

ILLUME



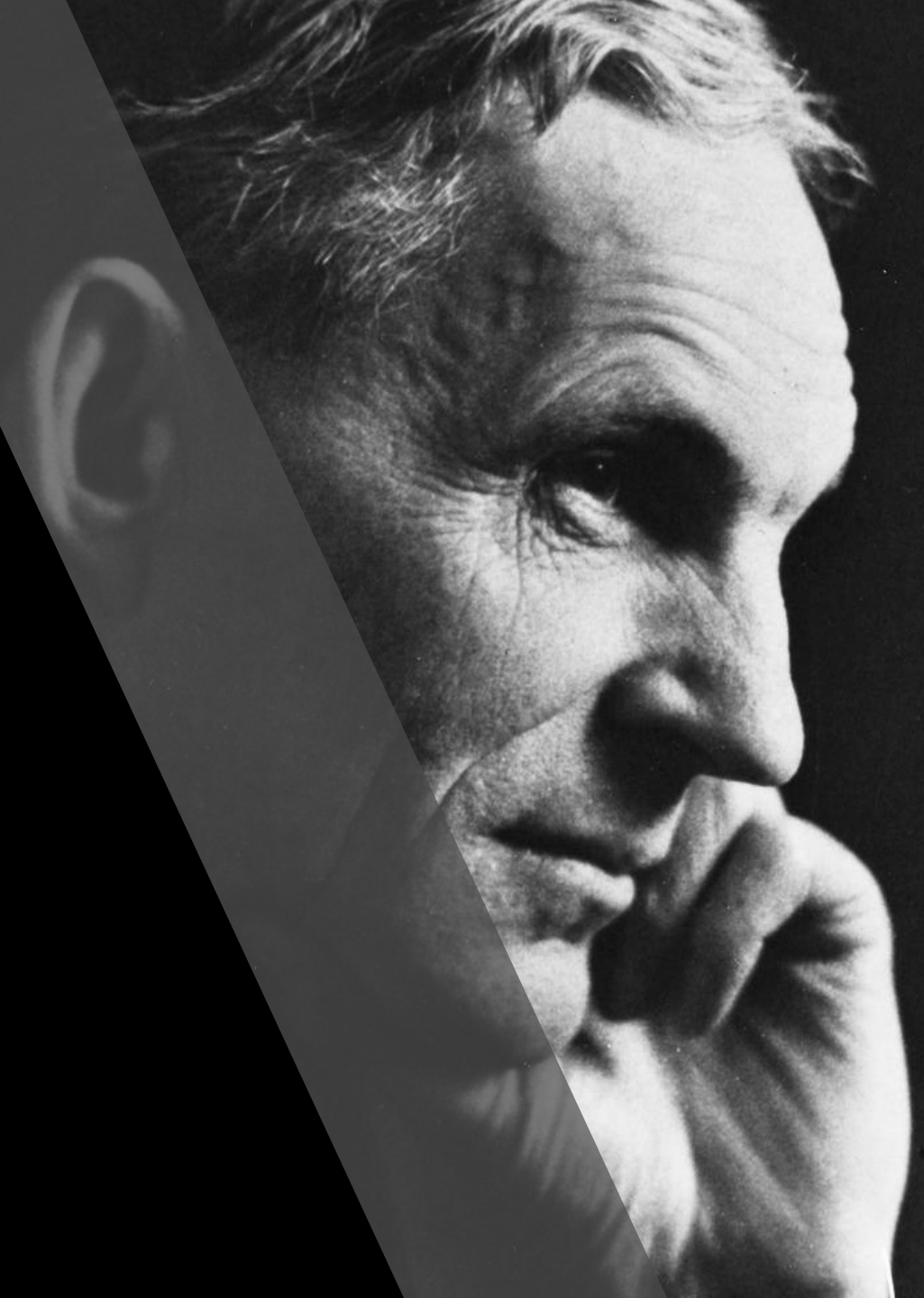
WHAT DRIVES CUSTOMERS

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*"If I had asked people
what they wanted,
they would have said
faster horses."*

Henry Ford





CONTEXT



SO WHAT DO CUSTOMERS CARE ABOUT?



HOME



FAMILY



HARMONY



AGENCY



COMFORT & SAFETY



WHAT DOES THIS MEAN?

How do customer
perceptions
influence them
when it comes to
programs,
products and
you?

A few examples...



PRODUCTS



SMART HOME



BEHAVIOR



TIMING



SATISFACTION



ASK MORE
QUESTIONS

WHAT DO YOU WANT TO KNOW?

CONTACT US

WE LOVE TO HEAR FROM YOU!

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