

# The Get Noticed Consultancy

Nudging for a stronger, healthier, wealthier business

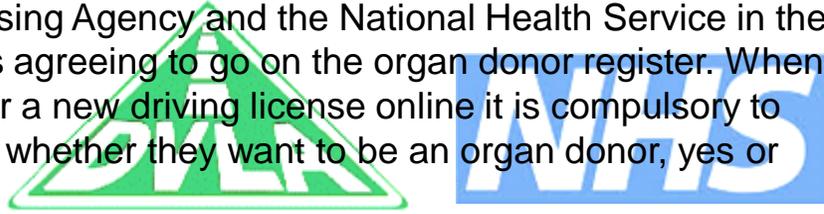


The Get Noticed Consultancy brings established, successful social Nudge techniques into the business world to accelerate sales.

Think of a 'Nudge' as a subtle persuasion technique that uses human nature to encourage people to act.

Nudges are everywhere and have been around forever. Understanding how and why they work is new.

The Driver Vehicle Licensing Agency and the National Health Service in the UK doubled the numbers agreeing to go on the organ donor register. When people renew or apply for a new driving license online it is compulsory to answer the questions on whether they want to be an organ donor, yes or no. (Easy)

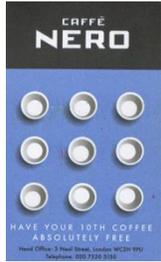


## Social Nudges

Reducing plate size and providing social cues on food consumption led to 20% less food waste in a hotel restaurant chain. An example of the latter is a salient sign saying “Welcome back! Again! And again! Visit our buffet many times. That’s better than taking a lot at once”. (Perception)



The Behavioural Insights Team in the U.K. used social normative messages (“9 out of 10 people do X”) in letters to groups in tax arrears in order to encourage increased tax compliance. 15% more complied in the groups that received the letters with the message compared to the groups that received the letters without the message. (Conform)



If you are already part way towards a goal you are much more likely to continue towards it. This is why coffee shops often give you a free stamp to start with.



## Consumer Nudges



UK Winter Fuel Payment (WFP) is a cash transfer to households aged over 60. The WFP can range from £100-£300 and is usually given in November/December. If households were given a neutrally-named cash transfer of £100, they would spend on average £3 of it on fuel. If it is called Winter Fuel Payment, they spend an average of £41 on fuel. (Conform)

Supermarkets are masters of nudges, from goods at the point of sales to aisle layout. One experiment showed that if French music was played in the wine section up to 32% more French wine would be purchased. The same result was found using German music and German wine.



House pricing studies show that if a house is priced precisely at £296,300 it would sell quicker and closer to the asking price than if priced at £300,000. (Perception)



Would you like to Go Large?

It is easier for people to accept restrictions or give more if they take place in the future eg increase savings amount in line with ...inflation/salary increase.

People are more likely to take things that are easier to reach.

Provide an easy target and people will aim for it.

Comparison influences choice.

Appeal to the 'automatic brain' if a; uncontrolled, effortless, fast, associative, unconscious, skilled response is required. Eg. Voting usually uses 'automatic brain' – keeping things clear makes it easier to win votes.

Availability of the latest information influences decisions eg risks seem more serious if an event associated with the risk happened recently eg earthquake insurance policies are taken up rapidly after an earthquake.

Ongoing or immediate costs are often over weighted, upfront with/or pay later costs are often under weighted eg furniture sales, nothing to pay for 1 year.

People are influenced by the actions and statements of others.

Perception influences behaviour eg Traffic slowing measures use lines on the road getting closer together or narrower.

People like positive surprises and serendipity.

Loss aversion helps people stick with what they have.

Cues for influencing behaviour can be visual, sound, smell eg fly in urinals at Amsterdam Airport.

## Why Nudges Work

People are more likely to stick with defaults eg Pension contributions; Employer contributes 50% for up to 6% of pay contributed, change to employer contributes 30% for up to 10% of pay contributed.

Similarity affects decisions.

Automatic responses take precedence over Reflective responses eg doors with large handles get pulled, even if they have 'Push' written on them.

People are, on average, twice as motivated when presented with losing something compared to gaining something.

Statistics can be framed to influence choice eg Heart operation, 10 in 100 die, 90 in 100 live.

