



SAPIENCE CONSULTANCY

your research partner powered by data science

About Us...

Who we are

We are a data science, research and consulting agency in MENA

What we do

- 🌀 **We solve business problems and provide tangible solutions**
- 🌀 **We make our solution relevant to client by underrating the business first**
- 🌀 **We make sure that our approach is scientific, transparent and accurate**
- 🌀 **We apply technologies to help clients make better use of data**



Our Services



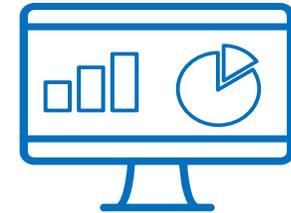
Analytics

We provide strategic marketing and media consultancy. We use data science to measure and analyze marketing performance to maximize effectiveness and optimize ROI.



Research

We are a fully fledged research supplier that provides syndicated research projects as well as any type of market or consumer research requirement. We have the capacity to conduct field projects in all markets in the MENA.



Technology

We provide BI, Marketing Intelligence at POS, Seeking Nodes, data visualization and dashboard solutions. On the shelf data reporting solutions or customized dashboards and simulators

Driving Results

We help marketers and business leaders to answer the following type of questions:

How to quantify the impact of marketing and media levers?

How to set budgets and what should the investment mix for new product launch be?

How to improve short or long term ROI?

How to identify and understand better potential or existing customers?

How to fine-tune products or packages that suit customer needs?

In real-time, what are our customers' biggest complaints, pain points?

What media and promotional activities to use and how to optimize multi-media allocation?

What is the best pricing strategy in the light of continuous variation in demand?

How to define, measure and track brand and business KPIs?

How to identify potential markets and drivers of growth in the category?

What value do we generate across retention, loyalty and advocacy?

How to devise a suitable customer contact strategy?

Solutions & Products

Marketing Mix Modeling



Digital Attribution



Digital and Social Media
ROI



Optimization



Advertising/Promotional
Effectiveness



Brand Tracking



Intangibles ROI



Pricing and Packaging



Customer Segmentation



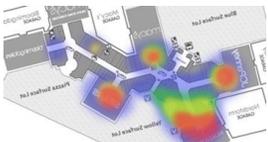
Customer Loyalty Analysis



Analytical CRM



Offline/Online - omnichannel
analytics and communication
technologies



Wide Industry Experience

Verticals



Media



Automotive



FMCG



Electronics
& Appliances



Telecoms & IT



Banking



Insurance



Retail



Beauty/fashion



Hospitality

Research Types

- Brand Health & Tracking
- Market entry analysis
- Customer satisfaction
- Pricing
- Mystery shopping
- Car clinics
- Campaign evaluation
- Market segmentation
- Usage & Attitudes
- Media habits
- CRM management and analytics

Our Clients



SBC



Mercedes-Benz



Call Centre

Real Office Images



- **The biggest call center in the region with more than 400 operators**
- Covering EMEA and North Europe
- Respondent data base in millions segmented by demographic profile
- All operators are university graduate
- Multilingual operators (Arabic, English, French, Spanish, German and Italian)
- The most advanced CATI system with 100% recording of all interviews
- Live monitoring of interviews by client from anywhere in the world with interactive features

