



*Are you ready for the **50+** market?*





**The 50 plus market provides
huge opportunities for new
business growth**





This market is largely ignored. Their needs are not being met



More than 90% of marketing dollars are invested to attract younger consumers

Why Age-Friendly?

- Most older consumers don't want to buy 'old people's products' but don't expect to be penalised for being old
- They expect the purchasing experience to be age-friendly and not optimised for their grandchildren
- Physiological ageing is relentless and impacts:
 - All customer touch points
 - New product design
 - Marketing communications
 - Everything that affects the brand experience

**59% of older consumers say
an ‘age-friendly’
experience is critical in
their choice of brand**

SilverPoll: April 2011
Sample: 14,908. M/F 50+
Singapore




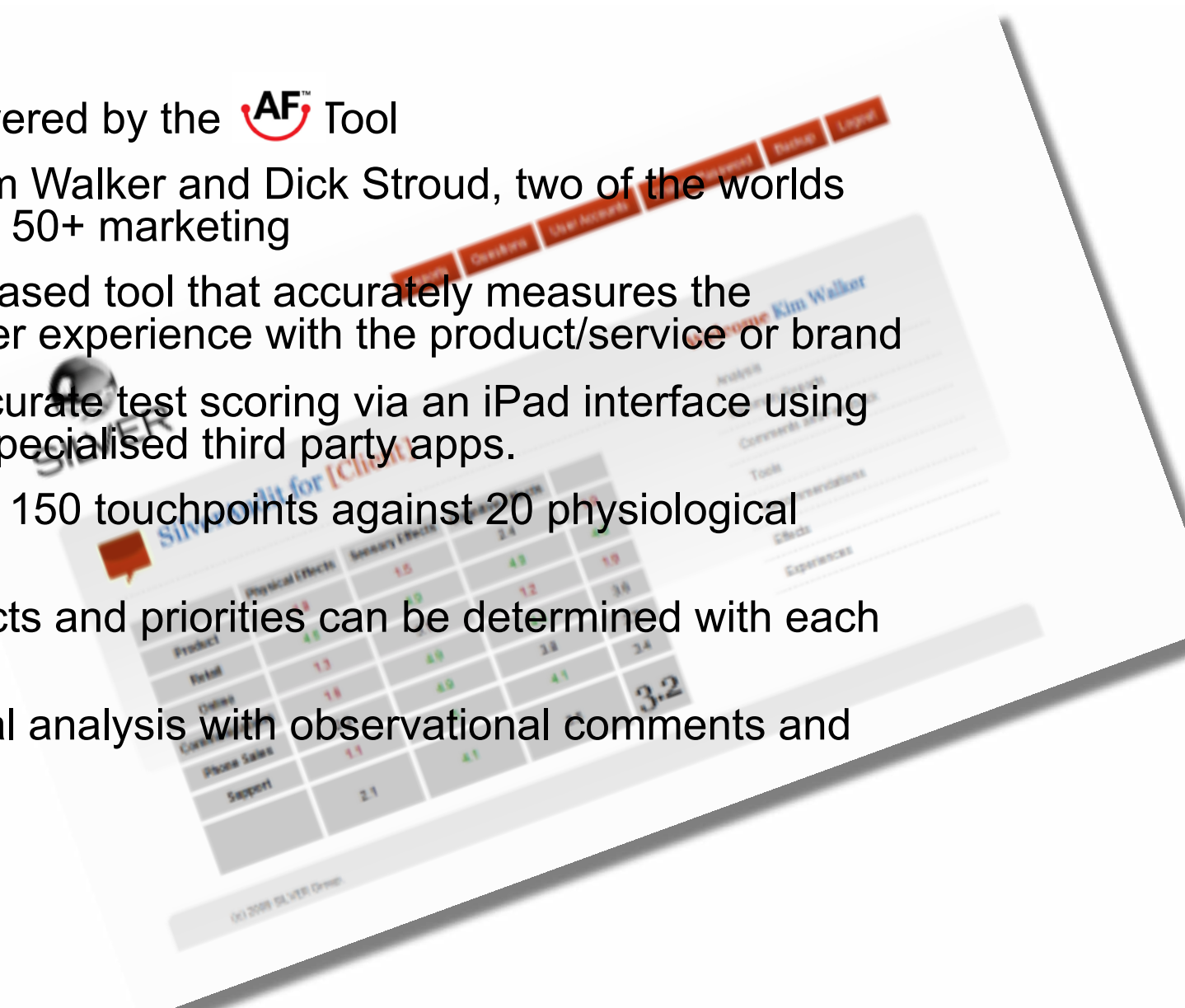
SILVERAUDIT

The world's first system to help businesses and brand owners understand, measure, track and ultimately remove the barriers between them and older customers.

