

Advisory and strategy

From analysis and customer insight to strategic priorities, management information and action across the organisation.

SERVICES IN THIS CATEGORY

Strategic advisory · Analysis and evaluation · Customer Deep Dive
Organisational and business development · Workshops and facilitation

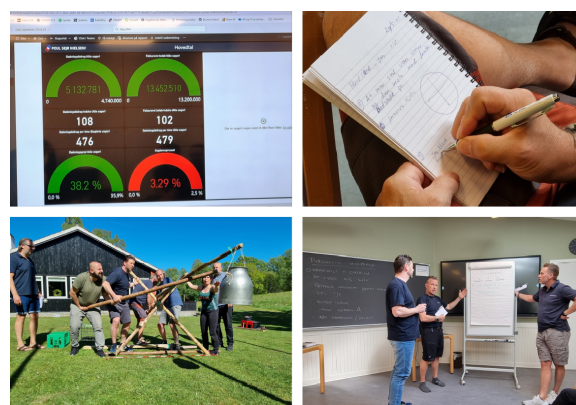
CASE · POUL SEJER NIELSEN SERVICE A/S

From customer insight to management information and action

Over several years, Cronquist Consult has worked with PSN across customer insight, leadership and organisation. As a central part of the collaboration, we conducted a Customer Deep Dive among 20 customers, linking customer experience and loyalty with financial profitability to provide a basis for prioritisation, management information and follow-up.

HOW WE DID IT

- 20 structured customer interviews covering experience, relationship, loyalty and customer value.
- Customer insight and financial data were combined in a loyalty x profitability analysis.
- The analysis was translated into management information, priorities and concrete follow-up.
- Customer value was carried into leadership development for eight service managers.
- Over a couple of years, Mads Cronquist provided executive business coaching to the Managing Director.
- The collaboration also included team days, team building and a 1½-day strategy workshop for the entire group.



BUSINESS VALUE

PSN gained an integrated view of customer loyalty and value that could be used as management information and a basis for prioritisation. The customer insight was also carried forward into practical leadership development and day-to-day operational management.

THE CLIENT SAYS

"We worked with teaching and leadership principles in practice and trained together - both professionally and as a team. A day of learning, reflection and fellowship."

"Thank you for the commitment and energy throughout the day, and thank you to Mads Cronquist for a good and instructive day!"

Jonas Bach, Managing Director · Poul Sejer Nielsen Service A/S

Want to hear more? Book a free 30-minute introductory call.

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