

THE PIONEER APPROACH TO STRATEGIC MARKET DEVELOPMENT

WOULD YOU BE INTERESTED IF WE COULD SHOW YOU A WAY TO DIFFERENTIATE YOUR BUSINESS FROM YOUR COMPETITORS, BE TRULY CUSTOMER-CENTRIC AND MAKE YOU MONEY WITHOUT IMPACTING YOUR EXISTING PRODUCTS, SERVICES AND OPERATING MODEL?

We have trialled a process at Norwich Union throughout 2007 that has demonstrated that we can make this a reality.

You get :

- New, innovative, customer-centric propositions and concepts that truly differentiate you from your competitors.
- Proven customer traction through a process of ideation, prototyping, test & learn of developed solutions, customer insight capture and business case development.
- Real insights into your customers' needs, desires and behaviours both now and in the future.
- Insights into the best way to evolve those concepts as you progress.
- A business case with real substance that the organisation can assess for scalability and full adoption.
- Transparency, honesty, belief and energy from a team that help you shape the opportunities.

It is not . . .

- disruptive to existing priorities on products, services, staff and your need to focus on the internal cost and efficiencies of your organisation.
- costly, as the approach allows for a scalable model that you determine and control.
- an excuse to fill your organisation with teams of consultants. The operating model we used at Norwich Union had a ratio of 70% internal permanent staff.

Interested?

We believe passionately about what this process may offer, so why not give us the opportunity to spend a short amount of time explaining how it could work for you.

There will be no hard-sell, as our experience has shown that we can develop a swift, agile, cost-effective method of identifying opportunities for value-creation that will deliver your organisation disproportionately profitable results.

Please contact us for further information and to arrange a session for us to explain how this works in practice. What have you got to lose?