



The
Customer

The whole
Customer

Nothing but
the Customer

HARTE
HANKS

How many negative experiences does it take to turn a loving customer into a Brand antagonist?

32%

of all customers would stop doing business with a brand they loved after just one bad encounter

And if that's not bad enough...

20%

of those would go on to actively trash your brand on social media

ONE.

If customers churn, brands burn...

U. S. Companies lose **\$136 billion**
per year due to customer switching.

TO DELIVER

Unforgettable
Customer
Experiences.

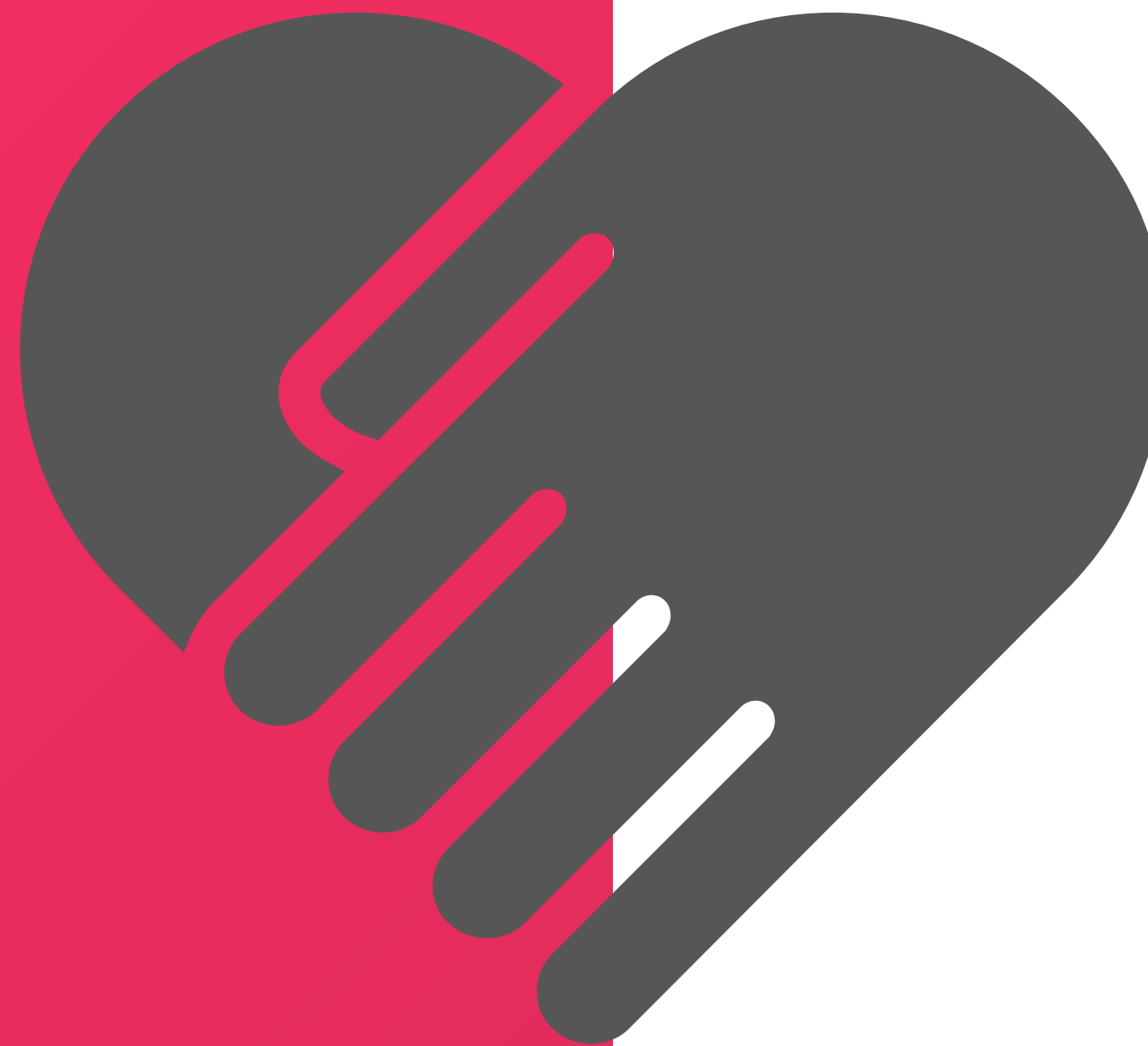


Creating Unforgettable Customer Experiences

is a journey, not a destination

is a Brand's Competitive Advantage

increases sales and profits an average of 16% price premium



From the very first initiation, to the point where customers feel compelled to share their love for your brand with the world.

“The Consumer”

AND

“The Customer”



are not synonyms.