On Ground Fieldwork Methods



Face to Face

Carrying out face to face research using CAPI



Focus Groups

Well connected recruiters and experienced moderators



IDIs

Interviewing hard to reach, C-suit mainly in B2B studies



Mystery Shopping

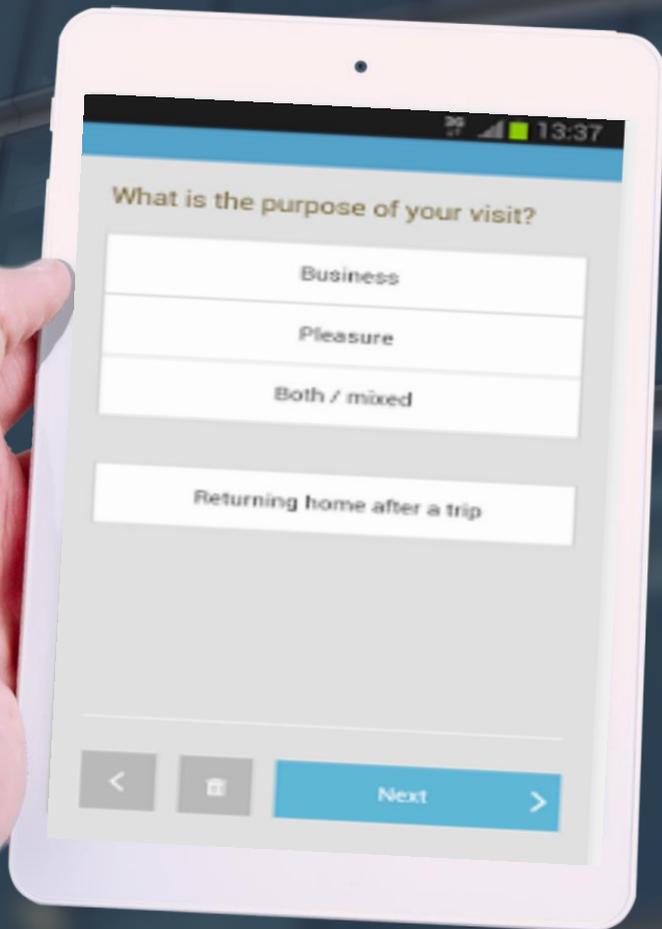
Have experience in one of largest projects for one of the biggest retailers in the region



Central Location & Car Clinic

Testing products with respondents using tabs and latest technologies

Face to Face Using Tablets



1. Interviews conducted with or without internet
2. Answers are stored immediately so that interrupted interviews can be resumed
3. Register location based on GPS
4. Support rich media files (display photos, audios and videos)
5. Automatic recording of interviews
6. Interviews can be conducted in any language
7. Interviewers can make appointments to return at a later moment
8. Fieldwork manager and supervisors can centrally manage changes to the survey, quotas, or interviewer assignments
9. Can track progress immediately after the interviewers synchronize their work.

Case Study: Retail

Calculation of sales potential of new opening

1. The Challenge

- In view to **optimize the business strategy**, it was key to identify those points on the map with greater sales potential.
- Our client was in the throes of expanding its sales network and wanted to detect the points on the map with greater sales potential.

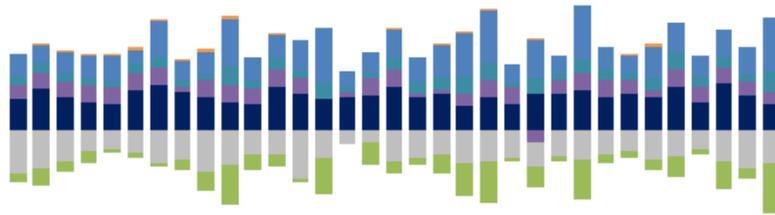


2. The Solution

- A wide range of variables was built, of which may depend the sales of their current network.
- These variables include both **internal information** (Point of Sale surface, visibility, ...) as well as **external data** (competition, demographic variables, communications ...).

3. The Action

- Using these variables, a mathematical model was developed allowing us to **determine the impact of each of the variables in the sales of each POS (point of sale)** :



4. The Results

- This model allows us to determine **the sales potential for possible future openings** and thus choose the most cost-effective alternative for locating new POS.

Case Study: Casual Dining

Analyzing and enhancing customer experience

1. The Challenge

- A prominent **multinational casual dining restaurant in Dubai** wanted to enhance customer experience from the moment a customer enters the restaurant until they pay the bills and leave.
- The aim is to retain customers and increase the frequency of repeated visits to the restaurant.



2. The Solution

- We carried out multiple stages project through feedback research (IDIs and surveys) observations and experimentation to analyse the **complete customer journey** (inspire to visit, welcome, deliver, deepen/commitment and return)
- We analysed the internal perception of the client's management versus staff versus customer experience and reality.



