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Creating a Market Insights Team ... That Matters

Marco Chardi – Senior Market Insights Analyst

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Long journey..... with many twists, turns and bumps in the road

“26% of employees lack awareness of the insights function’s capabilities”

Source: Quirks



AWARENESS

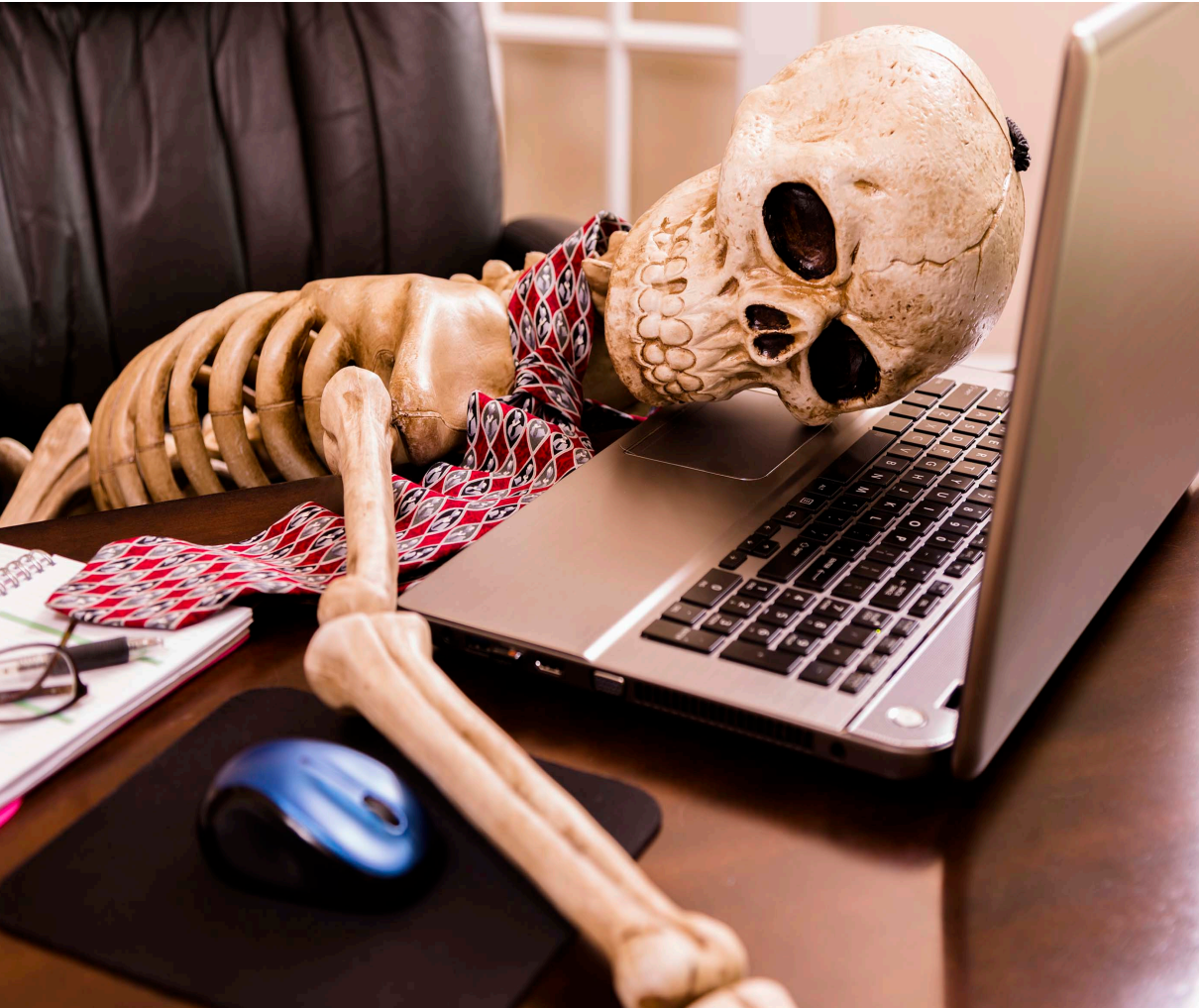


- Make sure you are seen
- Regular 1to1 meetings with execs/SLT
- Seen as “the go-to resource”
- Newsletters “*brought to you by*”
- Internal comms channels
- Team roles on a page
- New joiners’ induction
- Regular training sessions
- Sharing sessions



REPUTATION

- Order taker vs. strategic business partner
- Build credibility and demonstrate expertise
 - Participate in planning meetings
 - Adopt consultative approach
 - Recommend research and insights
 - Positive push back “let me show you how to do”, “divide and conquer”



PRIORITISATION

- Victim of your own success?
Prioritise!
- How?
 - Align to strategic business priorities
 - Set expectations
 - Choose impactful projects
 - In-house vs outsource
 - DIY projects vs external/high value
 - Consultative approach
 - “Continue, Stop, Do better, Start”



LIMITED RESOURCES

- Budget and headcount under scrutiny
- Do more with less
- Self-service model
 - Best in-class data sources
 - KM tools
 - “Frequently asked stats”
- Retainer
- Outsource

MEASURING SUCCESS



- How do you know if the insights you've provided are viewed as "successful"?
 - One-pager summary (*Learnings, Conclusions and Recommended Action*)
 - Post-project evaluation survey/email
 - End of year survey
 - Discussions with stakeholders
 - Downloads/readership stats
 - "Have you asked consulted with MI"*



SKILLS

- Not good enough to just be a researcher!
- Develop new skills
 - Financial knowledge
 - Consulting
 - Story telling
 - Data visualisation
 - PM
- Look for internal hires with right skills

START ALL OVER AGAIN!

- Just when we thought you were nearly there!
- New CMO retires...report into product function
- Start all over again!
- It's a long and winding road....



Time to Share.....

- What's the Biggest Challenge You've Faced While Building Your Team/Role?
- How Did You Overcome It?

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Thank you