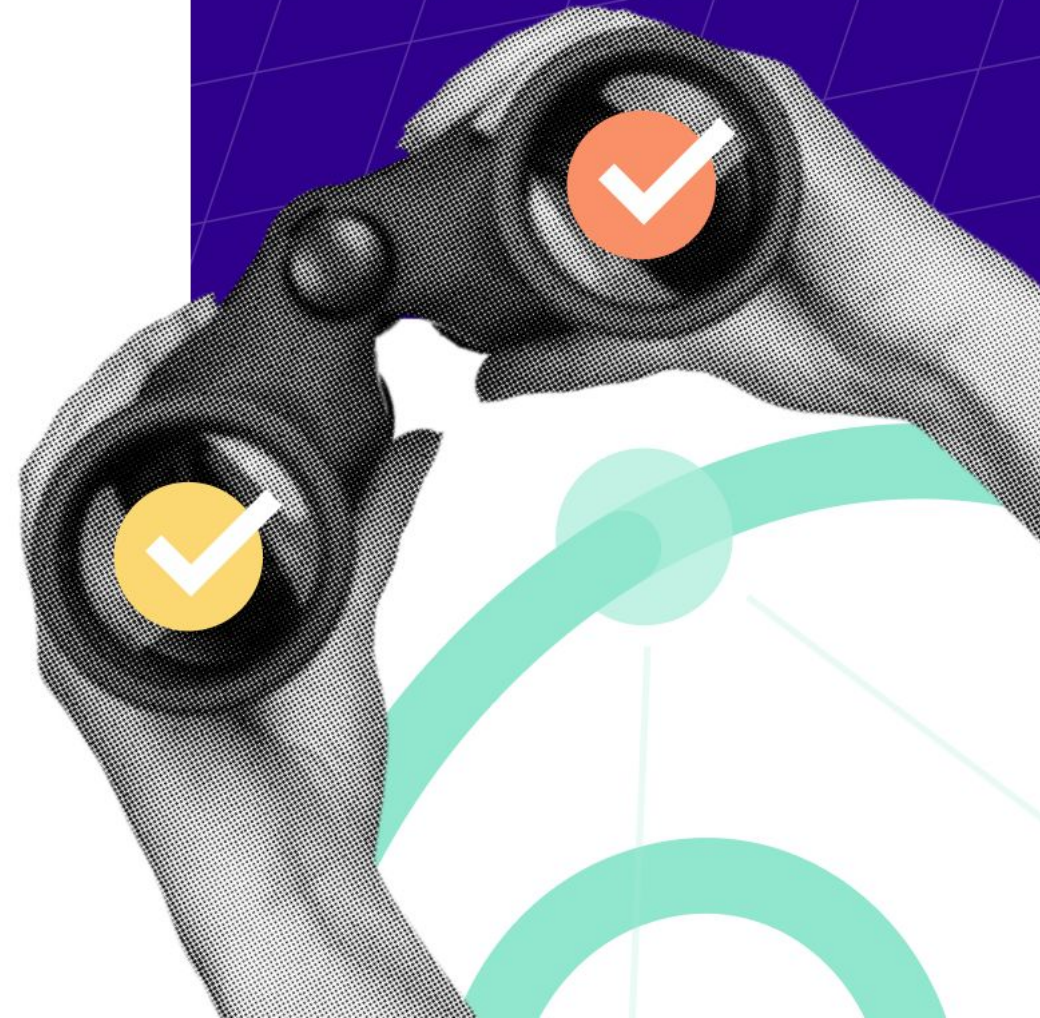
- Customers indulge in cookies on their own terms, often within the comfort of their homes.

Emergent Territories

- These consumer groups seek out new and intense flavors, often engaging in rituals that heighten anticipation, such as unboxing or specially preparing the cookie.

