

## Enhancing a Flagship Product

When a client's flagship product was losing significant share in historically dominated markets, it was necessary to understand why the product was losing its market foothold and take action to reverse the trend.

### Challenge

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A leading not-for-profit education company saw its flagship product losing significant market share. It was necessary to **gain a better understanding** of why customers were increasingly opting for the competition and to rapidly **launch consumer-friendly product enhancements**.

The client needed to:

- Identify and research its customers' needs and competitor's offerings.
- Develop an approach that would meet customer needs while focusing on the organization's primary mission.
- Manage the complex priorities of internal and external stakeholders.
- Execute product changes in an accelerated timeframe.

### Collaborative Approach

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To help determine which product enhancements should be pursued, Acquis **scoped the project** and **led a pricing strategy vendor selection process**. Our team managed the pricing vendor through the advancement of recommendations, and **led the product development and launch effort**.

Once the product enhancement strategy was set, Acquis:

- Led development of business case and approach for obtaining **C-level and board approval**.
- Managed a **cross-functional team** of product experts in designing enhancements and testing customer reactions.
- Designed and supported deployment of comprehensive **go to market strategy**.

### Drive Change

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- **550k customers** used the new product features within the first 4 weeks of launch, translating to **\$25M in gross revenue**.
- **80% of key stakeholders/customer influencers** participated in use of the enhanced features.
- No significant operational or customer service issues occurred during product launch and new functionality was **launched on time and under budget**.

#### About Acquis

Acquis is a consulting firm specializing in strategy and implementation. We help ambitious organizations solve business challenges that enable sustainable growth and healthy efficiency. We do this by not just designing strategies but also putting them to work.

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