SEE BOTH SIDES NOW

The Importance of Having Supplier and Client Side Perspectives

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FROM THE LATEST GRIT REPORT …

Buyers are more interested in analytics and suppliers are more focused on data collection. Buyers seem to be more focused on things that generate actionable insights, while suppliers are more focused on creating the "data supply chain" that powers insight generation. In some respects, this naturally reflects the traditional ecosystem, but for an industry that strives mightily to "earn a seat at the table", ***we continue to see a significant gap*** *between supplier aspirations and buyer buying behavior.*

Some of us only have either client or supplier side experience

Some have been able to work on both sides

Each side brings a **different and important** perspective to research and insights

WHAT HAPPENS ON EACH SIDE CAN BE A BIT OF A BLACK BOX


HAVING SUPPLIER AND CLIENT UNDERSTANDING AND EMPATHY CAN LEAD TO BETTER RELATIONSHIPS, INSIGHTS, & BUSINESS DECISIONS – CLOSING THE GAP

SEVEN OPPORTUNITY AREAS

1. Research Objectives
2. Research Proposals
3. Dashboards, New Technology, AI, & Machine Learning
4. Reporting & Insights
5. Feedback On Deliverables
6. Agile & Speed
7. Timing
8. Bonus Other Thoughts

SEVEN OPPORTUNITY AREAS

SUPPLIER

CLIENT

SUCCESS FACTORS

RESEARCH OBJECTIVES

VS

SUPPLIER

- Take a more narrow view
- Use as inputs to scope, price based on overall effort
- Determine what methodology will work best
- Think about a creative approach vs. one more traditional
- Determine what types of questions to ask
- Determine what type of insights are needed

CLIENT

- Take a broader view
- What stakeholder(s) need the information
- What decisions need to be made
- What is the “Job to be Done” based on the research
- How do the results need to be packaged for internal impact
- How does this research fit within the larger ecosystem
- What does success look like
- Less concerned about the approach, scales, etc. vs. confidence in the approach answering issues

SUCCESS FACTORS

- More **expansive conversation** about the research objectives in kick off meeting
- Allowed our end stakeholder to talk about their needs **“in their own”** words
- Workshopped the objectives together and came to agreement/understanding
- Showed how research effort fit within other initiatives/part of the **ecosystem**
- Started with the **end in mind**
- Mutual agreement on scope, method, etc.

RESEARCH PROPOSALS

VS

SUPPLIER

- Excitement to receive and work on the proposal – opportunity!
- Desire to “dive-in” and start to create the framework
- Sometimes focus too heavily on the team, the method (vs. the end needs), or used a ‘canned’ template
- Sometimes don’t follow up or only email questions (assume client doesn’t want to be bothered or the RFP is clear)
- Put a lot of time, effort, investment into creation
- Highly focused on price
- Want opportunity to present thoughts ‘in-person’
- Frustration when there is radio silence
- Not being selected is hard, but some times actually ok