A finger taps a shopping cart icon on the screen of a mobile device.

A woman stands in front of a cashier, card in hand.

These are not merely purchases. These are inflection points. The moment a “consumer” transforms into a customer. And while those terms are often used interchangeably, at Harte Hanks we draw a clear distinction.

All humans are consumers. Indiscriminate buyers. But a customer bonds with a brand. And whether that lasts for a day, a few months, or a lifetime depends on how that brand is orchestrated.

At Harte Hanks we live and breathe the customer.

Your customer.

Our North Star

If you can find the North Star,
you'll never lose your way.

Our mission is our North Star.
Singular and clear.

“

**To work in service of our clients
to better understand, attract and
engage their customers, so that
customers embrace the brand
and feel compelled to share their
enthusiasm with the world.”**

"Customers for Life"

Is it a goal ?

OR

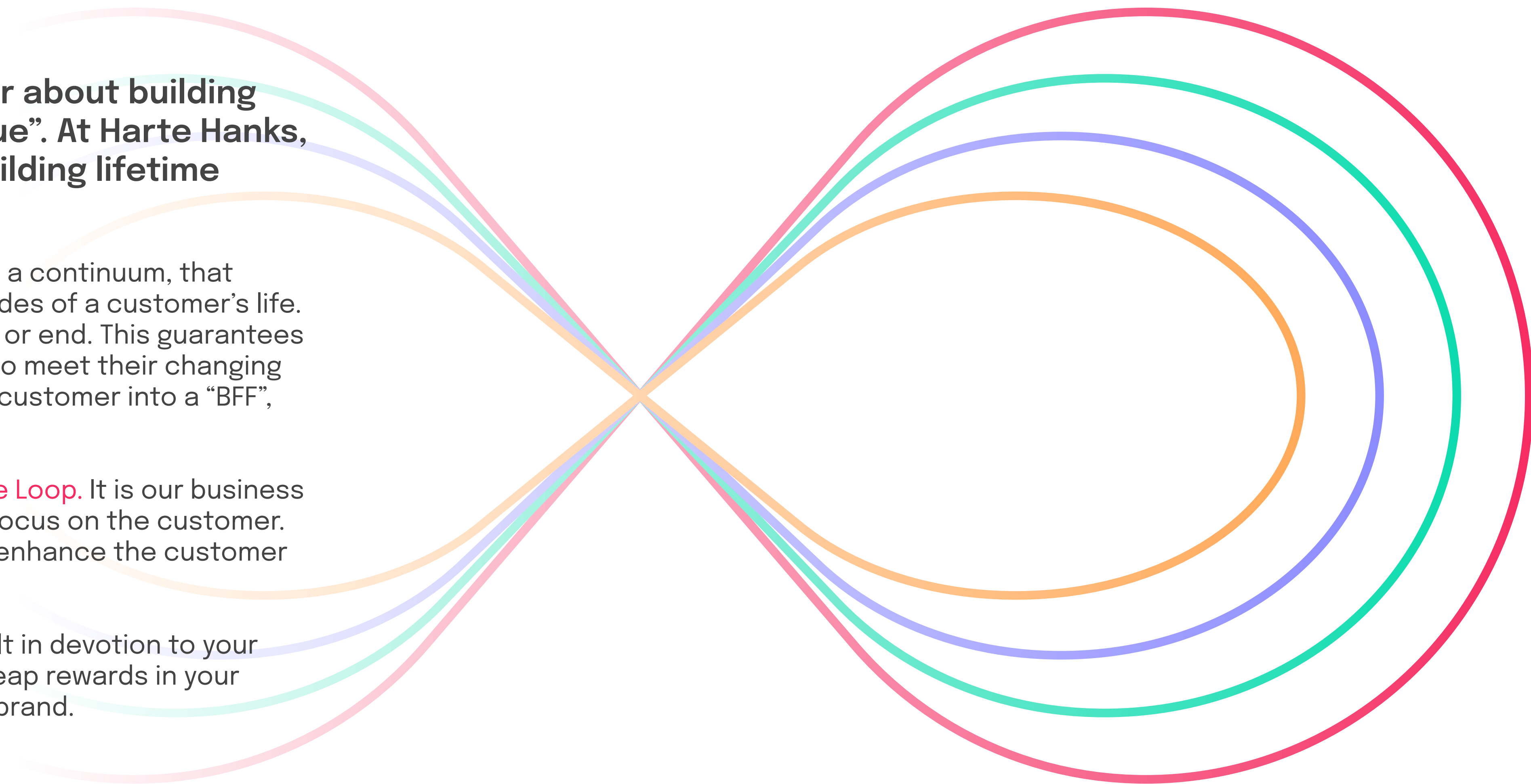
a business model?

