



BEST OF
MiE
21
IT'S ALL ABOUT
INSIGHTS
22 & 23 SEPTEMBER

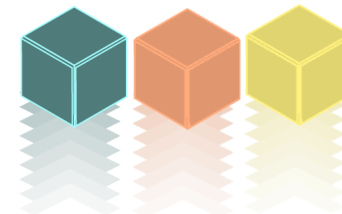
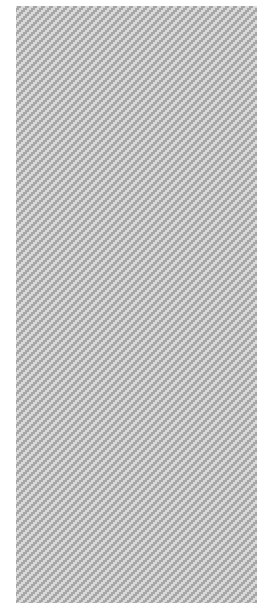
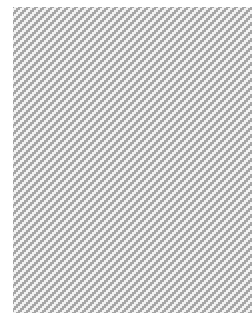
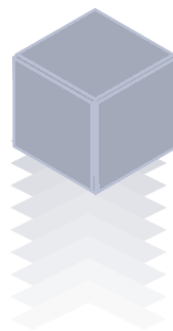
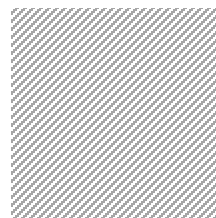
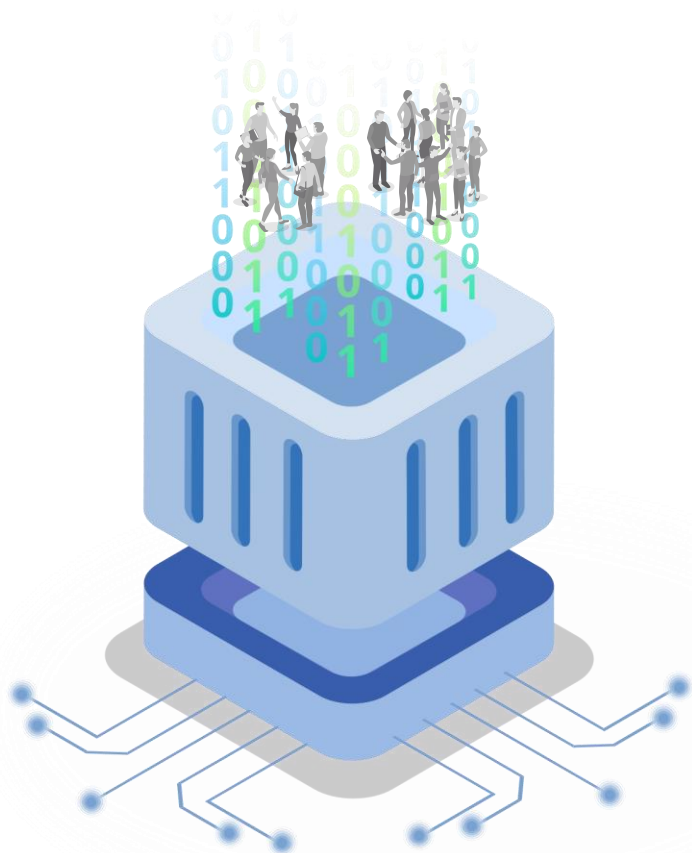
Humanizing data in een data- gedreven wereld

