

Infosys[®]

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An aerial, black and white photograph of a city river scene. A multi-arched bridge spans the river, with several boats visible on the water. The surrounding area is densely packed with buildings and trees.

Futuresight Introduction

June 2019

futuresight
Global • Digital • Research

Overview

Futuresight delivers high quality human insights for successful product and service development.

There are 3 core components to our process:



Insights

We deliver powerful understanding of people's perceptions, attitudes and behaviours using the latest research techniques.



Development

Our insights are used to drive development and unite the team in shared understanding of how to create value for the customer.



Transformation

We track, store and link insights across products, services and sectors – from raw data to recommendation.

Benefits of our approach



Insights

- Placing the customer at the centre of the process
- De-risking assumptions made at the outset of the project
- Better market fit and adoption



Development

- Efficient design process – requirements gathering and prioritisation
- Integrated with agile development
- Waste reduction - fewer iterations to get to release



Transformation

- Total visibility of an insights journey
- This 'repository of intelligence' increases intellectual capital over time
- Sets up the conditions that bring about transformational ideas

Experience



Lead research partner supporting product and communications development globally for over 25 years



Development and optimisation of new anti virus product suite. Discovery research and user testing conducted in UK, Germany, Sweden Italy and Poland



Major involvement in the development of industrial, commercial and residential engineering products and services across Europe and North America



Research partner for over 8 years. Recently responsible for concept testing a new mobile ID product in USA, UK, Germany, India and Malaysia



Department for International Development

Research and IA lead developing an online portal to support governments managing Oil, Gas and Mining resources in Liberia, Sierra Leone, Ghana, Nigeria, Zambia, Kenya, Afghanistan and Lebanon.



Lead research partner for over 15 years supporting consumer policy development. Recently, concept testing and prototyping for digitising customer enquiries.



Customer engagement programme involving interviews with 45 CEOs of key UK institutions, including Armed Forces, Prisons, Hospitals, Transport and Councils



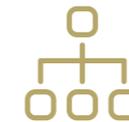
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Who we are



Core Team:

Specialist researchers and product / service practitioners all with over 20 years' experience



Network:

Highly developed network of subject matter experts and specialists around the world

How we work



Business model:

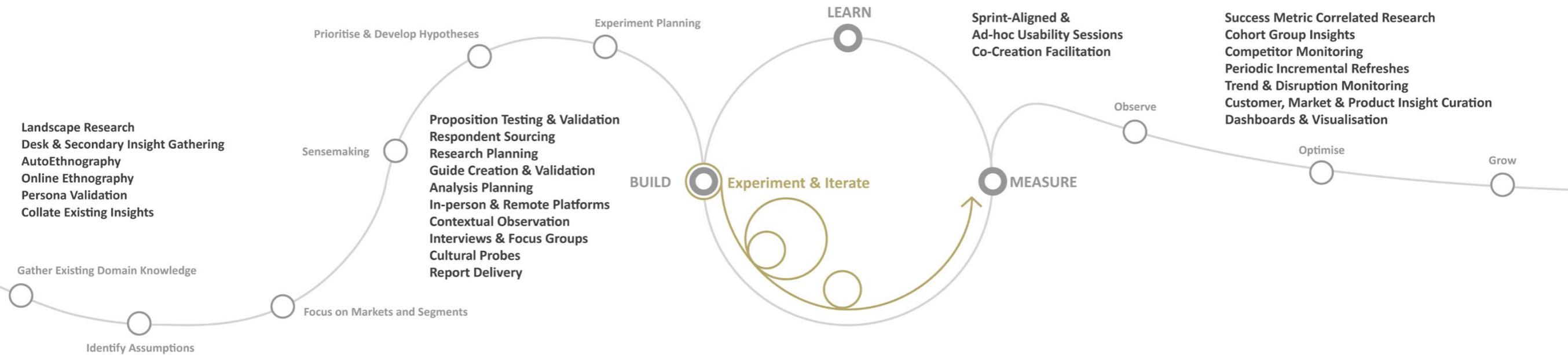
Whether projects are small or very large and complex, we maintain strength in depth by selecting a bespoke team of senior professionals and specialists across our network. This ensures that our team is exactly tailored to the specific needs and challenges of each project.



Coverage:

Our footprint is global. Our work with Intel, GSMA, DFID and other multinationals has taken us all over the world. Across EMEA, CIS, BRIC, North America, APAC

How can deliver for Infosys



The above illustrates the full range of our activities at each key stage in the development cycle (and post launch). Our involvement is entirely flexible:

- We can conduct research, and carry insights, across the whole of the development cycle and post launch
- Alternatively, we can step in to support at specific stages

Whether extensive or specific, our delivery is agile, timely and cost-effective in direct relation to need.

How we can deliver for Infosys Fuel Cards

Current status:

We understand that Infosys has already assembled a good body of understanding, via:

- Secondary analysis (via desk research) of the fuel cards market, across multiple countries, in terms of challenges, opportunities, competitor offerings and feature forecasts
- Online testing of BP's proposition in Holland.

Key considerations:

Additional and more in-depth insight, via proposition testing, in one or two additional markets may be advisable, given:

- The potential for a diverse range of responses and acceptance across different countries and cultures
- The importance and need to localise expression and positioning of the proposition and its features to reflect differences in infrastructure, security, fraud, administration and attitudes / loyalty to existing providers

How we can deliver for Infosys Fuel Cards

Our suggested research plan

In-depth work, on the ground, with fleet managers and drivers in two additional countries. Examples would be:

- Poland, given its potential in terms of volume sales, market value, network and diffused brand awareness of existing card providers
- Mozambique or South Africa, given particular market characteristics related to driver safety, fraud and less well-established administration processes.

Overall

The inclusion of two additional markets, that differ significantly to each other (and to Holland) increases confidence that the core proposition:

- Will stand up well in all 13 markets
- Is appropriately adapted and localised in different markets.

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