



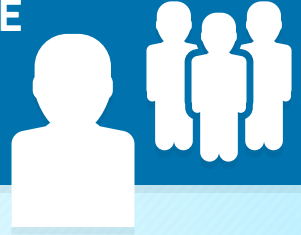
RESEARCH SAFARIS

RE-ENGAGEMENT FOR SENIOR MANAGERS

Over 50% of all CEO's state that experienced staff need to raise their customer engagement levels

SENIOR MANAGERS GRADUALLY LOSE TOUCH WITH THEIR CUSTOMERS

The more senior you become the more your broad mind and narrow hips change places



HELP THEM RE-ENGAGE AND REVITALISE THEIR THINKING

THERE'S NO SUBSTITUTE FOR **FIRST HAND EXPERIENCE** SO THEY HAVE TO GET THEIR **HANDS DIRTY**



BUT IT ALSO HAS TO BE **FUN AND ENJOYABLE** OR THERE WILL BE NO BUY-IN AND NO END VALUE



THAT'S WHY WE DEVELOPED OUR **CONSUMER SAFARI** - A GUIDED SEARCH FOR **REAL CUSTOMERS**



SUBSTANCE QI'S 4 STEPS TO RE-ENGAGEMENT



1

ORIENTATION

CLIENT TEAM BRIEFED ON THE GROUND RULES
EACH PAIR OF CLIENTS ASSIGNED THEIR CUSTOMER - MEET & GREET!



2

TREKKING

CLIENT PAIR ACCOMPANY CUSTOMER TO LOCATIONS RELEVANT TO THE MARKET



3

IMMERSION

BACK AT BASE -
SPEED DATING SESSION:
CLIENTS EXPLORE A UNIQUE ISSUE THEY HAVE BEEN PRE-ASSIGNED WITH EACH CUSTOMER

4

CAPTURE

CLIENT WORKSHOP SESSION:
SURPRISES & CHALLENGES -
HUNCHES & CLUES IDENTIFY KEY LEARNINGS TO TAKE FORWARD INTO FUTURE THINKING



THE RESULT



MANAGEMENT **RECONNECT** WITH THEIR CUSTOMERS

THEY **CHALLENGE** THE STEREOTYPES THEY HAVE COME TO **RELY ON**



THEIR OUTLOOK IS **BROADENED** AND THEIR FUTURE THINKING IS **STIMULATED**

THE SHARED EXPERIENCE CREATES **BONDS** AND **COMMON UNDERSTANDING** ACROSS DIFFERENT PARTS OF THE COMPANY



80% OF 'SAFARI' PARTICIPANTS ADMIT IT CHANGES THEIR **CUSTOMER PERCEPTIONS** AND **IMPROVES FUTURE DECISION MAKING**



“ It's about learning and stimulation not an opportunity to make them feel uncomfortable! ”

