Business Consulting

Case Studies

Digital Transformation with Data Analytics

The Background

With various departments operating on an individual basis, there was a lack of communication of the data generated and used for various purposes. Departments were working on a silo basis and most of the data was stored in an excel format. If middle management wanted to know outcomes of contract bids or status updates of properties, they had to rely on the IT department to consolidate the data and make sense of it. This created unnecessary workload for the Tech department.

The Challenges

With requests for data being sent between IT department and the various departments, it created additional issues of getting information sent in a timely manner, specifically if the staff were outfield officers who were not at their desks all the time. There was also the issue of sending out irrelevant data that was not required for analysis, thereby adding further miscommunication. Also, the staff only had knowledge of creating charts in Excel which was often too basic. If senior management wanted an analysis report with additional graphics, the staff had little to no knowledge of how do it.
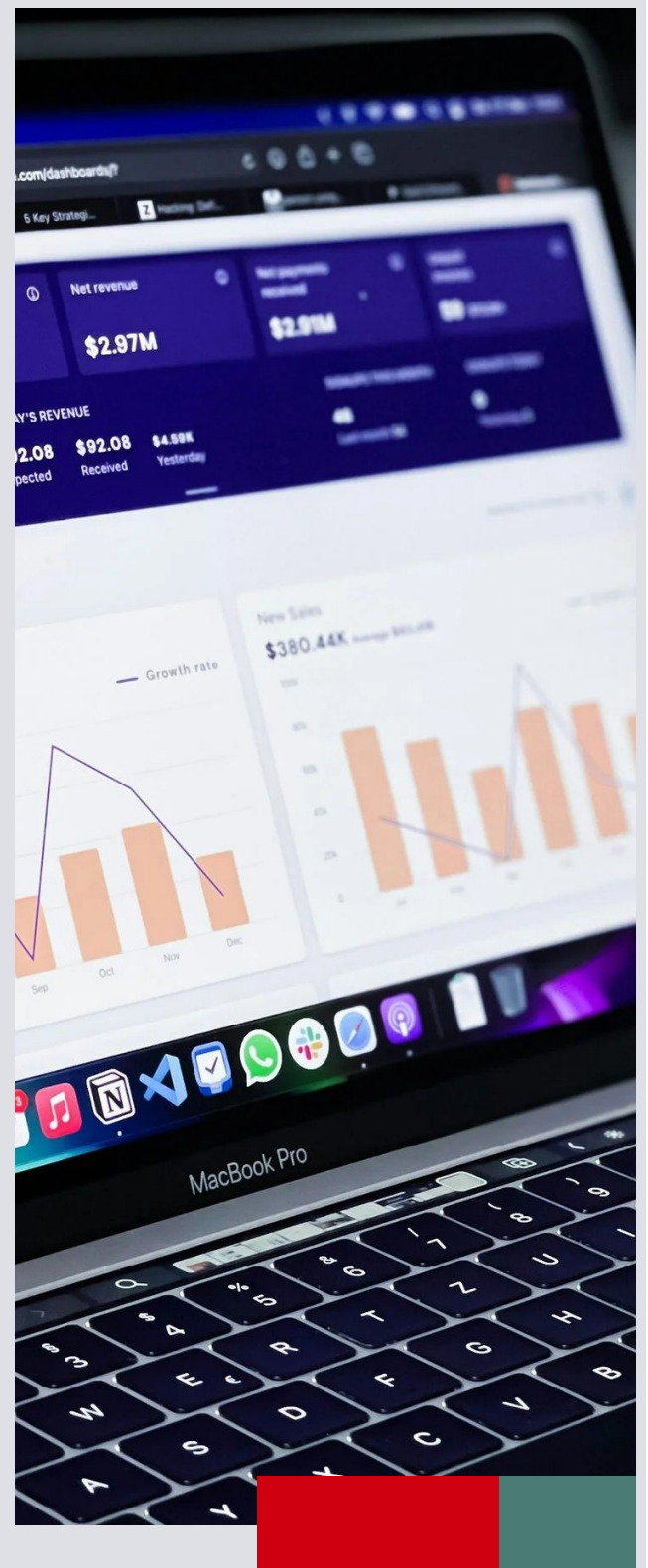.

