



CASE STUDY

Pop-up Boards



Better outcomes can be reached through better scrutiny. To succeed, sometimes you need an external sounding board and a safe space to stress-test your strategy. Our extensive Board experience and reach allows us to bring together an experienced panel of trusted peers and experts who will impartially challenge, critique, support and validate your strategy empowering you to make more informed decisions.

In the Pop-up Board case study below, Criticaleye was able to bring together a carefully selected group of experts to share stories and experiences of the issues the host company was facing.

Company type

A well-established international business services company

Key drivers for Pop-up Board/background

- The need to **evolve a legacy business** in line with changing customer demands and expectations
- To address disjointed divisions and silos across the business, as well as the need for a **culture shift**
- A significant opportunity to **leverage the business** and ensure it remains competitive for the future
- The opportunity to change their current relationship with customers and take a more consultative approach in order to **add value and increase retention**

Outcomes of Pop-up Board

- The need to articulate a 'burning platform' by looking at the long-term pressures on the business
- Clearer demonstration and articulation of the service value, and a more consultative approach
- A shift away from the operational to relationship management and greater focus on key customers
- The chance to identify pain points for the customer and address these to boost retention
- The need to segment customers more rigorously and align products with these groups
- The need for cultural change by rewarding the types of individuals and behaviours which complement the new strategy
- A greater awareness of the external environment and push for long-term change

“ Our Criticaleye Pop-up Board identified a lot of the areas which we had been wrangling with internally. It highlighted some of the knots that we are currently trying to untangle and was a very valuable use of time as we look to identify and put in place the new strategy. ”

Criticaleye Member