

ISIS

Building ISIS

Situation

ISIS is one of the largest fit out and refurbishment companies with a strong growth mandate. Mext were engaged to help define and seize the growth opportunities.



Approach

Mext conducted an internal analysis by interviewing key managers and executive. Conducting customer and industry expert interviews (right up to board levels of some of the Nations largest companies), we

- Defined the alignment and discrepancies between internal and external views
- Explored the viability of the managements growth hypothesis
- Explored further growth opportunities and execution possibilities.
- Analysed the internal and external view of trust drivers.

Based on the analysis we advised on alternative growth opportunities that were easier and faster to realize.

Using HuTrust® we showed that what was internally perceived to be building trust, was, in large part, not relevant to clients.

Further, we could show that what ISIS was trusted for would not be sufficient to carry the growth.

Together with the client we redefined the HuTrust® drivers and value proposition with current and potential proofpoints.

Result

The executive team bought in. The work was presented at the sales conference and used in redefining the customer experience and sales approach.