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Interesting bits and advice about market intelligence and customer insight, with particular relevance to paper, packaging, and print markets.

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Market Intelligence for Santa Claus

Market-Intell is busy this Christmas. We're helping Santa follow up on his action items from last year's Customer Satisfaction Survey.

Santa's overall customer satisfaction rating was excellent: 96%, Much better than the Tooth Fairy or the Easter Bunny. But, of course, Santa works with a much bigger budget, so his score should be even better. And, this year's budget will be tighter, so he has to do better.

First of all, last year he didn't do proper market research and ended up with excess inventory of iPads, but ran out of Let's Rock Elmo's. This year, he's done his homework and I'm sure he's got it right.

Santa also got rid of his outdated Customer Relationship Management (CRM) system that was designed more for retail businesses, and has replaced it with a proprietary Kid Relationship Management (KRM) system and a Parent Relationship Management (PRM) system. This allows segmentation of kids by age and gender, as well as naughty and nice, and segmentation of parents into those who are driven by price, quality, or service.

Next, Santa pulled the team together to make sure all were aligned ([see "Are Your Stars Aligned"](#)) and there were action items for all. The elves were too focused on increasing output, trying to optimize tons of toys per day. This year, the focus is on quality and sustainability. Toys are lighter, with less packaging, but are more durable. Packaging is made from plastics that are biobased and biodegradable, and paper that is recycled or comes from certified forests. Elf performance is now measured on the value of output, rather than output tonnage.

Rudolf and the reindeer team also have some new objectives. They've done an outstanding job covering the entire world in just 24 hours, but it's not only about quick delivery. It's also about efficiency and sustainability, and the PRM and KRM systems enable delivery of most toys in advance through strategic alliances with FedEx and Amazon, and this frees up

Donner and Blitzen and the rest of the team to meet those last minute rush orders with next day, and even same day, delivery.

Even Mrs. Claus has some new objectives. She runs the Post Office at the North Pole, and has her own team of elves sorting the mail and entering the data into the KRM and PRM systems.

Finally, Santa has gone digital. Research showed that parents don't like manuals and instructions that are printed in multiple languages, so Santa is using his PRM data base to segment his market and use digital printing to print manuals and instructions in the preferred language only. Next year he plans to print most of the packaging digitally which will permit better service on last minute orders while reducing inventory.

Is your Customer Satisfaction as good as Santa's? Do you know? Can it be better? Market-Intell can help. For Customer Satisfaction surveys, action plans to improve Customer Satisfaction, and Need to Know™ market intelligence, call Jack Miller at 203 925 0326 or email jack.miller@market-intell.com.

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