

Bruno Berni

SUSTAINABILITY THROUGH THE EYES OF THE CONSUM'ACTOR

The Customer-ESG-Index: C-ESG-I -
a benchmark for banks, utility companies and large-scale retailers



CFI Group Italy

MISSION



Help businesses to increase value through their tangible assets - customers and employees

FOUNDERS

Established in Italy in 1997 when Claes Fornell and Giampaolo Fabris, two expert researchers, established the Italian branch of the CFI Group



BUSINESS SECTORS

- Utilities, Banking, Retail, TLC
- Consumer Goods, Industrial B2B

FINANCE

GDO

ENERGY & UTILITIES

TLC

BENI DI CONSUMO

B2B

AREAS OF RESEARCH

- Customers
- Employees
- Stakeholders
- Brands/ADV
- Network

CUSTOMER

STAKEHOLDER

EMPLOYEE

BRAND/ADV

RETE

METHOD

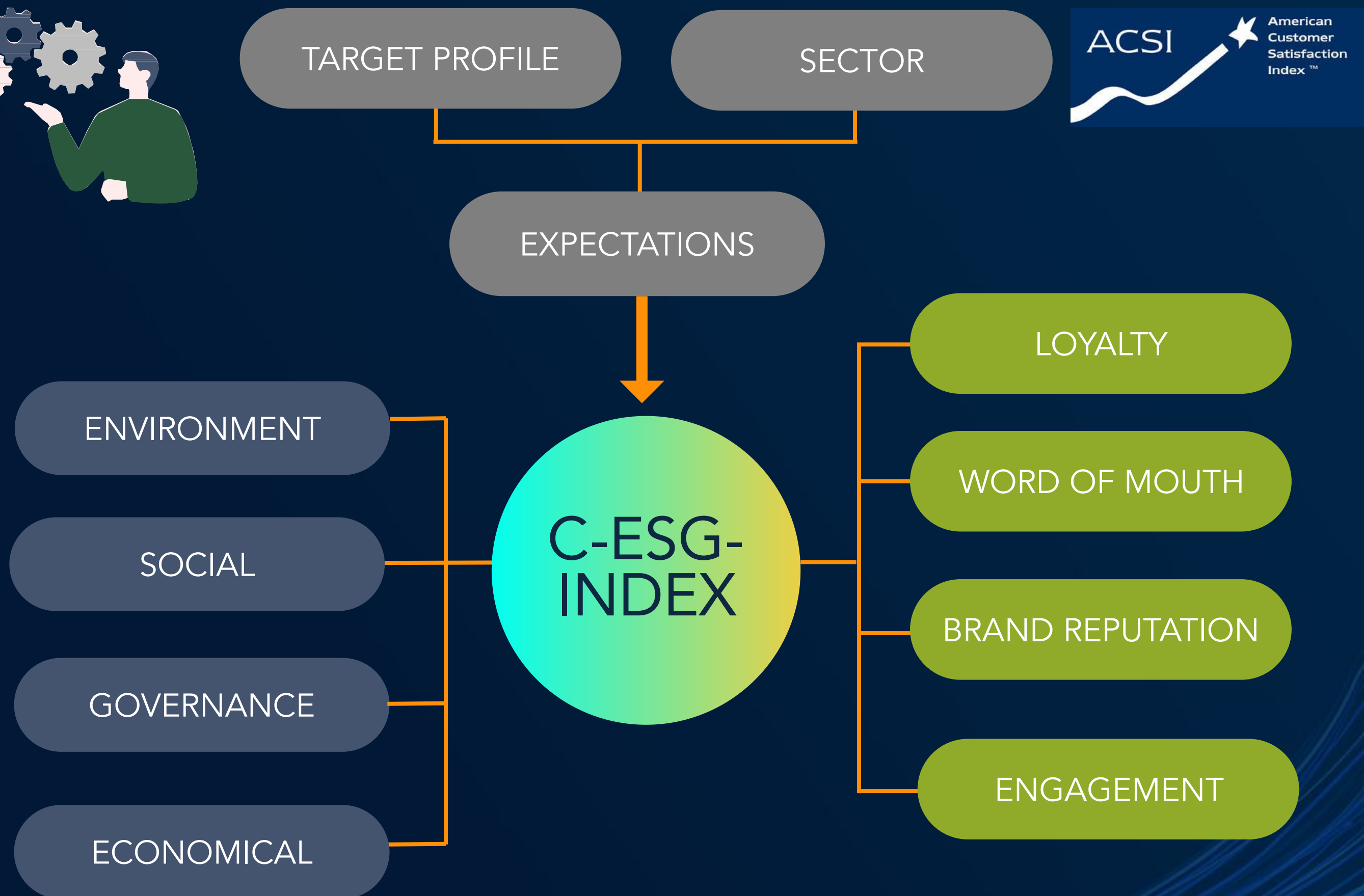
Predictive models
Satisfaction □ Behaviour