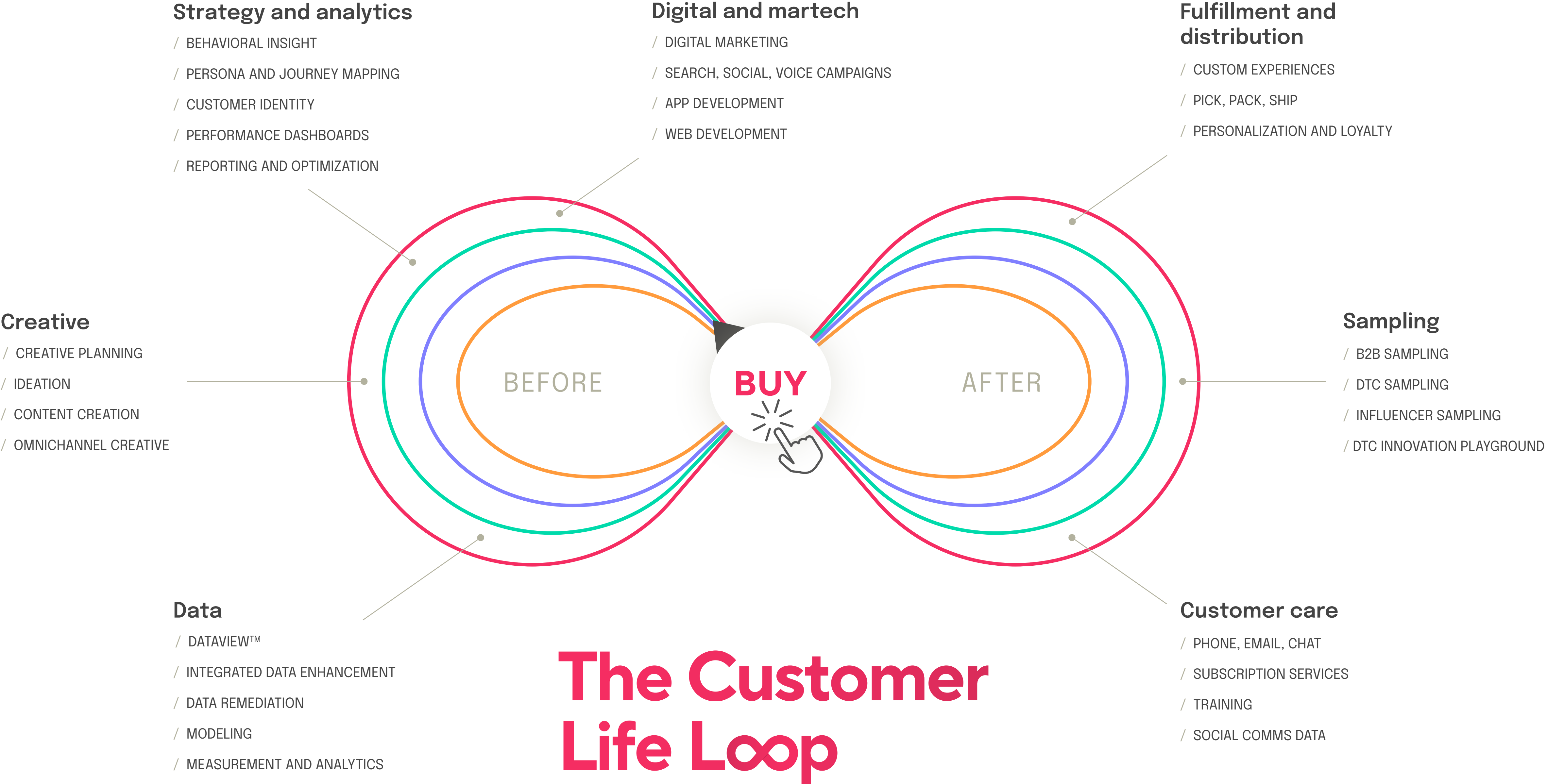
There is a lot of chatter about building “lifetime customer value”. At Harte Hanks, we think in terms of building lifetime customer devotion.

