

# OMETRIA

CUSTOMER INSIGHT AND MARKETING AUTOMATION FOR RETAILERS

OUR CULTURE

13<sup>th</sup> JUNE 2016

[WWW.OMETRIA.COM](http://WWW.OMETRIA.COM) | [@OMETRIADATA](https://twitter.com/OMETRIADATA)

I AM POLITE

I AM POSITIVE



I AM HONEST

I AM OPEN

I LOVE TO LEARN





I LOVE TO SET  
AMBITIOUS GOALS

AND I LOVE TO  
ACHIEVE THEM

I DELIVER FIRST

AND GAIN SECOND



I ALWAYS OVERDELIVER

I AM ALWAYS AWARE THAT

ON MY OWN I CANNOT  
ACHIEVE GREATNESS



I AM PART OF A  
TEAM



AND I TRUST THEM  
IN THE SAME WAY

I AM QUIET WITH MY  
PERSONAL SUCCESSES

AND I SHOUT WHEN  
THE TEAM SUCCEEDS



I WANT TO GIVE CUSTOMERS A  
PRODUCT

THEY CAN'T LIVE WITHOUT



AND I WANT TO DO THAT IN AN  
ENVIRONMENT



AN ENVIRONMENT  
I MAKE BETTER



I CHOOSE TO MAKE  
THE WORLD I LIVE IN

AND I CAN DO THAT

BECAUSE I AM EXCEPTIONAL







AT OMETRIA WE ARE A TEAM

A UNIT



THERE WILL BE TIMES WHEN WE  
GROW QUICKLY

AND MANY NEW PEOPLE

JOIN US

EACH OF US

HAS THE RESPONSIBILITY



TO MAKE SURE THEY  
INTEGRATE WELL



AND THEY  
HELP US IMPROVE IT

THIS DECK SUMMARISES  
WHO WE ARE

# WHAT WE STAND FOR

THE KIND OF PEOPLE THAT WE  
WANT TO BE AROUND



THE KIND OF PEOPLE  
WE WANT TO JOIN US





OUR MISSION IS TO  
BE THE BRAIN

THAT POWERS  
ALL COMMUNICATION

BETWEEN RETAILERS  
AND THEIR CUSTOMERS



TO GIVE THEM  
HAPPIER CUSTOMERS

TO MAKE SURE THEY WIN







WE NEED TO BE THE BEST AT  
REACHING THEM

AND THE BEST AT HELPING THEM  
REALISE THAT THEY NEED IT

THERE IS ONLY ONE WAY OF  
MAKING SURE WE DO ALL THIS

WE MUST BE EXCEPTIONAL





SO HOW DO WE  
DEFINE THIS?