By becoming more age-friendly, brands can unlock the vast spending power of mature customers.

The Tool

- SilverAudit is powered by the  Tool
- Co-created by Kim Walker and Dick Stroud, two of the worlds leading experts in 50+ marketing
- A rigorous, web-based tool that accurately measures the complete customer experience with the product/service or brand
- Objective and accurate test scoring via an iPad interface using the primary and specialised third party apps.
- Measures around 150 touchpoints against 20 physiological effects of ageing
- Touchpoints, effects and priorities can be determined with each client
- Provides graphical analysis with observational comments and photo reference



Making the connections

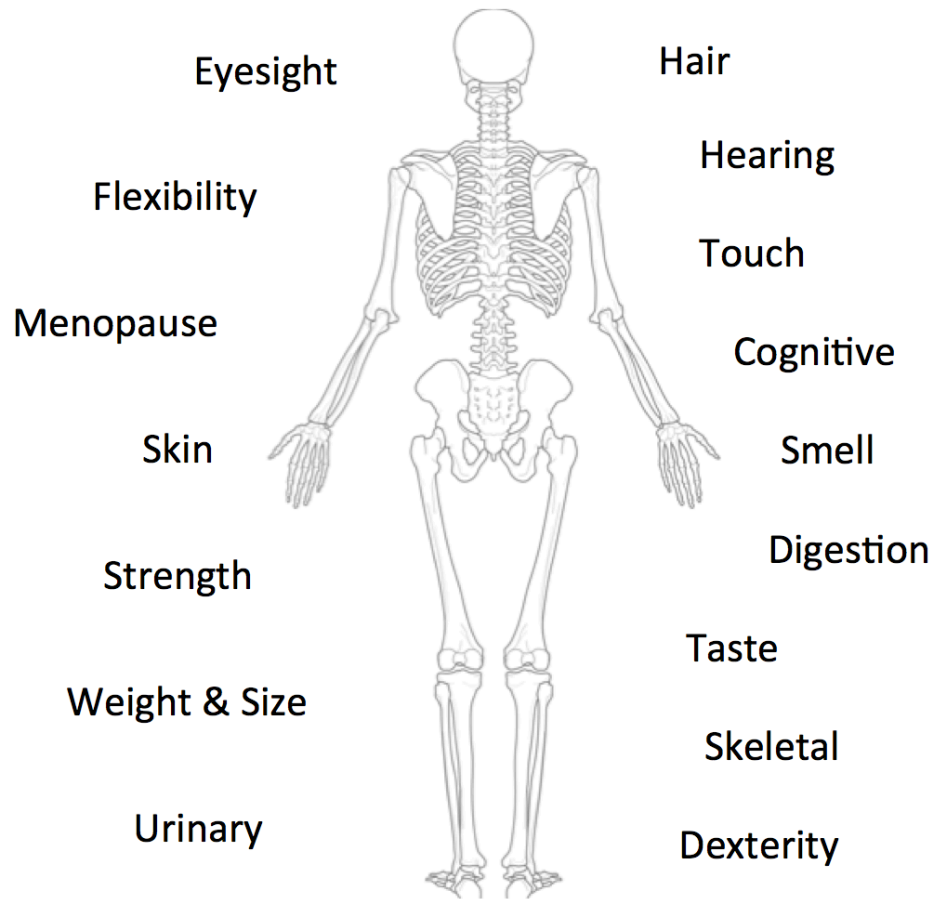


- PHYSICAL
- SENSORY
- COGNITIVE

- ONLINE
- COMMUNICATIONS
- PHONE SALES/SUPPORT
- PRODUCT
- RETAIL



Physiological ageing

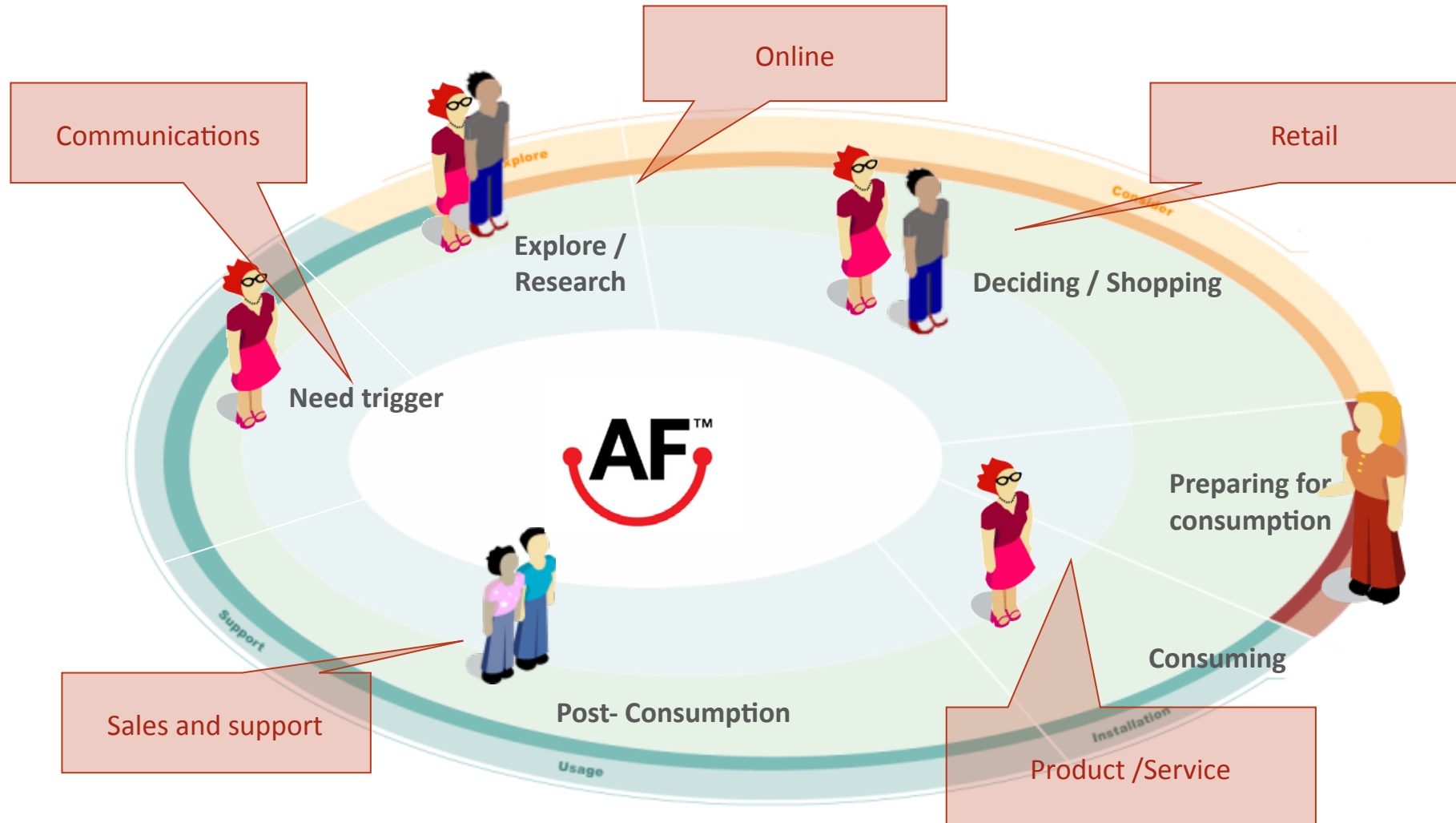


Complex

Relentless

Universal

The Journey



The Report

A comprehensive operational analysis and recommendations to optimise the brand's appeal to older consumers.

Phone Sales/Support

- Experience: Feedback & Complaints - Age
- Effect: Cognitive - Con
- Recorded message. U
- I clean my teeth).