Jan Zwang – VodafoneZiggo
Patricia Verhoelst - Ipsos

IN SEARCH OF THE HUMAN VIEW IN A SEA OF DATA



IN SEARCH OF THE HUMAN VIEW IN A SEA OF DATA



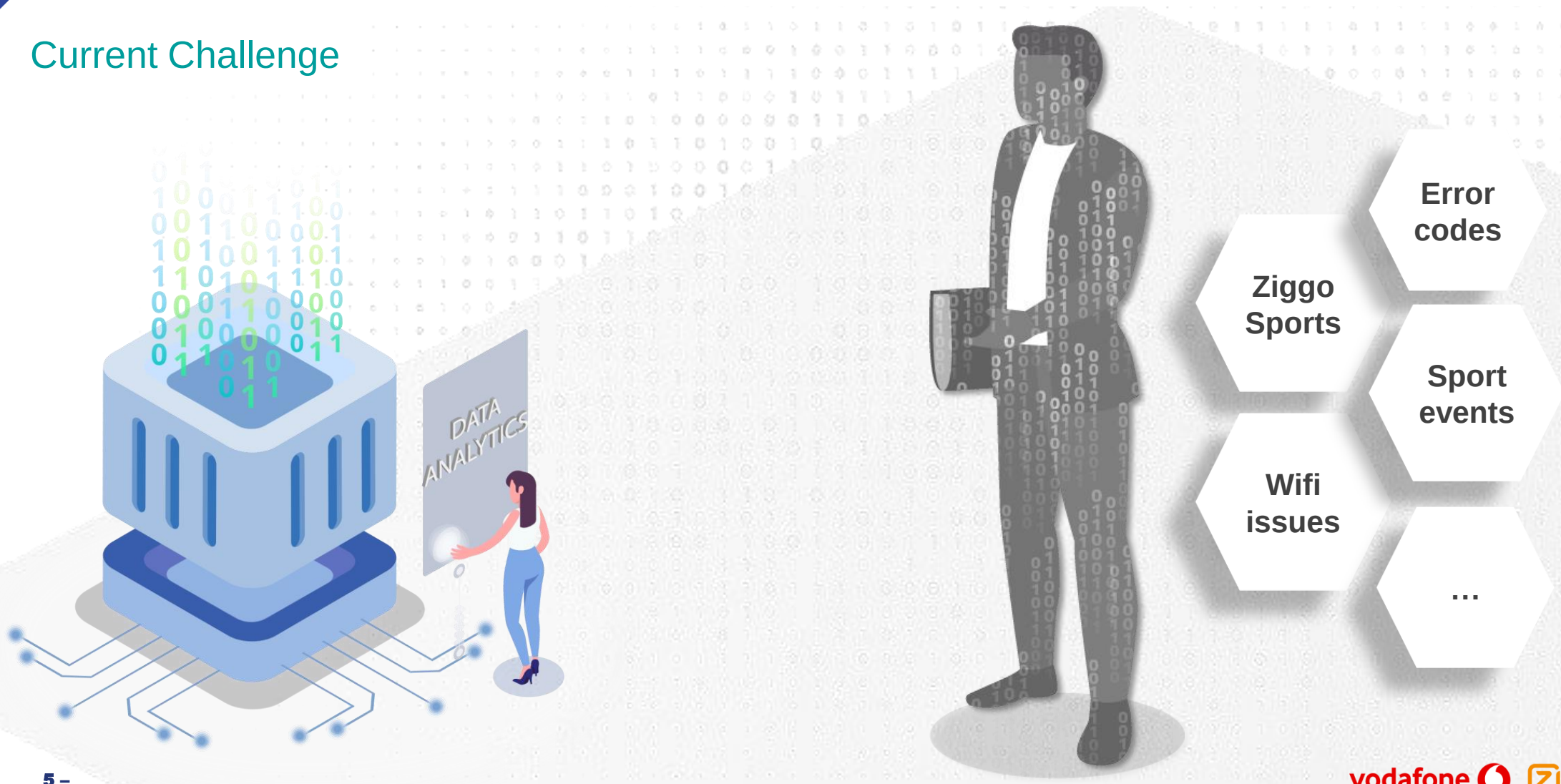
VODAFONEZIGGO HAS A STRONG DATA MANAGEMENT SYSTEM

