

Demographics User Group Conference – Workshop session C

What makes for a successful insight / research & information team?

Agenda

- Split full group into 2 sub groups.
- Each group to spend 60 minutes discussing ideas and then 10 minutes each presenting your team's plan back to the full group.

Scenario:

You are a senior manager reporting into the board of a large organisation. The board have been convinced by external consultants that they need to create a Customer Insight Unit. You have been given the task of setting this unit up, along with their working definition of what customer insight is:

“...a deep truth about the customer based on their behaviour, experiences, beliefs, needs or desires, that is relevant to the task or issue and ‘rings bells’ with target people.” (Government Communication Network Engage Programme)

You need to **create a plan** for how you will build such a team and how you will deliver **actionable insight** back into the business.

Your discussions should be focusing on the following aspects, (perhaps worth allocating 20 minutes discussion time to each one). As you discuss each factor, consider the differences/similarities if the organisation was in either the public or the private sector.

Outbound/External Factors

- Deliverables – what can the board expect to see and when
- Culture – What changes are required within the business
- What success looks like from the board's perspective
- What other key stakeholders need to be involved within the business

Internal/Operational Factors

- What data is required
- Team structure and balance of skills
- Qualitative versus quantitative
- Creating appropriate team culture
- What success looks like for the team

Timeframes/Budgets and benefits

- Timeframes (key milestones)
- Budget requirements