ACSI – American Customer Satisfaction Index



A new index - the C-ESG-Index

Customer Sustainability Index



We've developed the ESG-I model in line with the standard ACSI method.

The C-ESG- I is built on shared pillars that enable combined or sector analysis.

To facilitate comprehension, we've split customers-citizens depending on their awareness, values, and actual ESG behaviour.

We've measured attitudes to companies downstream of the ESG- I and worked out how much they're affected by the perception of sustainability.

Key Points

OBJECTIVE 1



Do stakeholders share our commitment to sustainability?

What do they know?

And what do they understand?

OBJECTIVE 2



What and how many types of green consumer exist?

What are their priorities and behaviours?

OBJECTIVE 3



How do they evaluate our commitment to sustainability?

And what's our position compared with competitors?

OBJECTIVE 4



Is this commitment able to generate value, loyalty and spread the word?

What else could I do or do better?

Current and future behaviour

Already
doing it

I'll do it

I won't
do it

Water /
Energy savings



61%

17%

22%

Buying zero-km products
that respect the
environment



57%

21%

22%

Reducing
use of plastic



54%

23%

23%

Sustainable mobility



31%

23%

46%

Esg investment



10%

13%

77%

The effectiveness of communication

Is your bank/utility company/retailer implementing any sustainability actions?



NONE!!!

