

The Situation

Research was conducted in nine countries (across Asia, Europe and America) to examine and evaluate:

- the customer lifecycle that small businesses owners experience when creating their office environments
- a loyalty reward scheme targeted specifically at small business owners

The Approach

A series of face-to-face depth interviews were conducted in each market with small business owners.

A pre-task was undertaken to understand the nature of each respondent's business and their previous purchase consideration sets.

The Outcome

Research showed that the client needed to promote an overt cross-over from their existing strengths in the domestic market and leverage these further to meet the needs of small business owners. This included:

- At the initial motivation stage: active promotion and targeted ideas for business customers; increased visibility as a business expert; communication about the range and quality of available business product ranges
- In-store stage: improved customer service, product availability and business targeted inspiration
- After purchase stage: improved delivery and exchange/refund services; greater promotion of customer services; introduction of a loyalty scheme that prioritises business customers