Current Challenge



VODAFONEZIGGO HAS A STRONG DATA MANAGEMENT SYSTEM

Current Challenge



AND CAN PREDICT THE FUTURE TO A CERTAIN EXTENT

Current Challenge



WE WANT TO BUILD A MARKETING ENGINE WITH HIGHER SUCCESS RATE

Goal

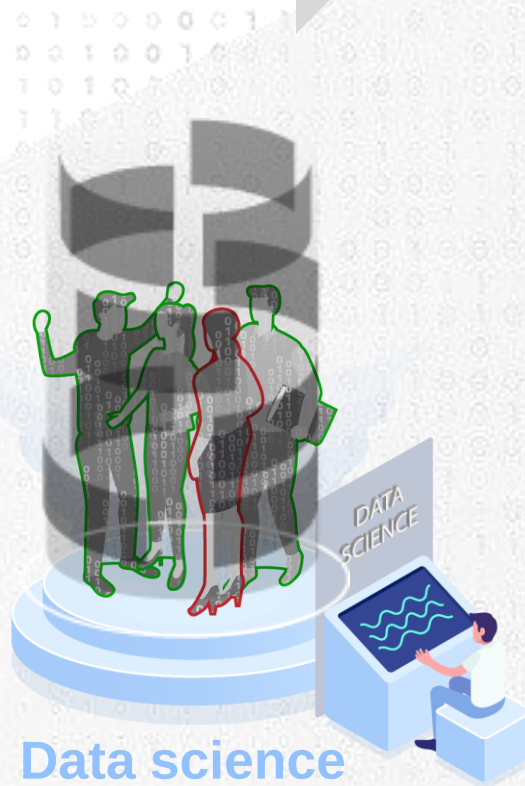
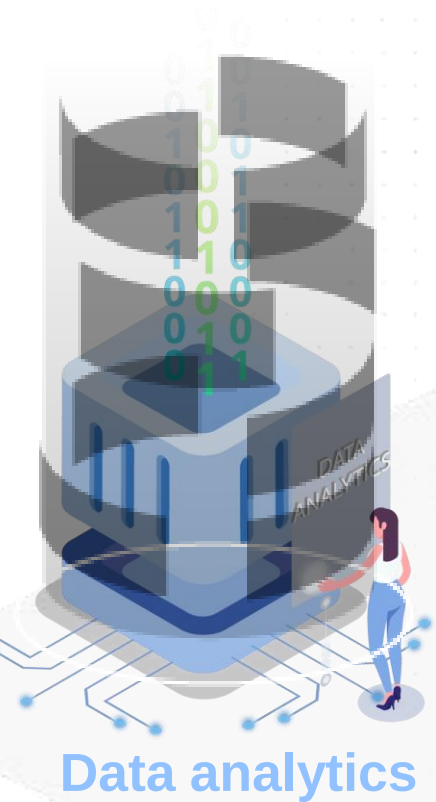


