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Uncover the small changes that will make a big difference to your business.

Rapid Business Discovery

Contents

We want to help organisations gather momentum, evolve and grow.

2020 was a demanding year, with the impact of COVID felt across all industries. The companies that will thrive in this new landscape are those that quickly adapt and rapidly deploy new ways of working and operating.

As we begin the struggle toward economic recovery, new strategies and initiatives are tested, with organisations eager to move forward and embrace a world very different from the one we entered at the start of 2020.

Teams and departments, probably including yours, are under increasingly intense scrutiny and pressure. We see that critical business projects are still being approved and moving forward. However, they require greater involvement from stakeholders, increased validation and must demonstrate that significant value can be delivered.

Balancing these factors is a challenge. There is a need for expert input and support to help shape and drive effective solutions.

If you find yourself in a situation where you need to bring about change, get stakeholder support and formulate innovative ideas – *then we're here to help you.*

We deliver rapid results and recommendations.

We produce transformative work for many of the UK's most recognised brands. We help them to discover and deliver a positive change, connecting with customers and staff across multiple communication channels.

You benefit from the strategic thinkers and experts we have across the agency, delivering projects at speed to agreed timescales and budgets. We help you manage your internal expectations too, through close collaboration, ensuring you have tools and insights to deliver innovative solutions to stakeholders and the wider business.

We provide you with a helpful independent view and assessment of the current state of play. Our business discovery process provides the evidence, ideas and clarity you require to plan for the future.

Here are just a few of the brands we've provided transformative work for:

amazon   Home Office   Coca-Cola   EE

CabinetOffice   Insight INVESTMENT   BANK OF ENGLAND   Social Work England

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Our rapid discovery approach

We conduct a range of activities in a three step process taken from our straight-thinking approach.

Learn

We get under the skin of the problem.

Reviewing and analysing your business challenge, often assessing and understanding users, current processes, systems and ways of working.

We learn as much as possible about the organisation and review these against your wider business objectives, identifying gaps and issues that need to be addressed as part of the discovery process.

Simplify

We gather experts across the agency to review, test and validate findings.

Working closely with you, we conduct workshopping exercises to explore the identified challenges and objectives, mapping out strategies and options.

This stage is all about making sense of the problem, leading to those lightbulb moments that generate solutions.

Create

We use smart thinking to develop the idea, leveraging the skills and expertise in the agency to prepare practical plans and a road-map for the future.

We provide options, reasoning and support, giving guidance around budgets and timescales so you can manage expectations and get stakeholders on board.

We present and provide actionable insights for you to deliver to the business as a tool to drive the necessary change.

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Common business challenges
our discovery process will solve.

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We've got plenty of data, but no meaningful insights.

Three key challenges:
1: Mapping data sources.
2: Creating a data strategy.
3: Aligning data to business objectives.

The ability to interpret and act on reliable data brings immense benefits to an organisation. Many companies struggle with disparate data sources, time to collate and review data and a lack of knowledge around creating actionable insights.

Through our discovery process, we assess your data, where it sits and how it is collated. We map-out the

process, identifying the pain-points and start to build a strategy that will give you a complete overview.

Our experts save you time and take the hassle away from data management, making it more efficient and effective.

We help you to create a data strategy by providing actionable next steps

and a road-map for improving current processes. Everything we do is matched to your business objectives, so you have evidence-based insights to report back to stakeholders.

We'll help you to kick-start your business transformation journey.

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We're behind the times. Our technology stack isn't delivering what we need.

Three key challenges:
1: Assessing risks posed by legacy systems.
2: Choosing the right technology.
3: Building a digital transformation roadmap.

Are your systems and processes hindering digital transformation?

We know that replacing embedded legacy platforms is a pressing challenge for most organisations. The decision to change is never easy.

During our discovery process, we assess and audit your technology stack to identify the risks and challenges that might surface as part of any transition.

We drill down into your business objectives and start to formulate new innovative solutions and technologies for consideration.

We're not technology resellers. We have no vested interests in pushing a particular technology. As Gartner partners, we have access to a wealth of research and can provide objective, best in market advice.

Collaboratively, we develop ideas and road-maps, providing you with options and estimates that can be analysed and tested.

Our research, findings and recommendations give you the evidence you need to gather support, set a budget and achieve buy-in to start making the necessary changes.

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"Our systems are preventing us from delivering good customer and user experiences.

Three key challenges:
1: Identifying technology barriers to good customer experience.
2: Mapping user journeys to pinpoint issues.
3: Turning research-based insights into actionable recommendations.

External and internal systems and platforms are often a root cause of poor user experiences.

Your customers and employees expect rich, intuitive user journeys and personalised experiences. How do you identify, prioritise and then break down barriers to improve customer and user experience?

Actionable recommendations are developed, backed up and supported by the research findings.

Our discovery process gives you the guidance you need, so you can make iterative improvements to optimise user experiences and break down the barriers your users and customers face.

Our discovery process starts with developing a deep understanding of users, their needs and the challenges they face.

We analyse behaviour, systems, services and products – mapping out the critical user journeys and processes before we pinpoint the different issues users face.

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My content isn't accessible and hasn't been designed with inclusivity in mind.

Three key challenges:
1: Understanding communications preferences and requirements.
2: Auditing communications to identify issues.
3: Planning how to transform your communications.

At a time when marketing and communication teams are under pressure to reduce costs while driving up response rates and engagement, understanding your audience and having a clear content strategy is crucial.

To help you build a clear picture of your audience and their needs, we conduct research and analysis with accessibility in mind.

Auditing communications allows us to spot the gaps and challenges you need to address as part of your strategy.

Your content should be accessible and available to all users, regardless of ability, language, age or location, and your communications should be inclusive and engaging.

The plan we formulate will provide you with all the tools you need to transform your communications.

What do I need to do next?

Take that vital next step to gain the insight you need today.

We tailor each project to your business objectives, budgets and timescales, giving you the flexibility to scale up the project as we prove value to your organisation.

Let's start with a friendly chat. Tell us about the challenges you're experiencing, the barriers you face, your plans and thoughts for the future.

From there, we'll formulate a discovery proposal specific to your organisation and the challenges you're looking to address.

It's quite simple – drop us an email or give us a call and let's have a conversation.

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