The Solutions

A Training Needs Analysis (TNA) was conducted with the Learning and Development (L&D) to formulate a training programme using Microsoft Power BI. The TNA revealed that nearly 70% of the staff who handled the data were not sure about utilising it. Also, most only had basic MS Excel knowledge.
The 2-year Digital Transformation journey was launched to conduct a training on using MS Excel to analyse data. Once staff had gained proficiency in using MS Excel at work, they were taught the basics of using Power BI to clean and analyse data. In the subsequent training runs, learners were taught data visualisation using the various options in Power BI. Learners also brought in their own data, used in their daily work, to learn how to analyse them.

The Results

At the end of this Digital Transformation journey, staff were well equipped with knowledge on analysing and visualising data. This resulted in a more efficient reporting system where reports sent to management teams were analyzed and generated independently by the trained individuals instead of relying on the IT department.
Completed analysis and visualization reports were also uploaded to the organisations cloud where they were made accessible to the various management team. The digital transformation journey led to more effective teams across various departments using data to assist the management team on making the right decisions.

Conclusion

The case study showcases a successful digital transformation through a two-year Power BI and Excel training program. It addressed data silos and improved staff skills in data analysis and visualization, reducing IT dependency and enhancing decision-making. The initiative fostered efficiency, collaboration, and data literacy, driving organizational growth in a data-driven environment.

Transforming Innovation Capabilities at a Leading Insurance Company

The Background

A leading insurance company, despite its substantial resources and industry expertise, struggled to innovate and maintain a competitive edge in a digital market. While sitting on vast customer data, it lacked a systematic framework to translate this into actionable insights for meaningful innovation. Operating with established processes across underwriting, claims, customer service, and product development, the company excelled in core operations but faced growing threats from disruptive competitors and shifting consumer expectations. Recognizing innovation as a strategic priority, leadership sought expert guidance to build this capability and address evolving customer needs effectively.

The Challenges

The insurance company faced several interconnected challenges:
- Siloed Structure: Limited cross-functional collaboration led to fragmented customer understanding.
- Solution-First Approach: Teams focused on predetermined solutions rather than deeply understanding customer problems.
- Data Overload: Vast customer data was collected but lacked meaningful insights for innovation.
- Risk-Averse Culture: A cautious approach hindered consistent innovation and customer-centric strategies.

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The Solutions

Implemented a comprehensive Jobs To Be Done (JTBD) programme as an integral component of the Design Thinking framework. This tailored intervention built both capability and cultural change throughout the organisation:

Discovery and Assessment:
- Conducted stakeholder interviews to understand internal perspectives and innovation barriers.
- Analysed existing customer research to identify gaps and opportunities.
- Created a tailored JTBD implementation roadmap to guide the initiative.

Executive Alignment Workshop:
- Facilitated sessions with senior leadership to establish JTBD principles and align them with strategic goals.
- Developed a shared understanding of how JTBD would integrate with existing initiatives.
- Defined metrics to measure progress and impact, ensuring accountability and focus.

Cross-Functional JTBD Training Series:
- Delivered foundational training on JTBD methodology to build capability across teams.
- Led hands-on workshops using real customer scenarios to apply JTBD principles in practice.
- Established a common language for discussing customer needs, fostering collaboration and clarity.

