



A D2 CASE STUDY

Challenges:

- Customer faced growing competition
- Current efforts to grow business were not effective
- Brand image had suffered

Solution:

- Applied the D2 PULSEs process to help the customer stay on top of emerging trends, stay informed on new developments
- Provided the customer with numerous ideas, both in and outside their industry
- Worked with the customer to select ideas best suited to their needs, objectives and culture

Results:

- Exposed the customer to ideas it might have never uncovered on its own
- Sales and marketing efforts took off in new and unprecedented ways

"D2's PULSE process has the vision to reveal emerging trends to us, and the practicality to help us consider the potential future impact on our business."

- CHIEF ADMINISTRATIVE OFFICER

For more information

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PROVIDING INSIGHT & INNOVATION TO GROW BUSINESS

A longtime service industry customer with ties to a national service organization faced growing competition. At the same time, its customer base appeared to have stagnated. Its brand image had suffered and they needed to turn that around. In conversations with D2, our customer realized that it needed to have a better handle on trends and emerging technology if it wanted to stay relevant in a competitive landscape and to expand its customer base.

OUR APPROACH

Like every project, the first thing we did was meet with the customer to better understand key business challenges. Armed with new insight, we then conducted initial PULSEs research and identified dozens of topics, ranging from trending customer behavior and cultural shifts to business and technology advances. The goal was to cast a wide net—to look *above* and *beyond* our customer's comfort zone. With numerous ideas, we achieved that and more.

Over the course of a year, all were presented to the customer leadership team for review, discussion and debate. They had approached this effort with open minds and their responsiveness reflected that. It was apparent that they were willing to listen and consider almost anything. As a result, quarterly meetings were lively, with lots of interaction, creative thought and innovative ideas.

THE RESULTS

We identified a number of technology, behavioral and cultural trends having a potential impact on the organization, services and their customers. Many were things our customers was not aware of or had not considered.

Together, we reviewed customized Technology Headlights and, from that, selected specific projects, designed to meet corporate goals. They continue to implement changes and new directions that, based on PULSE findings, will help revitalize brand image, improve overall customer experience and, ultimately, grow the business.

The latest update indicates significant success in specific areas like sales and marketing.

