



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

A leading UK energy supplier
(corporate division)

Key drivers for Pop-up Board/background

- A desire to **shift from a commodities to a solutions provider** in the B2B energy marketplace
- A need to establish and build upon relationships with decision-makers in the c-suite
- A desire to **refine its B2B pitch** and demonstrate impact to potential customers

Outcomes of Pop-up Board

- The need to build a deeper understanding of its customers and their buying cycles
- Better use of data to segment and analyse customer base
- Advice on targeting the c-suite, the time this will take and what approach will be most effective
- An opportunity to look at c-suite personalities and priorities, and align products to CSR
- The need to re-look at the sales force and ensure it is fit for purpose and incentivised in the right way
- Building stories and reference points, so the business can demonstrate impact
- Building the brand and it's 'stickiness' so that solutions becomes embedded into their customers' business operations
- The opportunity to build partnerships with competitors

“The Criticaleye Pop-Up Board was excellent, it gave me greater confidence in the areas of focus I have, both in terms of what I’m currently working on and what I’m thinking about. The format of the Pop-Up Board and quality of the participants meant I was provided with real clarity, it lifted me away from the day job which can be difficult to do.”

Criticaleye Member