Retail

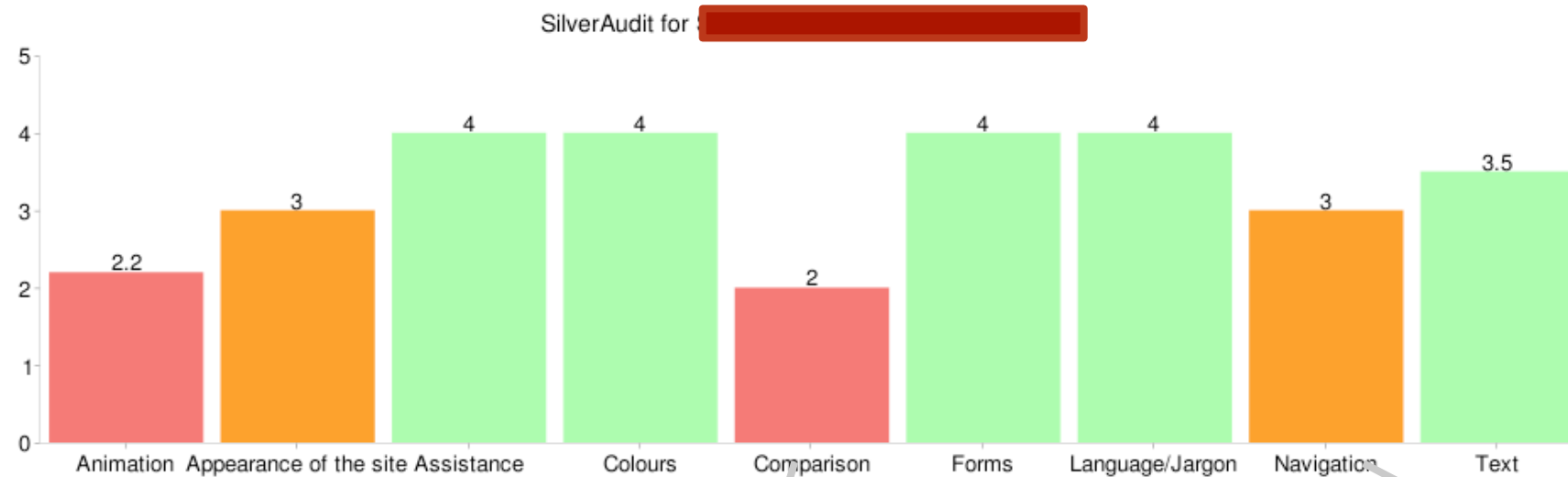
- » Access
- » Ramp and rails
- » Surfaces
- » Ambience

	Cognitive	Physical	Sensory	
Communications	1.9	2	2.1	2
Online	3.4	1.6	2.3	2.7
Phone	2	1	1	1.2
Product	1.7	2	2	1.9
Retail	2.7	2.8	2.8	2.8
© Silver Group	2.7	2.3	2.4	2.5

AF™ = 2.5

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Example 1 - website



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Small picture icons confusing

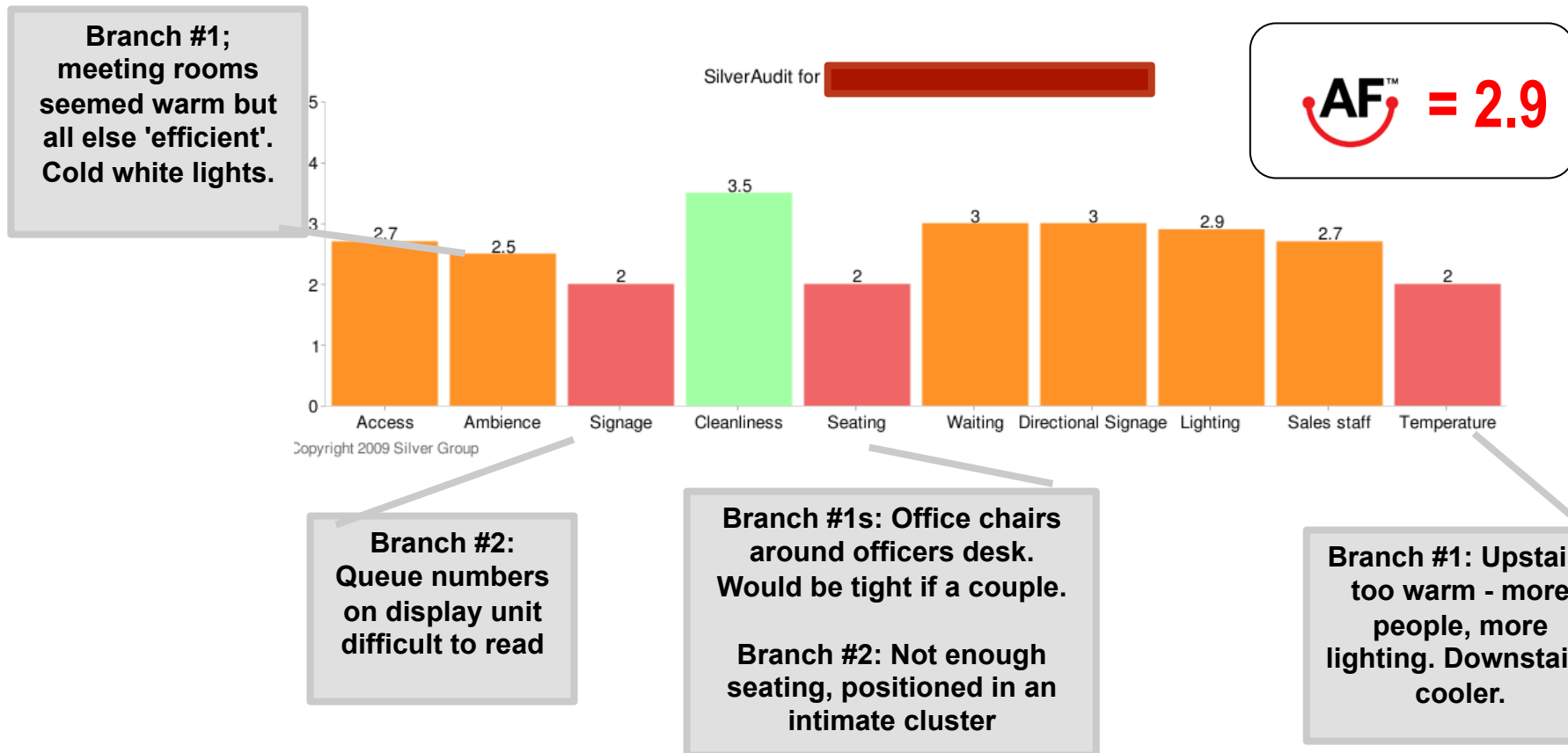
Would help to have benefit comparison with 'ordinary' account

