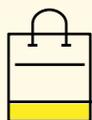


# Developing a deeper understanding of your customers.

Consumer behaviour is changing rapidly. Let's look at why customer preferences are evolving, how businesses can improve customer segmentation, and how they can better respond to changing customer needs.



## 1 Three emerging consumer trends<sup>1</sup>



80+% of customers who used click-and-collect during the pandemic say they'll continue to use it in the future.



52% of Australians believe locally sourced and manufactured products are now more important.



Consumers are becoming more selective and purposeful in their choices.

## 2 Three ways to unlock the power of data



Focus on behavior rather than purchase



Think about the customer journey through data



Spot critical points where customers fall away



The aim is to create really personalised, targeted offerings, because particularly now, we are very unforgiving of businesses that don't treat us as individuals.



**Jerry Macey**

Head of Consumer and Diversified Industries, CommBank



This is part of the CommBank Foresight Spotlight Series, helping guide Australian businesses towards a stronger economic future. To read more, visit [commbank.com.au/foresight](https://commbank.com.au/foresight)

### Things you should know

<sup>1</sup>CommBank Consumer Insights Report, 2021

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