

Providing insight & innovation to grow business



Challenges:

- Client faced growing competition
- Current efforts to grow business were ineffective
- Brand image had suffered

Approach:

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

Results:



Exposed our client to ideas it might have never uncovered on its own



Sales and marketing efforts took off in new and unprecedented ways

For more information:

www.d2worldwide.com
605-232-4170

A longtime client 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 client 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 them 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 leadership team for review, discussion and debate. They approached the 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 client 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 implemented changes that helped revitalize brand image, improve overall customer experience to ultimately, grow the business.

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

“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