



PRECURSIVE CASE STUDY.

CUSTOMER - EUROPANEL

MARKET RESEARCH CONSULTANCY

PRECURSIVE

PLAN. TRACK. FORECAST.



CUSTOMER: **EUROPANEL.**

Europanel™ measures consumer behaviour to understand market movements and their implications. Our primary sources are high quality syndicated continuous consumer panels, run in more than 50 countries by our owners GfK and Kantar - two of the top marketing information companies in the world - and our other partners. From these, we deliver actionable and creative insights to enable better business decisions.

www.europanel.com

PRECURSIVE

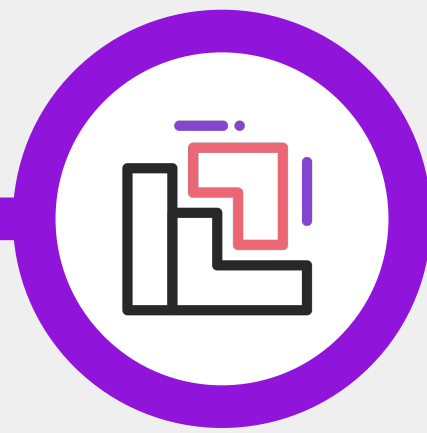
“Precursive has helped to gain a deeper understanding of our business. We have learnt about the factors that impact our profitability and have implemented processes to reduce the instances in which these occur.

With Precursive we can now schedule our workload more effectively. Our workloads are better distributed so the team is no longer experiencing the large peaks and troughs of the past. As such, engagement has increased considerably and the team feels more united.”

ROBERT WADE.

Strategic Insights Director
EUROPANEL

HOW EUROPANEL **USES PRECURSIVE.**



1. **Opportunities in Salesforce**
Pipeline managed by sales team with project and resource requirements

2. **Capacity Planning**
Resource allocation and project performance tracked in Precursive

3. **Reporting**
Better reporting and analytics on company performance and factors that impact profitability

4. **Mobile App**
Staff can schedule their workload more effectively and feel more united

5. **Tracking KPIs**
Utilization & capacity
Time to launch
Real-time tracking

Key point: “Precursive has helped to gain a deeper understanding of our business.”

CUSTOMER CHALLENGE.

Multiple Excel documents were used to cover proposal tracking, scheduling, timesheets and costs, which were all inefficient.

Unable to see profitability of individual projects quickly or in real-time. Difficult to link revenue to scheduling and timesheets.

The goal with Precursive was to understand the profitability of projects (quickly and in real-time), link revenue to scheduling and timesheets and align with the existing proposal and billing system.



THE SOLUTION.