But creating devotion, lies on a continuum, that maps a brand to the vicissitudes of a customer’s life. There is no beginning, middle or end. This guarantees you’ll there at the right time to meet their changing needs. That’s how you turn a customer into a “BFF”, Brand Friend Forever.

We call this **The Customer Life Loop**. It is our business model born of an obsessive focus on the customer. It is a never-ending quest to enhance the customer experience. Always.

Every capability has been built in devotion to your customer. Which in turn will reap rewards in your customer’s devotion to your brand.







We manage across the entire Customer Life Loop

TAKE A GLANCE AT OUR SERVICES



Marketing Services

Strategy and analytics

BEHAVIORAL INSIGHT / PERSONA AND JOURNEY MAPPING / CUSTOMER IDENTITY / PERFORMANCE DASHBOARDS / REPORTING AND OPTIMIZATION

Data

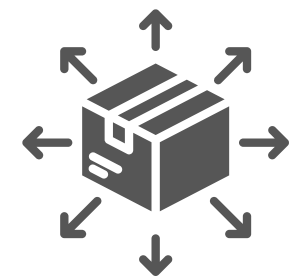
DATAVIEW™ / INTEGRATED DATA ENHANCEMENT / DATA REMEDIATION / MODELING / MEASUREMENT AND ANALYTICS

Creative

CREATIVE PLANNING / IDEATION / CONTENT CREATION / OMNICHANNEL CREATIVE

Digital and martech

DIGITAL MARKETING / SEARCH, SOCIAL, VOICE CAMPAIGNS / APP DEVELOPMENT / WEB DEVELOPMENT



Fulfilment & Logistics

Fulfillment and distribution

CUSTOM EXPERIENCES / PICK, PACK, SHIP / PERSONALIZATION AND LOYALTY

Sampling

B2B SAMPLING / DTC SAMPLING / INFLUENCER SAMPLING / DTC INNOVATION PLAYGROUND



Customer Care

Omni-channel support services

Backend technology



Marketing Services

What customers say and what they do are different

(Big Surprise, Huh?)

It's a brand's biggest frustration.

And traditional research methodologies soft underbelly.

We know knowledge is power.

But what if that knowledge is inaccurate?



