



**HAPPINESS  
PROMOTER  
SCORE**

**IMPACT ON PEOPLE'S LIVES,  
IT'S IMPACT ON BUSINESS GROWTH**

**BRAND HAPPINESS BENCHMARK**



# TRADITIONAL VALUE DRIVERS NO LONGER PROVIDE A COMPETITIVE ADVANTAGE



1900 - 1960



Epoch of  
Manufacture



1960 - 1990



Epoch of  
Distribution



1990 - 2010



Epoch of  
Information  
Technology



2010 - 2020



Epoch of the  
connected client



HAPPYTALISM

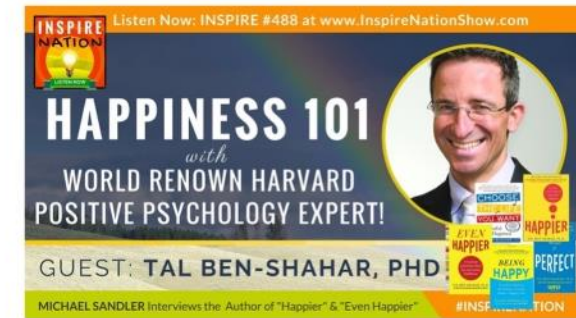
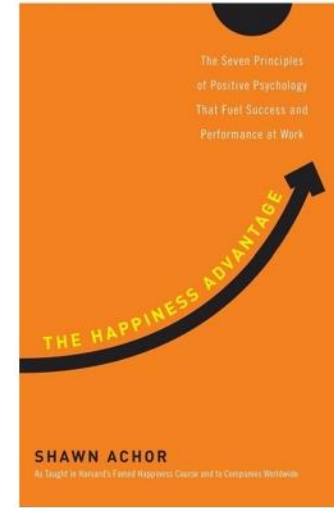
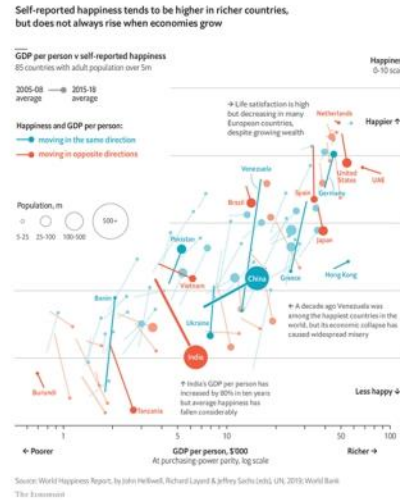
2020 - Presente