PRECURSIVE

The Services Delivery
Cloud for Salesforce



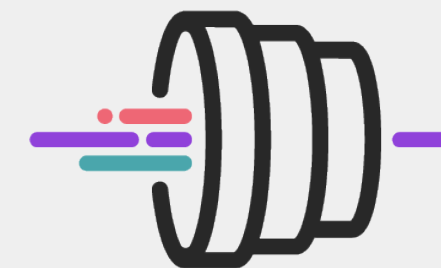
Estimation



Resourcing



Reporting



Projects



Timesheets



Costs

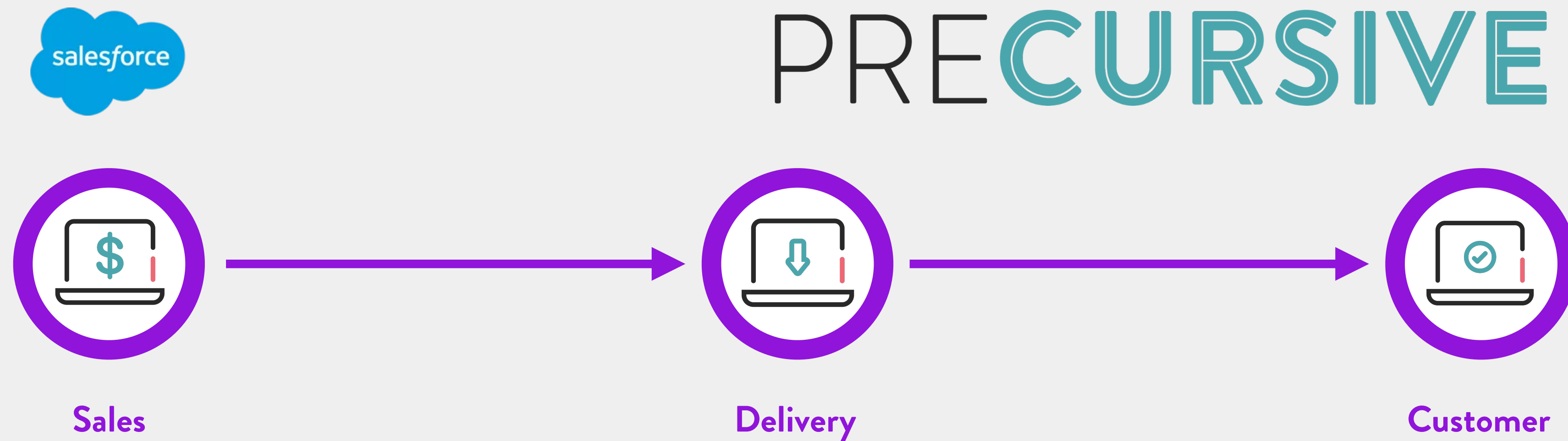
Dashboards monitoring profitability, margin and revenue

Track utilisation and forecast capacity
Plan and allocate teams with the right skill sets
Monitor if more resource is required

Automated project creation
Automated timesheets for admin time reduction
Track cost and revenue to stay on target

THE SOLUTION.

With Precursive, Europanel increased productivity by better mobilising their teams. They are able to get the right skills and knowledge quickly for clients. Improved workflows as they execute projects helps increase financial performance.



PRECURSIVE SOLUTION.



IMPROVED.

Customer Experience

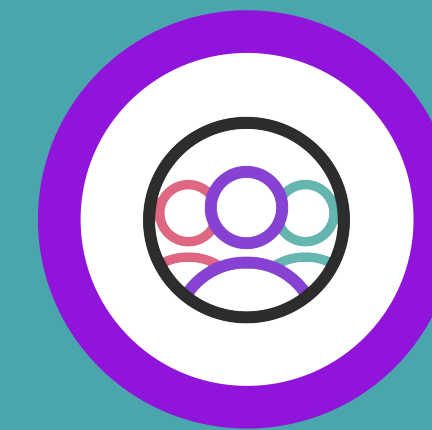
With better planning of workloads and process improvement.



UNIFIED.

Multiple systems into one

Improved utilisation and capacity planning across consultancy teams.



REAL-TIME.

Tracking of profit and margin

Real-time reporting and dashboards covering past, current and future resourcing across people, projects and accounts.

EMPOWERING SERVICES **TEAMS.**

Highest User Adoption
Mid-Market
SPRING 2023

Highest User Adoption
Mid-Market
WINTER 2023

Highest User Adoption
Mid-Market
WINTER 2023

CUSTOMER SUCCESS.

ENABLING OUTCOMES

Precursive team with enterprise experience at ABB, Fujitsu, Roche

LIGHTNING NATIVE.

TECHNICAL INNOVATION

> \$1 Billion in project value managed in Precursive

ENTERPRISE SECURITY.

TRUST & PRIVACY

GDPR compliant
ISO 27001: 2013 certified

Users Love Us

Highest User Adoption
Mid-Market
FALL 2022

Highest User Adoption
FALL 2022



PRECURSIVE

★★★★★ 5.0
Average Rating

PRECURSIVE **CUSTOMERS.**

High Tech.



Professional Services.



PRECURSIVE

PRECURSIVE

THE SERVICES DELIVERY CLOUD FOR SALESFORCE

PLAN. TRACK. FORECAST.

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