

Bringing you closer to your customers, staying ahead of your competitors, and making sense of an ever-changing world

Customer Power is a competitor benchmarking subscription service. It provides comprehensive customer relationship data and insight across 11 sectors and over 100 brands in the UK. Access is easy, flexible, and value for money – a simple base price followed by a top-up fee each year for new data. Plus discounted pricing bundles for access to multiple sectors.

 [Click here to see which brands are included and for subscription options and pricing](#)

Specific benefits and actionability

Supports customer retention and acquisition decision making and helps you create more impact with your customer engagement strategy, by keeping you up-to-date with:

-  **Harris Relationship & Energy Metrics.** Connect customer hearts and minds with future intentions to understand relationship strength and sustainability. See which brands are the most dynamic and innovative to attract new business.
-  **Harris Adapt – ease of dealing with and personalisation rankings.** Your ranking on these increasingly critical measures.
-  **Harris Connected Customer Segmentation.** Are your customers **Fully Connected** ambassadors for your brand or are many only **Partly Connected**, **Indifferent** or even **Disconnected** and at risk of switching? How do they change with the actions you take?
-  **Ratings on over 20 service, product and communications experiences.** Identify and communicate your strengths and differentiators, and take action on weaker areas to better meet customer needs.
-  **Net Promoter Score.** What is your advocacy strength against other brands?
-  **Channel Usage & Satisfaction.** Maps how well customer experiences match changing needs from traditional and digital channels.
-  **How customers feel.** Where they sit on the spectrum of being delighted, feeling listened to, and treated fairly through to feeling like a number, powerless and neglected.



Hi brands™ NEW. See how strong your brand's future relevance and vitality are compared to other brands.

Find out why these brands are best-in-class, how other brands rate alongside them, and what you can do to improve/leverage your own brand's position



Fixed Broadband



Airlines



Car Insurance



Mobile Operator



Supermarkets



Hotels



Credit Card



Dual Fuel Energy



Home Insurance



Pay TV



Banking

3 ways you can access Customer Power

Customer Power is available in a number of ways, so you can get easy access to the data and insight you need.

1. Subscribe to our online reporting platform, giving you the flexibility to use the data as you wish, create your own cross tabulations, and personalise your own powerpoint reports. You can buy access to all of the data, to one sector only, or to multiple sectors.
2. Request a bespoke report comparing brands in your own sector, or across multiple sectors, or at best in class levels
3. Using the Harris 24 platform, create a bespoke online survey. Supply us with your own customer email sample and we'll ask our key templated questions and benchmark your data with Customer Power data. A cost effective solution if your brand isn't already covered, you want to boost your sample size, or include your own segmentation.



1. Click here for pricing options



2. Click here to obtain a price on request

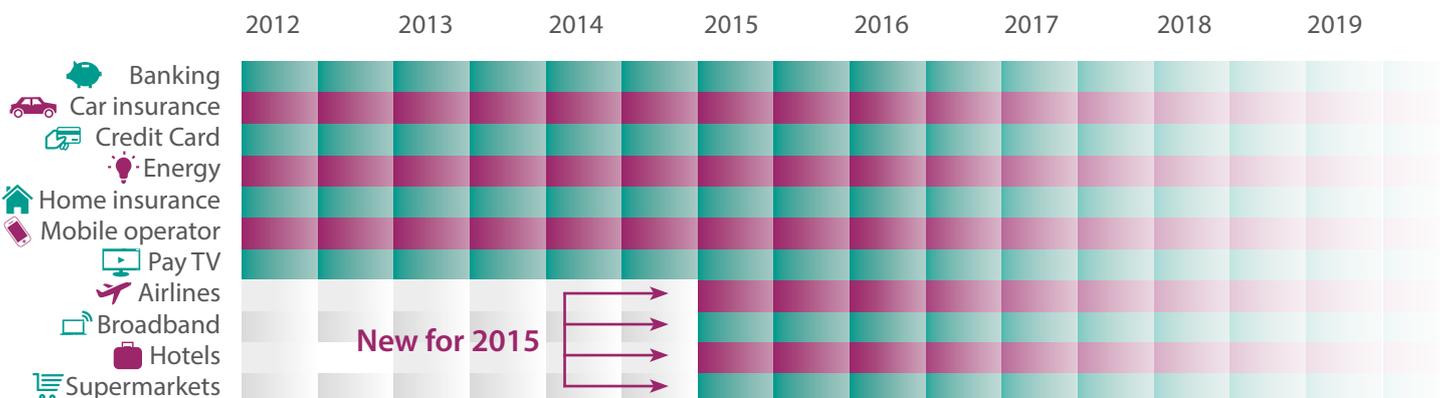


3. Click here to obtain a price on request



How much data will I have access to?

For many sectors, nine waves of data will be available by the end of 2016. Each subsequent year, for all 11 sectors, two further waves of data will be added in March/April and September/October.



How can I find out more?

To find out more about how you can benefit from Customer Power, contact your Harris account manager, or Harris Customer Power lead Debbie Senior at dsenior@harrisinteractive.co.uk.
www.harris-interactive.co.uk