'Resources' jump to Global site. How to return to SGP site?



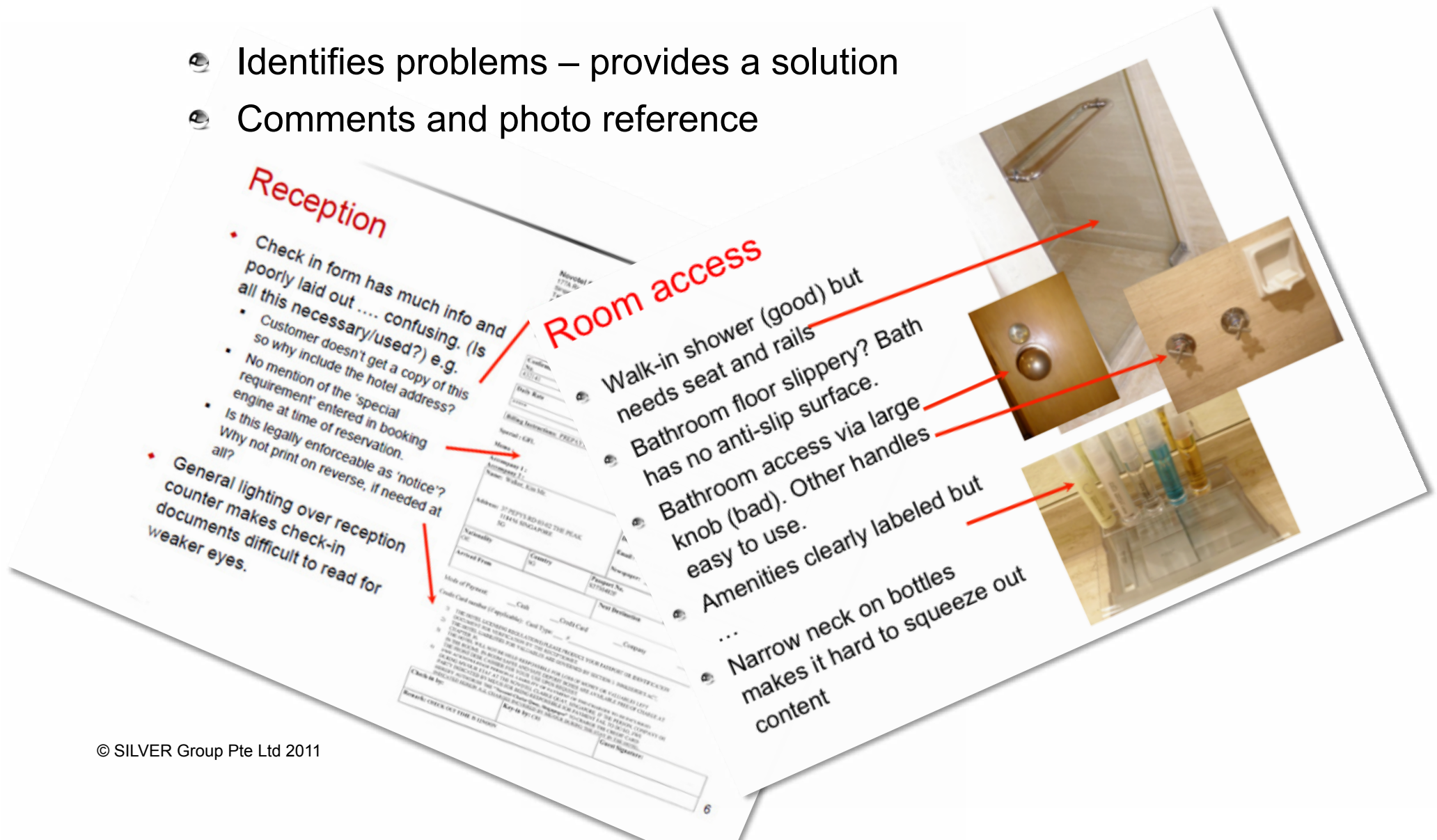
Example 2 – Bank branch

- Analyses all aspects of retail bank experience
- Example of branch assessment:



Example 3 – Hotel room

- Identifies problems – provides a solution
- Comments and photo reference



Reception

- Check in form has much info and poorly laid out confusing. (Is all this necessary/used?) e.g.
 - Customer doesn't get a copy of this so why include the hotel address?
 - No mention of the 'special requirement' entered in booking engine at time of reservation.
 - Is this legally enforceable as 'notice'? Why not print on reverse, if needed at all?
- General lighting over reception counter makes check-in documents difficult to read for weaker eyes.

Room access

- Walk-in shower (good) but needs seat and rails
- Bathroom floor slippery? Bath has no anti-slip surface.
- Bathroom access via large knob (bad). Other handles easy to use.
- Amenities clearly labeled but narrow neck on bottles makes it hard to squeeze out content

Example 4 – product usability

Please read enclosed instructions completely before operating this unit.
Bitte lesen Sie die Bedienungsanleitung vor Inbetriebnahme des Gerätes gründlich durch.
Mettez de lire attentivement le notice avant d'utiliser l'appareil.

1

2

3

KX-TG8424
Digital Cordless Answering System
Digitales Schnurlos-Telefon mit integriertem Anrufbeantworter
Téléphone numérique sans fil avec répondeur

Wireless System

Answering System : Up to 40 Minutes

Easy-to-Read 65K Colour Display

Hands-Free Speakerphone on Handset

Visual Message List

Night Mode : Disable Ringtone During Selected Hours

