



Results - engageAssess™

Across Asia, engageAssess™, is helping consumer goods companies to rapidly and cost-effectively identify opportunities to improve internal performance and plan for change. Companies across a broad product spectrum from a multinational dairy firm to a global player in lubricants are acting on opportunities to:

- Reduce cross-functional task duplication and to redeploy roles and responsibilities across Asia.
- Out-think the competition in Thailand by better using existing insight to create a robust strategic framework for brand investment.
- Enhance marketing planning in the fast-evolving Vietnamese market.
- Leverage strengths in the Chinese sales force by enhancing trade marketing's output.
- Drive faster returns from investment in building capability by focusing on distributor management in Indonesia.