



Marrying market research and analytics

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This is about Customer Experience (cX)

- **What experiences do they want?**
- **What are they willing to pay to receive?**

This is about Customer Experience (cX)

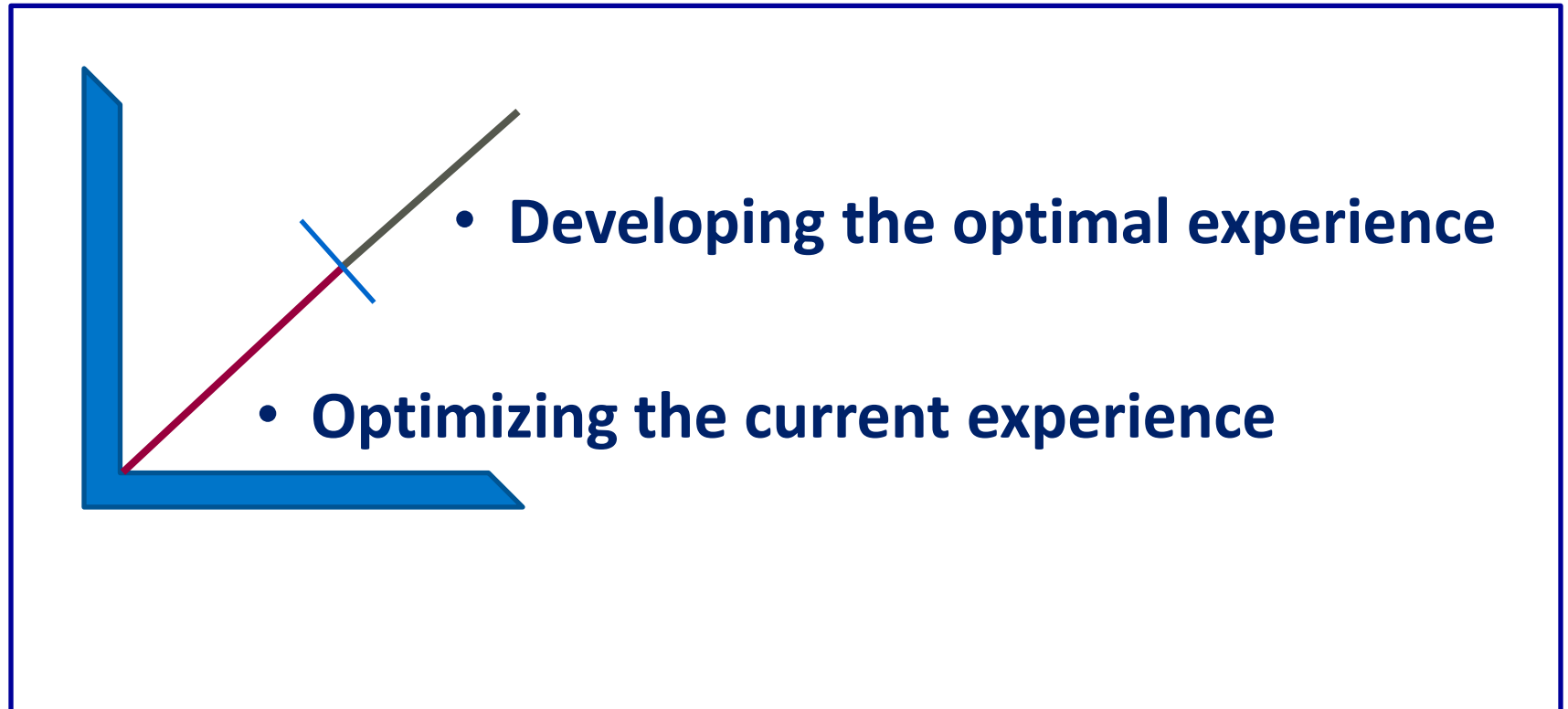


Marriott Vacation
Club International




“It may have been expensive but I can’t wait to come back!”

