

THE INTERNATIONAL NETWORK OF CONSULTANTS OF WHY CONSULTING

A new valuable capability for your projects

Since Why Consulting began its business, 13 years ago, we have been delivering services at international level to our customers.

This capability has turned out to be a key differentiation factor for Why Consulting, since companies have more and more international business and projects whereas few French consulting or market study firms can actually help them at this level.

At Why Consulting, most consultants can work in English in a multinational environment to manage projects, to perform training sessions, to conduct interviews (with customers, business partners, managers, employees, etc.) or handle assignments such as organizational audits or sales performance assessments.

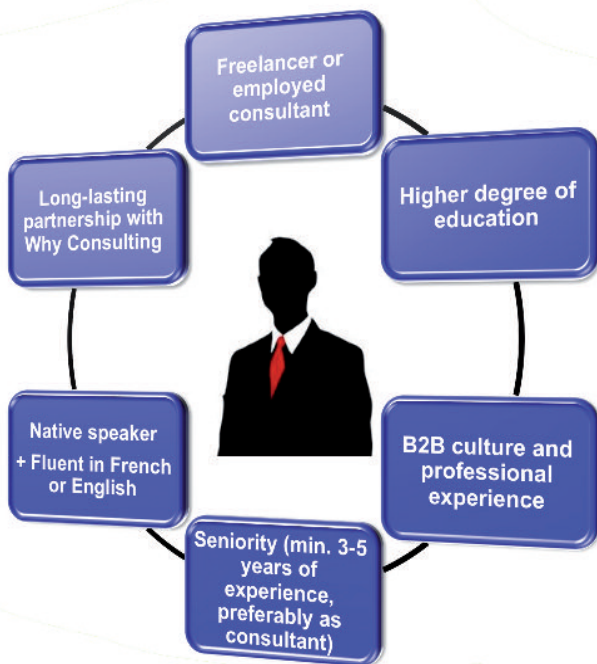
Nevertheless this capability has been more and more challenged over the last few years as if not completely meeting our customers' evolving needs.

Based on feedbacks from our customers we have identified several trends that impact the customer needs on our markets: ever-increasing need for responsiveness and flexibility; need for actual contribution to sustainable development; need for stronger onboarding of local specificities; increasing need for security and confidentiality of information; need for higher and higher value for money of any purchase...

Cautiously and gradually since 2008, we have setup, adjusted and complemented an international network of consultants that has now reached a sufficient level of development and maturity to confidently allow us to promote it as a new capability.

Our global network already spans over ca. **40 countries** on all continents. It regroups around **60 affiliated** consultants sharing a quite homogeneous profile: seniority of at least 5 years in B2B markets (sometimes much more); native from the country they live and work in (or completely mastering the local culture and language); able to work in English; with competences in Why Consulting's areas of expertise.





Already covering the most important markets and countries worldwide, the network also aims at evolving and growing according to our customers' needs. More countries, additional consultants are regularly joining the network in order to extend the geographical coverage, the level of resources available and the range of competences.

Based on our customers' project requirements, we can now identify and integrate a local consultant to strengthen our network in a very short time in virtually any country.

Beyond the geographical coverage, the network will also evolve in terms of skills and profiles of the consultants to meet our customers' needs for consulting services in areas such as market studies, listening to customers, training, audit, etc.

As of today, the network can already address some important stakes for the projects of our customers on their markets:

-➤ • Stronger localization of their international projects: smarter understanding of the challenges linked to the local culture, the local language, the local communication and the local business practices required to develop business at international level;
-➤ • Higher responsiveness and flexibility to match the fast evolution of the markets: a local presence allows being more flexible and responsive in planning, in onboarding the specificities of each country (culture, vacations, business hours, religious habits...);
-➤ • Stronger added-value and value for money of projects: budgets are actually allocated to value-added services by limiting travel time and costs to the barest necessity;
-➤ • Contribution to sustainable development: reduction of air travel environmental impacts and contribution to the development of the local economies.
-➤ • Stronger security of critical information: the network benefits from secured IT and legal features / process to protect the most sensitive data of the customers. Moreover our consultants have successfully taken and succeeded security investigations by our most security-demanding customers.

BUSINESS CASES

Through our network and its associated means, Why Consulting has developed a powerful international strike-force, which has already demonstrated its capability to handle different assignments.

Here are some examples.

SALES PERFORMANCE AUDIT

The network was mobilized for an industrial group operating in around 20 countries, whose goal was to enhance its sales practices and organization. Our consultants were simultaneously associated to sales representatives in 4 pilot-countries to participate in sales meetings and witness in-vivo their actual sales practices. In a second phase, our consultants also conducted interviews with several customers to comprehensively review the sales practices and the customer expectations in this area.

The project benefited from several features and from the added-value brought by our international network of consultants: immediate and simultaneous availability of consultants with adequate knowledge in Customer Relationship Management and Sales Practices; geographical proximity allowing an easy and flexible access to the customers; ability to work in the local language; knowledge of the social and business culture of each country contributing to better understanding of the situations.

INTERNATIONAL CUSTOMER LISTENING PROGRAM

For an international group with customers in almost all countries in the world and with operating units in more than 60 countries, the network was mobilized to perform a large-scale assessment of the loyalty of the customer portfolio. 1101 customer interviews were performed over 2 months in 57 countries. The interviews were conducted in 18 different languages (Arabic, Bulgarian, Chinese, Dutch, English, French, German, Hungarian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish and Turkish) either face-to-face or by phone.

Several benefits and the added-value were brought by our international network of consultants and have been acknowledged: geographical proximity restricting travel and accommodation fees to the strict necessity and granting the highest flexibility in organizing the interviews with the customers; interviews conducted in the local languages between people sharing the same culture, allowing a better understanding and reporting of the customer expectations; a strong perception of consideration by the customers who acknowledged the efforts of their supplier to adapt to local context as much as possible; a stronger buy-in of the results by the local teams which can better understand and make the most of their customer verbatim comments (which is more difficult when comments are translated into another language)...

WHY CONSULTING INTERNATIONAL NETWORK

Americas: Canada | USA | Mexico | Brazil | Venezuela / Middle-East, Africa: Israel | Lebanon | UAE / Qatar | Saudi Arabia | Egypt | South-Africa / Asia: Japan | South Korea | China / Hong-Kong | India | Singapore | Malaysia / Australasia: Australia | New-Zealand | New-Caledonia / Europe: Norway | UK | Belgium | France | Switzerland | Portugal | Finland | Sweden | Denmark | Netherlands | Luxemburg | Germany | Austria | Italy | Spain | Poland | Hungary | Romania | Bulgaria | Turkey | Russia