

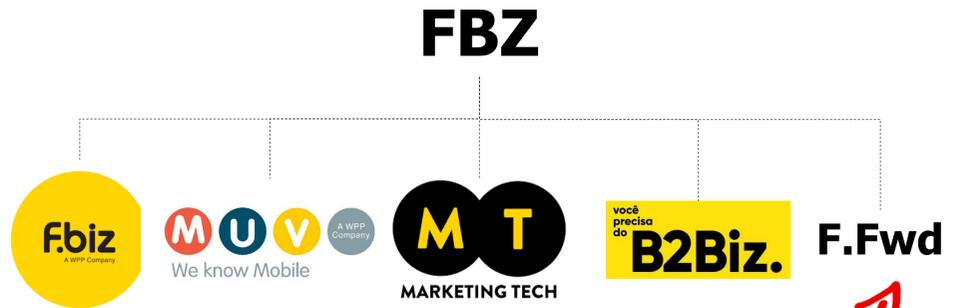


FBZ Group's New Venture

G-Lab 2018, Host Company: F.Biz, Location: São Paulo, Brazil

Problem Statement

F.Biz is a **digital marketing agency** located in São Paulo, Brazil. F.Biz is a part of the FBZ group. FBZ is looking to **understand the competitive landscape** and **define the optimal product and service offering** for its new business venture F.Fwd: a consultancy focused on helping both startups and large corporations develop best-in-class customer experience.



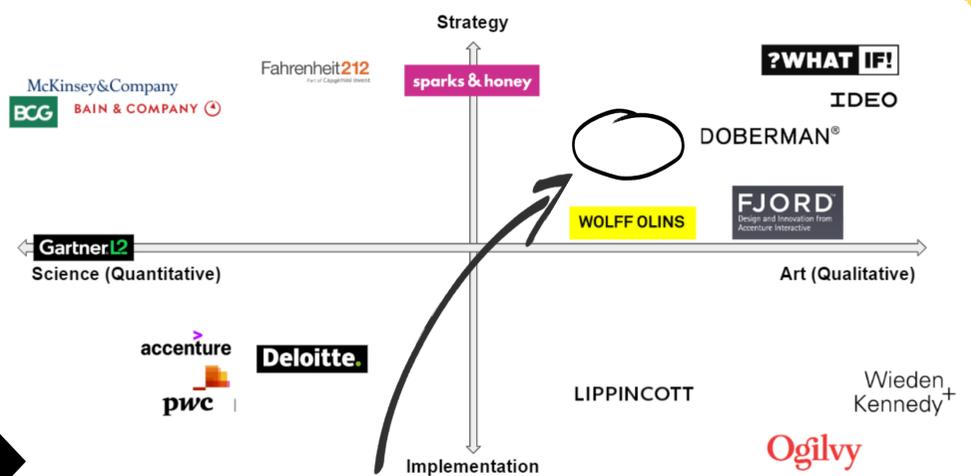
F. Fwd would be a new business unit within the FBZ group primarily focused on customer experience consulting services.

Competitive Benchmarking

We **benchmarked** across traditional consulting firms, innovation consultancies, digital marketing agencies, and others in the US, Europe, and Latin America markets to **identify an optimal product and service offering** for their new consulting arm.

Key Findings

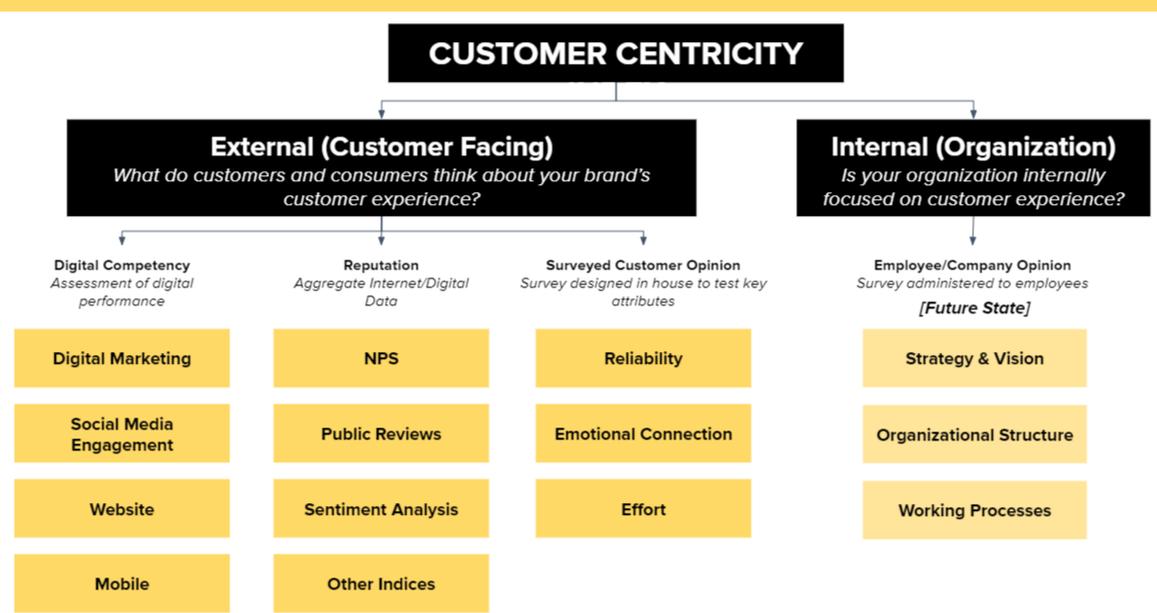
- Large, traditional consulting firms and small, design firms are **moving down/up the value chain** for innovative consulting services.
- Some **services are "table stakes"** - offered by many firms and necessary to be competitive.
- Other services are offered less frequently, but could be compelling **"differentiators"** for F.Biz to consider.
- **The diagram on the right** allowed F.Biz to consider which services it was best positioned to deliver based on the firm's current resources and capabilities.



After many conversations with F.Biz leadership, the team decided that this was the target for the new venture.

Customer-Centricity Index

In order to distinguish themselves in the Customer Experience space, F.Biz plans to launch their new venture alongside a new index. This **index will focus on ranking companies in Brazil on their level of customer centricity**. Our task while onsite was to **create the methodology** for the customer-centricity index **along with the products and services the new business would offer** to their clients that would help improve their customer-centricity score.



Portfolio of Offerings

We help big businesses act more like startups & help startups scale into big businesses



G-Lab Team:



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