

profit through...**action**



## **Manage knowledge globally and motivate the business to profitable outcomes**

We partner with clients to map consumer and market knowledge onto business processes and help guide effective action.

Fizz™, our in-house information management, reporting and action-planning system, helps clients optimise and report on their knowledge base and create tangible outcomes.

Our dedicated film productions unit provides a powerful internal marketing resource, capable of communicating key messages to different audiences with real impact.

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“The creative output from Nunwood has helped O2 bring customers alive for all O2 employees including time sensitive senior management! The films have really helped to embed customer insight at the heart of the company.”

Head of Customer and Market Insight, O2

O<sub>2</sub>



vodafone

**NOKIA**  
Connecting People



Nunwood clients include...

*Action is driven by industry experts  
and two key innovations:*

### **Fizz™ web technology:**

- How can we report on findings from multiple sources, to hundreds of users, in custom, branded formats?
- What can we do to better manage intelligence, insight and strategy documents from both primary and secondary sources, making insight work harder?
- In what way can web technology and social media revolutionise the way we consult with consumers and colleagues?

### **Film productions:**

- How can we ensure our messages are seen and remembered above and beyond the hundreds of other messages our stakeholders are exposed to?
- How can we raise the profile of our team and the work we're doing?
- How can we communicate business-critical messages across departments and territories?
- How can we bring insights to life and get our internal clients closer to the customer?



### **Techniques used:**

Issues Champions, Working Groups,  
Fizz Knowledge Management, Knowledge Films,  
Fizz E-reporting, Fizz Customer Communities,  
Customer Segment Films, Tracker & Panel Films,  
Stakeholder Implementation, Dashboard Reporting,  
Enterprise Wide Document Management,  
Workshops, Launch Films,



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