



Case Study:
Proposition Development in Professional Services

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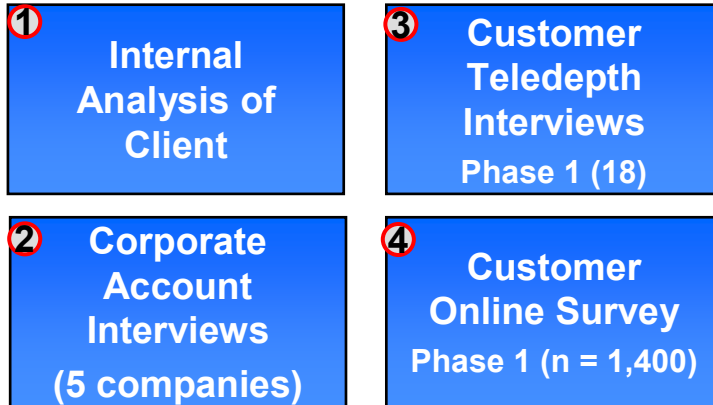
Where we've done it before:

Case Study: Proposition development support for a major international conference & events organiser...

Core Methodology: Customer Satisfaction Analysis & Competitor Research

CSAT Analysis:

To understand weaknesses of current proposition and areas of focus for improvement



- Internal analysis allowed us to focus on the key issues relevant to client
- Corporate account and customer teledepths provided a rapid overview of the emerging themes which were incorporated into the quant questionnaire
- Online CSAT survey was developed to allow easy identification of priority action areas

Solutions:

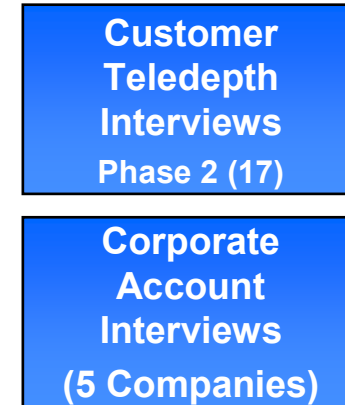
To determine potential solutions / propositions based on best practice and internal experience



- Five competitor organisations were identified and different approaches to similar issues were identified
- Findings from all the research were used to design a workshop where potential solutions and new propositions were developed and a roadmap agreed

Concept Testing:

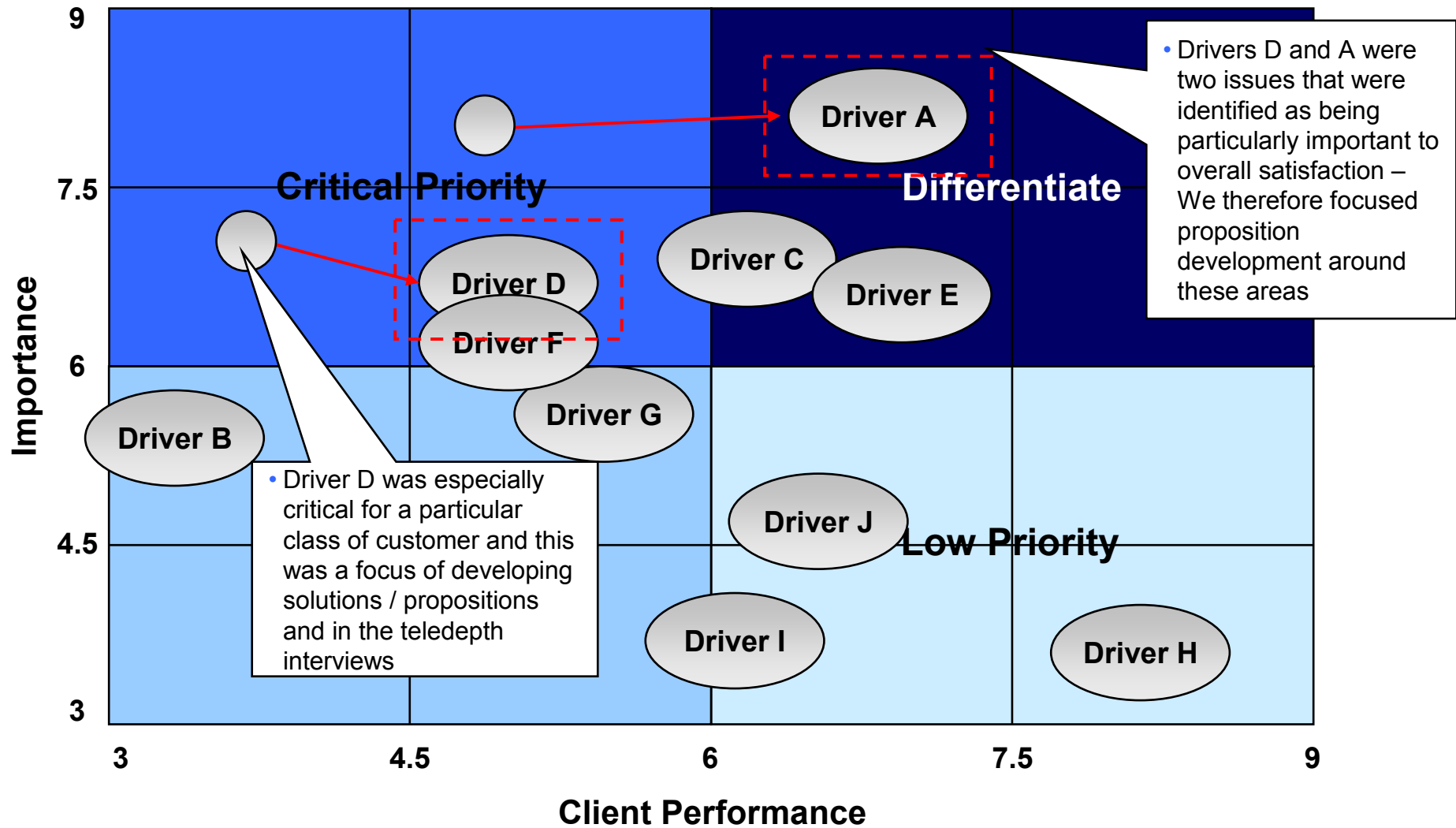
To test potential solutions on customers and corporate accounts



