Navigating the information overload landscape

How a Marketing team at a global consulting firm was able to confidently and effectively monitor their key accounts' ever-changing landscapes

Executive summary

A Marketing team at a top 10 consulting fi rm was struggling to identify the information critical for them to monitor their key accounts. They needed a solution that could:

1 | Mitigate the risk of missing critical information

2 | Summarize the information to highlight the key insights

3 | Reduce the time spent searching through information sources

4 | Deliver information in line with stakeholder needs

The Marketing team reached out to Infodesk who devised a solution that utilized their leading information technology in conjunction with their editorial expertise, to deliver the information critical to them in a format that aligned to their workflow.

The solution was so successful that Infodesk was approached by other teams from the organization to provide them with their own tailored intelligence briefing. This has since evolved into Infodesk providing a central repository of all of these briefings so that they can be accessed across the organization.

The background

Maintaining oversight of key accounts, the competitive landscape, and wider industry is a primary objective of the Marketing team within one of the global top 10 consulting fi rms. To ensure the consultancy is able to provide an exceptional level of service, the marketing team must identify and share the right insights on their key accounts to strategy, consulting and sales teams across the business. This task is only becoming more challenging. As global digitalization drives the continual expansion of the datasphere, it is critical that the team is able to effectively overcome information overload.

Traditionally, the closer the Marketing team had their ear to the ground, the easier it was for them to keep on top of what was affecting their accounts and foresee market developments. The problem, however? With so much information 'noise', the team found it increasingly difficult to discern what was significant to their accounts, and what was just guesswork or opinion. Too much time was being spent by the team identifying and handling the vast amount of newly produced information to confidently say they weren't missing any critical information. This left them little time to deliver insights across the organization to key stakeholders.

The solution

nfodesk worked with the marketing team to devise a solution that would surface the insights that mattered, freeing them up to deliver key intelligence to stakeholders across the business. The solution needed to:

Mitigate

the risk of missing critical information stemming from the rise of information overload

Reduce

the time the team spent searching through information sources

Summarize

the key information to surface insights for key stakeholder

Intelligence. Activated.

Infodesk gives this marketing team the clarity, confidence and proof to act, when action matters most.

Monitoring

In order to achieve the objectives above, the first step was to identify the information sources the Marketing team rely on to effectively monitor their key accounts and bring all of these into one place in Infodesk. These included open-source RSS feeds including; news sites, social media, and press releases, as well as premium content sources like Factiva.

Information curation

With the content integrated, the next consideration was how to reduce information noise, while ensuring no critical insights were being overlooked. This involves normalizing and enriching the client's information and then using our technology to filter out the noise.

Action

Our expert Editorial team then takes the enriched information and produces weekly curated intelligence briefi ngs for the Marketing team on the critical information that relates to their key accounts. The Marketing team can then share these insights among the various stakeholders within their wider team, including consulting and strategy teams, to ensure that they are fully informed and able to continue delivering the level of client service they are so proud of.

The ongoing relationship

Having seen the success and effectiveness of the curated briefing within this Marketing team, other marketing, research and communications teams across the organization have also engaged Infodesk to produce solutions specific to their key accounts and wider workflows.

The outcomes

Because of this demand, the client has now rolled out Infodesk's platform across the organization, ensuring critical intelligence can be accessed, searched and shared globally from a single location.

> "Having brought in Infodesk to solve a very specific challenge of ours, it is incredible to see how quickly other teams within our business unit and beyond have also engaged them for their services. Infodesk's ability to sift through endless information and deliver the key insights we need is second to none and has become essential in our monitoring of key accounts and the wider industry."
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> Director, Market Intelligence

About Infodesk

From intelligence to impact. Infodesk drives informed action. Infodesk gives you the clarity, confidence and proof to act, when action matters most. Infodesk is the SaaS solution that transforms intelligence into action. It helps teams identify what matters, embed insights into workflows and stay prepared for anything, with full traceability and design optimized for high-pressure environments.

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