



nunwood
Profit Through Knowledge



Optimise your channels to market

We help you establish the right mix of sales and service channels across your product portfolio in order to maximise reach and ensure appropriate service delivery.

Nunwood works with you to identify the best channel strategy to employ across your business.

We advise on and help implement tactics to ensure these channels reach their maximum effectiveness.



profit through... **channel**

“Nunwood’s business simulation tool contributes greatly to the decisions made to support Standard Life’s on-going strategy and meet the changing needs of policy end users.”

Insight Director, Standard Life





Nunwood clients include...

Market Profiling and Sizing:

- Who is in the market and how do they interact with providers in the sector?
- What is the value potential of discrete consumer groups within the market?
- How well placed is each of your channels (branch, broker, on-line, telephone) to capitalise on different customer and touchpoint requirements?

Channel Alignment:

- What is the channel strategy that will maximise sales potential and customer retention?
- How does this differ across key global markets?



Techniques used:

Purchasing Surveys, Conjoint, Segmentation Analysis, Channel Optimisation Simulations, Usage & Attitudes, Mystery Shopping, Customer Communities, Accompanied Surfs, Ethnography, Segment Films, Documentary Debriefs