ADDING A HUMAN LAYER & BREAKING DOWN SILO'S

Solution

DATA & INSIGHTS

MARKETING ACTIVATION

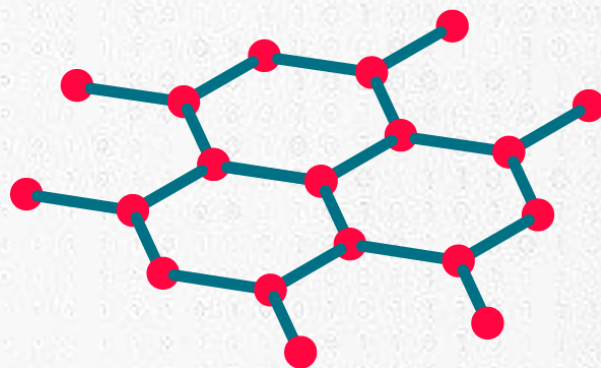


Solution

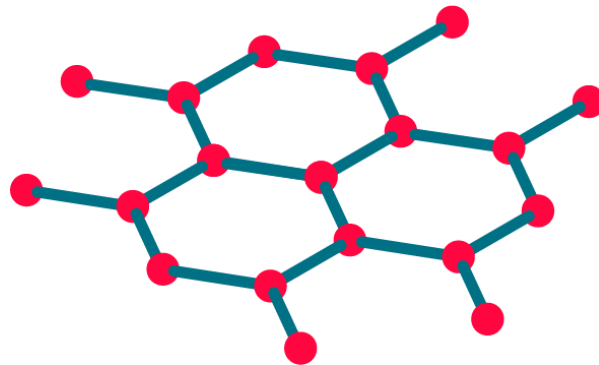
BEHAVIORAL SCIENCE

INTERVENTIONS

INFLUENCE BEHAVIOR



Solution



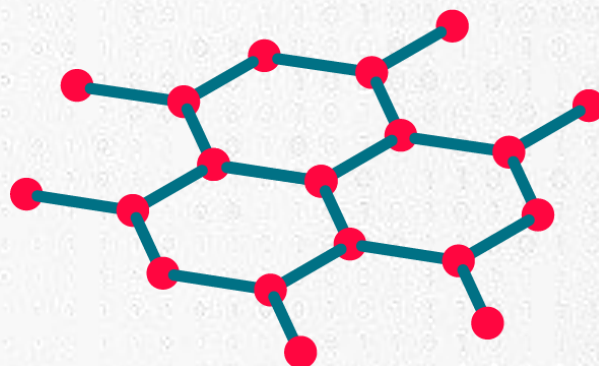
**Behavioral science is the
observed effect in
human behavior**

Solution

BEHAVIORAL SCIENCE

INTERVENTIONS

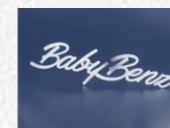
INFLUENCE BEHAVIOR



1. Present Bias



2. Anchoring



3. Decoy Effect & Principle of Relativity



4. Decision Paralysis / Choice Overload



5. Risk / loss aversion



6. Status quo bias / default



7. \$9 price effect



8. Power of free



9. Ikea effect



10. Cognitive dissonance



11. Social norms



12. Sunk costs fallacy



13. Attachment style



14. Vicarious goal fulfillment



15. Satisficing



16. Attention bias

Solution

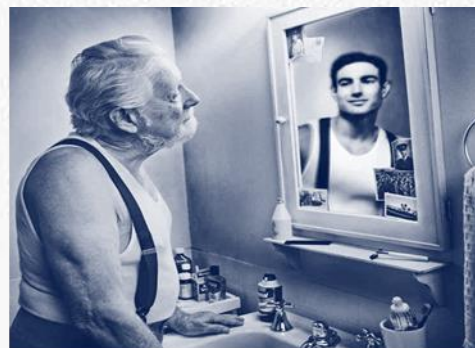
BEHAVIORAL SCIENCE

INTERVENTIONS

INFLUENCE BEHAVIOR

Maandelijks een
lager tarief betalen

Eerste maand gratis
indien je vandaag
beslist



Present Bias

A preference for a short
term reward over a long
term advantage

Solution

BEHAVIORAL SCIENCE

INTERVENTIONS

INFLUENCE BEHAVIOR

Abonnement met
alles erop en eraan

Gratis telefoon bij
het afsluiten van een
abonnement



Power of free

Getting something for
free triggers people to
choose you over
competition even if the
overall package is better

