

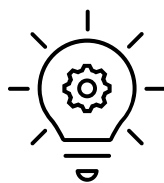
„Make it Matter“

Analyze, Predict & Move Customer Behavior

Behavioral Economics
Research & Consulting



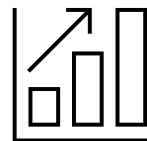
Expertise - typical questions



Innovation:

How do I ensure that my products really strike a chord with my customers?

- Analysis of latent needs and contexts to identify areas of opportunity for product innovation
- Matching of product ideas with needs of the target group
- Design Impact & Strategy Analysis.
- Transferring product sales to service or solution sales



Sales & Pricing:

How can I continue to grow sustainably and stably in the future?

- Identification of sales barriers in the customer journey
- Behavioral economic approaches to overcoming barriers to purchase
- Pricing analysis for margin and/or sales optimization
- Bundling analysis & strategies



Behavioral Change:

How do I help my clients to make better decisions?

- Decision maker typologies to increase the efficiency of marketing & sales activities
- Analysis for portfolio optimization
- Packaging & POS design analyses to simplify decision-making at the POS
- Behavioral Change in context of sustainability & privacy (data protection)

Our solution: 3 pillars for successful customer centricity



Behavioral Economics Expertise

- Provides the necessary scientific foundation for decoding human (decision-making) behavior
- Includes nudging, a constructive approach to stimulate behavioral change in the sense of "Nudge for Good"
- Is also comprehensible for practitioners



Good Research Practice

- People often behave differently to what they say and differently than one could suspect in advance
- With psychological questioning techniques, behavioral experiments and the right combination of qualitative and quantitative methods, we can analyze what really moves people
- Research, that supports agile ways of working instead of hindering them.



Design Thinking Facilitation

- Gaining insights is one thing, but reflecting them in products, services and strategies is often more challenging
- With the methods of Design Thinking / Service Design we ensure that insights can be transformed into innovative solutions despite implementation hurdles such as budget, time or established thought patterns.

Tools



Behavioral Economics Expertise

- Expert Analysis
- Cognitive Bias Database
- Nudging Database
- Trainings



Good Research Practise

- Qualitative Analysis
 - (Online-)Explorationen
 - (Online-)Workshops
 - Insight Game
 - Pop-up Communities
 - Mobile Ethnographie
- Quantitative Analysis
 - CATI, WATI, F2F Interviews
 - Experimental Research Designs (Shelf Test, Design Test, etc.)
- Trainings



Design Thinking Facilitation

- Prototyping Workshops
- Experience Mapping
- (Behavioral) Personas Development
- Stakeholder Mapping
- Service Blueprints
- Co-Creation Workshops

What our customers say

"We got good answers to all questions and additional hints and background. And through the small experiment in the presentation, we were able to "feel" the effect experienced by our customer himself. We also received very praising feedback from the project team. In short, we are very happy to have carried out the project with StraightONE."

"StraightONE is a creative agency whose knowledge you can benefit from."

"StraightONE delivers results that can be used to provide new guidance and new recommendations in-house. "

"Getting out of being just a numbers representative and into being a consultant: that's what many institutions write on their banners, but StraightONE actually does it."

"Even at the beginning, when a lot of things are still quite unclear in what we want, StraightONE asks the right questions and brings its own ideas and experience to the table."

straightone



Powertools
Thermotechnik
E-Bike Systems
Automotive
BMC & CUX
BSH



Your contact persons

Our goal is to provide our customers with concrete and actionable strategies and/or options for action on the basis of well-founded analyses. That is why we have set up our team in an interdisciplinary way, i.e., with psychologists, communication scientists, designers and business economists.



Mehr zu uns unter:
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