1. WE LOVE TO  
LEARN AND TEACH

2. EVERYTHING WE DO IS  
DATA-DRIVEN

3. WE DELIVER FIRST,  
GAIN SECOND



5. WE ARE  
HONEST AND OPEN

6. WE HAVE UNWAIVERING RESPECT FOR  
OUR CUSTOMERS' DATA

7. WE NEVER  
COMPROMISE

8. WE TOTALLY  
TRUST EACH OTHER





10. WE MAKE THIS A  
BETTER PLACE TO BE

11. WE ARE  
EXCEPTIONAL



1. WE LOVE TO  
LEARN AND TEACH

WE LOVE TO LEARN AND WE DO IT  
EVERY SINGLE DAY



WHENEVER WE CAN, WE TEACH EACH OTHER  
SOMETHING NEW



WE MOVE FAST, WE LEARN FAST AND  
WE DON'T REPEAT OURSELVES

WE ARE HERE BECAUSE OF OUR  
CHARACTER AND OUR JUDGEMENT

IT'S UP TO US TO ACQUIRE THE SKILLS WE  
NEED TO SUCCEED





2. EVERYTHING WE DO IS  
DATA-DRIVEN

OMETRIA IS HERE TO HELP  
ECOMMERCE BUSINESSES BE  
**DATA-DRIVEN**

WE LEAD BY EXAMPLE, SO WE MAKE DECISIONS  
BASED ON DATA



EVERYTHING WE DO, WE TAKE PERSONAL  
RESPONSIBILITY FOR MEASURING



SUCCESS MEANS THE ATTAINMENT OF  
MEASURABLE GOALS

NOT THE COMPLETION OF TASKS

WE RECORD AND SYSTEMATISE  
ALL OF OUR SUCCESSES





3. WE DELIVER FIRST,  
GAIN SECOND



WE UNDERSTAND THAT  
DOING AMAZING THINGS WILL LEAD TO  
PERSONAL IMPROVEMENT

WE DO NOT ASK OR EXPECT  
PERSONAL GAIN

IT COMES TO US ITSELF



EXCUSES AND COMPLAINTS ARE FOR  
UNEXCEPTIONAL PEOPLE

WE DON'T LEAVE THINGS AT 90%

WE GET THINGS DONE

WE ARE FINISHERS







WE NEVER PUT DOWN  
A CUSTOMER

OR ANOTHER OMETRIAN

WE ALWAYS LEAVE PEOPLE FEELING HAPPIER  
AFTER A CONVERSATION WITH US

WE NEVER SWEAR



BUT IS HIGHLY AMUSING



IN WHICH CASE IT'S OK





5. WE ARE  
HONEST AND OPEN

ANYTHING WE NEED TO SAY WE SAY  
TO THE PERSON DIRECTLY

AND IMMEDIATELY

IF THINGS GO WRONG, WE SIMPLY  
TELL EVERYONE





WE ADMIT WHEN WE'VE  
MADE A MISTAKE

AND KNOW THAT IT WILL BE  
FORGIVEN

WE ALWAYS TAKE OPINIONS AND SUGGESTIONS  
INTO CONSIDERATION

WE GIVE IT A MINUTE



WE NEVER SAY NO WITHOUT A  
CLEAR EXPLANATION OF WHY

EVERYONE CONTRIBUTES

EVERYONE IS HEARD



BUT EVERYONE UNDERSTANDS THAT NOT EVERY  
SUGGESTION WILL BE AGREED WITH





6. WE HAVE UNWAIVERING RESPECT FOR  
OUR CUSTOMERS' DATA

WE ARE TRUSTED WITH  
EXTREMELY IMPORTANT DATA

WITH GREAT POWER COMES  
GREAT RESPONSIBILITY

WE NEVER





COMPROMISE ON THE  
SECURITY OR PRIVACY

OF OUR CUSTOMERS' DATA

WE NEVER EVEN TALK OR BEHAVE IN A WAY THAT  
CAN BE MISCONSTRUED...

...AS US NOT TAKING THIS  
UNWAIVERINGLY SERIOUSLY





WE NEVER COMPROMISE  
WITH OUR DECISIONS

WE DO WHAT'S BEST FOR OUR  
CUSTOMERS



WE DO WHAT'S BEST  
FOR OUR TEAM

WE DO WHAT'S BEST FOR OMETRIA





8. WE TOTALLY  
TRUST EACH OTHER

WE DO NOT  
DOUBLE CHECK

# MICROMANAGE





ABOUT WHAT  
OTHERS ARE DOING

WE EXPECT TO BE TRUSTED TO  
DO WHAT WE NEED TO

AND DO IT RIGHT

WE UNDERSTAND HOW HARD  
THAT TRUST IS TO BUILD



THAT MEANS IF WE WANT TO GO ON HOLIDAY  
WE GO ON HOLIDAY

BUT WE MAKE SURE THAT WHAT WE ARE RESPONSIBLE FOR  
STILL GETS DONE

WE KNOW THAT IF SOMETHING HAPPENS  
AND WE NEED HELP



ALL OF US WILL JUMP IN



HELP US GET BACK  
ON OUR FEET



9. WE WIN  
TOGETHER

WE ARE HUMBLE

WE DO NOT SEEK  
PERSONAL VALIDATION





AND ASK NOTHING IN RETURN

WE CELEBRATE JOINT WINS

AND WE INSPIRE OTHER  
EXCEPTIONAL PEOPLE TO JOIN US



10. WE MAKE THIS A  
BETTER PLACE TO BE



WE MAKE THIS THE ONE PLACE WE MOST  
LOOK FORWARD TO GOING TO

AND BEING IN



WE DON'T LET OTHER PEOPLE  
RUIN IT FOR US

OR WAIT FOR OTHERS TO  
IMPROVE IT





EACH DAY WE STRIVE TO DEMONSTRATE TO EACH  
OTHER HOW EXCEPTIONAL WE ARE

WHEN WE SEE SOMEONE DO SOMETHING EXCEPTIONAL  
WE CELEBRATE IT LOUDLY

MEDIOCRITY IS  
REJECTED IMMEDIATELY

WITHOUT A SECOND THOUGHT





DAILY

AND WE ARE NOT AFRAID

AS WE BECOME MORE EXCEPTIONAL  
BECAUSE OF IT

THIS IS WHO WE ARE



BECAUSE WE

ARE



# OMETRIANS