Solution

BEHAVIORAL SCIENCE

INTERVENTIONS

INFLUENCE BEHAVIOR

Ik kies een
abonnement extra
voordelen

Ik kies het basis
pakket zodat ik enkel
betaal voor wat ik
nodig heb



The notion that good is
good enough

Satisficing

Solution

BEHAVIORAL SCIENCE

INTERVENTIONS

INFLUENCE BEHAVIOR

Ik wil mijn eigen
abonnement
samenstellen

Ik wil kiezen uit een
vooraf bedacht
pakket



Creating your own bundle
or cupboard gives a feeling
of power and satisfaction

Ikea effect

Hornbach





TO INFLUENCE BEHAVIOR WE NEED TO UNDERSTAND HOW CUSTOMER'S MINDS WORK

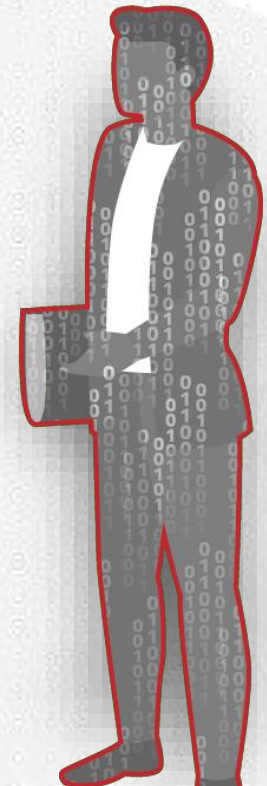
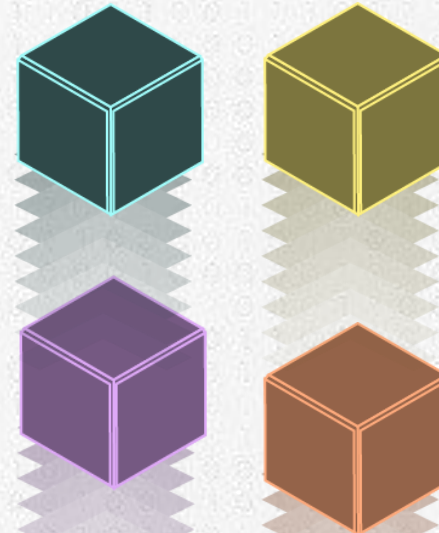
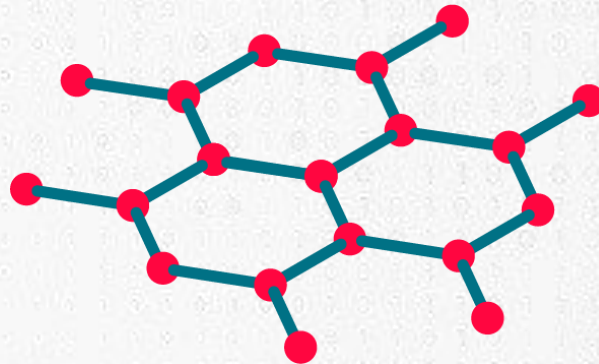
Solution