In-Depth Customer Research and Implementation Coaching:
- Designed specialised JTBD interview protocols and trained internal teams to conduct customer research.
- Conducted collaborative analysis sessions to extract meaningful insights and patterns from customer data.
- Provided mentoring to internal innovation champions, helping teams translate JTBD insights into actionable project requirements and integrate them into the broader Design Thinking process.
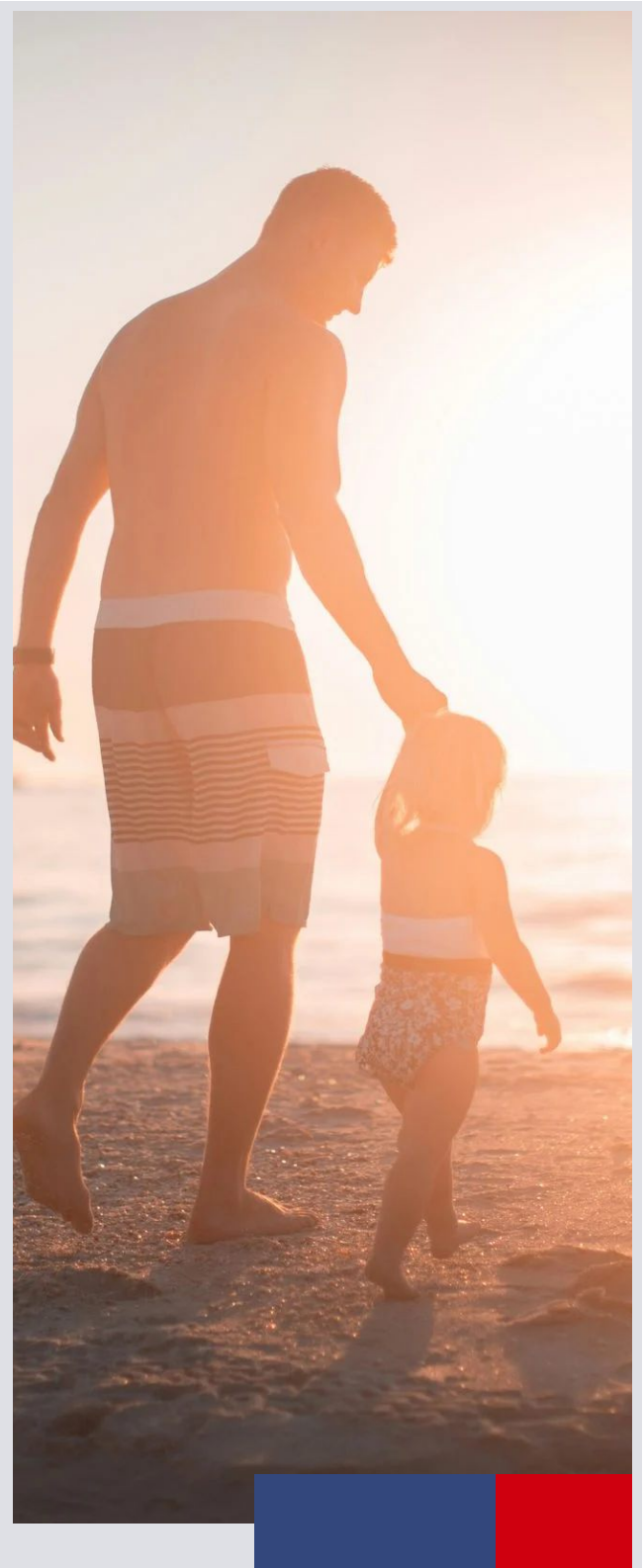
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Targeted Marketing Strategy for Sales Growth in F&B Industry

The Background

The restaurant had been running social media ads and promotions to attract more customers, yet the results remained underwhelming. Despite their efforts to create an appealing brand presence, sales continued to stagnate.

The Challenges

Misaligned Messaging: The restaurant's marketing campaigns primarily focused on promoting a serene, zen-like dining experience. However, customer engagement and conversions were lower than expected.
Limited Customer Insights: While the restaurant had a loyal customer base, they had not fully leveraged customer feedback to refine their marketing approach.
Ineffective Ad Spend: Despite investing in social media ads, the ROI remained low as the messaging did not resonate with the core audience.

The Solutions

Our team was engaged to analyze the business operations, customer preferences, and marketing approach. We conducted a deep dive into:
  ◦ Business workflow and past marketing strategies.
  ◦ Customer feedback and reviews to understand their preferences.
  ◦ Aligning customer expectations with the restaurant's brand messaging.