- **QUADRUPLE** : Includes 4 Handsets, 1 Base Unit and 3 Chargers
- Incoming Call Barring*
- 200-Name & Number Phonebook
- Headset Jack (Headset Optional)
- Multiple Handsets Up to 6 (Optional Handset : KX-TG840)
- Polyphonic Ring 14-Melody / 6-Tone on Handset
- SMS : Text Messaging*
- Battery Life : Up to 15-Hour Talk Time / 250-Hour (10-day) Standby
- Rechargeable Batteries (AAA (RD3) Ni-MH)

* Requires subscription to Caller ID, call waiting and/or SMS services. Please check with local telephone company for details and availability.

= 2.7

SILVERAUDIT **deliverables**

- An overall assessment of the customer journey through older 'eyes'
- Identification of barriers between your business and older customers
 - Scores – for benchmarking and comparison
 - Specific comments on issues and recommended solutions
- Documented report and presentation
- Workshop findings

“Evaluating the customer journey from the perspective of older persons has given us some unique insights into this customer demographic. The rigour of SilverAudit is impressive as it evaluates all touch points experienced by the customer. Apart from the value scoring it has revealed actionable insights that we can use in our business”

Head, Consumer Insights,
Standard Chartered Bank

Cost & Timing

- Quoted based on scope:
 - Experiences to be included plus variations
 - SKU's
 - Retail types
 - Locations
 - Auditor numbers/age bands
 - etc, etc, etc
- 3~4 weeks from brief to presentation

Recommended Procedure





**SILVER is the most insightful
and informed authority
helping businesses to
leverage the exploding 50+
population**



SILVER

Connecting you to the 50+ market

www.silvergroup.asia

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