UNDERSTAND HOW
THE MIND WORKS

BEHAVIORAL SCIENCE

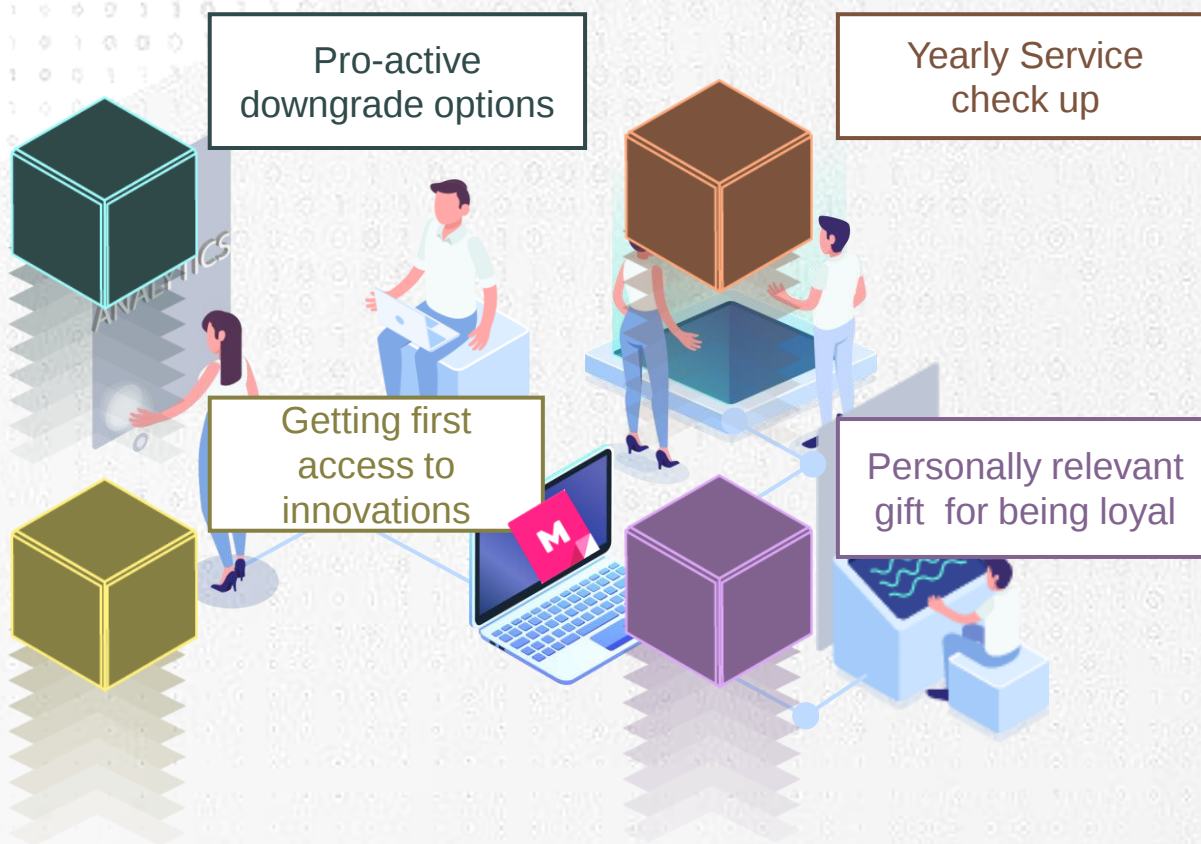
INTERVENTIONS

INFLUENCE BEHAVIOR



BUILD IMPACTFUL INTERVENTION BASED ON BEHAVIORAL SCIENCE PRINCIPLES

Solution



UNDERSTAND HOW THE MIND WORKS

Solution

UNDERSTAND HOW
THE MIND WORKS

BEHAVIORAL SCIENCE

INTERVENTIONS

INFLUENCE BEHAVIOR

Motivational
needs

Attitudes

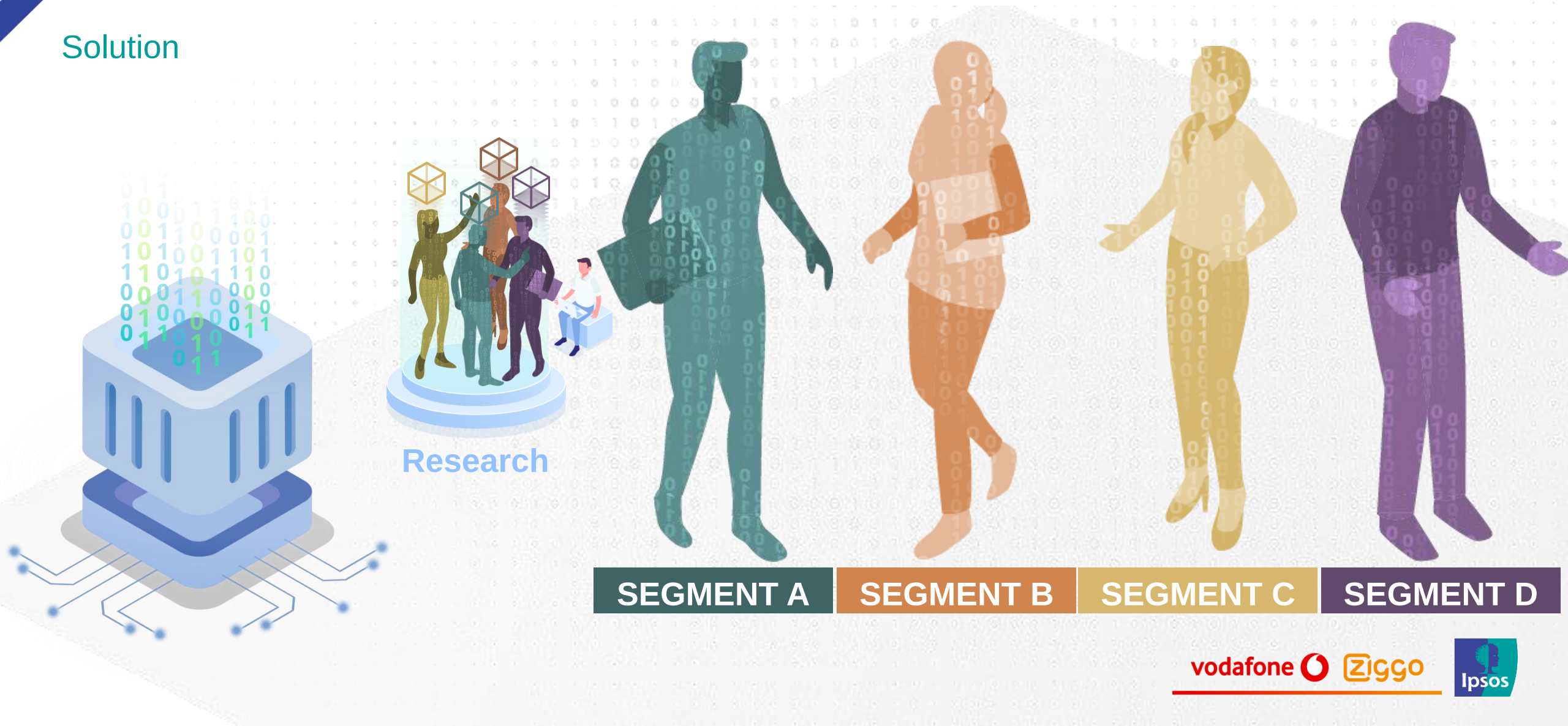
VIA RESEARCH WE ADDED A LAYER OF HUMAN UNDERSTANDING

