



Industry

- Market Research

Products

- Neudesic Pulse

Challenge

SPA Future Thinking wanted to give its geographically-dispersed team a way to share ideas and information in order to generate the kind of forward thinking that would help the company retain one of its core principles – maximizing business potential through innovation and technology.

Solution

Leveraging the capabilities of Pulse, Neudesic's proprietary social platform, The Hub provides a searchable source of legacy information, including case studies, white papers, and reports. By giving value to data through structure, The Hub enables team members to conduct and share conversations on key components of the company's business.

Benefit

- Increases sales through shared knowledge
- Improves business efficiency
- Creates a central portal of searchable information
- Provides for collaboration through user and group feeds
- Allows for the sharing of data files, documents, images and videos

Social Collaboration Network

With offices in the UK, France, Germany and Italy, and a worldwide partner network, SPA Future Thinking is one of Europe's fastest growing and largest independent strategic market research organizations. The company offers thought leadership, expertise and proprietary products across a wide range of industry sectors, consistently achieving top customer satisfaction scores by identifying new opportunities, evaluating markets and driving business growth for its clients.

"The Hub is another example of how SPA Future Thinking invests in technology to drive collaboration and maximize knowledge and understanding across the business. Powered by Neudesic Pulse, The Hub enables us to capture and share ideas, so we can deliver state of the art thinking to our clients."

*Jon Priest, CEO
SPA Future Thinking*

Project Highlights

Q&A with Paul Roberts

Group Digital Director, SPA Future Thinking

What motivated you to build The Hub?

PR: Research in general derives most of its value from the people that work in it, so we wanted to enable everyone in the company to express their thoughts and ideas in a democratized way.

How open is The Hub?

PR: We currently use it internally across all departments and all our office locations to enable staff to disseminate content on all aspects of work.

Will clients be invited into Hub discussions?

PR: Client involvement is particularly important to The Hub's long-term development. We are already starting to invite and engage with clients.

What are the benchmarks of success for The Hub?

PR: As a multi-site company, it has always been difficult to create a cross-company culture. Through The Hub environment, we have started to see this develop.



Social Collaboration Network

The Challenge

SPA Future Thinking was formed by the merger of two large research firms and quickly expanded with the acquisition of several other specialty agencies. The company's explosive growth and geographical diversity made it difficult to establish a culture of collaboration, something the company needed to effectively analyze consumer behavior and help clients identify and understand emerging market trends.

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By giving team members a way to share ideas and information, SPA Future Thinking hoped to generate the kind of forward thinking that would help the company retain its ability to maximize business potential for its clients through innovation and technology.

The Solution

Neudesic worked closely with SPA Future Thinking to develop The Hub, a unique social collaboration network that gives the company a competitive advantage in the industry. Leveraging the capabilities of Pulse, Neudesic's proprietary enterprise social platform, The Hub enables the SPA Future Thinking team to communicate and share ideas and insights across the company.

The Hub provides a searchable source of legacy information, including conversations, case studies, white papers, reports and online articles. By taking disconnected data and giving it value through structure, The Hub enables the company's geographically-dispersed team to conduct and share conversations on key components of the company's business

The Benefit

The Hub increases sales and improves business efficiency by creating a central source of information that can be searched and compiled in a number of different ways. The enterprise social capabilities of Neudesic Pulse enable The Hub to facilitate the transfer of business knowledge and create a culture of collaboration by allowing team members to:

- Create and join groups
- Follow users and group feeds
- Share files, documents, images and videos
- Ask questions of the community
- Share links to external news and content
- Use tagging to easily sort and group content

One of the more unique ways SPA Future Thinking uses The Hub is to create research communities using Pulse's "Groups" feature. The company invites people to join these groups and share their insight, innovation and ideation, which SPA Future Thinking leverages to enhance research solutions at various stages of the company's new collaborative business process.

The Pulse-enabled Hub environment is designed to scale as SPA Future Thinking continues to invite and interact with more clients, partners, and other guests. This external collaboration streamlines business processes and encourages a proliferation of new ideas to further enhance knowledge and understanding within the organization.