

GfK NOP And Sky Are Finalists In Research Awards 2009

Contributed by GfK NOP
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In a closely-fought contest, GfK NOP and Sky have won through to the finals at the Research Awards 2009 for their joint entry in the Insight Management category.

Their paper, "Strategically managing the insight asset - using an innovative framework to optimise the performance of a client insight team" examined how Sky and GfK NOP have developed a new, rigorous process for measuring insight effectiveness.

This process has helped Sky understand what the key elements are that drive internal satisfaction with their Marketing Strategy team's performance.

It has also helped identify and implement actions to improve the internal effectiveness of this team and strategically manage its insight asset. A

As a result, the team has had significantly greater success in delivering insight to senior levels in the organisation and has supported the company's successful business performance in growing customer numbers and revenue.

Richard Matthews, Director of Insight at GfK NOP, comments, "The more successful companies are those who actively invest in Organisational Effectiveness" and this is what our work with Sky was all about. By producing impartial and anonymous feedback from internal stakeholders, we identified the key factors that increased internal satisfaction with Sky's Marketing Strategy team. Using our findings, we also prioritised, implemented and monitored appropriate actions to improve performance of the team over the long term.

"In terms of demonstrable results; after just six months the team exceeded its KPI target and had significantly improved on overall satisfaction, providing insight and challenging thought. Since then, overall satisfaction with the Marketing Strategy Team has increased by 14%."

Danny Russell, Director of Marketing Strategy at Sky, comments, "From discussions with fellow clients in various forums and organisations, I'm not aware of any other organisation that is quantitatively measuring their internal insight performance on a regular, structured basis, and understanding what really matters to internal stakeholders. The impact we have made within Sky has been phenomenal and the company's performance of strong growth during tough times has been increasingly due to our partnership with stakeholders and our relentless focus on the customer."

Winners will be announced, and the awards presented, at a black tie event to be held on the evening of Monday 14 December 2009 at the Lancaster London (formerly the Royal Lancaster).

20th October 2009