

COUNTING YOUR WINS:

How Rocket Central Builds Understanding of the Whole Human Experience



SARAH PHILLIPS

VICE PRESIDENT,
CLIENT CONSULTING
GONGOS INC.



KRISTA RUSSO

DIRECTOR,
MARKET INTELLIGENCE
ROCKET CENTRAL

Part of InSites Consulting
gongos

WE MAKE CUSTOMER
CENTRICITY HAPPEN



ROCKET Central



ROCKET CENTRAL

is not the Rocket
you may know.



ROCKET CENTRAL: Mortgages

Growth OPPORTUNITY

Advance the Customer Insights team
up the Insight Maturity Model

COMPETITIVE ADVANTAGE
STRATEGY

STRATEGIC INSIGHT PARTNER
INSIGHT

BUSINESS CONTRIBUTOR
SYNTHESIS

TRADITIONAL MARKET RESEARCH PARTNER
DATA & ANALYSIS



WHY A RESEARCH COMMUNITY?

Following consumers & pros
across the entire lifecycle

TRUE HUB OF RESEARCH:

- white space ✓
- product development ✓
- pain point ✓
- prioritize features ✓
- pressure test messaging ✓
- consumers & client immersion ✓



OUR PATH FORWARD...

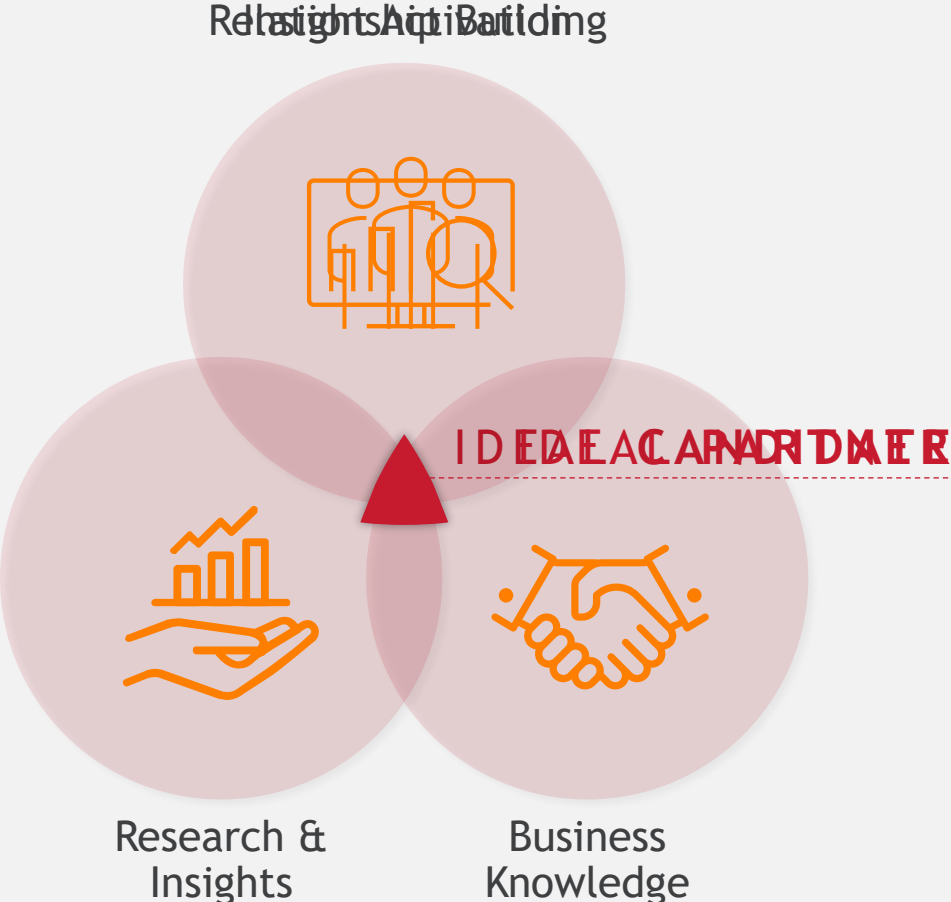
01 | Re-define talent needs both within and outside of organization to **amplify impact**