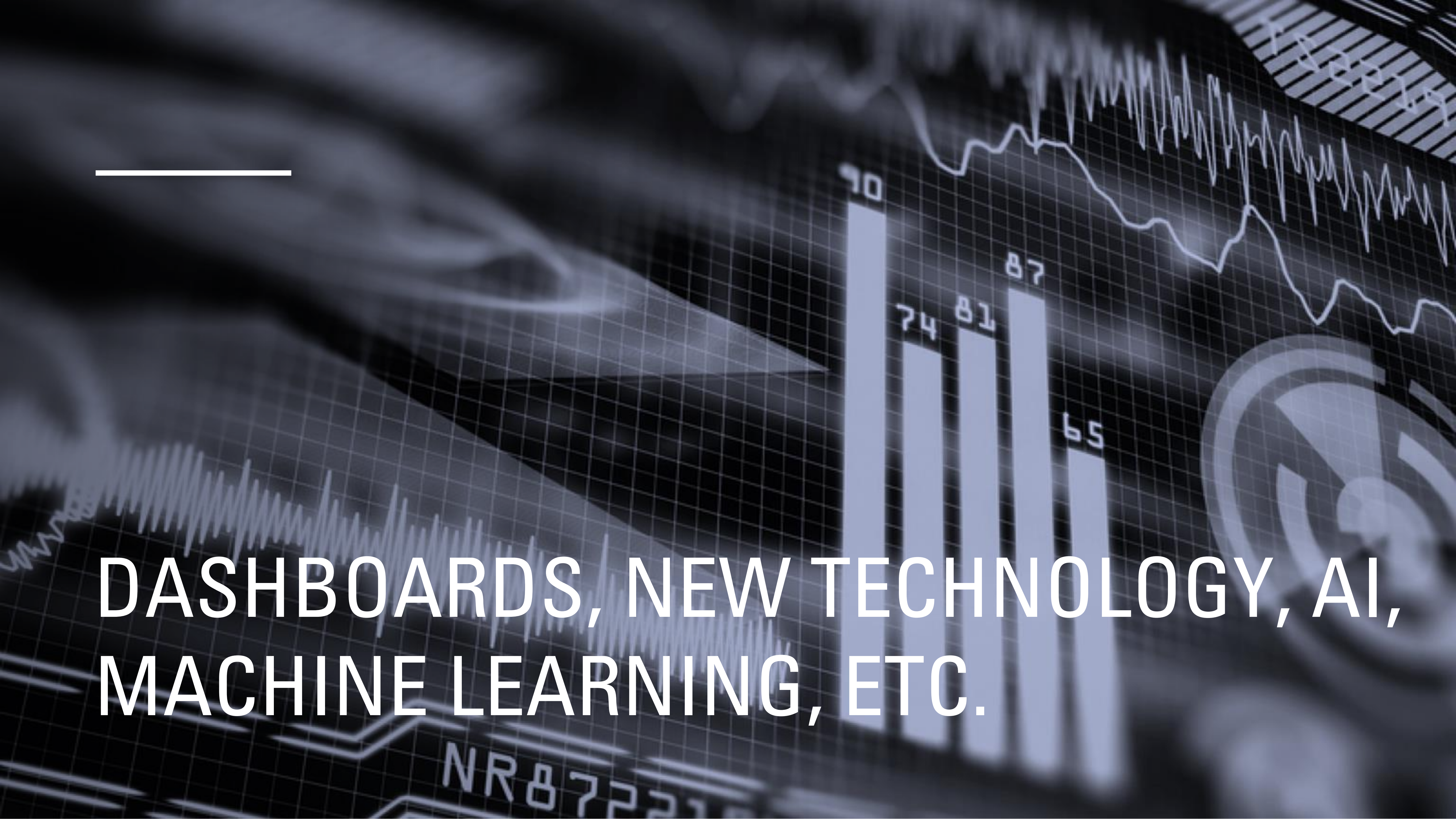
CLIENT

- Relief after finishing writing RFP, takes a lot of time, effort, investment to put together
- Finding time to answer questions, review proposals, set up calls, etc. can be a challenge
- Want to select a winning partner, rooting for success
- Don’t need to know about the team/company as much as the end results and going the extra mile
- Many great proposals not selected for a variety of reasons (i.e. CMO makes decision), relationship not a fit
- Some times don’t follow up with suppliers
- Price is not always an issue (need our budget)

SUCCESS FACTORS

- Set up a call to really talk through the needs
- Showed a lot **interest** in the research
- **Personalized** approach (focused less on the team, provided RFP for a reason)
- Provided coaching, guidance for a successful proposal
- Followed up with suppliers not selected, **thanked them**, and walked through reasons for not selecting them

DASHBOARDS, NEW TECHNOLOGY, AI, MACHINE LEARNING, ETC.



VS

SUPPLIER

- Excited to share new way of showing data, insights
- Decision ready insights
- Will save time, money, effort, etc.
- Will be a value-added solution
- Help democratize data
- Subscription pricing
- Emails, reach outs are often not personalized
- Sell the technology, not the solution and how it helps solve issues

CLIENT

- Drowning in data already
- Not another dashboard
- Need help making decisions based on the data
- Need to make a business case for the investment in any new technology, demonstrate ROI
- Hard to sign up for a subscription and commit without experience
- Finding the time to learn and use the system is a challenge
- Many are overly complicated or don’t tell a story

