



CASE STUDY

Pop-up Boards



Better outcomes can be reached through better scrutiny. To succeed, sometimes you need an external sounding board and a safe space to stress-test your strategy. Our extensive Board experience and reach allows us to bring together an experienced panel of trusted peers and experts who will impartially challenge, critique, support and validate your strategy empowering you to make more informed decisions.

In the Pop-up Board case study below, Criticaleye was able to bring together a carefully selected group of experts to share stories and experiences of the issues the host company was facing.

Company type

International healthcare firm (over 10,000 employees and with operations in over 100 countries globally)

Key drivers for Pop-up Board/background

- To explore ways of **increasing digital engagement** with customers and stakeholders
- To share strategies for **customer acquisition and retention** to date and get feedback on various approaches
- To gain a deeper understanding of how different technologies can further enhance various services and interactions with customers
- To get feedback on **brand positioning** and the importance of establishing expertise
- To better understand the challenge of balancing technology with culture – especially in a business which needs to maintain the ‘human touch’ in its interaction with customers
- The need to **segment customers** and ensure the correct processes are in place so that key accounts are utilised

Outcomes of Pop-up Board

- Ideas and approaches on customer engagement were pressure tested with external technology experts
- An urgent need was identified to segment customers so the business could drive higher utilisation
- The need to gain a better understanding of what is culturally right for the business, aligning digital with the human side of the organisation
- An opportunity to build better and stronger brand awareness via a compelling and powerful story
- The need to reassess the customer’s trigger points and when they would be most likely to engage with the product
- A two-hour session which shined a light on what the company should be focusing on

“ Our Criticaleye Pop-up Board provided a seminal moment for us by establishing where our main focus should be in order to drive customer engagement. It was vital to have the external objectivity that Criticaleye was able to bring round the table. Achieving consensus amongst our own executives on taking a high-level approach was pretty game-changing. ”

Criticaleye Member