



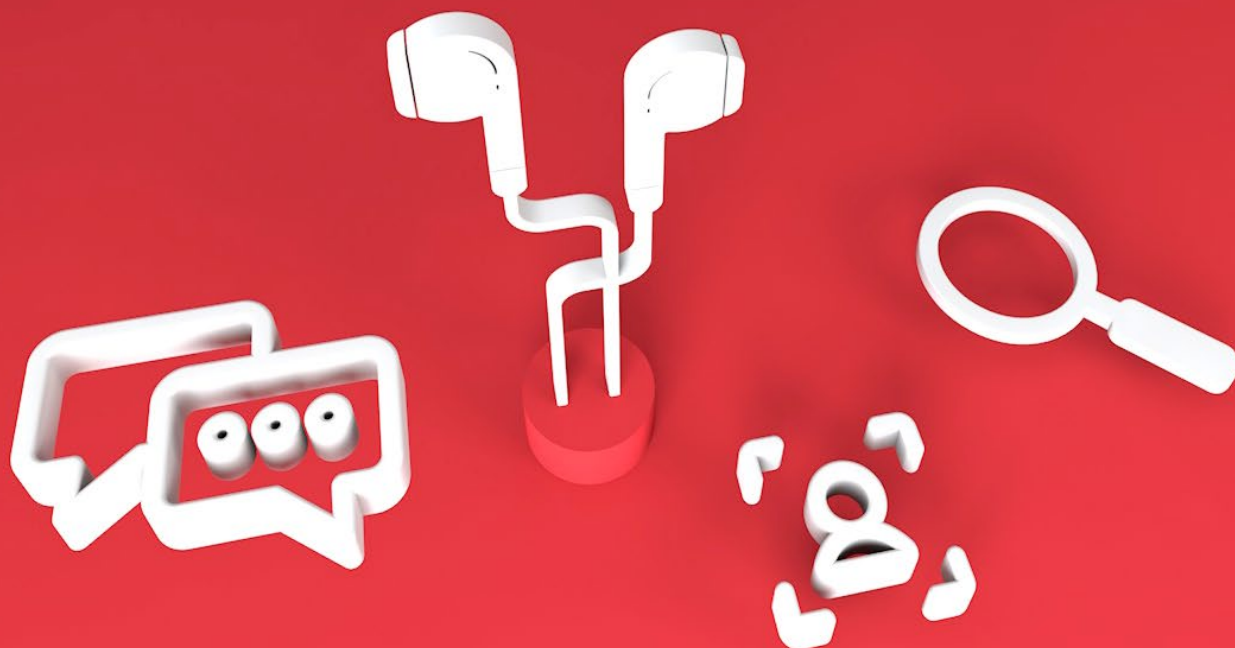
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CASE STUDY

Customer Listening Programme



**DIGITAL SKILLS
PEOPLE**
Helping you with digital skills





**DIGITAL SKILLS
PEOPLE**
Helping you with digital skills

About the client

Digital Skills People provides digital skills training and solutions needed by the modern workforce, including online learning platforms and services that support digital transformation.

The challenge

Digital Skills People wanted to update its go-to-market messaging and brand communications to reflect its evolving range of products and services. It needed to ensure its brand clearly communicated the value and impact of its solutions to existing and potential customers.





How Insights Media helped

Insights Media worked closely with Digital Skills People to design a set of targeted questions that would uncover detailed customer insights. These questions aimed to explore the customer experience and inform future messaging strategies.

We conducted interviews with Digital Skills People and four customers. These conversations generated rich, qualitative feedback across several areas, including:

- product and service experience
- perceived value and impact
- quality of customer support
- how customers describe the platform and its benefits

All findings were collated, analysed and presented back to Digital Skills People in a comprehensive report. We also created a set of actionable recommendations, providing the foundation for strategic planning and brand refinement.

The outcome

The customer interviews revealed exactly what clients value most about working with Digital Skills People. They also highlighted the language and tone of voice customers used when describing their experience — invaluable input for shaping future brand messaging.

These insights were instrumental in developing new messaging across the company's website, including the homepage, product pages and customer testimonials.

The insights validated the company's products and services and approach to customer service.

The process also surfaced potential new revenue opportunities, resulting in Digital Skills People developing a new service to address emerging needs.

Insights Media then used the interview content to create several bespoke customer case studies for the Digital Skills People website — helping to further amplify authentic customer voices.



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Client feedback

Working with Insights Media enabled us to get beyond assumptions and really understand how our customers perceive the value we offer. This has been a game-changer for how we communicate what we do. The feedback was incredibly rich and helped us transform our messaging. We've seen improvements in engagement and new ideas for services we hadn't previously considered.

Ady Howes
Founder
Digital Skills People



How it works

The programme drives product and service enhancement, stronger customer relationships and brand differentiation in the market. It does this by helping vendors align with customers, understand their individual needs and how they can meet those needs more effectively.

STEP

1

Diagnostics

We kick off with a meeting to set goals, timelines, and answer your questions.

Together, we design the interview questions and identify key customer groups to include.



STEP

2

Listening

We work with you to create interviewee communications and manage call scheduling once introductions have been made.

Our team conducts interviews and transcribes responses to ensure every insight is captured.



STEP

3

Insights

We summarise each interview and share key findings with you as they come in.

Once all interviews are done, we create a concise executive summary of themes and key insights.



STEP

4

Action Planning

In a facilitated workshop, we'll review the insights and identify actions to take based on your customers' feedback.





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Want to understand your customers better?

Discover those invaluable insights
that can otherwise go unheard.

We offer a 30-minute call to discuss
your needs and how our Customer
Listening Programme can help you
achieve your goals.

Arrange a call today:
calendly.com/meetinsightsmedia