

Case Study: Kohl's Department Stores

Introduction

This case study of Kohl's Department Stores is based on a April 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“I’ve already reached out to peers in regard to vendor presentations and some best practices that I heard other companies using. Lots of opportunity to apply new products and processes.”

“The Executive MindXchange is a great way to network with peers in the Contact Center industry in sharing best practices, experiences with vendors and new products, as well as to network and develop a wider set of individuals that I can reach out to as our businesses continue to expand and develop.”

Challenges

- Finds that traditional trade show and conferences are plagued by the following participant challenges:
 - Content that does not stay on point and speakers that are not qualified to present on the topic
 - Aggressive sales tactics by sponsoring & exhibiting companies

Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as excellent.
- Has attended the Frost & Sullivan Executive MindXchange 2 times.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Access to best practices
 - Increased networking & relationship building
 - More value overall
- Generated over 20 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 4 out of 5.
- would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would strongly recommend the Frost & Sullivan MindXchange to their peers.

Company Profile

Company:
Kohl's Department Stores

Company Size:
Global 500

Industry:
Retail

About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

[Frost & Sullivan](#)