Differentiating customer experiences

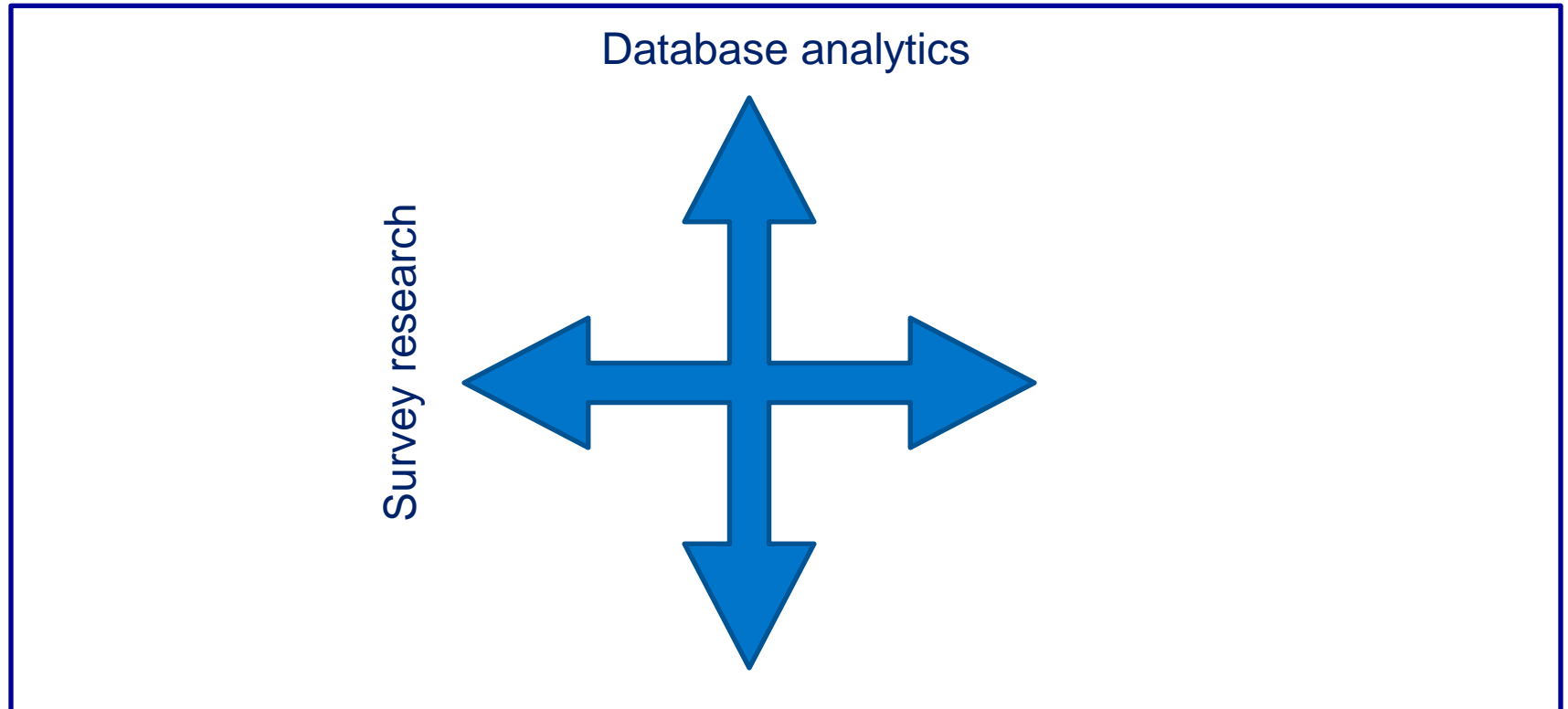


What experiences do customers want?



- Hardest question to answer
- Often, they don't know what they don't know
- Ethnography...focus groups often a starting point

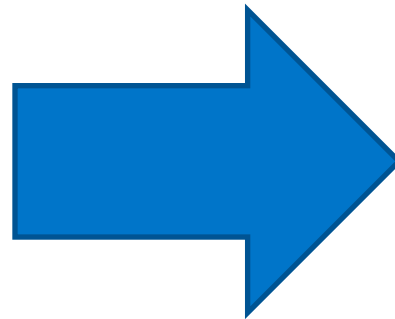
Case study: developing optimal experience



Case study client is not Marriott Vacation Club International

Case study

Develop new timeshare product



Close Rate (Beta Test)
among prospects

40+%

Case study

Develop new timeshare product



Core components

- Product optimization
- Operations
- Pricing structure
- Estimated cost
- Marketing