3. The Action

- Through the analysis we were able to **find mismatches** between the client's view and what is happening and the customer dining experience in the restaurant.
- We detected which stages in the customer journey are critical and need attention and improvement.



4. The Results

- A simple changes in the customer service inside the restaurant (like improvements in “payment of bills”) helped improve the customer experience and resulted in **increasing the frequency of repeats** by **12%**.



Case Study: Automotive

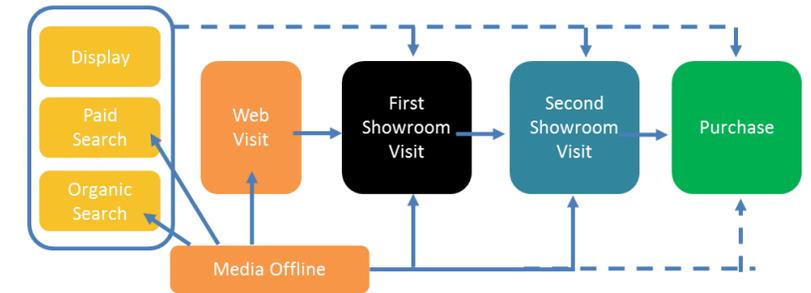
How many cars could be sold with the help of internet

1. The Challenge

- The client was convinced they needed to invest more **online**, although they had no data on the effectiveness of media neither they are sure about **optimal level of investment** that should be allocated on Display and Search
- On the other hand they want to know if there was **synergy between online and offline media** and be able to quantify it.
- Were they missing an opportunity for growth?

2. The Solution

- We designed a **system of equations** that would mathematically **replicate the buying process of a vehicle**, and include how to invest in each media and how it would impact each of the stages



3. The Action

- **Macroeconomic and industry data** were collected, as well as brand specific data and competitor data.
- In addition, a database was created integrating advertising data from **offline, display**, and actual data from **online search** generated by keyword category.
- From all this information **a system of equations** was built, for 3 nameplates of the same car make, with over 24 **econometric models**

4. The Results

- We detected that SEM resulted in **30%** of the total contribution of total marketing to **web visits**, which was the main lever to generate visits to the dealer (60%), and therefore sales.
- We found out that improving ranking in search engine results in increasing clicks by +49%
- We quantified the synergy between **TV** and **SEM**, with time
- We recommended **optimal media mix**

Case Study: Distribution

Customer Segmentation

1. The Challenge

- Consumers have **certain common needs and attitudes**. This allows us to segment them into different interest groups for companies.
- Our client **had a classification of their buyers**, but it was made up of **too many segments** (15) rendering it too unwieldy to establish action plans. Therefore, they needed to **reduce the number of segments**.



2. The Solution

- **Information relating to the purchase information** of a group of customers, already segmented, was collected and **a survey about uses and attitudes** was launched to complete the investigation.
- From these data, the **segments** were **grouped** based on **qualitative and quantitative criteria and multivariate techniques**.

3. The Action

- It was intended that each group should have **similar characteristics** in terms of **lifestyle** and purchasing **behavior**.
- Furthermore, a **representative** percentage of customers should be grouped, having **similar expenses and purchase frequency**.
- Finally, **multivariate statistical analyses** were performed to create factors that would maximize the homogeneity within a group and ensure the heterogeneity with the other groups.



4. The Results

- We managed to **regroup the initial 15 segments into 6** more closely related **segments**. The new segmentation offered certain advantages over the former one: greater **operability**, greater **homogeneity and** greater **business opportunity**.