- Potential solutions / propositions were tested on both customers and corporate accounts
- Drill-downs were carried out on particular themes
- Findings from teledepths were used to refine propositions and refine the implementation roadmap

Where we've done it before:

We used survey data to map client performance against importance for 10 key drivers of satisfaction...

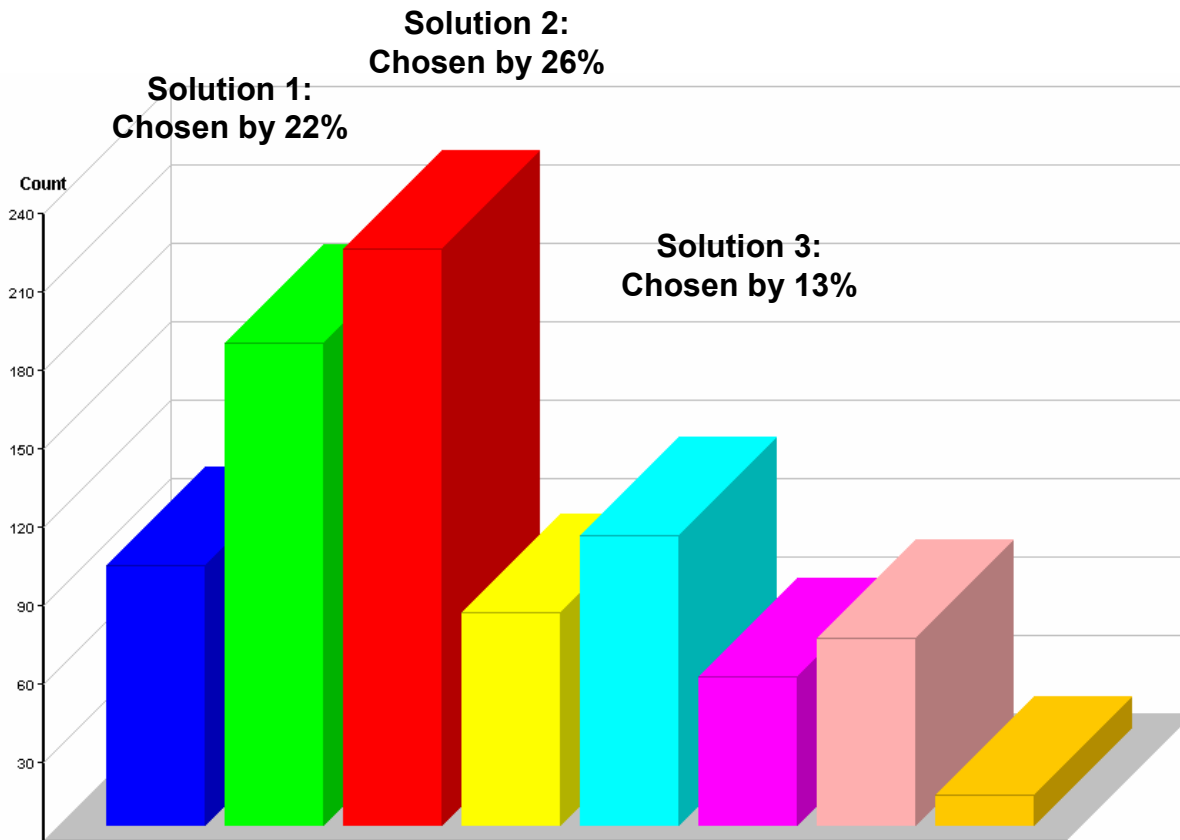


Where we've done it before:

We identified a range of solutions around key areas, which drove the development of new propositions...