Case study: product optimization

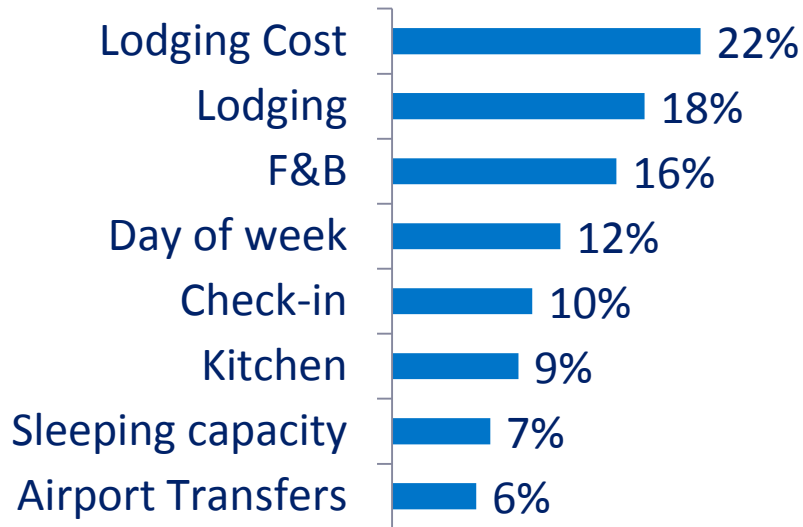
Respondents participated in a conjoint task

	Recent vacation	Vacation 1	Vacation 2	Vacation 3	None of these
Lodging	Hotel room	1 BR/1 BA (1,400 sf)	2 BR/ 2 BA (1,800) sf	Hotel room (400 sf)	
Sleeping capacity	4	6	8	4	
Kitchen	None	Full kitchen	Kitchenette	Kitchenette	
Airport Transfers	Available, additional fee	Not available	Included	Included	
Check-in	At front desk only	Electronic kiosk only	Download key code pre-arrival or front desk	Electronic kiosk or front desk	
F&B	A la carte	Required @\$100 pp/day	Optional @ \$129 pp/day	Required @ \$85 pp/day	
Day of week	Any day	Saturday	Saturday	Weekend	
Lodging Cost	\$199	\$219	\$259	\$149	
Which would you pick	●	●	●	●	●

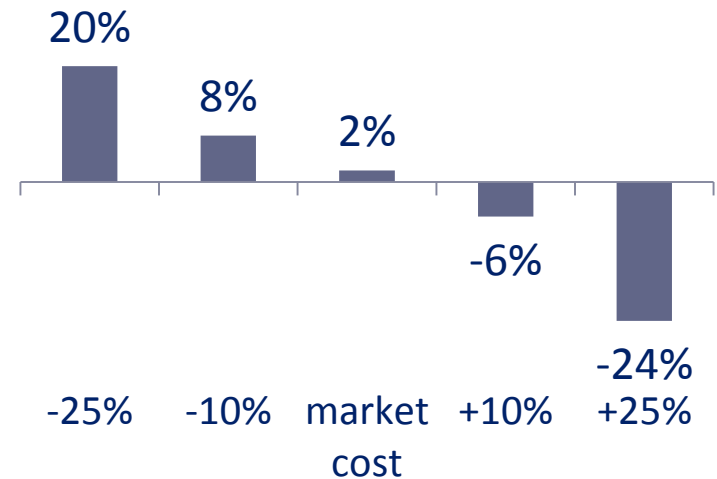
Case study: product optimization

Every person is a unique model

Feature importance



Option Importance: Lodging cost



Case study: product optimization

Simulators can measure demand of any possible configuration tested

	S1	S2	S3
Feature	xx	xxx	xxx
Feature	xx	xxx	xxx
Feature	xx	xxx	xxx
Feature	xx	xxx	xxx
Feature	xx	xxx	xxx
Demand	X%	Y%	Z%

Potential product configurations provide a range of insights

- Adoption rate
- Revenue
- Cost
- Market segmentation, drives
 - Marketing communications
 - Product positioning
 - Prospect discovery
 - Unit staging

Case study: product optimization



Many market research studies are **DESTINED FOR FAILURE** because the “next steps” are not (or cannot be) connected to other data sets:

- Internal data
- Third-party data

Data integration and advanced analytics have been integral to the overall success of the program

Case study: product optimization



Segmentation must extend beyond survey data:

- Segments replicated using non-survey data (internal or 3rd party acquired)
- Effective replication must be part of a segment's evaluation
- Every owner and prospect tagged

Case study: product optimization



Scoring tool:

- How individual prospects should be prioritized
- Optimizing internal resource allocation
- Integrates data from multiple sources: survey, past behavior, internal data and third party



Survey data and analytics

Perfect together



For more information



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Thank you!