

## *Research Assess*

### Maximising value of research to drive decisions



*Helping our clients to address the following questions...*

*What gaps and duplication exist in research across our organisation?*

*How can we get greater buy-in from stakeholders to conduct research?*

*How can we create greater efficiencies in the collection of data and use of research?*

*How can we optimise the value of research in our decision-making?*

*What our clients are saying...*





*“We have been looking to improve the quality of customer research and the work the team did to assess current capabilities and recommend a solution for the future has been really well received. We are grateful for the structure of the analysis and the creativity of the proposed solution.”*

## Our approach

Organisations have an increasing wealth of insight at their disposal but often this is delivered via outdated research programmes that have been designed for Marketing or Sales teams, rather than to meet the needs of an ever-changing business. Often, there is no holistic view of what research data is collected within the business or how this is actually used to inform decision-making. The result is that businesses often spend more on collecting insight than the value they receive from it.






The growth of digital has created even greater impetus for organisations to review the insights generated and maximise their value to decision-making. Our approach helps organisations to reduce duplication and complexity and better deliver against both customer and business needs. It assesses research against the customer journey and provides clarity on the customer types researched, the product/services assessed, the channels measured and the metrics used.

Our Insight Assess approach provides organisations with:

-  **An independent assessment** of how research and insight can support effective decision-making
-  **'Front to back' analysis of capabilities** against business needs
-  **Best practice advice and market leading ideas** on the research design, analytics and reporting most relevant to your organisation
-  **Tailored options** that maximise value and reduce cost for the organisation

## Business benefits

Insight Assess delivers a number of key business benefits:

-  Open and honest conversations with stakeholders about **what the business needs** in terms of research and insight
-  Improved **stakeholder engagement and buy-in** to the process and outputs
-  Exposure of **gaps and duplication in insight** across projects and/or departments
-  Identification of inefficiencies and **potential cost savings** (effort vs. value obtained)
-  Co-creation of a **roadmap to develop the insight function** and roles required to deliver against future needs

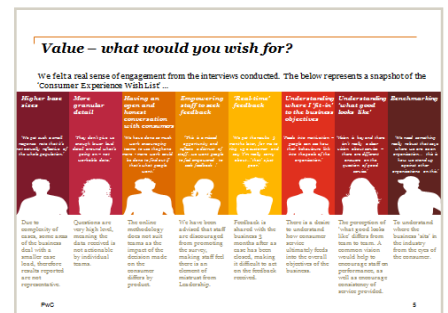
### Example Outputs from Insight Assess



**What the business wants...**

After engaging with Stakeholders throughout the Business, it is clear that there is a desire and commitment for change. There is a clear appetite for feedback and an understanding of the value it could potentially bring if carried out effectively. Stakeholders are keen to aim for the following...

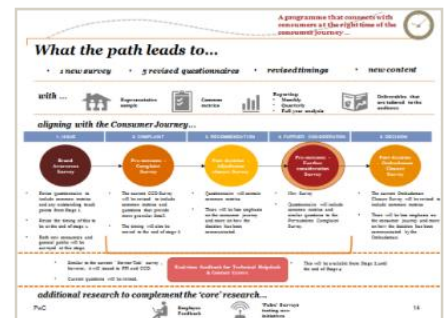
- Robust consumer experience programme**
- Actionable insights**
- A tool to measure trends and increase performance**
- Results that are not unduly impacted by outliers**
- Vision from Leadership**
- Accurate portrayal of customer viewpoints**



**Value – what would you wish for?**

We felt a real sense of engagement from the interviews conducted. The below represents a snapshot of the "Consumer Experience With List"

Higher brand status	More granular data	Flexibility on when and where to connect with consumers	Engaging content for each individual	Real time feedback	Understanding of the business objectives	Understanding of the business value	Understanding of the business value
Do the companies of our high tech status, even some of the business that do not have a digital presence, really engaged in our research?	Questions are not high tech enough, some data is not accessible to individuals in the business. It is a consumer driven product.	The online methodology does not suit some of the business. It is a consumer driven product.	This is a great idea and we are looking at how we can make it work for the business. It is a consumer driven product.	Feedback is a great idea and we are looking at how we can make it work for the business. It is a consumer driven product.	There is a clear appetite for feedback and an understanding of the value it could potentially bring if carried out effectively. Stakeholders are keen to aim for the following...	The perception of the business value is not clear. It is a consumer driven product.	Do the companies of our high tech status, even some of the business that do not have a digital presence, really engaged in our research?



**What the path leads to...**

A programme that supports the business at the right time of the consumer journey.

- new survey
- revised questionnaire
- revised timings
- new content

aligning with the Consumer Journey:

1. Brand perception
2. Product perception
3. Service perception
4. Customer perception
5. Employee perception

Additional research to complement the 'core' research:

- PwC
- PwC
- PwC
- PwC

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