SUCCESS FACTORS

- Personal reach out, took the time to really **understand** our business needs
- **Trial subscription** with a one quarter commitment
- Provided internal team to get our team up and running, **onboarded**
- Used our data as a use **case example**
- API integration with current system
- Strong understanding of current situation and how this would be additive
- Dashboard shows how **action impacts KPIs** to help with prioritization (i.e. indicators and recommendations) and saves time

REPORTING & INSIGHTS

VS

SUPPLIER

- Opportunity to demonstrate value
- 'Fun' part of research
- Desire to 'show our work'
- Desire to produce more and show all of the data
- Strive to make output visually appealing
- This is our product and what the client sees
- Try to balance visually showing the data, telling a story, and providing strategic direction
- Don't always take the time to understand the end deliverable

CLIENT

- Package this a digestible format that will be compelling and influential to internal stakeholders (decide when to bring in)
- Time constrained stakeholders (10-30 minutes)
- Need the data, the story, the implications, and the recommended actions / decisions that need to be made
- More is not always better
- Humanize the research
- Need to position sometimes based on internal politics
- Bring this into the lexicon so the beginning of the value chain … "Our research says …"

SUCCESS FACTORS

- Set the stage for the ‘why’ behind the research and the ‘why’ their approach had credibility
- Provided information in a **digestible format**
- Limited the slide deck, moving less important findings to the Appendix
- Focused on the **decisions**, not the data
- Worked closely with the team, **multiple check-ins** to ensure alignment
- Used **video** to convey the customer’s voice
- The visual was less important

FEEDBACK ON DELIVERABLES

VS

SUPPLIER

- Put a lot of time and effort into producing deliverables
- Want to turn deliverables around quickly
- Work hard to make deliverables client ready
- Strong desire to get it right and impress
- Fear opening up a document and seeing lots of comments
- Can be disappointing when don’t hit the mark
- Don’t always have full visibility into changes that happen from the time of the proposal to when deliverables are needed
- Willingness to do whatever it takes to make it right
- Sometimes want/need to push back

CLIENT

- Don’t always know what want until see it and have the time to react to it
- Sometimes a stakeholder will bring something up and ‘blow up’ the research needs
- Don’t always provide sufficient clarity and direction
- Needs can rapidly change or evolve
- Feedback provided is in the spirit of success for everyone
- Know our stakeholders best
- Understand how this fits into the larger research ecosystem
- Ok to push back

SUCCESS FACTORS

- Asked questions of our team (this would be a great report if it did the following…)
- Talked through the end stakeholders' needs and learning styles
- Clear understanding of the business decisions that will be made based on the research
- Set **expectations early** about end deliverables
- Shared **early and often** (brainstorm sessions, outlines, and drafts)
- Worked collaboratively
- Shared case studies for additional perspective and credibility with stakeholders

AGILE & SPEED

VS

SUPPLIER

- Faster is better
- Providing bit size information in digestible information is better
- Keeping a pulse is important
- Agile research can be less expensive

CLIENT

- Works well for specific types of research (i.e. iterative design, have a quick question, ongoing pulse research etc.) and organizations (where can/need to respond quickly)
- Need to be mindful of quality such as sample (if harder to reach), question types
- Still takes time to analyze
- Institutionalizing research into an organization takes time/Cannot overwhelm with information
- Insights need to be timely and align with other findings

SUCCESS FACTORS

- Have control over sample
- Easy to program
- Easy for participants to interact with platform
- **Flexibility** in question types
- Output easy to understand
- Allows for video
- Low cost
- Focused on singular questions
- Great/Responsive **customer service**

TIMING

VS

SUPPLIER

- Has more urgency
- Make projections and commitments up the chain on a quarterly basis based on conversations with clients
- Trying to qualify leads
- Trying to project and manage staffing, workload, etc.
- Can sometimes be too pushy vs. just check-ins

CLIENT

- Has less urgency
- Need to make a business case internally
- Need to show ROI
- Budget cycles vary
- Trying to juggle competing projects and workload
- Must pass through other stakeholders, legal, etc.
- Check-ins are ok, don't push

SUCCESS FACTORS

- Being transparent on timing on both sides
- Conversation about what information is needed to make the business case
- Discussion about decision makers and their needs
- Talk through barriers to move forward
- Creative solution to sign up
- Flexibility where possible in terms

