

4twenty2

# Effecting immediate change for IGD

## Need

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IGD felt as though their customers were looking for points of value that they couldn't facilitate with their existing processes and conversations. The team needed a refresh and a refocus and they needed it fast.

## How

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3 programmes ranging from 2-6 modules since 2020 and ongoing.



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Chris Hayward, Commercial Director contacted us to help ...

Six months later he caught up with us to share his experience with 4twenty2 and their results ...

### **What was the problem you were trying to solve within your team at IGD?**

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We always want to give our customers the maximum value from any engagement that they have with IGD. Yet we were finding that our proposals just weren't resonating with our customers in the way we wanted them to. Moving forwards, I knew that our customers weren't necessarily looking for perfect answers to all their problems, their need was the desire to talk through their problems and the issues that they faced. I knew we had to be more customer centric with far better conversations to add true value to them.

### **What made you opt for external training?**

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I knew that I was too close to what we do, it makes it very difficult sometimes to spot the things that are shrouded in darkness, there are unknowns and that's what you can work with but when you have someone external, they're able to look in places that you just wouldn't normally do. Also, I think there's a high value in getting people sharing experiences in a different setting. For me personally, I knew long-term that it would also help to amplify my voice because it's not just one person saying: 'This is how we should do something', I wanted the learnings and the secondary validation.

### **Why 4twenty2?**

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I chose 4twenty2 because of the experience that they have in the marketplace and I felt confident that they could deliver a programme that could be embedded in our day-to-day activities within the team immediately.

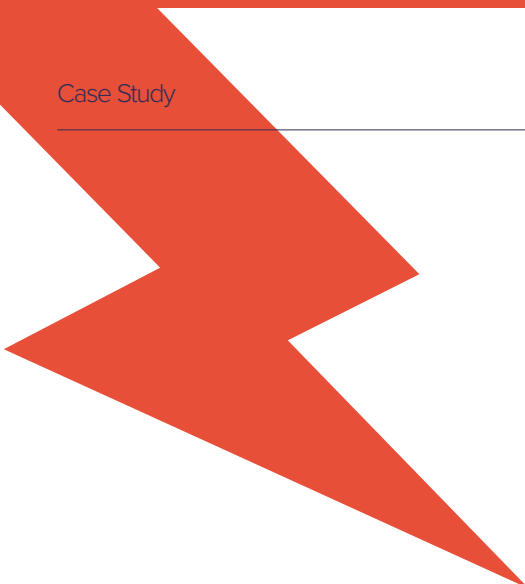
### **Six months and six modules of our programmes later ...**

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What a difference. Being shown what to ask and say in such an effective manner has been massively beneficial. It's made us regain our focus and subsequently our confidence.

We're naturally putting the customer at the heart of





what we're doing now - because the process of how we guide people through our systems has changed, the customer has naturally moved to where they always should have been.

### **How did you find the method of the training?**

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The training has been imparted in a really easy to digest method. In the past I've had training where in theory I think it's fine but on a day-to-day setting, I've come away not quite sure how I'll implement it. Whereas with 4twenty2 we had confidence in the programmes from day one and results began to occur from day one too. My team actually had an appetite to do more of it, which grew their confidence, leading to better conversations and winning more business.

### **Have there been any results from the programmes that you weren't expecting?**

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I wasn't expecting for the customer-centric focus to enable our relationships to get so much better, so quickly. We're having better conversations and I know my team has the confidence to not have answers to everything, the confidence when talking to customers and asking them why; why do you want to know that? What happens if you do it? and what happens if you don't know it? The answers give us real value. And previously, that wouldn't have been something we would not have been comfortable doing.