Epoch of Genuine  
Emotional Bonding



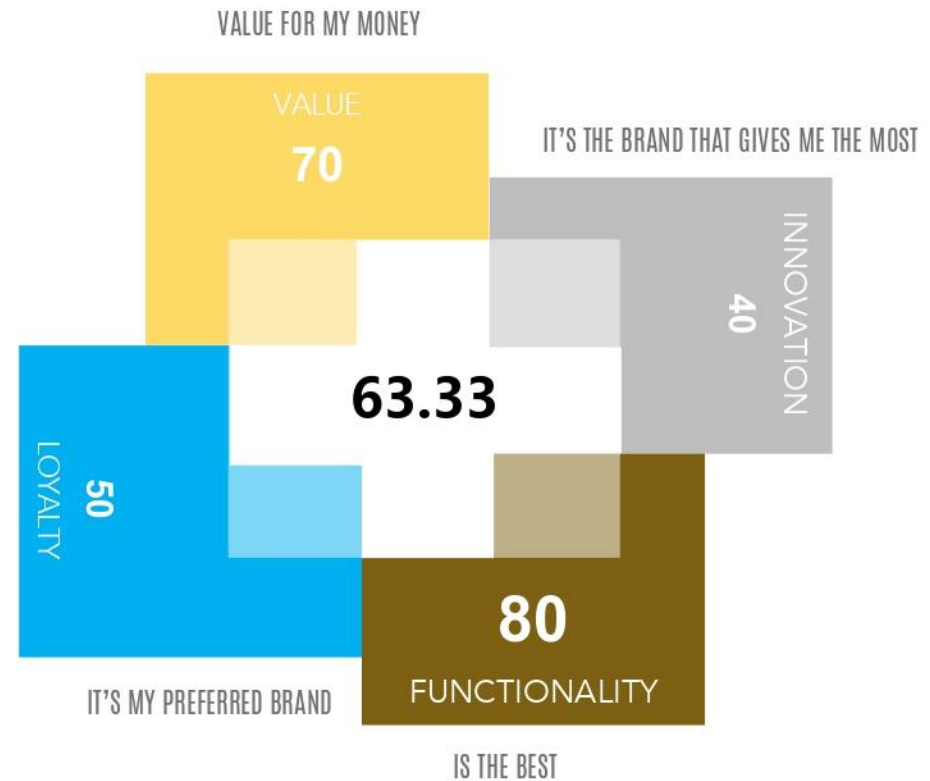
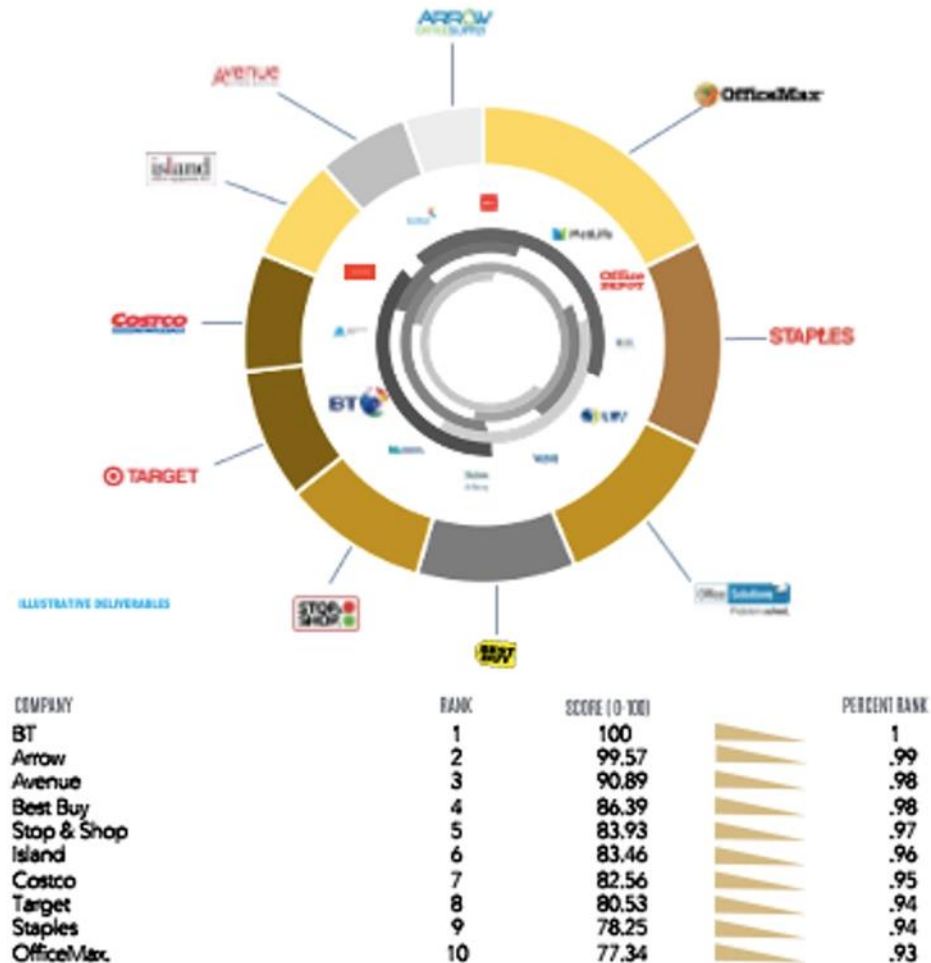
# WHY IS IT SO IMPORTANT TO PROMOTE A CULTURE OF GROWTH IN OUR BRANDS? USING NEW FORMULAS TO CREATE VALUE FOR OUR STAKEHOLDERS WILL ALWAYS BE KEY



# WE'RE CONDUCTING THE LARGEST GLOBAL BUSINESS HAPPINESS STUDY, EVER

## GLOBAL CORPORATE HAPPINESS INDEX (GCHI):

Es un proyecto lanzado con el objetivo de determinar cómo encontrar métricas y enfoques que capturen mejor la riqueza de la felicidad e ir más allá de las medidas convencionales.