20%

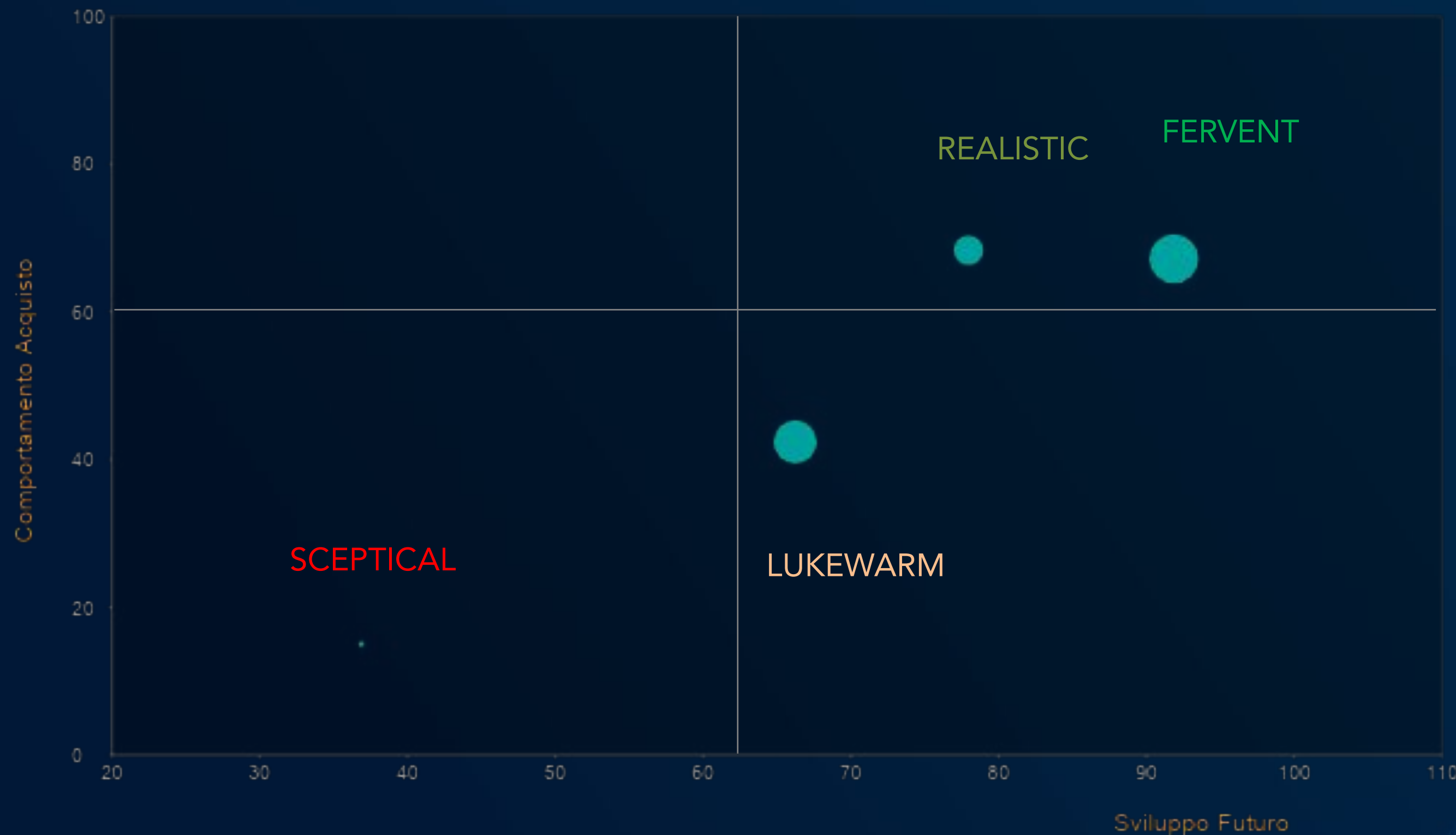
11%

31%



Segmentation on strategic maps: attitudes

ESG sensitivity towards buying behaviour

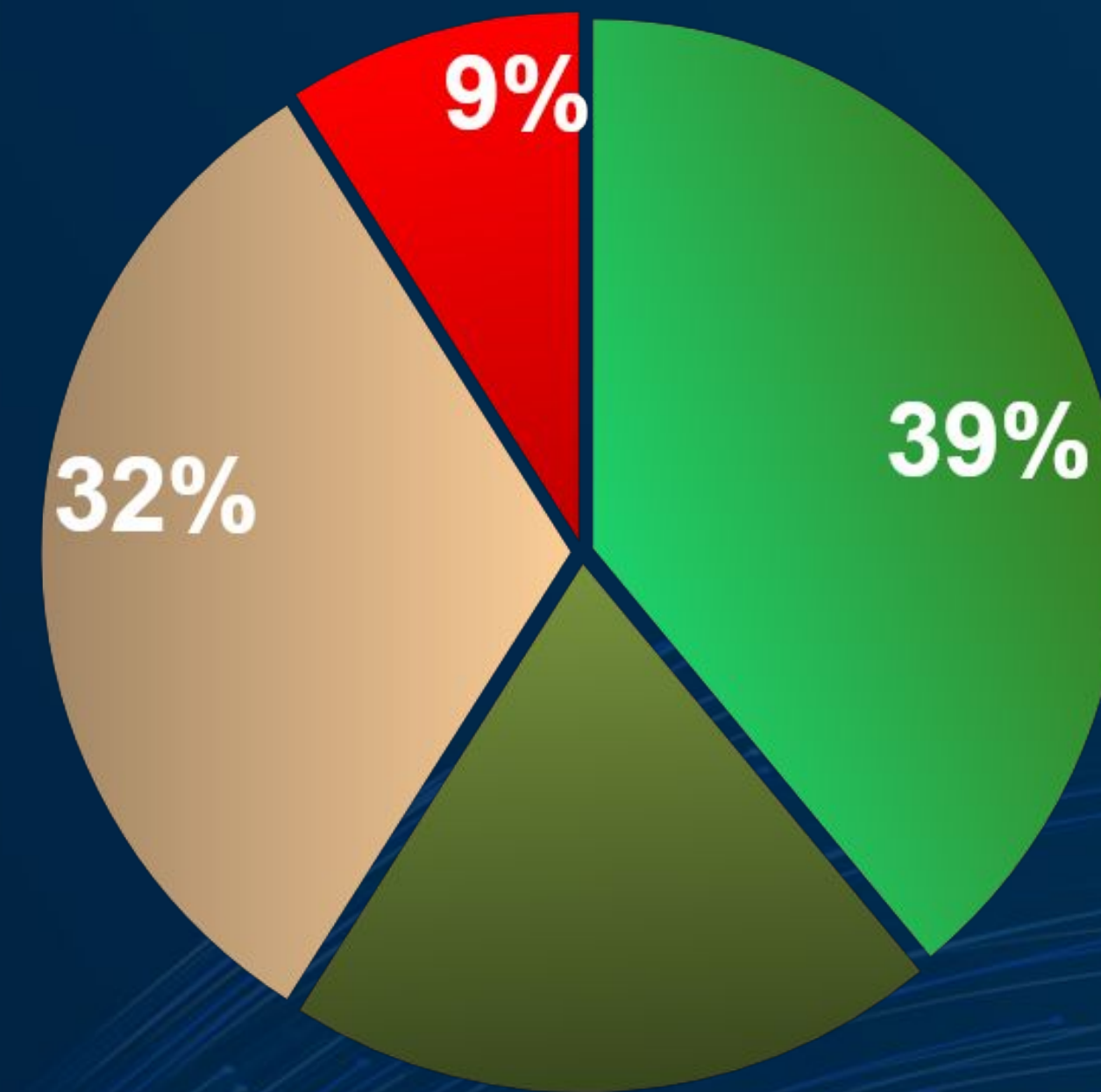


BUYING BEHAVIOUR

- I check that a product is sustainable
- I'm happy to pay more if it's endorsed

FUTURE DEVELOPMENT

- Essential for the future
- Economic development



Do we know what our customer base is like?

Is it the same as that of our main competitors?

Do we know how many customers are willing to pay a premium price?

C-ESG-Index

Score on a scale of 0-100, where <70 is 'critical'