At **Harte Hanks Strategic Initiatives Group**, we recognize that customer attitudes and behaviors are often out of sync. And being able to tap into not what customers do, but why they do what they do—the uncommon human insight—is pure marketing gold.

Our purpose is to go deep to extract those insights that can turn customers into advocates, and advocates into apostles.

We are grounded in qualitative research. But we are ethnographers, cultural anthropologists, human geographers. Social scientists in the pursuit of understanding the psychology of motivation.

Our charge at Harte Hanks Strategic Initiatives Group is to unmask the interplay between behaviors and attitudes.

The impact it will have on your brand message will be transformative.

**Our
methodologies
are sometimes
unconventional,
but always
effective**



Does Match.com know more about your customer than you do?

The average dating service has terabytes of data about every member.
How much do you really know about your customers?

Harte Hanks Data and Analytics groups employ the talents of consummate data science professionals, supported by cutting edge technology tools, platforms, and futuristic machine learning that's taking customer modeling to places it has never been.

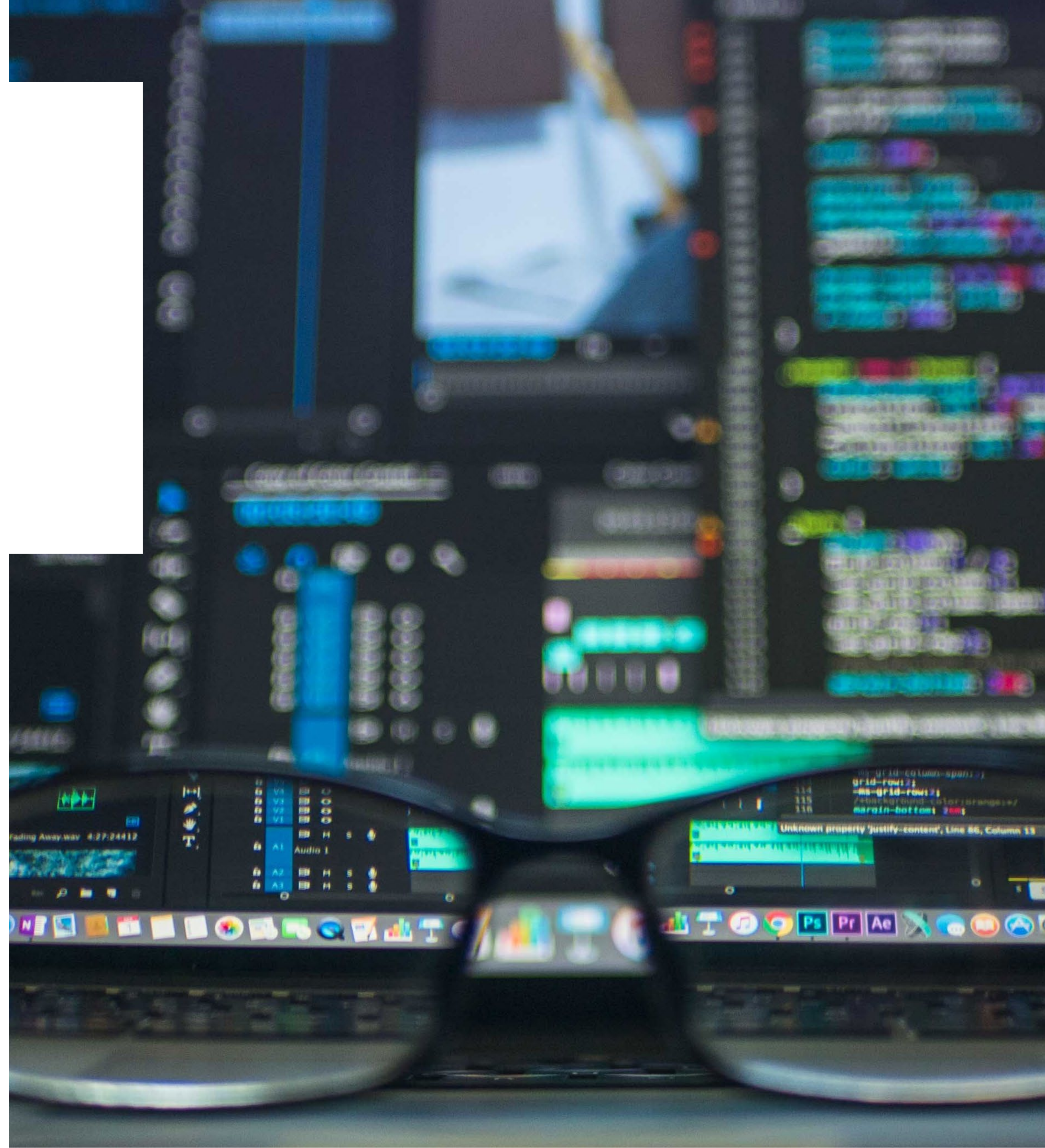
Essentially, this is Harte Hanks forensics team

