

Empowerment Services

Services that inspire insight-led action by embedding research data into decision making processes.

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What are Empowerment Services?

We know the toughest challenge many insight professionals face is not managing, conducting or analysing research activities – but creating a data and customer centric culture outside of marketing departments. That’s exactly what our empowerment services aim to address; putting insight in the driving seat and informing decision making processes across an organisation.

Because every brand is different, our empowerment services are tailored to the individual needs of our clients. However, across all deployments, we aim to tackle the most common barriers researchers face:

1. Demonstrating the often under-estimated capabilities of research departments to senior decision makers across business functions.
2. Building the infrastructure and internal processes that enable decision makers to efficiently commission research within the constraints speed and quality.
3. Energising and inspiring stakeholders from across departments to take meaningful action based on the outcomes of commissioned research.

By utilising our extensive experience to tackle these obstacles, we help research teams drive informed decisions and deliver greater impact.

Three Distinct Programmes

In order to maximise return on investment, we have developed three distinct engagement programmes, each of which provides support on a different challenge that research teams face.

Collaboration Programmes

To bridge the gap between insight teams and the wider organisation, collaboration programmes work to improve research education. The ultimate goal of these activities is to stimulate greater demand for and use of research in decision making.

Close Connection Programmes *[Coming Soon]*

To drive a customer centric culture, every business department needs to be closer to those who matter most. These programmes are designed to empower stakeholders and key decision makers to get closer to the frontline of the business and actively engage with customers.

Activation Programmes *[Coming Soon]*

An activation programme embeds insight into decision making processes by fostering new habits and behaviours. Every step of the programme is carefully crafted to inspire and empower a culture where stakeholders take meaningful action based on customer feedback.

An itemised breakdown of each service category can be found on the following page.

“It’s becoming increasingly important to get the voice of the customer into key decision making processes. Empowerment services help our clients take the lead in driving this cultural shift across their organisations.”

Paul Hudson, CEO at FlexMR

Collaboration Programmes

Our collaboration programme can be itemised into the following deliverables and projects.

Internal Communication - We apply the principles of marketing communications to research teams; creating a brand, strategy and templated materials to kickstart internal insight promotion.

Playbook Production - Design, development and publication of a custom playbook that highlights internal research capabilities, categorised into business functions and projects relevant to key decision makers.

Stakeholder Engagement - Bespoke workshops with key stakeholders from across a business, inspiring the use of insight in decision making, research playbooks and existing skillsets.

Activation Programmes

Our activation programme is currently in development, and deliverables are subject to change.

A custom activation programme can be built from our four available workshops. Each workshop is equivalent to a full (6 hour) day, but can also be broken down into two shorter sessions.

Principles of Activation - This workshop educates teams in the three stage process of driving informed decisions; curate, collaborate, activate. Using previous projects as examples, these sessions demonstrate how a stakeholder engagement framework leads to more effective results than reporting alone.

From Insight to Action - A stakeholder focussed session which introduces tools and techniques for finding and determining the relevant actions that should be taken based on reported data.

Action Oriented Research - An interactive workshop that demonstrates the ways in which action points can be built into existing processes, in addition to communications and people management skills.

The Need for Horizontal Teams - A lesson in developing cross-functional teams, highlighting both benefits and routes to success. Topics include project management, best working practices and required resources.

Close Connection Programmes

Our close connection programme is currently in development and deliverables are subject to change.

Customer Think - Using tried and tested frameworks, we work with insight teams to develop research project templates that help drive customer closeness across all major departments.

Customer Immersion - Our customer immersion workshops are designed to shock stakeholders into action, by presenting a wealth of live customer data and action points to follow up on.

Customer Connects - An introduction to research skills, followed by real-time, assisted connects which provide an open forum for customers and senior decision makers to interact and engage directly.



Driving an Insight Led Culture

Changing cultures, habits and behaviours takes time. Our empowerment services are designed to help research teams lead the way in breaking down departmental silos and putting customer-led insight at the heart of every decision.



Energising Decision Making Processes

Insight plays a critical role in the success of any business, but often only forms a small part of decision making processes. We work with research teams to find creative ways of stimulating senior management teams' excitement and desire to use insight effectively.



Delivering Tangible Value

Empowerment services help teams demonstrate the practical impact customer insight has on cross-functional decisions, and highlight the value of investing in research.

