Xerox uses 9Lenses to quickly gather rich prospect intelligence

9LENSES®

Xerox is the world's leading enterprise in business process and document management services. Xerox Learning Services helps organizations develop talent and align business objectives with employee performance.

Xerox Learning Services Needed Better Prospect Intelligence

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In order to better understand client needs, Xerox Learning Services leaders needed better intelligence around what tools or processes organizations were currently using for training programs and the strengths or weaknesses of those various approaches. Leaders had hypotheses around what prospects were using, but they lacked both quantitative data to verify their hypotheses and qualitative data to create a more compelling message for prospects. Xerox also had little visibility around how organizations prioritize delivery formats for learning and training, how much budget was dedicated to it, and how willing senior leadership was to consider new approaches.

Previous Methods Were Insufficient

Xerox's previous methods for understanding prospective customer pain involved contracting ethnographers and gathering intelligence at conferences, but the methods were slow and sample sizes were small due to lack of scalability across diverse groups in multiple regions.

> "The learning industry is changing. The qualitative data from the 9Lenses interview allowed us to gain insight into situations, problems, and innovations that organizations are willing to try, allowing us to more effectively position our solutions in the marketplace."
>
> ~ Xerox Learning Services

Challenges:

- Xerox Learning Services lacked necessary quantitative and qualitative data around customer intelligence

- Previous data collection methods were slow and outdated

Results:

- Sales team equipped with both hard numbers and real-life examples to make a strong case for learning transformation

- Data identified a list of ideal organizations for the sales team to pursue

- Xerox positioned to expand existing client accounts with additional custom engagement

- Qualitative data and workplace examples to inform an eBook on innovation in the learning space

Due to limits in data collection methods, Xerox did not sufficiently understand their prospects' pain points and had difficulty identifying the right prospects to pursue. Xerox leaders needed a more structured and more consistent means of gathering information from prospective clients in order to make data-driven decisions. Specifically, they needed detailed quantitative and qualitative data for an upcoming campaign around transforming organizational learning initiatives.

9Lenses Allowed Xerox to Quickly and Easily Identify the Best Targets to Pursue

Using the 9Lenses software interview platform, Xerox Learning Services interviewed 78 prospects from 46 global companies around 5 topic areas related to effectiveness of and preferences around current learning delivery formats. With 9Lenses Analytics, Xerox leaders were able to sort prospective customers by categories such as "lowest satisfaction" and "highest willingness to change," giving the sales team a list of ideal organizations to pursue. The qualitative data collected equipped the leaders with the details they needed to make a case at conferences for learning transformation.

Whereas typical insight collection using ethnographers might take around three months, with 9Lenses Xerox was able to gather the information needed to start making decisions quickly and cost-effectively, reducing the timeline needed to 30 days.

9Lenses Analytics Platform

9Lenses Enabled Xerox Learning Services to Build the Case to Expand a Client Account

In one particular case, the data gathered through 9Lenses interviews equipped Xerox to expand an existing client account. The client was reluctant to pay for a custom deal with Xerox, so Xerox leaders used 9Lenses data gathered from 26 of the client's stakeholders to build the case for the deal, highlighting a key low scoring area around the ability to measure the impact of training. Xerox leaders used this data in a presentation to the client, emphasizing the need for a follow-up custom project with the client that would address the issue of measuring the impact of training.

9Lenses Data to Inform Upcoming Xerox eBook on Innovation in the Learning Space

More broadly, the high-level trends, examples, and insights of the 9Lenses data collected through the end of the year will be included in an eBook on innovation in the learning space, to be distributed as marketing collateral to clients and prospects in early 2016.