



“Your most unhappy customers are your greatest source of learning” *Bill Gates*

Analytiqa is a leading market analysis company that assists clients to grow and profit in challenging and competitive markets.

Analytiqa provides published reports, databases, bespoke research and consulting services for clients along the global supply chain, across industry verticals.

Analytiqa assists clients' to better understand their customers, competitors or service providers, deliver market entry strategies, identify opportunities for service expansion or to merge with, or acquire competitors.

For 3PLs, manufacturers, retailers, property companies, truck manufacturers, software companies, professional services, and more, Analytiqa supports its clients' commercial and strategic objectives through the delivery of high quality, commercially relevant research and actionable insight.

Analytiqa's privileged position in the marketplace, namely an unbiased and independent analyst that sits between provider and customer with direct visibility of the market, assists our Consultants to deliver focused and high quality services with an in-depth understanding of your sector and operations.

This is the core benefit that Analytiqa delivers, along with the passion and professionalism of our people, ensuring that when handling your assignment you will receive the best customer service and an outstanding end result.

Analytiqa Mission Statement

“Through the provision of commercially relevant business intelligence, Analytiqa helps supply chain operators have better, more informed discussions with their customers, prospective customers and service providers.”

Preparing for Market Entry

Analytiqa helps its clients to achieve their strategic objectives, both operationally and commercially, in a number of ways.

Analytiqa assists supply chain operators, including shippers, 3PLs and associated service providers around the world, to:

- enter new geographical markets
- enter new vertical sectors
- design and launch new services
- identify operational or legislative challenges and obstacles
- source service partners, across logistics, property, fleet or technology solutions

Tender Support

Our Analysts and Consultants are able to draw on extensive experience and cross-industry knowledge to support the end-to-end outsourcing process, for both shippers and 3PLs.

For shippers, Analytiqa has experience of working with global household names to assist their search for logistics service providers, providing our expertise and insight to enhance all stages of the tender process.

From the identification of either mainstream or specialist service providers, to the management of RFI or RFQ stages, through to due diligence to support final decision making, Analytiqa supports clients' commercial and operational objectives.

For 3PLs, or indeed 4PLs, Analytiqa supports market expansion activity or the search for trusted service partners. Analytiqa also assists logistics providers to improve their chances of tender success by identifying key commercial, operational and strategic insight to support resources invested in RFQ and RFI processes.

Measuring Customer Satisfaction

Service providers demonstrate their intent to invest in customer relationships by engaging with Analytiqa, both publicly and anonymously, to help them better understand the opinions of their customers.

Why is measuring satisfaction important?

With supply chain tender processes becoming increasingly complex and procurement driven, it is inevitably more cost effective to retain existing customers than acquire new ones.

Customer satisfaction is a leading indicator of loyalty and a customer's intent to extend or renew their contract. For service providers in supply chain markets where performance is paramount, customer satisfaction is a key point of differentiation. High levels of satisfaction reduce customer attrition rates and increases customer lifetime values.

In an industry where personal relationships are vital, customer satisfaction reduces negative word of mouth.

Working with Analytiqa

Measuring customer satisfaction, and identifying the key action points that derive from such research, need not be costly and time-consuming.

Analytiqa works with 3PLs and their customers to fulfil both lengthy operationally led reviews and shorter 'temperature check' barometers of opinion - some delivered on a regular annual basis, whilst others are updated monthly or quarterly.

Each assignment is designed to fit the unique and specific requirements of each client.

Go to Market Support Services

On a regular basis Analytiqa produces reports or White Papers on behalf of, or in conjunction with clients.

This is an excellent way for clients to enhance their brand image within their core audience. Other findings are produced solely for internal purposes, to inform management or key personnel of key indicators and developments.

When used externally, such marketing collateral can assist in demonstrating market or sector expertise, whilst providing valuable and unique insight on a business issue. This supports strategic

market analysis and engages with all stakeholders, from shareholders to customers.

Recent project examples:

- Sizing the logistics market of a niche service segment to support market expansion strategies of a major 3PL
- Assisting a pharmaceutical manufacturer to identify specialist logistics service providers across international markets
- Helping a 3PL measure customer satisfaction to support upcoming contract negotiations
- Identifying service providers in emerging markets to facilitate the service expansion of a major multinational 3PL
- Managing the RFI and RFQ process for a global 4PL and their manufacturer client, to raise the quality of a tender process

Learn more...

To learn more about any of the above services, contact Analytiqa for a confidential discussion.

Register for Analytiqa's weekly complimentary *Logistics Bulletin* service to ensure you stay ahead on the latest trends and developments within the supply chain industry at: www.analytiqa.com

Analytiqa can assist you to achieve the following objectives:

- achieve profitable growth
- Increase revenues by the selected targeting of faster growing customer segments or logistics markets
- Win new customers, by demonstrating enhanced understanding of their key threats and challenges
- Prioritise customer targeting by identifying supply chain strategies and service (dis)satisfaction
- Validate internal perceptions

Utilise Analytiqa's research expertise to confirm or contradict your thinking as you develop product or service propositions to support your growth strategies

Informed decision making

Provide your marketing, business development, key account or procurement teams with the resources they need to enhance your bottom line

Source a supply chain service provider

Assist the evaluation of your strategy and ensure the efficiency of your tender processes by finding a provider best placed to achieve your objectives. Whilst many bespoke services are conducted under non-disclosure agreements, your confidentiality is always assured from the point of discussing a brief through to completion, NDA or no NDA. Hence if you just want to discuss an idea you have for a potential project, know that you can talk to us in confidence.



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