We like to think of them as Harte Hanks CSI.

Developing predictive models and crafting profiles for customized solutions, our teams are fully engulfed in every aspect of our client's data. And because we work across so many diverse industries, we can bring insights and variables to bear from unexpected sources.

Of course, all data is worthless if it isn't usable. To that end, our Business Intelligence Dashboards are both alluring and elegant in their simplicity.

Every day we work within a sophisticated labyrinthine of technology and data, but the endgame is simple—to turn complex customer data, into approachable customer narratives. To go from bits and bytes to words and graphics that compel and motivate greater customer interaction.



Is your message getting lost in translation?

Of all agency capabilities the creative execution remains the most elusive. Because this is where research, ethnographies, data, statistics, charts graphs and numbers get interpreted into words, phrases, and visuals. And it is every bit as confounding as trying to translate English idioms into Mandarin Chinese.

We know how important words can be—just look at the power of Twitter. More than just random letters, words and phrases are triggers that can make a customer laugh, cry, feel happy, angry or inspired. They make us think. They make us act. And visuals, as the cliché goes, are worth a thousand words.

At **HHAS, the creative agency of Harte Hanks**, our same customer obsession guides our creative executions. We use data and research, to create creative executions that provokes action. Because in our world, action is everything. Creative executions are constantly monitored, revised and optimized. Based on trackable results.

At HHAS, nothing gets lost in translation, because we “speak” customer.

HARTE
HANKS
Behavioral
Index™

If Nostradamus were alive today, he would be using this study

What if you knew in advance the effect that societal changes would have on people's attitudes, habits and need states before they became "a trend"? To be out in front of customer transformation.

The **Harte Hanks Behavioral Index** is a global initiative designed to uncover emerging drivers of human behavior. It can provide an early warning system to allow brands to get out in front of impending challenges and disruptions. Or point out opportunities looming on the horizon.

It is a prodigious undertaking that includes monitoring hundreds and thousands of global conversations, individual surveys, and millions of semantical constructs. By studying the emerging subtleties in language and expression, we can observe shifts in people's emotional perspective and behaviors.

We may not be able to see into the future. But we can give you a pretty good idea of where its headed.



You see a Customer. We see a Saboteur.

Social Media is the ultimate double edge sword. It has proven to be a watershed in giving brands a voice and a way to interact with customers at a scale. It has also provided customers a platform and a bully pulpit that can decimate brands overnight.

Harte Hanks Post Purchase Audit can get out in front of customer dissatisfaction before it turns into a marketing pandemic. One bad customer experience can fester until it explodes in a torrent of bad reviews. The audit is designed to give clients the opportunity to intercept and provide a way to proactively correct a negative brand encounters as well as identify positive experiences that can be optimized.

It's like a wiretap to listen to your customers.

You may not always like what you hear, but that's the whole point, isn't it?



Fulfillment and Logistics

Putting more brands into more hands

Harte Hanks Fulfilment and Logistics lies at the intersection of the digital world and the physical world. A brand doesn't come to life for a customer until it becomes tactile or sensory.

