

QUADRANT DIMENSIONS

The joys of Summer

Our Spring resolution to keep more regularly in touch with friends and contacts resulted in the first Quadrant Dimensions communication in May. The second is designed to reach you before Summer vacations are in full flow and we all enjoy Continental style August diversions.

The main theme of this communication is skills development and skills transfer. As a consultancy, we have particular areas of expertise, as illustrated on the next page, and these are constantly being enhanced and refined, from day-to-day work with existing and new clients. As individuals, we also have specific expertise; a couple of examples of which are mentioned overleaf.

Crucially, for our clients, we ensure skills transfer both during and at the end of an assignment. This has become an increasingly key deliverable, as implementing solutions matters as much as creating them in the first place. Close collaboration helps ensure understanding and ownership from within and minimises 'what do we do next and how do we do it?' reactions. As one of our travel industry clients commented *'As well as giving us innovative solutions, Quadrant work with us in a down to earth way which helps our management team buy-in to the changes involved in business improvement'*.



How are we enhancing our core skills?

One of the benefits of using Quadrant is the experience and learning we bring from a wide variety of markets and client organisations. Two areas we have worked extensively in, across a breadth of sectors, are Retail Network Planning and Partnering Solutions.

Where Best to Invest? (Network Planning)

Our work with multi-site retail operators in the motor, consumer electronics and financial services industries has demonstrated the value of good network planning. In our experience, network plans are often poorly implemented past the design stage and / or decisions are based on inaccurate or insufficient data.

This multi-sector experience has enabled us to develop a highly effective three phase methodology, combining quantitative market and branch data with qualitative site information and customer needs or experience.

1. **Branch appraisal** – our approach objectively ranks sites on a like-for-like basis, as well as individually.
2. **Branch planning** – site performance distribution analysis enables focus on the extremes and evaluation of variations.
3. **Network planning** – the plan is then informed by issues such as costs, staffing and property, enabling forward looking decision making and customer orientation.

The result of this? Network Operators invest in the branches and locations most able to deliver real growth.

Full details are available at: www.qcl.co.uk/news.htm

Traditional Beauty Parades are Dead (Partnering)

We are frequently asked by clients to support them in finding suitable partners or suppliers to enable their business ambitions. Increasingly, we are persuading them that the traditional pitch and subsequent client / agency relationship provide limited benefits.

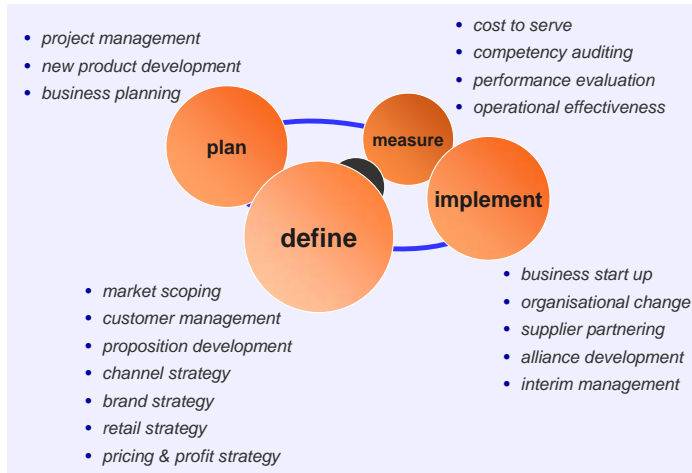
One notable and highly successful partnering process we developed for a financial services client is now being adapted for an educational organisation. The initial request for information (RFI) and familiarisation visits are standard but then assessment days or workshops enable a much more in depth and accurate evaluation of working relationships and cultural fit. As the ISBA Director of Membership Services said, prompted by our contribution to their Pitch Guidelines, *'The workshop (assessment based) approach is more realistic and sets people up for a better long term relationship'*.

Being hard-nosed about the result, the end benefit is more effective and efficient marketing communications, as a result of closer relationships.

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What do we do?



FREE USB Memory Key For First Replies

A good Quadrant philosophy is to make sure we transfer as much know-how as we can to our clients.

This month's simple offer is for the first 50 replies we get using the words... 'Please send me a free USB Memory key that contains Quadrant articles that I can read, use and delete from this helpful device'



Use this data transfer and storage key at home or the office, but check with your Group IT before installing any applications. Usage advice will come with the key.

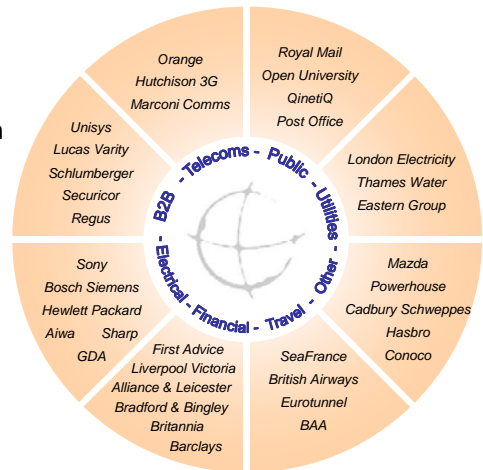
Our people skills



Amongst other talents, Simon is a fully qualified member of the Market Research Society, enabling him to professionally manage research projects on behalf of clients.



Huw's commercial modelling capabilities have made him our spreadsheet expert at Quadrant, providing invaluable additional expertise and input for clients.



If you've got a commercial issue that needs tackling, we're ready to talk!

We are more than happy to have a no obligation, exploratory meeting as a start point. Contact William Annandale at william.annandale@qcl.co.uk or 020 7240 7200

If you would like to find out more about Quadrant and our team please visit www.qcl.co.uk

delivering breakthroughs for business growth