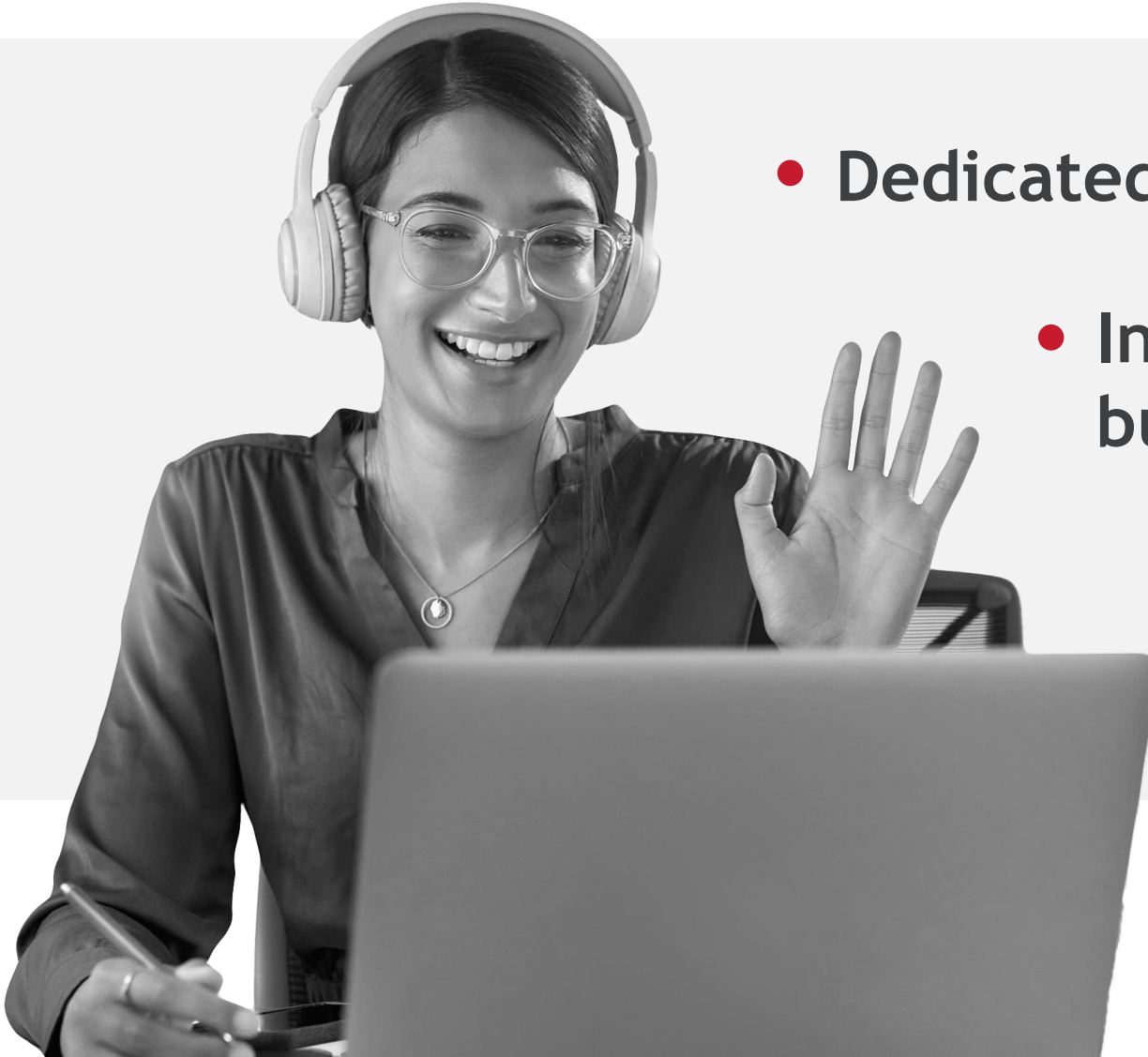
02 | Involve internal stakeholders to **generate buy-in and learning path**

03 | Establish tools and processes that enable insights to **inform decisions before it's too late**



W.I.T.A. IN DOBERRY TALENT...





- **Dedicated team member**
- **Include stakeholder in building a business case**
- **Track the wins (small & large)**

Data continuity =
ROCKET ID

Longitudinal Learning =
RESEARCH COMMUNITY



COMMUNITY

Extension of the
Rocket Experience

INHERENT BENEFITS
make this more than just a
“quick feedback tool”



● ● ● ●
● ● ● ●
● ● ● ●
● ● ● ●

CASE-IN-POINT: AGENT IMPACT



KEY TAKEAWAYS

- Customer insights function can drive real customer centricity
- Relationship-building is an essential skill for corporate insights professionals
- Community as a true hub of insights





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ROCKET CENTRAL

KristaRusso@rocketcentral.com



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Q & A