Through our analysis, we uncovered a key insight: while the restaurant emphasized a tranquil dining atmosphere, most loyal customers valued its pet-friendly concept the most.
Based on this, we advised a strategic pivot in their marketing messaging, emphasizing the animal-friendly environment as a unique selling point. The restaurant redesigned its ad campaigns and promotions to highlight pet-friendly dining experiences, leading to stronger engagement with their target audience.
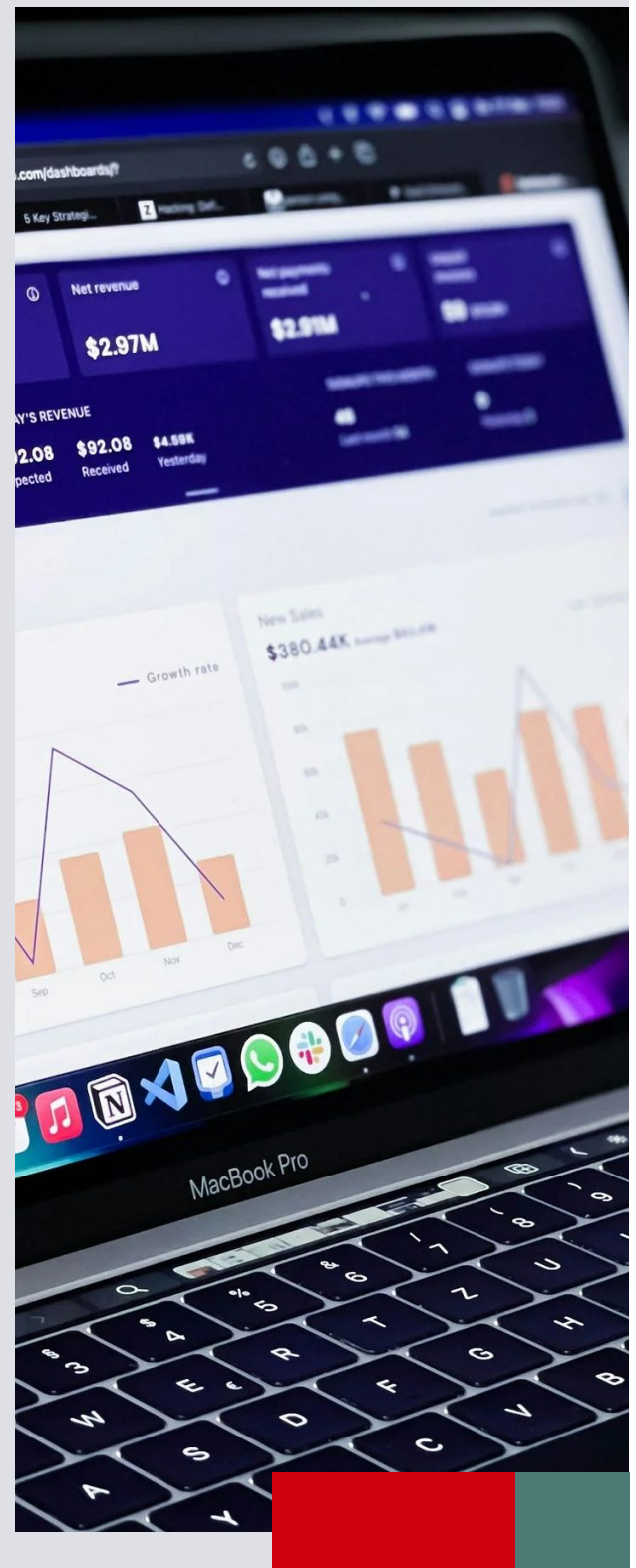
The Results

Through Data Analytics getting business insights to align their marketing message with actual customer preferences, the restaurant successfully turned around its sales performance and strengthened its brand loyalty.
The restaurant adjusted its branding and ad creatives to showcase its pet-friendly environment.
Social media engagement increased significantly, with more shares and interactions from pet owners.
Customer flow saw a 20% increase following the repositioned marketing campaign.

Conclusion

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