

CASE STUDY

Redefining the Value Proposition for an IT Leader

Under-Performance?

Insiders at a leading global IT company were troubled and confused – their most loyal customers continuously praised their education and certification program, but enrollment was down. The disconnect was the result of a phenomenon that plagues many organizations – reliance on anecdotal evidence from those who have “drunk the Kool-Aid,” rather than real data from the field.

Initial Findings Reveal Cultural Shift

The project was initially small in scope and focused on the tactical – specifically, improving a brochure. But as we conducted our first round of qualitative research with IT professionals, it became clear that the problem was more serious and complicated than anticipated. Carefully designed projective exercises revealed an industry-wide erosion in the perceived value of certification that was directly impacting our client’s program. At the same time, it was clear from our research that satisfaction with the company’s complicated product suite correlated highly with education/certification. The client’s “need to know” quickly escalated.

Global, Multi-Modal Study

To address these challenges, Edge recommended and quickly implemented a redesigned research program. The redesigned and refocused project:

- Included multiple audiences who would ultimately affect the success of this program: IT decision makers, end users, certification managers, and instructors
- Was global in nature: focus groups, in-depth interviews and surveys were conducted in North America, EMEA, Latin America, and Asia-Pacific
- Combined both qualitative and quantitative data. This not only improved the quality and depth of our insights, but also helped “sell” recommendations internally

Actionable Recommendations

Armed with data, Edge helped the client develop a tiered marketing plan that dramatically redefined the program’s value proposition. With an umbrella positioning around return on investment (ROI), we also provided recommendations for supporting messages and the most effective communication channels targeted by audience. Our final deliverable carefully outlined actionable recommendations for each target audience. Our client came away from the process feeling it had a very clear direction that would lead to dramatic results.

Put Edge to work for you!