Almost xx% of survey respondents rated client performance around Performance Area X at three out of nine or less

We asked respondents which of the following options they see as the best way for our client to improve in this area:



Competitor A : **Solution 1**

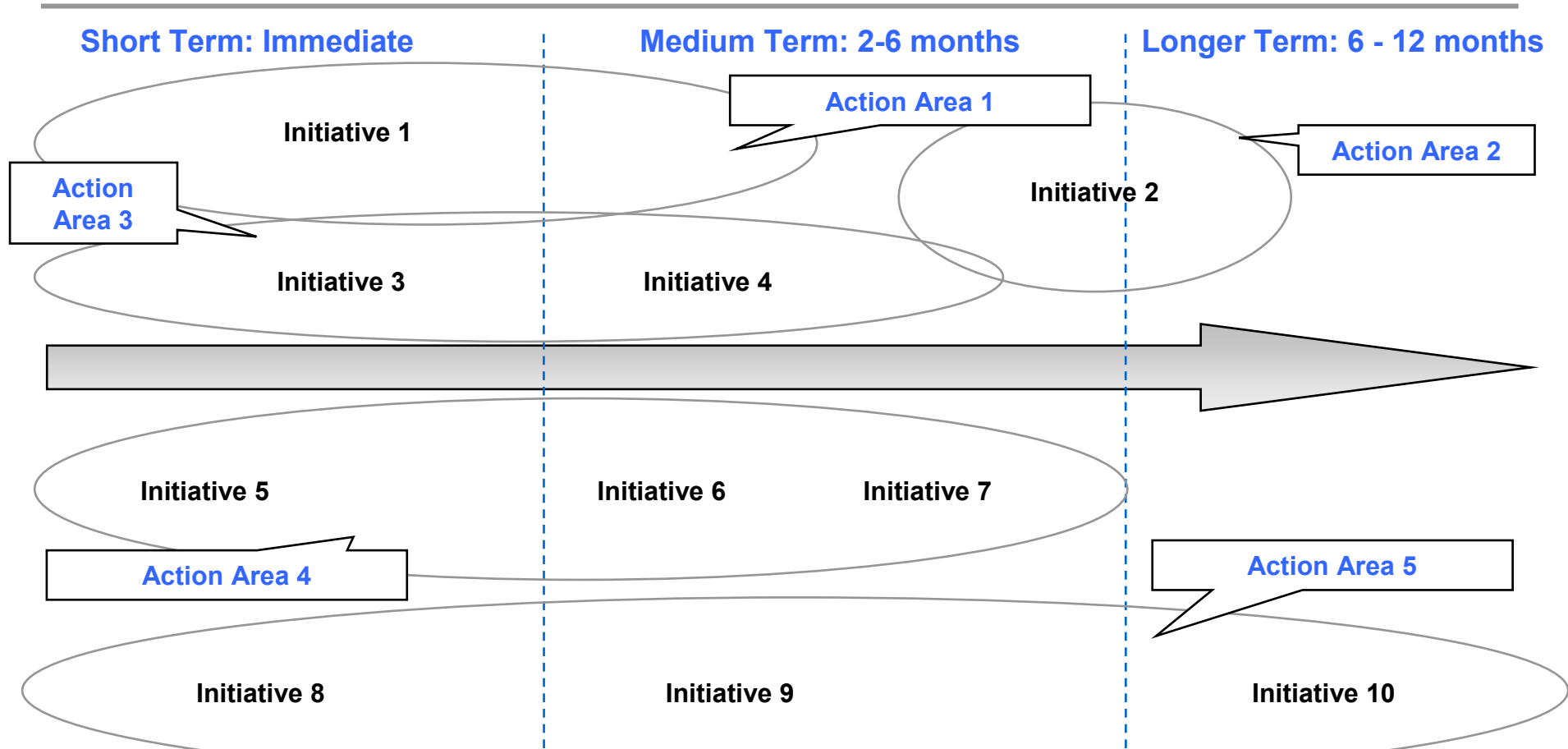
- Competitor A are highly experienced in this area and have invested heavily in new approaches
- Successful solutions include:
 - A
 - B
 - C
 - D
- *“By far the best thing we’ve ever done in this area is xxxx – I’d really recommend your client look into this”*

Competitor B : **Solution 2**

- Have invested £10m to develop this capability, and doubled sales as a consequence



We recommended our client undertake the following 10 initiatives to solve their strategic issue...



Our client developed a detailed implementation plan and schedule on the back of these recommendations