Our global logistics and fulfillment division and its supporting infrastructure physically puts 1.3 Million packages and more than 4 Billion mail packets directly into the hands of your customers each year. Our brand new 300,000 cutting edge, FDA approved, fulfillment center in Kansas City, joins our two existing Harte Hanks centers.

You can think of us as a mini-Amazon, fulfilling product orders directly from your e-commerce website, dramatically increasing your margins.

In addition, we engineer and manage complex fulfillment operations with military precision. We can execute same day delivery of full suites of advertising and promotional specialty items, or complex printed materials that need to get to your distributor networks, retailers or medical facilities. We can print and personalize right down to the individual recipient.

**Ultimately, all we want to do is to get something from Point A to Point B.
But perfectly. Seamlessly. And worry-free.**

Capture customers by thinking inside the box

If you want to surprise and delight your customers, sometimes you just have to go for it. Go Box is a product of **the Harte Hanks Marketing Innovation Group**. It is a both customized and personalized reinvention of sampling.

Home package delivery, which has been rising in tandem with consumer's migration to ecommerce exploded during the pandemic. From expensive electronics, to grocery snacks, packages at the front door is the new normal. Not to mention that in this new world order, traditional retail and event sampling has been markedly curtailed.

Go Box is more than a package with product samples or information. It is the final step of a process that begins with a customized brand strategy and continues with data driven understanding to pinpoint the specific needs and desires of recipient, the creative and physical execution of the customized Go Box, and flawless delivery through our fulfillment engine right into the hands of your customer. It is a fully integrated initiative for maximum impact and ROI.

Go Box is the ultimate brand/customer interaction.





Customer Care

To speak with
empathy.
To hear with
your heart.



Five short minutes. The average phone call.

It can determine whether your brand goes from zero to hero. Or hero to zero.

How customer frustration is resolved, how a customer feels after a human-to-human engagement, is the most critical point of the entire customer journey.

There are more than 2000 **Harte Hanks Customer Care** associates across the US and the world. We don't think of them as "reps." They are part counselor, part social worker, part problem solver, part mediator, and on occasion, part friend.

They sit between the customer and the brand.

With every call, they become your brand. They become your voice. It's a responsibility we don't take lightly.

At the same time, they are the customer's advocate. They recognize that every call is a call for help. That empathic interactions make people feel heard. And a customer heard, is a customer earned.

They are trained to listen intently. To hear what is being said, between the words. Because what isn't said, is often more important than what is. They are your reconnaissance team.

Harte Hanks Customer Care is not a client expense. We are a profit center for your brand. Because diffusing customer dissatisfaction, lowers costs, raises revenue, and promotes favorable

Collaboration

is not a lovefest. It is a relay.

While we have designed our capabilities to be able to step onto the Customer Life Loop at any point of the customer journey, we recognize there is likely a portfolio of agency partners with diverse competencies engaged to support the brand. Harte Hanks plays well with others. We all have the same goal—brand sustainability and growth.

In our experience, where collaboration falters is not usually with any individual initiative, but rather in the “hand offs” from one department to the next, or one agency to another. Just like a relay, fumble the handoff and you lose time. Drop the baton and you lose the race.

At Harte Hanks, our job doesn’t end at the conclusion of the designated scope of work.

Built into our process, internal or external, is an extra step to explore and prepare the groundwork to assure the success of any subsequent group. We go the distance to guarantee a seamless transition, a perfect baton pass.

That is collaboration at its best.

**Our Clients trust
us with their most
valuable assets.**

Their Customers.



HARTE HANKS

Nothing but the Customer.

Everything we do, everything we have built, is in active pursuit of winning the heart of your customer.

All of our competencies, and there are many, are viewed through this lens. Because after all of the analysis, data mining, strategy, customer care, fulfillment and logistics, digital and creative execution, what really matters is unambiguous.

Your customer is your truth.

Your customer is your brand.

Without them, we all close our doors and go home early.



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