CASE STUDY

GLOBAL ENERGY COMPANY IMPROVES COMMUNITY OUTREACH AND ENGAGEMENT THROUGH LOCAL RESIDENT INTERVIEWS AND PERSONA SEGMENTATION

PERSONA EXPLORED: COMMUNITY

PersonaTel

"HOW DOES OUR COMMUNITY FEEL ABOUT US?"

OPPORTUNITY

When you're a top 10 employer in a small town located in Southwest Texas, it's important to know where you stand in the eyes of your community. This is perhaps even more critical for companies in the oil & gas or manufacturing industries. Their standing in the community can influence and drive efforts across their operations from community outreach, recruitment, and safety.

For this reason, our client, a global energy company, wanted to get a deeper understanding of where their organization, and industry stood amongst the residents living in multiple neighborhoods immediately surrounding their facility.

OUR SOLUTION

To deliver our client the insights they needed, our team executed over 700 live phone-based interviews with residents across

seven specific neighborhoods surrounding their facility. Once the surveys were completed, we conducted an in depth analysis to identify the unique perspectives and personas within each of the seven markets.

Our client had a tight timeline, so we were able to complete the project from survey programming and fielding to final presentation in just 5 weeks.

IMPACT

Our client's ability to have a deep understanding of their local resident's sentiment and perceptions of their industry and company is critical. It influences everything from their community outreach, engagement, recruitment and safety operations. Our research uncovered multiple insights and recommendations that they've been able to inform and improve their efforts across these business areas.

Our client was so impressed with our analysis that they've referred us to multiple additional locations to complete similar research.

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