

Case Study: Medium Enterprise Consumer Services Company

Introduction

This case study of a medium enterprise consumer services company is based on a March 2016 survey of The Skills Connection customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We use The Skills Connection to support our general interactions with Gartner analysts and to support our efforts in two Magic Quadrants.”

“Yes, I would recommend them. We have benefited significantly from their expertise, experience and insight in order to improve the way in which we interact with analysts and manage the Magic Quadrant process.”

“I’ve been very happy with the service delivered and the positive impact on our Gartner interactions.”

“Our target analysts have a better understanding of us, our products and capabilities and the success we achieve in the market in order to more positively position our services to their clients.”

Challenges

- Engaged with The Skills Connection for the following reasons:
 - Wanted to learn how to effectively differentiate themselves from their competitors when talking with analysts
 - Wanted to change their position in the MQ/Wave/Marketscape to generate new business

Use Case

- Uses The Skills Connection to:
 - Provide the necessary expertise to effectively engage analysts
 - Show them how to gather the right information for analysts
 - Show them how to effectively communicate their story to analysts
 - Help them improve their position in an MQ/Wave/Marketscape
 - Help them enter an assessment, such as an MQ/Wave/Marketscape, for the first time
 - Create an internal learning environment so that their team can be more effective in the future
 - Provide the tools and best practices needed to build a strong case for analysts
 - Create compelling evidence-based cases for analysts

Results

- Experiences gained with The Skills Connection:
 - Confidence communicating the unique value of their solution to analysts
 - The ability to create a strong evidence-based case to analysts covering their product / service
 - The skills needed to communicate with analysts in the future
- Benefits from working with The Skills Connection:
 - Positively shifted their position in the MQ/Wave/Marketscape
 - Received better results than when they had engaged with analysts
 - Provided their internal team the tools and skills to effectively engage with analysts
 - Effectively communicates the unique value of their products / services
- Rates The Skills Connection 4.5 out of 5 stars.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Consumer Services

About The Skills Connection

The Skills Connection helps technology companies to get the right results from analyst engagement. They work with technology clients that want to optimize their chances of success in a Gartner MQ or Forrester Wave assessment. In addition, they work with elite analyst firms, providing coaching and training services to sharpen delivery and improve client satisfaction and renewal rates.

Learn More:

[The Skills Connection](#)