

Redefining the customer experience

Better understanding customers with multiple levels of decision makers

A global leader in enterprise digital marketing solutions knew they were not helping customers realize the full degree of success necessary to justify platform investment. They wanted to better understand underlying customer needs, decision drivers, and aspirations to create a service experience that was more centered on driving customer success.

Understanding preference drivers and needs

The Connell Group utilized a multi-pronged approach to help our client thoroughly immerse in their customers' worlds. Tools used included:

- Destination Session with the leadership team to determine potential areas of customer engagement and delight
- Global quantitative study with CMOs, Mktg VP/Directors, and end-users
- Activation work session to bring the customer insights to life through all meaningful touchpoints and interactions

Creating a better customer experience

Based on our work, our client was able to more meaningfully connect and communicate with clients in a way that revealed the full value of the platform.

Project Highlights



Technology



United States



Brand Transformation Strategy



Qualitative Research



Quantitative Research