



A Strategy For Growth

The Challenge

As a well-established provider of web development services, with high levels of innovation and growth aspirations, Contact Multimedia (CMM) faced two key challenges: How to develop their client base to include larger, more profitable accounts, and, how to maintain these levels of core business whilst also making time and resource available to capitalise on their innovations.

The Eriskay Approach

Through one-to-one interviews and workshop sessions with the directors, CMM was able to surface and organise the key issues and concerns facing the business. Through facilitated use of cognitive mapping software, it was possible to clarify and prioritise the major issues in account management, product development and after sales service to create manageable bundles of work.

This clarity enabled the team to better understand and articulate their business goals and develop the competencies and resources needed to deliver them. By working through the Making Strategy process, CMM was able to create a powerful visual business model that provides the business with a clear, shared view of a successful future.

Outcome

Since the intervention, CMM has attracted a number of prestigious new clients as well as to gather and manage the resources needed to develop new applications such as Rich Internet Desktop Applications.

“The process has allowed Contact Multimedia to achieve the focus and direction it needs to maintain its growth aspirations.”

Alan Fair, MD, Contact Multimedia.

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