Environmental and Social Drivers

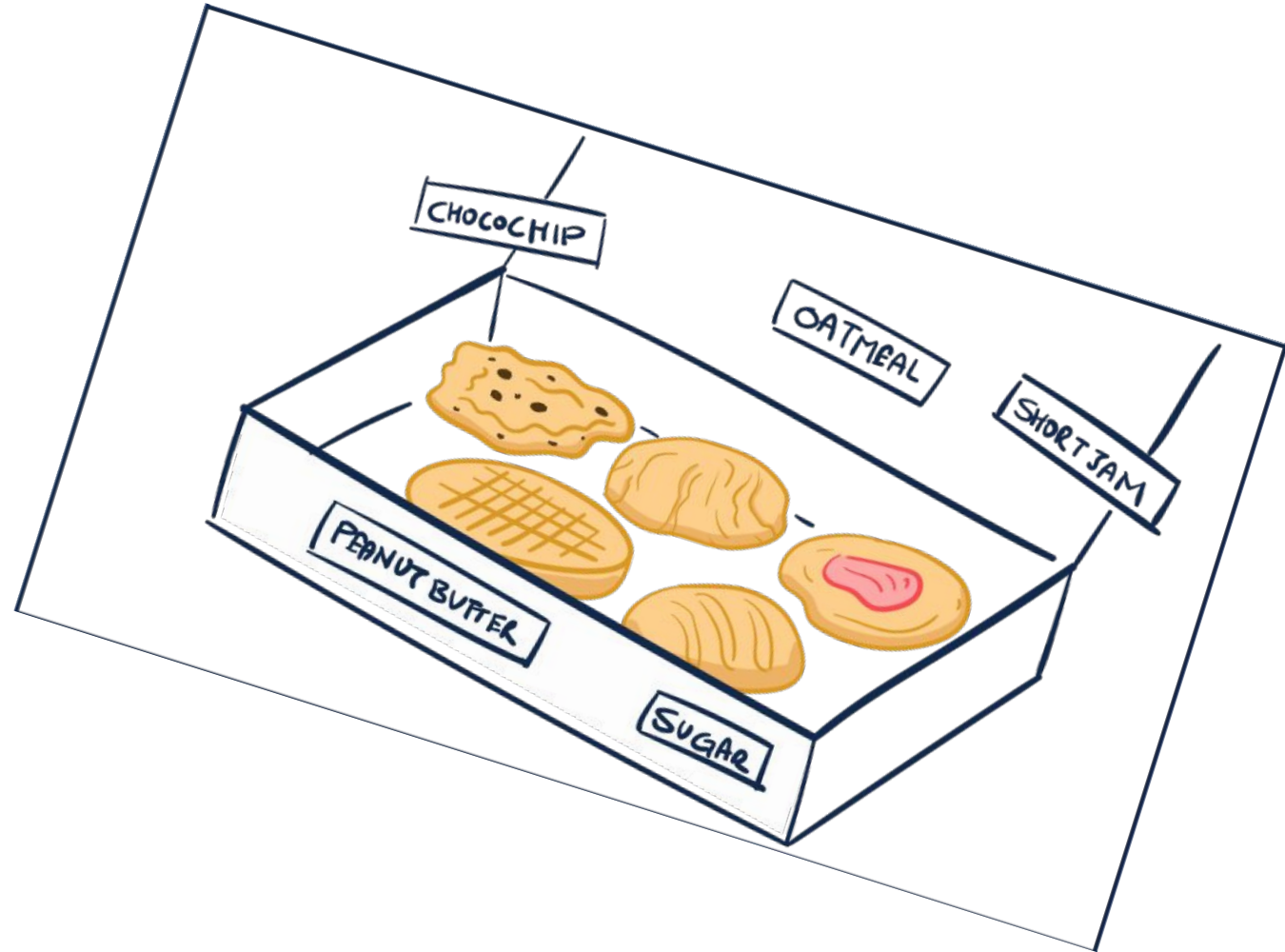
- The rising trend of health consciousness has increased demand for healthier options, such as gluten-free, vegan, and organically made cookies.





And the secret ingredient is...

- Recommended new product idea, packaging and branding for the company
- Tweaked its product, marketing, and packaging strategy across the three geographies.
- Tailored marketing strategies to regional preferences to create a more personalized and engaging consumer experience



The Results...

Recommendations for strategic product placement and commitment to sustainability have enhanced brand loyalty and attracted a broader consumer base.



THANK YOU