



**ARMSTRONG  
CRAVEN**  
*people · intelligence*

## ARMSTRONG CRAVEN **INSIGHT**

**The difference between a good business and a great business is your ability to stay ahead of the game. Key to this is insight.**

**We help you gather a different perspective of the markets in which you operate and those you might be considering. We do so through direct contact with the experts in those markets: the people who work in them and with them.**

### BENEFIT

Armstrong Craven Insight builds a richer picture of your business markets and prospective markets. It all adds up to fuller understanding and better-informed business decisions.

We already have deep knowledge of key industry sectors around the world. In each, we go beyond the data and make it our business to keep abreast of trends and challenges in those markets, while identifying and tracking major players and emerging talents working in them. This kind of intelligence can add great value to a research project, but much of it can't be found in data. Its source? People.

We gather the personal perspectives of influential figures working in those key industry sectors and put this knowledge to work for our clients. Informal channels such as these enable us to obtain discreet and unique insight not available from other sources. We do this quickly; gaining insights into markets that might take months to gather by traditional means. So you don't just get the inside track, you get it faster and more cost effectively.

There is no one-size-fits-all market intelligence. Every insight programme is crafted for your business. We will build relationships in your business's specific spheres of interest to bring you powerful intelligence in direct response to your particular needs.



## APPROACH

In each of our core industry sectors, our team of experienced and professionally qualified experts will build a bespoke insight programme examining your particular business needs in whatever international marketplace may be required.

We merge traditional market intelligence analysis with digital data gathering techniques and intelligence from people to build a three dimensional picture of each market's particular challenges, opportunities, trends and prospects.

We gather, sift and evaluate intelligence from the public domain. We collect opinions and perceptions from social media and online sources. To these we add the third dimension of personal market insight from those involved in and with the market in focus. We'll work alongside you to compare and interpret the resulting intelligence; to provide your business with unique and unparalleled insight and strategic recommendations.

***This is Armstrong Craven Insight.***

## APPLICATIONS

### ***Improving Diversity***

On every successful business' agenda – it's simply good business practice. We'll help you develop the diverse talent pools to give your business a competitive edge.

### ***Location Feasibility***

You're exploring options about operating in new locations. Whether in a new town or a new continent, we can help you evaluate potential benefits and challenges.

### ***Reward and Compensation***

If you want to attract the best people, you need to know what your competitors are offering. We'll help you benchmark your offer to compete with the best, for the best.

### ***Competitor Insight***

No one works in a vacuum. Through direct engagement with key people in your markets we'll help you gain insight into who and what your competitors are.

### ***Reputation Management***

Your good reputation is hard earned and of great value. We'll help you see your business as others do. Then we'll help you nurture and protect your reputation.

### ***Customer Due Diligence***

Customer satisfaction is essential to business success and survival. We'll help you gain deeper insight into how past, present and potential customers view your business and its services.



Armstrong Craven is a global talent mapping and pipelining partner for scarce and senior positions. We provide a high quality and cost effective service, delivering better results for our customers. We work across a number of industry sectors including technology, healthcare and life sciences, professional and financial services, industrial and consumer. Our clients include some of the world's most influential and respected businesses, building and delivering bespoke, innovative and client owned mapping, pipelining and insight services fully attuned to their business and HR priorities.

If you would like to find out more about Armstrong Craven mapping, please contact our team on:

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