# WITH A PROGRESSIVE GLOBAL VISION ON PURPOSE, BELONGING AND HAPPINESS IN THE WORLD OF BUSINESS



**37** Vision Interviews

**80** Markets

**1,823** Surveyed

**10 Millions** of people at the 2020 Digital Summit

- Global Research Teams
- Cross-industry, Cross-function

# FOR 7 YEARS WE HAVE BEEN THE WORLD HAPPINESS WEEK

World Happiness Week, presented by The World Happiness Fest, is the **world's largest happiness initiative, reaching more than 10 million people through our 2020** digital summit. We also had activities scheduled in 80 cities around the world, including Delhi, New York, Dublin, Paris, Hong Kong, Medellin, San Francisco, Mexico City and more, all of which were successfully digital in response to COVID-19.

**In collaboration with the United Nations International Day of Happiness**, in support of our common goal of having **#TenBillionHappyby2050** we brought together leading experts on happiness and well-being from the fields of education, business, science, art, technology, music and politics. World Happiness Week is not only designed to educate and inspire people, but to provide participants, governments, business leaders, artists, and educators alike with frameworks and tools that they can use to build the future of happiness for all. we want to see.

*Realizing The Future Of Happiness, Together.*



# SOME OF OUR STRATEGIC PARTNERS WHO BELIEVE IN A NEW PARADIGM

*Realizing The Future Of Happiness, Together.*





**HAPPINESS PROMOTER SCORE**

HAPPINESS PROMOTER SCORE



# THE NPS HAS BEEN THE MOST USED RECOMMENDATION METRIC SINCE 2013 IN BUSINESS. WHICH HAS STRENGTHS AND WEAKNESSES, LET'S SEE HOW IT WORKS:



**Formula = Promoters - Detractors**

What is the probability on a scale of 0 to 10 that you recommend our product / service to your friends or family?

## STRENGTHS

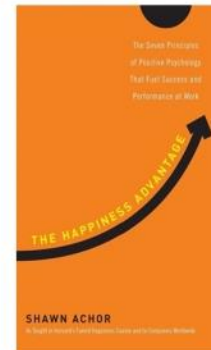
- Single question
- Easy to run formula
- A pragmatic approach

## DISADVANTAGES

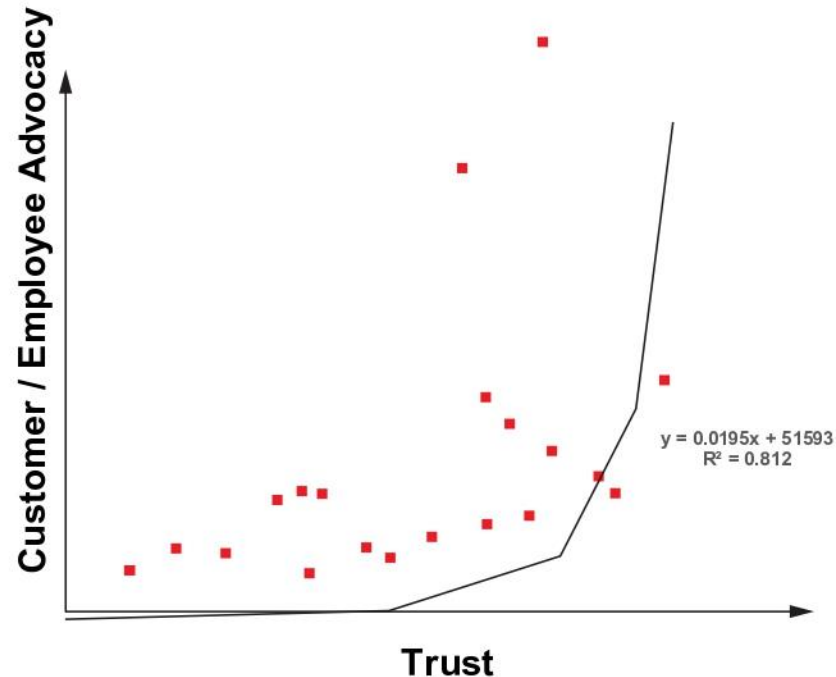
- Generic understanding
- Just a number
- No operable levers

## HPS – Happiness Promoter Score

- 3 questions = more understanding
- Operable levers
- Easy to run formula



# AFTER WORKING WITH MEASUREMENTS FROM DIFFERENT GLOBAL EXPERTS, THE RESULTS SHOW US THAT BELOW THE LINKAGE ARE THE FOLLOWING PILLARS:



But what do we mean by customer dedication?

