

# Case Study: Customer Insight

The client



The challenge

Develop fresh insight on multinational accounts to be targeted and enable the account teams to improve their pitches. Use output to help shape proposition development

Market context

Computershare is an outsourcing provider for blue-chip corporates, providing share registry management and other value-add financial services. With increased regulation, reporting requirements and administration complexity, Computershare's market has grown rapidly.

Approach

FirstPartner adopted a mix of investigative desk research, CATI interviews and dialog with industry experts. The resulting analysis was synthesised into a user-friendly format for the account team.

Key deliverables

- Computershare developed a rich framework of needs, structured around customer issues and their potential and opportunities.
- A full range of issues were developed spanning the PEST spectrum.

Project delivery

FirstPartner provided briefings to the sales team to transfer insight built up: this enabled them to engage from a needs perspective and build a new and effective customer dialog.