UTILITIES

64



GAS



ELECTRICITY



WATER

GDO

64



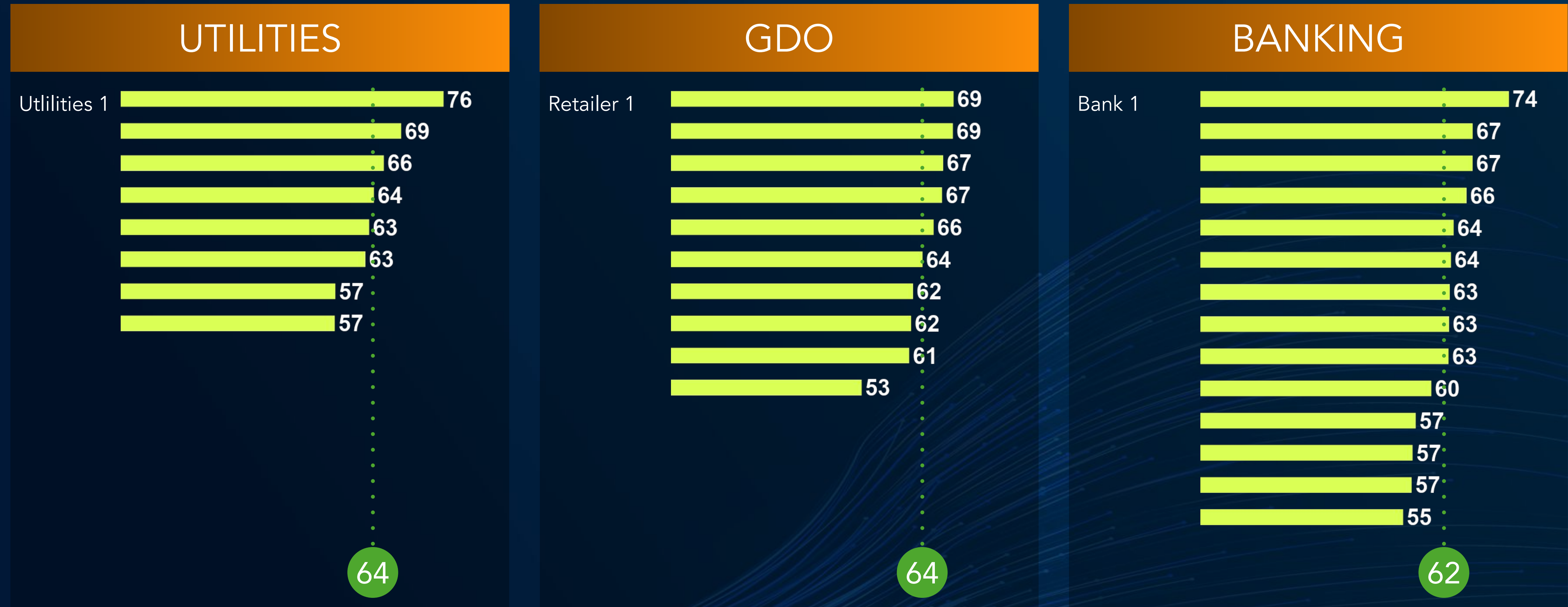
BANKING

62



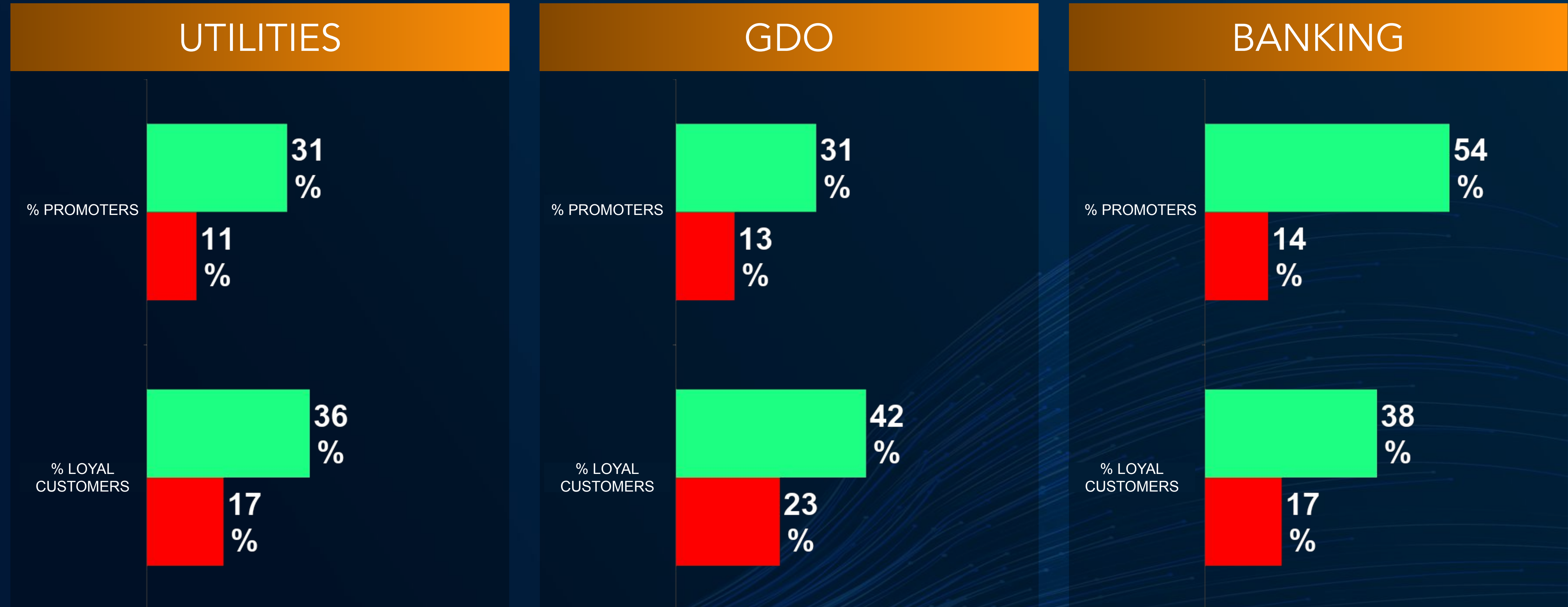
C-ESG-I : satisfaction with commitment to sustainability

Ranking by brand, Score on a scale of 0-100



Future behaviour

Best Worst



The role of loyalty schemes

Can loyalty schemes help to convey the idea of sustainability to customers?

The answer, based on surveys we've carried out on this type of activity at some large-scale retailers, is YES, provided these conditions are met:

- The activity specified is actually sustainable
- The activity specified is part of the company's strategic sustainability plan
- Rewards are appealing and the commitment required is not excessive
- Initiatives are certified and quantified

Conclusions



There are four types of green consumers each with a different mix of attitudes and behaviours. This affects the relationship with the brand considerably.



Most consumers say they understand the topic and are sufficiently informed about it, apart from the sceptics; supplier evaluations differ greatly depending on the cluster group.



Commitment to sustainability is rated as very high for some brands, while others are disappointing. The companies that were able to implement specific actions and communicate them appropriately reached the most sensitive cluster groups, achieving excellent results.



A commitment to sustainability pays off! The top players definitely have more customers willing to spread a positive message and remain loyal to a brand, and they also have a better reputation.

people | sustainability | innovation

PROTAGONIST