It makes my life better, easier, safer ... **continuously compared to other brands.**

These are the levers that we have managed to discover:

- 1. Meaningful Experience** Has the experience been pleasant?  
Constancy in the points of contact.
- 2. Fulfillment.** Do you think the company / product is great? This is where the magic happens, it generates an emotional bond
- 3. Belong.** Are you proud of the product / company you usually make?

Therefore, **happiness** will be the consequence of getting the bond emotional and functional with our clients and collaborators, that is; that they feel valued, constantly looking to bring them little surprises and new things.

# FROM OUR POINT OF VIEW THE NPS ALLOWS TO BE A GENERAL SENSOR AND WHILE THE HPS GIVES US GRANULARITY IN THE LEVELS OF GROWTH TO MAKE OUR EMPLOYEES AND CUSTOMERS HAPPIER



Illustrative example

**Collaborators**  
Human Resources

**Final Commercial clients**

9

**1. Meaningful Experience**  
The experience has been very positive?

9

90%

7

**2. Fulfillment Advantage**  
Do you think this company / product is very good?

7

7

70%

4

**3. Belong to the brand community**  
Are you proud of what the company / brand usually does?

7

55%

66%

DIRECT SCORE

**Formula = Promoters - Detractors**

73%

DIRECT SCORE

69.5%

**BRAND HPS**

0 – 6 Detractors    7 – 8 Passives    9 – 10 Promoters

Problems



**GLOBAL CORPORATE HAPPINESS INDEX**  
**BENCHMARK**

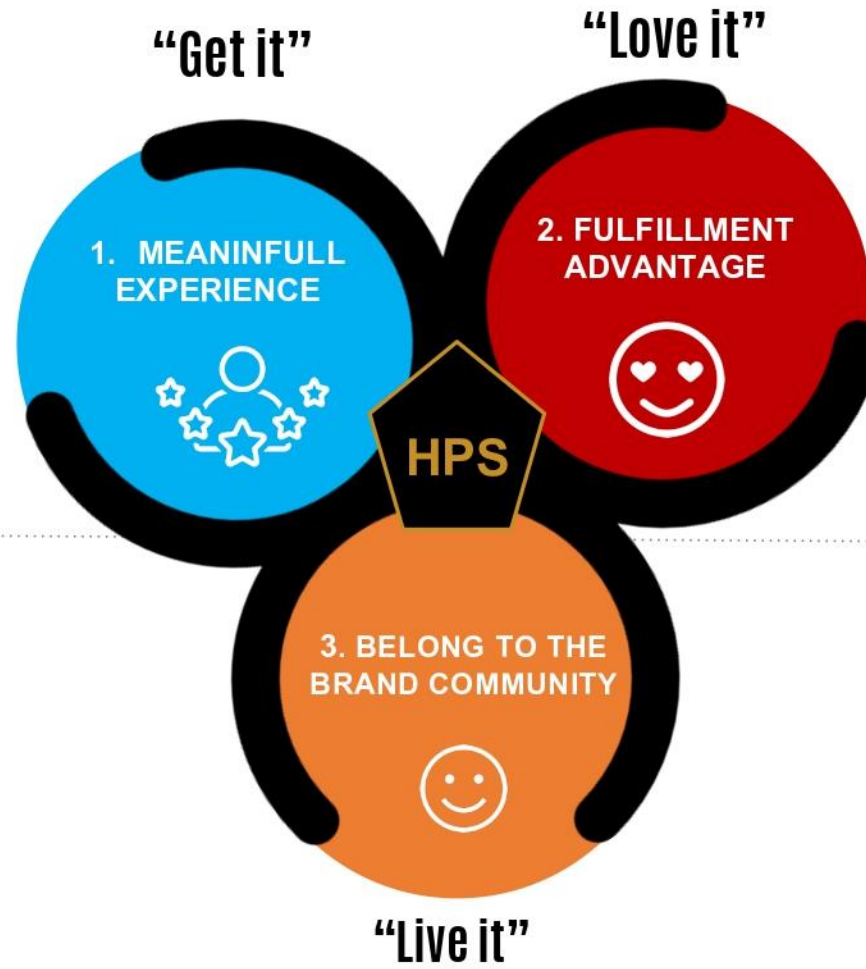
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**BENCHMARK**

