

About Client: Client is a leading global manufacturer of valves

Client situation: Client was looking for a comprehensive solution about tracking its competition

What we did: Our solution had following elements:

- Geography wise identification of all major competition that required tracking; client's inputs were also taken
- Multiple newsletters on daily, weekly, monthly and quarterly basis, about all competition identifies. Also identified stakeholders receiving these newsletters. Newsletters clearly demarcated the type and impact of all news. Monthly and quarterly newsletters also had an impact analysis by an analyst to communicate the importance of the update

Outcomes

- Newsletter was received by more than 600 stakeholders in the organization
- Multiple follow up requests on news items were fulfilled, showing the impact that newsletters had