



## Case Study



WEST MONROE PARTNERS

### Qualitative Research to Help Re-Define an Organization's Market Facing Image

In 2006, West Monroe Partners turned to The Harbinger Group to help articulate positioning and key messages that would differentiate the consulting firm and help enhance the sales process. As a small, niche player among a sea of big consulting firms, WMP wanted to find out how they could stand out and build stronger relationships with their clients.

The Harbinger Group conducted half-hour long phone interviews with 10 clients and summarized the findings of those interviews in a comprehensive report that not only detailed the outcomes, but also recommended steps WMP could take to act on the information gathered.

What we found was that clients say they **prefer to hire** consulting firms that have multiple solutions capabilities, thus enabling a **long-term relationship** – which is of primary importance. But, in actuality, they **tend to hire firms that offer best-of-breed, specialist, niche expertise to satisfy an immediate need.**

As a result, the firm changed its brand positioning from **"Business In the Right Direction,"** which played off of the directional component of its name, but didn't speak to any of its strengths as an organization, to **"Our Experience. Your Expertise. Better Results."** The new tagline made a direct link back to attributes their target audience values – as revealed through the research – including the idea of partnering together, bringing experience to the table (even though the firm itself was fairly new to the marketplace) and delivering the promised outcomes.

The budget for conducting and analyzing the interviews was just over \$10,000 and we came in at just under \$350 below budget.