# BY DOING THIS BENCHMARK WITH THE GLOBAL CORPORATE HAPPINESS INDEX, WE CAN COMPARE THE BRAND WITH THE BEST IN CLASS IN THESE PILLARS AND KNOW THE BEST PRACTICES

## Has the experience been pleasant?

1. Adaptation to my needs.
2. Consistency in contact points.
3. Recognition.



Do you think this product / company is good?

4. Improve lives.
5. Empowerment.
6. Care

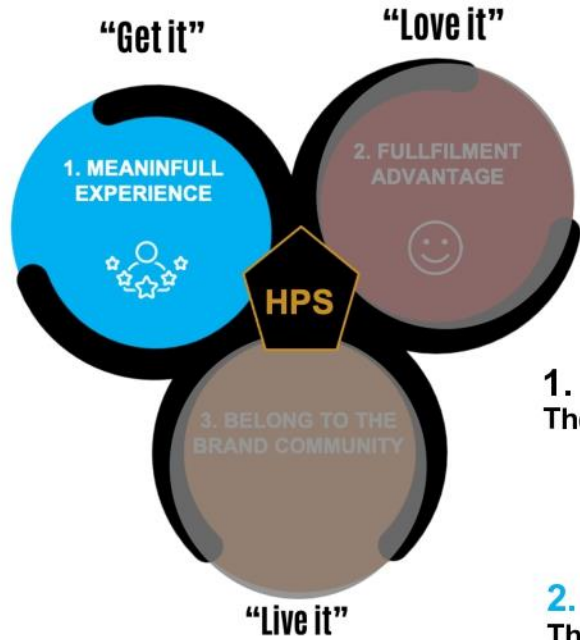
FUNCTIONAL

EMOTIONAL

Are you proud of what the product / brand usually does?

7. Purpose.
8. Contribution
9. Membership

# FOR EXAMPLE, FROM A COMMERCIAL ANGLE GENERAL ELECTRIC HAS OPPORTUNITIES FOR IMPROVEMENT IN THE CONSISTENCY OF THE CONTACT POINTS VS THE OVER PERFORMERS



1. **Adaptation to my needs.**  
The brand understands my needs
2. **Constancy in contact points.**  
The customer experience has been taken care of
3. **Recognition**  
I acknowledge the effort of the brand



60%

33%

43%

## Illustrative examples

	<i>Over Performers</i>	<i>Average</i>	<i>Retail</i>
	80%	52%	56%
	73%	46%	52%
	64%	53%	51%

## 1. Adaptation to my needs

### My feedback counts.

The company listens to customer feedback to improve and adapt its products.



## 2. Consistency in the contact points

### Exploiting the power of immersive technology.

Haptic technology



## 3. Recognition

### Avoiding failure is key.

In a Digital world do not neglect the functional factors.



## 2. Consistency in the contact points

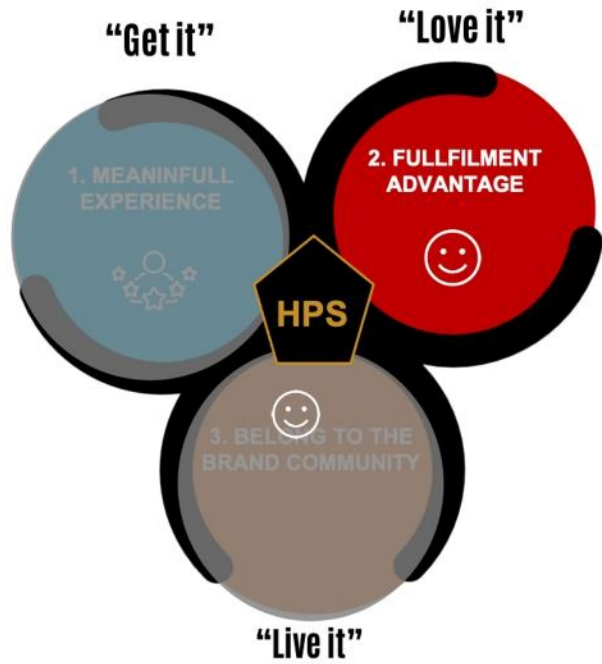
### Case Study: Haptic Technology at the Nintendo theme park in Japan.

