

A boutique consultant used 9Lenses to **scale and grow the business**

9LENSES®

The Tyrone Matheson Group is dedicated to helping private Small and Medium Enterprises to capture, build, and monetize the value in their businesses.

A Boutique Consultancy Needed a Way to Do More with Less

The Tyrone Matheson Group is a boutique consultancy that focuses on helping small businesses improve their value.

The firm performed client discovery through in-person interviews, but the time and energy required to interview all the appropriate stakeholders in an organization exceeded the firm's available resources. Additionally, the firm's manual methods of data collection and analysis made it difficult to intake information consistently and report back the results to the client systematically.

In order to solve these issues, the firm decided to deploy a software solution. The Tyrone Matheson Group found that 9Lenses met their needs well because the software was designed to provide a consistent way to interview large populations and to conduct analysis with a consistent analytics output.

Using 9Lenses, the Consultancy Built Comprehensive Service Offerings

Based on the 9Lenses capabilities, the firm decided to use the software with their current clients to help the clients achieve various business goals ranging from identifying their best target markets to onboarding new executives to more effectively engaging employees. Clients were enthusiastic about the virtual interview process, as they saw considerable value in using the firm's digitized consulting offerings.

"Through the use of 9Lenses, we've been able to consistently achieve deeper insight into each client engagement."

~ Tyrone Matheson, Chief Strategy Officer, The Tyrone Matheson Group

With 9Lenses, the Consultancy Reduced Time to Insight, Doubled Engagement, and Tripled Income with a Client

The firm decided to deploy the 9Lenses software at one client in the manufacturing industry. This client was going through a major leadership change and wanted to understand the quality of their culture, including what was working and where they could improve.



Tyrone Matheson

Challenges:

- Limited time and resources
- Lacked consistent discovery methods
- Could not scale business model

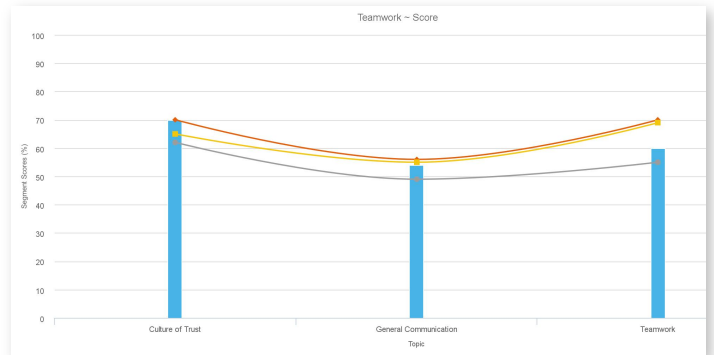
Results:

- Developed a scalable, repeatable discovery process
- Reduced cost of work by reducing time to insight
- Tripled income with one client
- Enabled the business to grow exponentially

The Tyrone Matheson Group first engaged the client company's leadership team to understand their perspective. Once the firm had gathered the initial thoughts of the leadership, they then used 9Lenses to validate these ideas with the organization's broader population. The 9Lenses platform allowed the firm to conduct the interviews, analyze the data, and put together reports in only eleven days.

The 9Lenses software provided demonstrable improvement in the firm's time to insight. When a partner organization ran a similar assessment on the same client using manual methods, it took the partner organization three months to conduct the assessment.

When the client saw the data, they were impressed with the richness of the insights. First, the population was twice as engaged in this assessment as they had been in similar efforts. Second, the software enabled people to propose detailed solutions for the issues they identified. As a result, the client had data that they could immediately begin using to solve problems. Because of the engagement's success, The Tyrone Matheson Group tripled their income with the client. The firm continued using the data collected through 9Lenses to help the client streamline systems and processes.



9Lenses Analytics Platform

“Our process for gathering both quantitative and qualitative data has been standardized, thus enabling us to truly focus on rebuilding businesses from the inside out.”

~ Tyrone Matheson, Chief Strategy Officer, The Tyrone Matheson Group

9Lenses Equipped the Consultancy to Position for Larger and Recurring Engagements

Because 9Lenses allowed The Tyrone Matheson Group to extend the reach of their resources, the firm was able to review its business model to identify new opportunities and position itself to expand the size of its engagements. The firm standardized its process, creating a library of information that could be used over and over with little additional effort. Using the 9Lenses software enabled The Tyrone Matheson Group to transform their business model into a repeatable, scalable process so that key resources could now focus on growing the business.

About 9Lenses

9Lenses is a software platform that allows consultants to digitize their data collection and management so they can win more business and get smarter about the questions they ask and the clients they engage.

To learn more about what 9Lenses can do for your organization please visit: www.9lenses.com/why-9lenses or email us at sales@9lenses.com.