

## QUADRANT DIMENSIONS

### A great time of year for planting and pruning – in the right places

Clocks go back and Autumn is upon us before Summer really started. It's time to consider, through our DIMENSIONS channel to friends and contacts, two worthwhile things to make the most of the year ahead.



- ✦ Planting ideas in the most fertile places with your best people.
- ✦ Pruning back on investments that will not deliver decent fruit.

By all means be radical, though our advice is to keep focused on the customer. Retail footfall is holding up, but converting this to profit will define the winners. Eye catching products, that match what customers need, are the surest way of growing business at times when others cannot see the wood for the trees. This time of year is often a key planning period for our clients, and planning should mean a renewed focus on customers and their needs.



Many organisations are criticised for paying lip service to the idea of be customer minded. It can help to surround yourself with like minded folk. We ensure that our consultancy team have held senior positions in blue chip companies, such as Tesco, Gillette, Boots, Unilever and Bass, and we understand the real value of customers, not just as numbers to be crunched into annual plans. It might be a good time to plan together.

### Our customer enthusiasm... in practice

Quadrant is nothing if not customer centric. Our people are consumer marketers and our solutions are shaped around what users will appreciate and what staff will be proud to represent. The examples below are just two of many, illustrating the benefits of Quadrant taking a customer facing approach.

#### Consumer Endurables – listening and learning

Learning from what customers really need helps sales conversion and saves capital investment. Since 1992, Quadrant has been organising 'Features & Functions Clinics' where consumers get to slam doors, press buttons and stroke paint finishes on household goods.



Laying down machine tools for new appliances is costly. So is a product led strategy that gifts consumers with features they neither use nor want. When investing in a new product range, £ millions can be saved simply by

listening to and learning from customers.

Quadrant is currently managing hall test clinics across UK locations. Let us know if you want to see how best to use hands on consumer insight in your product development cycle.

#### Front line staff lead the way

#### Liverpool Victoria

Financial service call centres typically face upheaval in how best to match resources with sales growth and regulatory changes. Their closeness to customers is often not properly recognised. At a leading mutual, this was transformed by the simple action of recognising the skills of front line staff.

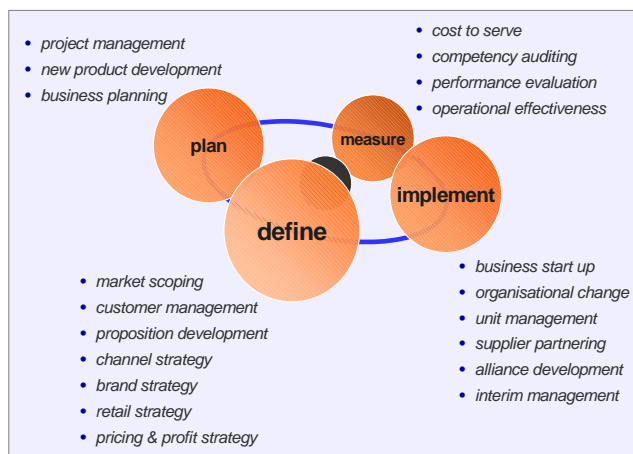
Rather than swamp the already busy teams with coach loads of business processing consultants, a Quadrant pairing gained permission to select, train and empower a wide range of staff with work experience from 3 months to 30 years.

Within weeks the results were dramatic and valuable. Backlogs were beaten and teams saw how they played a major role in the process of improving customer service and their own job satisfaction.



## We know a man...

Quadrant's work falls into four broad areas – the definition, planning, implementation and measurement of customer facing strategy. Our solutions, from organisational change to brand strategy, revolve around the customer. We have a deep understanding of the impact of well executed customer management strategy and a even deeper appreciation of individuals for whom this is a career passion. Our special feature this issue, and our free offer below, is a reminder of the talent available in the UK to organisations seeking to put the customer at the centre of relationships and channel marketing.

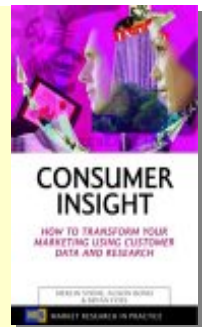


### FREE! To the 20 first readers

Few bring to life the personal issues of customer management better than Professor Merlin Stone. In a technology focused discipline, Merlin ensures that the real preferences of the individual customer are not lost in the process of designing profitable solutions.

If you haven't yet read his works or been invited to his seminars, now is the time.

A free copy of Merlin's new book, out this October, called 'Consumer Insight' is on offer to the first 20 readers who email [quadstaff@qcl.co.uk](mailto:quadstaff@qcl.co.uk) with the subject heading... 'The time is right for Consumer Insight'



## New assignments and clients at Quadrant

Our financial year, just ended, had an upturn in clients and profits, which was a satisfactory result in a continuing uncertain climate. 'Balanced optimism' is our view 2005, building new income on a sound base.

We are pleased to have recently added new names to our wheel.

✦ **Arval PHH** (Europe's leading vehicle management provider)

✦ **Hoover Candy** (the revived Welsh dragon of appliances)

✦ **3** (the fastest growing, most innovative mobile operator)

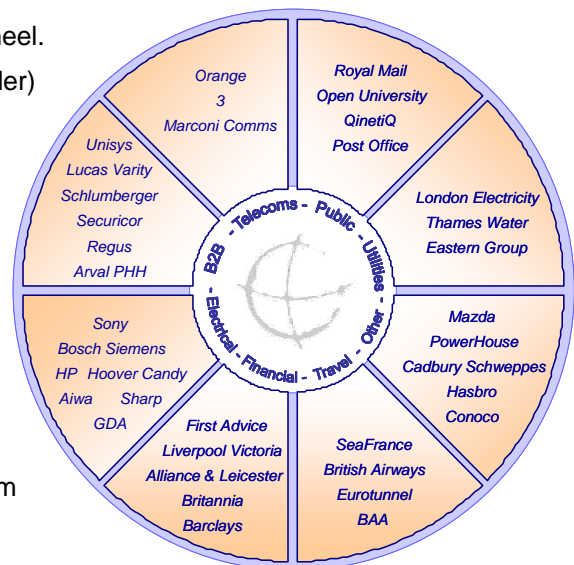
All with a strong element of innovation, customer focus, and engaging the ideas and efforts of the staff in the outcomes.

If you've got a commercial or customer facing 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](mailto: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](http://www.qcl.co.uk)

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