Can you imagine a video call where you can touch the other person? Or feel how you press the keys of a virtual piano? This is what these technologies propose, that through sensors incorporated in parts of the equipment that is used (gloves, clothing, accessories) are able to emulate the sense of touch.





# CUSTOMERS FEEL THAT THE BRAND HAS STRIVED IN THIS PANDEMIC PERIOD WITH ITS MORE ACCESSIBLE RANGE OF PRODUCTS



**4. Improve lives.**  
Makes my life better

**5. Empowerment**  
The brand empowers me

**6. Take care of me and the world**  
Take care of my needs

0% 10 20 30 40 50 60 70 80 90 100%



 GENERAL ELECTRIC Performance

 Over-performers

 Promedio

 Retail

## 4. Improve lives.

### Happiness through technology.

How the pandemic forced baby boomers to upgrade



## 5. Empowerment

### Transfer of superpowers.

Empowerment makes something ordinary, something extra-ordinary.



## 6. Take care of myself and the world

### Customer & World Care

I feel involved in improving the world when I consume.





## 4. Improve lives

**Happiness through  
technology.**

How the pandemic forced baby  
boomers to upgrade



# THE ACTIONS CARRIED OUT IN THE COMMUNICATION HAVE A GOOD UNDERSTANDING ON THE PART OF THE CLIENTS WHO LIKE THE DNA OF THE BRAND



**7. Purpose.**  
I like DNA

**8. Contribution**  
It's a good brand for the world

**9. Belonging.**  
Being part of the community makes me happy

0 10 20 30 40 50 60 70 80 90 100  
% %



GENERAL ELECTRIC Performance  
 Over-performers  
 Average  
 Retail

## 7. Purpose

### Technologies to create empathy

Transport customers to another world by placing them in someone else's shoes.



## 8. Contribution

### Digital democratization.

Mass participation technology.



## 9. Membership

### Cult brands

Empowering clients with a lifestyle and an attitude towards life.



# Technologies to create empathy



## 7. Purpose

Transport clients to another world by placing them in someone else's shoes.