Case Study: Service Provider

Key Driver Analysis

1. The Challenge

- To understand what service dimensions **drives overall customer satisfaction** and which variables to move so as to get the incremental effect on customer satisfaction

2. The Solution

- We built a hierarchical model which explains which individual service attributes derives key factors and how these key factors derive service dimensions which in-turn explains customer satisfaction

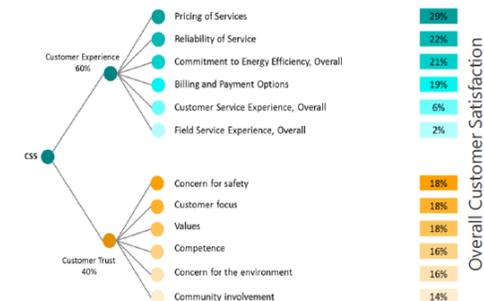


3. The Action

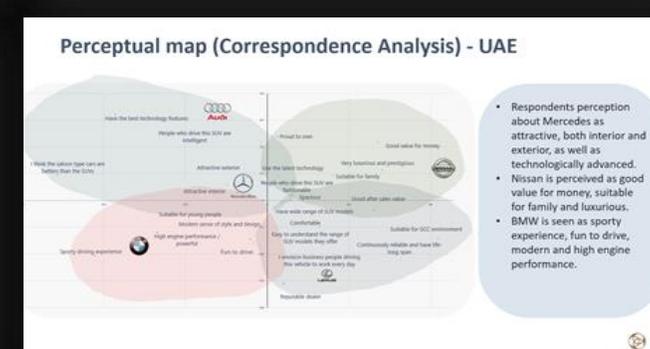
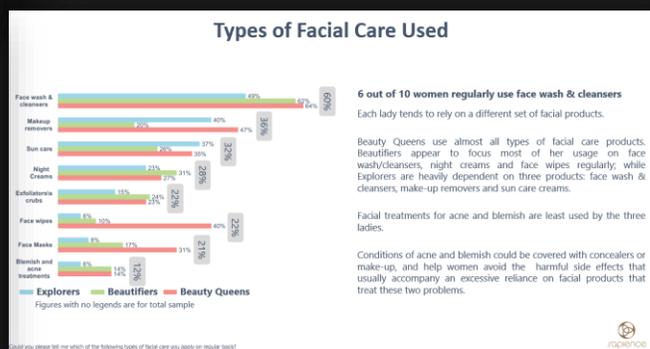
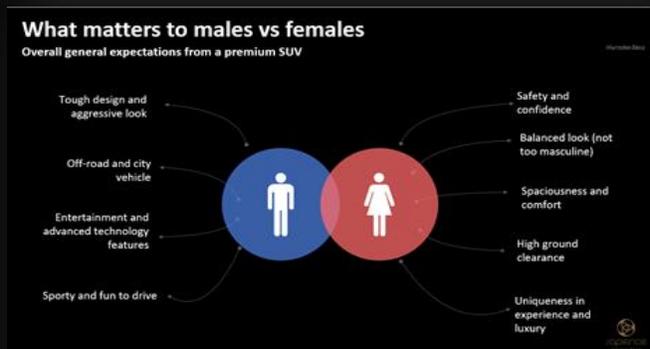
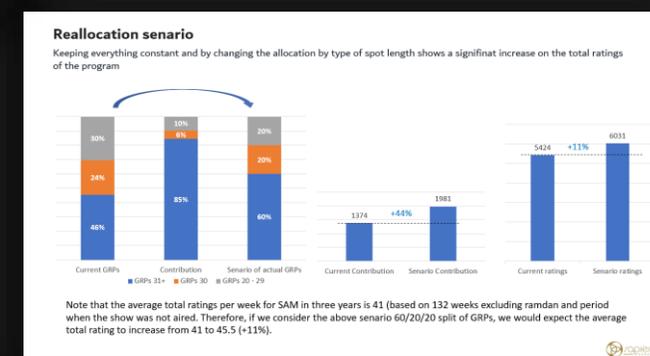
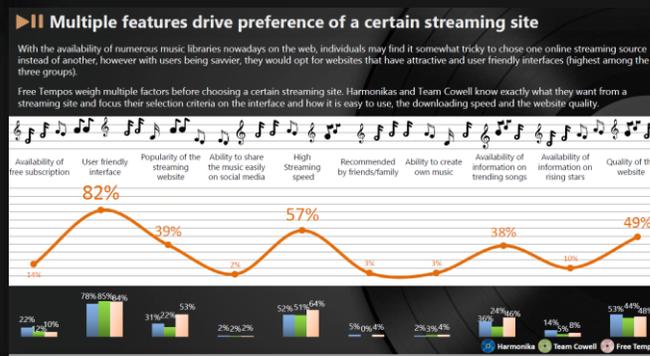
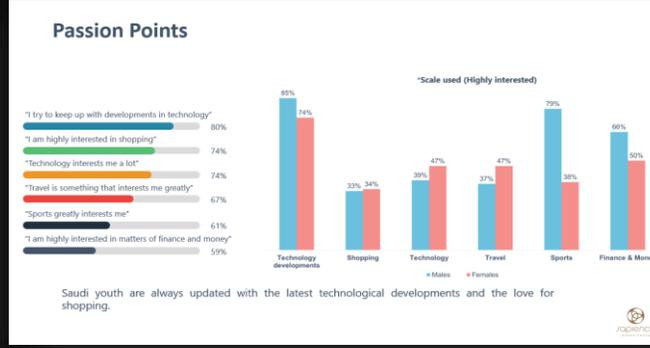
- A theoretical model is set-up in the design phase to collect data on appropriate measures which are **believed to enhance customer satisfaction**

