
Quickly uncover high value changes to your business

Rapid Business Discovery



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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:



A vertical teal bar on the left side of the page, featuring a repeating pattern of concentric circles and diamonds.

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

The impact of the COVID-19 pandemic has been felt across all industries and will shape the world for years. Companies that find a way to thrive in this shifting landscape are those that quickly adapt and rapidly deploy new ways of working and operating.

As tentative steps are made towards economic recovery, organisations that embrace our new normal and take the opportunity to test new strategies and initiatives will succeed.

At a time when teams and departments, probably including yours, are under increasingly intense scrutiny and pressure to deliver, critical business projects are still being approved and moving forward. However, we see that they require greater involvement from

stakeholders, increased validation and must demonstrate that they'll generate a return on investment.

Balancing these factors is a challenge. There is a need for expert input and support to help shape and drive effective new post-pandemic ready solutions. If you find yourself in a situation where you need to bring about change, get stakeholder support and formulate innovative ideas – *then we are here to help you.*

Our rapid discovery approach

We conduct a range of activities in a three-step process taken from our straight-thinking method. This is the starting point. From here we can work with you to deliver the solutions we've identified during the process.

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 workshoping 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.

**Common
business
challenges**

that we can help you resolve.

01



Our systems are preventing us from delivering good customer experiences.

Three key challenges:

1. We aren't keeping pace with our competitors.
2. We want a deeper understanding of our customer's needs.
3. Our platforms are stopping us from gathering meaningful insights.

Your customers and employees expect rich, intuitive user journeys and personalised experiences. Throughout the pandemic, organisations have been forced to embrace new ways of communicating with their customers, and digital customer experience (CX) is now more important than ever. But how do you identify, prioritise and then break down barriers to improve customer and user experience?

Truly understanding your customers is the starting point and a critical step

in delivering exceptional customer experiences. Listening to users, their needs and challenges is essential and helps to create solutions and strategies based on genuine user feedback rather than subjective thoughts and feelings.

This is where CDS is uniquely placed to help through our specialist research, behavioural insight and technology teams who will lead our rapid business discovery process. Through our tailored approach, we'll assess the capabilities of your legacy digital estate, develop

and validate your users, pinpointing their needs and the challenges they face.

“ 86% of organisations will compete on the basis of CX in the next two years* ”

Insights, innovations and potential technical solutions will be unearthed through a mix of qualitative and quantitative research techniques before we build out actionable recommendations backed up and supported by the research findings.

02



How do we improve our operations through better use of digital?

Three key challenges:

1. Our digital operations need to be more efficient and cost-effective.
2. How do we create a modern digital workplace that supports our ambitions?
3. What technology investment will provide us with the most value at speed?

When the pandemic triggered a mass movement from office working to working from home, any organisation that hadn't reached maturity in their digital operations suffered.

Practically overnight, siloed systems or apps that hindered information sharing and processes that relied on staff being in the same physical spaces ceased to be fit for purpose. Investment and decisions which had been put off for years suddenly had to be made at pace to keep the lights on and services

running. As we head towards a new post-pandemic status quo, now is the time to assess whether the distressed purchasing decisions taken in response to lockdown are fit for purpose for the future ambitions of your organisation.

We're not technology resellers. We have no vested interests in pushing a particular technology or an expensive solution when an upgrade is viable. 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.

“ 89% of organisations have plans to adopt a digital-first business strategy* ”

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



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

Three key challenges:

1. Understanding what your stakeholders require from communications.
2. Auditing your existing content to identify any issues.
3. Planning how to transform your communications output.

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 deep and meaningful picture of your audience and their needs, we conduct research and analysis with accessibility and inclusivity in mind. Conducting an audit of your communications allows us to

spot the gaps and challenges you need to address as part of your strategy.

“ Approximately 15% of the world's population has a disability of one kind or another. That's over 1.17 billion people worldwide.*

We'll ensure your content is accessible and available to all of your stakeholders, regardless of ability, language, age or location, and that your

communications are inclusive and engaging.

The plan we formulate will provide you with all the tools you need to transform your communications and remove barriers - both known and yet to be discovered - that customers encounter when engaging with your services.

What are the next steps?

It all starts with a friendly chat. Simply get in touch and we'll arrange an introductory call with our expert team to:

- 1.** Outline your challenge in more detail whilst learning more about your values and what's important to you and the business.
- 2.** Explore what strategy, objectives and other factors are driving the change to understand the current landscape and your desired outcomes.
- 3.** Provide background on how we've helped other organisations solve similar challenges before we build out a plan to deliver a bespoke proposal and approach that we can present to you.
- 4.** Once we have worked through the Rapid Business Discovery process, we will discuss our findings and recommendations with you. We can then continue on to deliver the solutions you require to resolve your high value challenges.

Get in touch.

To take your first step towards the rapid results you need, please get in touch and together we can make a positive difference.

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