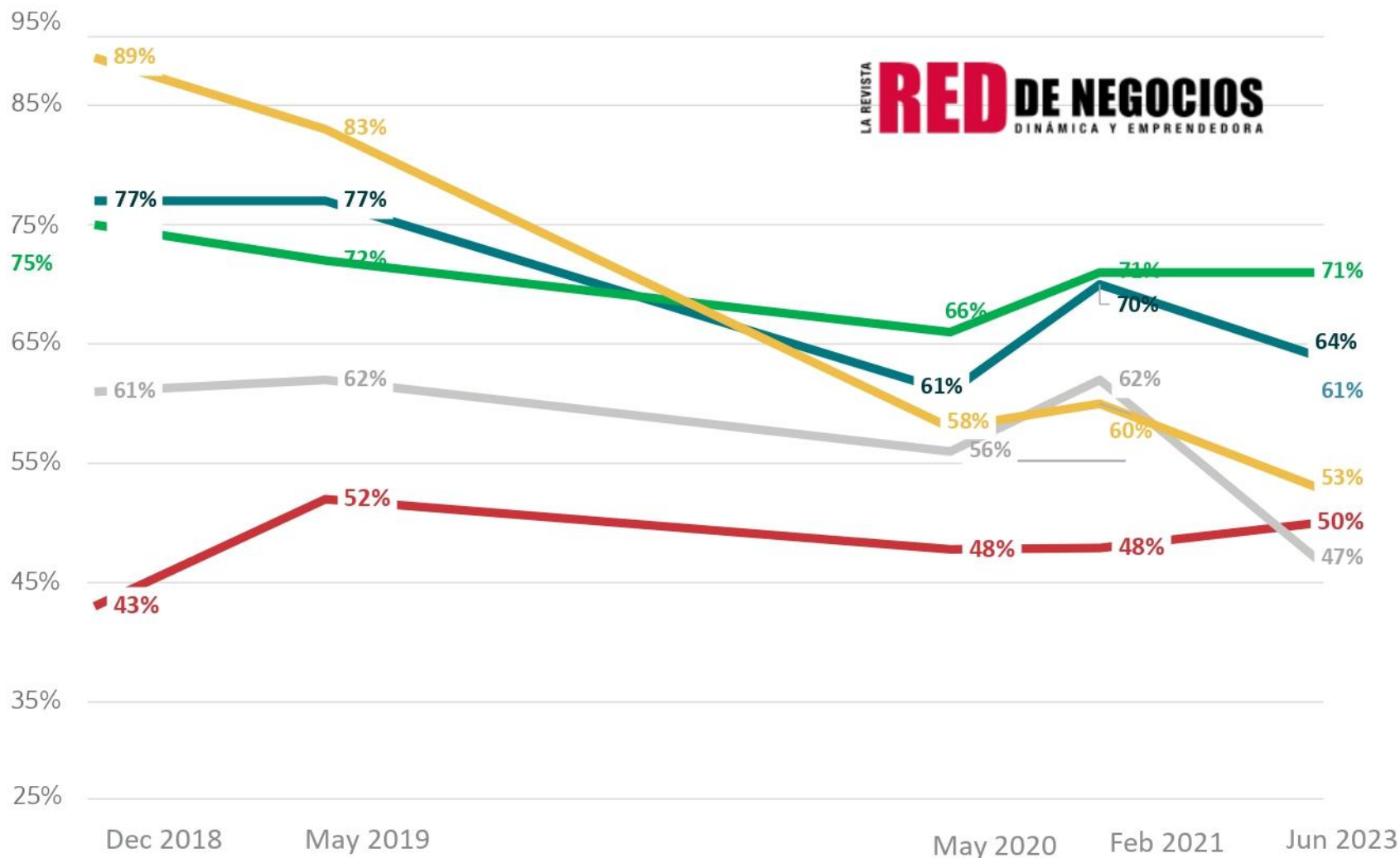
<https://youtu.be/VxMaxN4J5Ms>

# RETENTION AND LOYALTY WILL BE VITAL TO KEEP THE BUSINESS IN A STRONG POSITION IN THIS 2021, TO DO THIS THIS BENCHMARK CAN HELP WITH THE RAPID EVALUATION OF GROWTH LEVERS

## HAPPINESS PROMOTER SCORE

### PORTFOLIO / DEPARTMENT

- Product 1 / Department 1
- Product 2 / Department 2
- Product 3 / Department 3
- Product 4 / Department 4
- Product 5 / Department 5



## OPTION A BENCHMARK EXPRESS ENGAGEMENT

- 3 in-depth interviews with senior management
- GCHI Benchmark
- 20 collaborator response-
- 20 customer response
- Brand happiness score
- Online workshop
- Executive Presentation

## OPTION B LOYALTY & HAPPINESS COMPETITIVE LAB.

- **Advanced analysis laboratory on topics related to loyalty, retention and happiness.**
- **Brand Exclusivity (Only one brand per category). Transfer of intellectual property rights if a particular model is created for the brand.**
- **Shopper - conversion. Make ad hoc measurements to the brand that translates into increased sales and increased value of intangible assets.**
- **Annual program (Research Program) of alignment and transfer of good practices at a global level.**
- **A / B Testing. To increase the certainty of the impact and reduce economic losses in the execution. (If it is necessary to test with collaborators and clients, the additional hours and lifting costs will be quoted separately)**
- **Synchronization of on-going metrics with metrics tailored for the brand (Intellectual property is transferred)**
- **20 hours of collaborative online work and individual work for each monthly team**

One year agreement

## OPTION C SPONSORSHIP OF THE GLOBAL CORPORATE HAPPINESS INDEX

- Central Stage
- Onsite- online social campaign
- Instagram social campaign
- Global Agoras (events in 80 markets)
- Custom Items Series
- Instagram social campaign
- Digital Summit
- Series of personalized videos with experts and influencers in this field at an international level





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