Solution



VIA RESEARCH WE ADDED A LAYER OF HUMAN UNDERSTANDING

Solution



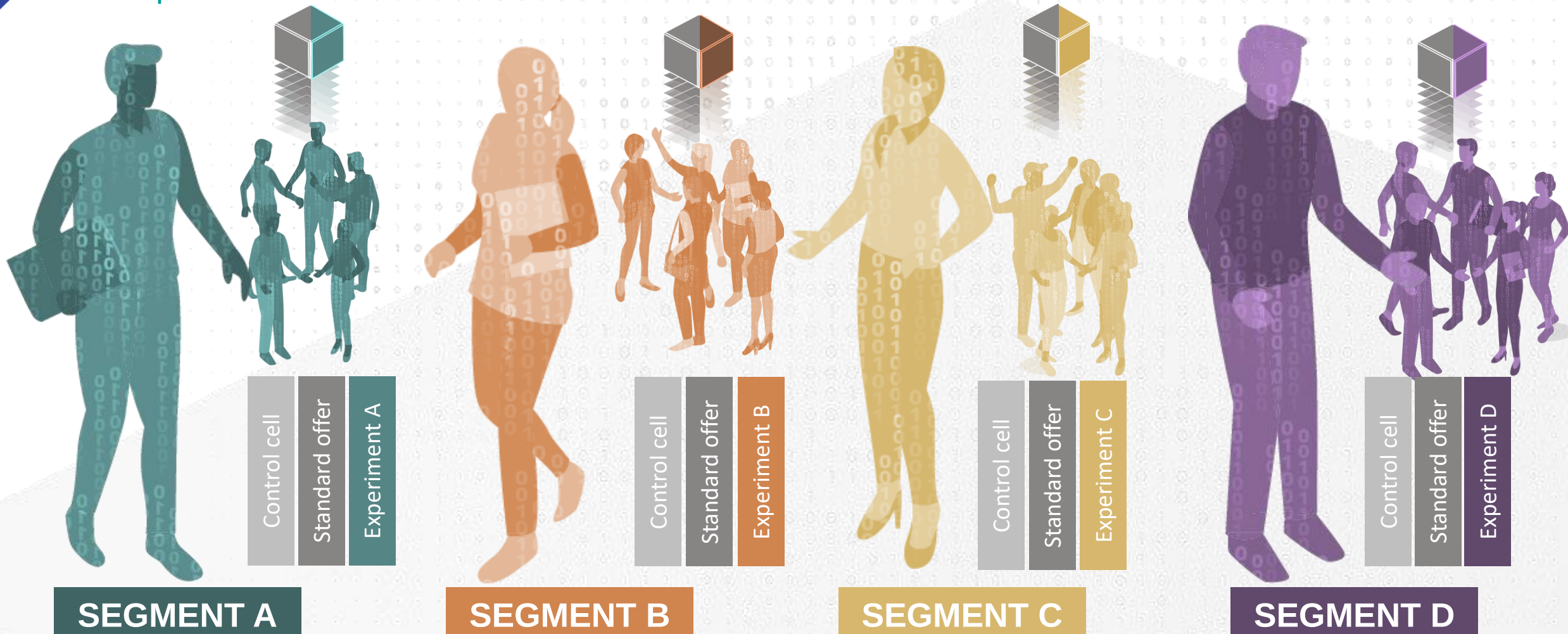
BUILDING A PREDICTION MODEL

Solution



EXPERIMENT ON REAL - LIFE DATA

Next steps





Questions



Contact



Jan Zwang

Jan.Zwang@vodafoneziggo.com



Patricia Verhoelst

Patricia.Verhoelst@ipsos.com



BEST OF
MiE
21
IT'S ALL ABOUT
INSIGHTS
22 & 23 SEPTEMBER

Bedankt voor
je aandacht!

THANK
YOU

GAME CHANGERS

