



BuzzDrivers



“The consultants who take the load off your back & give loads back for your money too”.

"...taking that creative leap for those new service, product & business ideas."

"...a consultancy with a difference- the emphasis is on implementation, delivery and make-it-happen approach."



BuzzDrivers Perspective:



BUSINESSES GROW THROUGH SERVICE

Service economy is growing at about twice the rate of goods. A number of forces are responsible for this tremendous growth. These factors include technological advances, quality-of-life issues, government deregulation of services, professional service providers etc. Moreover in the current times all businesses are service business since competitive advantage does not emerge from tangible goods anymore. It is the service that differentiates a business and brings the real growth. Be it the internal or external customer, 'Service' is a perspective that no business can afford to ignore today. *BuzzDrivers* help you take that 'service-view' to your business, even if you are in what is traditionally known as the product sector.

SERVICES? DON'T JUST DIVE IN LIKE EVERYONE ELSE

An important fact is that services are very different from goods, yet the practices to manage and market them in companies are from Adam Smith's industrial age. Services are intangible. They can never be owned. Neither can they be test driven nor could be dropped on one's foot. Given the special characteristics of services they need special treatment. Apart from lip service, unfortunately businesses do not accord service the care that it requires. Using its proprietary CVC tool, *BuzzDrivers* not only lets you extend the respect service deserves, but also makes you meaningfully different through appropriate set of added values for your offering.

GLOBAL COMPETITION IN LOCAL MARKETS

The global marketplace consists of an increasingly complex arena of competitors within a rapidly changing international environment. In the face of these sophisticated and cluttered market conditions, firms endeavour to be heard, understood and acted upon their messages. It is not an easy task in an era further complicated with splintered and highly segmented media. To add to the woes, consumer is getting ever-more demanding. The key objective of occupying the mind space and dominating the category space is getting harder to achieve. *BuzzDrivers* through its understanding of International and emerging markets, such as, India, lets you set the pace in any race.



STABILITY THROUGH CONSTANT CHANGE

Each period has its own set of challenges and opportunities. In the midst of tumultuous occurrences today, new opportunities emerge on almost a daily basis. If there were complexity in business environment and opportunities to grow at a break-neck speed at the same time, they are now. Paradoxical it may sound, but the time is ripe for businesses to make the move- invent and reinvent themselves regularly- to experience the buzz from growth and stability from change that has never been before. *BuzzDrivers* handles the paradox with you giving your organisation a stable timeless existence.

BUZZDRIVERS BRING A FIRM BELIEF

BuzzDrivers adopt a strategic perspective and assist decision makers both inside and outside the firm. *BuzzDrivers* view from the vantage point of the key individuals involved, such as, the board of directors, the CEO, the account manager, brand manager, customer care, service delivery personnel and even the webmaster, to get a holistic perspective. The 360 degree view is complete only after dialogues with customers and other external stakeholders. It then partners with the client company to instil a belief in the organisation that *a business is meant for value-creation and serving the customer; and organisation is a system to serve the needs of people serving the customer.* No more no less, it is the first step in driving clients towards becoming a true service organisation with seeds of a lasting competitive advantage and brand assets.



BUZZDRIVERS ADD A NEW DIMENSION

BuzzDrivers help businesses take a whole new dimension. Its integrated approach to business and marketing strategy, brand and communications management, IPR, service design & service delivery systems- comprising of technology and personnel, yields quick and lasting results. Besides its unique approach to new product and services development assists in leveraging the core strengths of business in new areas giving a business the buzz that boosts the results for all key stakeholders.

The net effect of *BuzzDrivers* as partners is that client's business buzzes with meaningful personnel and customer activity. It is this activity derived out of strategic insights that is branded thus blending brand identity with brand experience of customer. International partners, frameworks and proprietary tools of *BuzzDrivers* distilled from 14 years of international research are the engines for driving client's brand buzzing through the market place. That is surely some load off their back, isn't it?



BuzzDrivers Consultants, S-468, GK 1, New Delhi-110048
T: +91 9818964477. E: rt@BuzzDrivers.com

London +44 207 0960967; +44 207 0960968;

San Francisco, +1 925 2628130 .