

Dell | Channel Strategy

Personalizing mass customization.

Re-introducing Dell to its customers with channel experience research

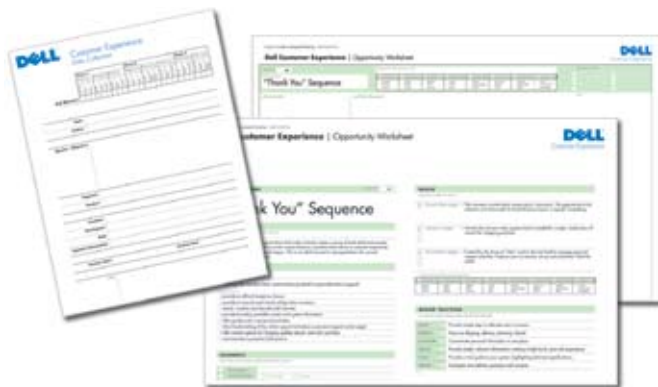
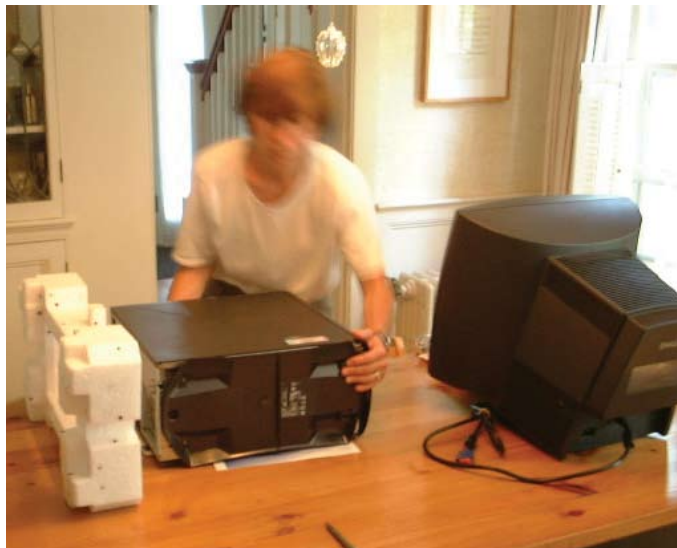
Overview

“Easy as Dell” is a seductive promise. But as Dell extended its direct sales channel for customized PCs to small business customers and consumers, many services that had become standard for large accounts were scaled back or automated. Dell engaged Catapult Thinking to shop the entire journey, evaluate support materials at each point in the process, and identify how better to address user needs and desires of their emerging markets.

Impact

Our findings allowed the Dell Customer Experience team to view the brand as consumers did, and stimulated discussion on how to redefine touchpoints at every stage of their customers' journeys.

Scope
User Research
Channel Research
Communications Strategy
Market Strategy



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.

Catapult Thinking LLC | 143 South Street, Fifth Floor, Boston, MA 02111 | 617.350.5277 | www.CatapultThinking.com | © 2007