

Do London

Consulting and Digital Marketing Services



Ratedworktops

A First-of-its-Kind Service

CASE STUDY

Introducing our latest case study on the power of lead generation and innovative service development. Discover how we helped RatedWorktops to enhance their customer base and increase revenue through a strategic approach to service design and marketing.

OBJECTIVES:

1. Showcase how we helped Ratedworktops create an innovative solution.
2. Demonstrate our expertise in guiding clients through ideation, design, testing, and launch.
3. Highlight our ability to attract partners and generate leads through lead generation and digital marketing.
4. Inspire potential clients to consider our services to achieve their business goals

The Challenge

Ratedworktops was developed to solve several challenges in the UK worktops industry, including the high competition among suppliers, the need to reduce the cost of generating leads, and the desire to help customers save time and money by receiving multiple quotes in a single form submission. Additionally, Ratedworktops aimed to bring worktops suppliers together on one platform, raising the profile of suppliers and improving their chances of being discovered by potential customers.

The Solution

Ratedorktops was created as the first worktops quotes comparison service in the UK, and it was designed to address these challenges. Our business development services team helped to generate the initial idea for the service, based on our experience in lead generation and innovative service development. We then worked with the Ratedworktops team to design, test, and launch the service, using our expertise in idea generation and screening, concept testing and validation, service design and development, and launch planning and execution.

Idea Generation & Screening

Our team worked with Ratedworktops to identify the need for a service that would bring worktops suppliers together on one platform and make it easier for customers to receive multiple quotes in a single form submission. We conducted market research to identify unmet customer needs and industry gaps that could be filled with a new service. Based on this research, we identified the opportunity for a quotes comparison service in the UK worktops industry.

Concept Testing & Validation

Once the initial idea for Ratedworktops was identified, we worked with the Ratedworktops team to conduct concept testing and validation to determine the service's feasibility and potential for success. We conducted focus groups and ran surveys to gather feedback from potential customers and stakeholders. This feedback helped us to refine the service's features and functionality to better meet the needs of customers and suppliers.

Service Design & Development

Using the feedback we received during the concept testing and validation phase, we worked with Ratedworktops to design and develop the service. This included creating detailed specifications, working with designers and developers, and testing the service to ensure it met quality and safety standards. Our team also worked with Ratedworktops to develop a pricing model that would be attractive to both customers and suppliers.

Launch Planning & Execution

Once Ratedworktops was ready to launch, our team worked with the Ratedworktops team to plan and execute a successful launch. This included creating a go-to-market strategy, developing marketing materials and campaigns, and implementing sales and distribution channels to get the service in front of customers. Our team also worked with Ratedworktops to develop a customer support plan to ensure that users of the service had a positive experience.

The Result

Ratedworktops was launched successfully. The service was able to solve many of the challenges faced by the worktops industry, including reducing the cost of generating leads, bringing suppliers together on one platform, and making it easier for customers to receive multiple quotes in a single form submission. The service was also able to help suppliers raise their profile and gain more exposure to potential customers. Our business development services team was proud to have played a role in helping Ratedworktops achieve these results.

Next

In the next phase, we will continue to help Ratedworktops attract worktops suppliers to partner with them and expand their database. We will also assist in creating targeted digital marketing campaigns to raise awareness of the service and generate leads. By leveraging our expertise in lead generation and digital marketing, we aim to help Ratedworktops achieve their growth targets and establish themselves as the go-to comparison service for worktops in the UK market.