4. The Results

- The service dimensions are granulized to understand driving force to satisfaction
- Able to focus on key service attributes to enhance customer satisfaction



Sample slides from our Research Work



Rabih Soueidi (Co-founder and Managing Partner)

- I am an enthusiastic data scientist and insights professional with more than 15 years of experience. I'm passionate about consulting and helping clients solve business and marketing issues.
- I received MS degree in applied mathematics from the Lebanese University and MSc. Degree in Big Data Analytics from the University of Liverpool.
- I started my career as a teacher in SABIS. Then I moved to work in the marketing and media research in Pan Arab Research Centre in Dubai, where I gained plenty of know-how and experience in media and advertising sciences. In 2009, I joined Mindshare Mena where I led the research and analytics department. I succeeded in building strong relationships with various clients from different industries and was able to develop a lot of consultancy skills in marketing and media tactics and strategies.
- In 2015 I co-founded Sapience Consultancy which is a scientific marketing analysis and consumer research agency based in Dubai and caters for the whole MENA region. Sapience was founded on the basis of marketing sciences and filling gaps in our markets from the perspective of data analytics, consumer research or technology. We heavily use mathematics and technology to solve business and marketing problems in an accurate way, and our work includes a wide range of predictive modeling, consumer insights, software solution and training. We also provide syndicated research, and customized research projects through quantitative and qualitative methodologies



Co-Founder and Managing Partner
Sapience Consultancy

Dubai, UAE

Hadi Jawad (Co-founder and Managing Partner)

- I have spent 18 years honing my skills in marketing, media, and research. Started with 9 years at the OmnicomMedia Group as a head of consumer insights and innovative solutions.
- I have worked in a wide array of product categories, including automotive, FMCG, electronics, confectionary, telecoms, banking, and financial services.
- After that I have spent 9 years with Mindshare I have been heading a team focused on research, insights and solutions. My areas of expertise include the creation of new systems, optimizing work processes, generating insights and implementing research initiatives for Mindshare across the MENA region and expanded the list of categories I have worked with to add retail, perfumes, jewellery and cosmetics.
- I co-founded Sapience Consultancy back in 2015 to fulfil a gap in the region about the quality of data and taking scientific approach to analyse the data and generate relevant insights.
- I like travel a lot and so far visited 44 countries; recently I have visited the Mercedes-Benz Museum in Stuttgart with my family, we have enjoyed this experience a lot and we are looking forward for our next adventure this summer!
- I will be supporting the project leader on all requirements and act as a secondary contact on the project.



Co-Founder and Managing Partner
Sapience Consultancy

Dubai, UAE

Sapience contact info



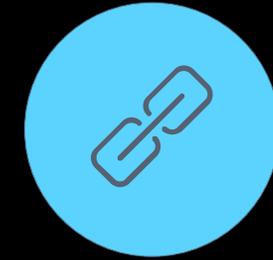
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