## Nudge techniques make it as easy as possible for people to choose your product or service.

### Sales Nudges

- Make web forms easy to complete. (Ensure mistakes do not mean the whole form is reset. Minimise the number of fields. Provide example field data)
  - Provide very clear directions. (How to get support, how to contact the company, how to order, event details/participation, entering a competition)
  - Inertia (repetition) affects decisions. (Market trends. Statistics eg 8 out of 10., probably the best lager., 4th Emergency Service... Your unique selling point in PR, web, etc)
  - Latest information influences decisions eg risks seem more serious if an event happened recently. (Increase in cyber attacks leads to increase in security sales. Seek out the latest risk that leads to desire for your product/service)
  - People are more likely to stick with defaults. (Tick boxes, buttons, highlighted/brighter buttons)
  - People want to fit into peer groups. (User Groups, Facebook groups. Set up an industry knowledge group)
- Make the product/service easy to buy. (Clear pricing, clear options, easy contract, quick delivery)
  - Make contracts simple. (Always an area of contention or slowing of the sales process, potential to use a 'default' contract)
  - Make pricing precise rather than rounded. (Indicates it is more accurate)
  - People progress faster if they are already part way there. (Keep product after a trial, product upgrade, add-on, meetings at a conference, completion of a report)
  - Paying later is much more acceptable than paying now.
  - People are more likely to stick with defaults. (Default product range – rather than adding features take them away from the 'default')
  - Giving free training, marketing gift, lunch, coffee etc instils the need to reciprocate.
- Having many short term goals, adjusted along the way, is more efficient than a single inflexible big goal.
  - Get commitment to goals, preferably in writing from; yourself, customers, managers. (Meeting notes. Commitment in writing is much stronger than verbal)
  - People like to conform. (Everyone enrolls in the pension plan, everyone belongs to a team, everyone has a goal, ...)
  - People are influenced by the actions and statements of others. (Ensure positive messages are regularly delivered by managers/directors and that achievements are shared)
  - Perception influences behaviour. (Scarcity, limited offers, high quality, market leading)
  - People are, on average, twice as motivated when presented with losing something compared to gaining something. It may be worth focusing on what customers would lose rather than what they would gain.

“Nudging is a strategic business improvement technique.”

## Business Services

### Why?

- Top-performing companies often turn to management and business consulting firms to assist them with their business process improvement initiatives, and for good reason.
- At the Get Noticed Consultancy we are passionate about finding easy solutions to accelerating sales, making the most out of the resources available by creating and implementing marginal gain activities.
- The Get Noticed Consultancy provide a unique business process improvement service by evolving established successful social Nudge techniques for business.
- Although Management and Business Consultancy methods and processes have been well established over the years, what The Get Noticed Consultancy do with the information about your business gives you an advantage many other companies do not have.
- With over 15 years of experience we have worked with start-ups, SME's and large corporates in the services, IT, technology and communications industries. Our experience includes working together with customers to find the best Nudges, including the hands-on delivery that ensures improvements are realised.

**Shortening of the sales cycle** from 9 months to 5 months for a telecoms service provider by nudging sales and support teams to respond and deliver more efficiently.

**Increasing revenues** by 60% for a software solutions provider by nudging the sales and software engineers in several areas focussed on engaging with the customer rather than direct selling.

**Sales team employee satisfaction** resulting in none of the team leaving the business over a 1.5 year period compared to an average staff turnover of 26% in other departments. This was achieved through nudging individuals towards both business and personal goals.

**Improved team relations** between two departments in a large telecoms hardware supplier by nudging them towards co-operative projects. This both improved revenues and employee motivation.

### How to Nudge your business

- **FREE Review** - We work with you to get to know your business and review the existing procedures and activities driving sales. We can then delve deeper into specific areas that you would like to attend to first.
- **FREE Report** - Standard proven business consultancy methodologies are used to compile a report. The report will also provide an overview of the processes and Nudges already in place and whether they are consistent, positive or negative. The next section of the report will cover recommendations, timing, examples and finally possible implementation strategies. At a later date you can then compare performance measurements to understand the effect of the Nudges.
- **Implementation** – yourselves or with our help. Implementation of the processes and Nudges includes; any testing to develop the process, specific details of the Nudge as well as how, where and when they should be used.

**Produced a 4x increase in webinar attendance** for a mobile operator supplier by making the response form for attendance easy to reply to and the content clear to understand.

**Revenue collections improved** 21% for SME software company. Achieved through aligning invoicing with the customers' requirements and schedules.

# The Get Noticed Consultancy



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Reviewing and implementing nudge techniques provide an opportunity to develop a stronger, healthier, wealthier business in the short term and into the future.

**Visit our web site for a FREE  
Review of you Sales Process**

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