

customer relationship development case study

client

Financial Services Client

location

London, United Kingdom

further information

Chris Woolston

chris.w@forwardthinkinginc.com

+44 (0) 208 939 2330

services provided

- Research
- Proposition development
- Customer engagement

the challenge

This business to business client had commissioned forward thinking inc to conduct research leading to the development of new value propositions for target sectors

We were subsequently asked to present key findings and themes from the research to major client prospects and run a series of forum style events to demonstrate our client's thought leadership approach to each target sector and engage at a senior level with client prospects.



project scope

- Adaptation of research findings to develop thought leadership content for the client
- Joint delivery of prospect / client seminars to engage with key client targets and kick start the process of strategic engagement

outcomes

- A successful series of seminars jointly delivered, leading to a new level of strategic dialogue with key client prospects