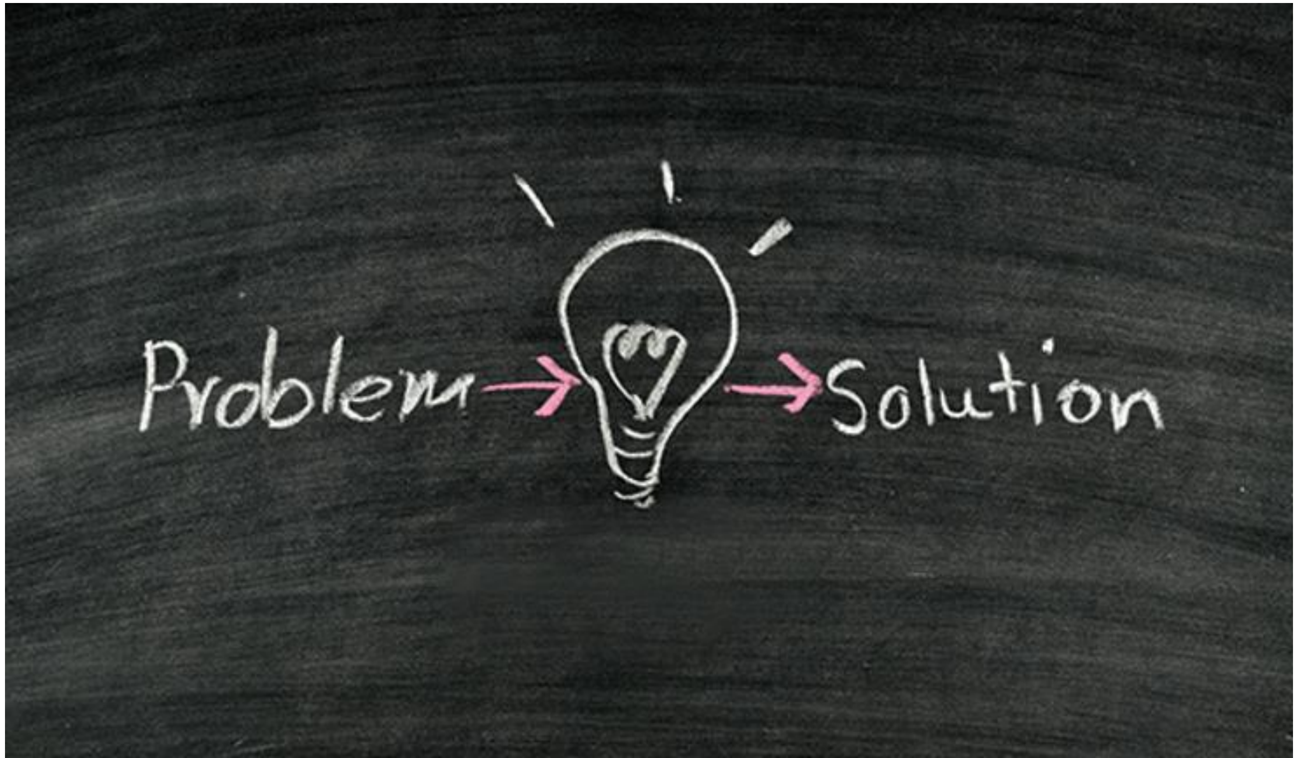
BONUS ROUND

SUPPLIER

- Develop ways/software to summarize qualitative information easier, faster, and more strategic
- Evolve measurement and implement behavior science techniques to understand humans, emotions, motivations, and decision making and consumers in context
- Improve sample efficacy
- Think about CX, UX, Branding, etc. more holistically vs. disparate areas
- Stop using canned emails for reach outs
- Use brand principles to market company (i.e. update websites, clear value proposition, emotionally connect, be meaningfully different)
- Provide blue prints to enact research
- Stop selling text analytics solutions
- Be clear on the value of ai, Machine Learning, etc.

CLIENT

- Provide more clarity on desired outcomes
- Talk through maturity level of insights within the organization
- Be more open and honest about biggest internal barriers to showing ROI of research
- Be transparent on what is needed to show the business case
- Provide more timely feedback to suppliers
- Talk through issues with democratizing data
- Say thank you and be appreciative of the work that goes on behind the scenes


Problem
Solution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