

STAKEHOLDER INSIGHTS

Overview



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INTRODUCTION - WHAT IS THE PURPOSE OF THE INSIGHTS?

Insights are undertaken to establish data and intelligence on stakeholder engagement – attitudinal beliefs, behaviours, perceptions, and opinions across several pre-defined topic; all with a view to understanding their relationship with your business.

The purpose is to provide an evidence-based snapshot of your customers' engagement, determine any gaps and opportunities and solidify your business' unique point of difference with a view to the future state of engagement and communication.

WHAT ARE THE KEY OBJECTIVES OF THE INSIGHTS?

- To have greater insights into the challenges of your customers from a day-to-day basis and to understand where your business can help.
- To help determine what is important to customers when engaging with business like yours.
- To determine stakeholder understanding of your business as a company and their product and service offering.
- To identify gaps and opportunities to strengthen your overall brand promise.
- To determine whether customers feel equipped and motivated to support the organisation and its brand to build market share.
- To engage key stakeholders in your strategic improvement journey.
- To align with the information gathered from the Strategic Marketing Assessment (SMA) completed as part of the assessment period.

METHODOLOGY

There are several methods through which to gather valuable customer feedback, including focus groups, in-depth face-to-face interviews, in-depth phone interviews, online surveys and online advocacy snapshots.

In light of our objective to gain a top-line snapshot of the business from the customer perspective, both in-depth phone interviews and an integrated online advocacy snapshot were undertaken on behalf of your business.

As business best practice, it is recommended that customer engagement be undertaken on an ongoing basis to inform business and growth strategies, customer engagement plans and new product/service development per market.

The stakeholder engagement process was comprised of two main components:

- **An in-depth survey**, undertaken via in-depth telephone interviews with your valued customers. A stakeholder is defined as an organisation or individual who has a vested interest or stake in the relationship and may be directly or indirectly affected by the engagement, having the ability to influence the relationship – positively or negatively.
- **An advocacy snapshot**, conducted as part of the survey of your business' key stakeholders. The survey outcome comprises a Net Promoter Score (NPS) question: How likely would you be to recommend you to a colleague or friend? and an open-ended question on the reason why the respondent chose their score.

The insights survey has been designed not only to discover why customers use your services through a series of qualitative questions, but also to look at, through quantitative assessment, their purchase decisions and those opinions, attitudes and behaviours associated with being a valued stakeholder.

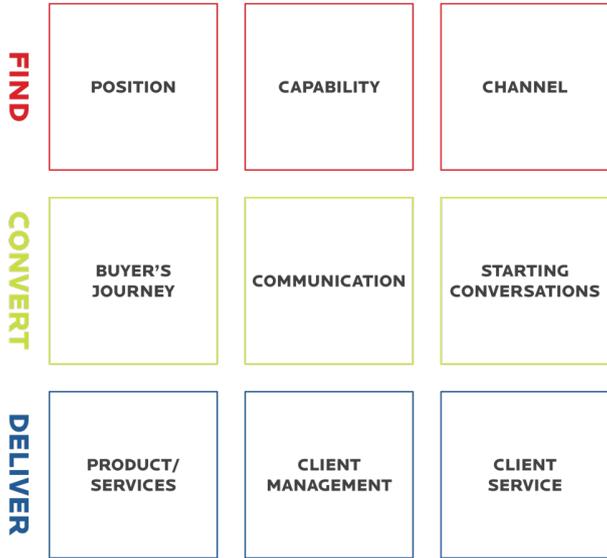
It gives us early indicators as to how your customers feel about the company.

OUR PROCESS



The process feeds directly into the Position box of the 9 Boxes™ methodology and should inform all business and marketing planning decisions.

The SMA gives an internal perspective on the business whilst the stakeholder insights give us a snapshot of the external perspective; the results are then applied to the 9 Boxes deliverables.



OUR LENS

We take the insights and information and look at them from two perspectives – timeframes and customer value.



Firstly, for marketing to be truly strategic and make a contribution to your business success, we look at what needs to be done now, what your business needs to consider in 1-3 years and 5+ years.

This includes, for example, looking at who are your strategic partners, what products and services you take to market, what capability your business needs in order to deliver your strategic choices, how profitable revenues are achieved etc.

This piece of work looks at what is immediate for you and your clients – however it also starts thinking about what your business needs to be address for the success of future revenues.

