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FHO Fachhochschule Ostschweiz

Consulting Project USA Market Research for FHS St. Gallen

From Contacts to Leads for JMCFE

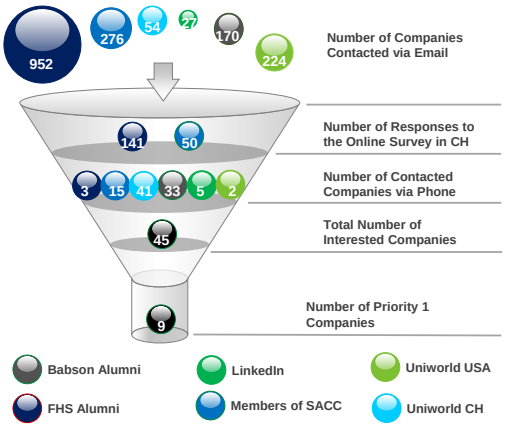
Since 2003, FHS St.Gallen and Babson College have been conducting two JMCFE projects annually. In recent terms, it has become more difficult for Knowledge Transfer Unit (WTT) to acquire clients for JMCFE projects. Therefore, WTT commissioned a market research project to help them find clients for JMCFE in the United States and in Switzerland.

FHS St. Gallen

FHS St.Gallen is the largest educational institution of applied sciences in the eastern part of Switzerland. Its students conduct consulting projects which are marketed, acquired and managed by WTT. WTT's product portfolio includes national and international student consulting projects. One of their offerings is JMCFE, which is executed in collaboration between FHS St.Gallen and Babson College in the United States.

Proceeding

The primary research for this project was mainly conducted among prospective JMCFE clients. Within the United States, the project team used the Babson College Alumni Directory, the Uniworld database and LinkedIn to contact 421 prospective clients. In Switzerland, the project team utilized the FHS Alumni Directory, the Swiss American Chamber of Commerce and Uniworld to contact 1'282 prospective clients. The funnel below summarizes the applied methods, the number of people the project team contacted as well as those who responded and the ones who were ultimately interested in JMCFE.



Process of Finding Prospective Clients.
Source: own illustration.

Results

Based on the conducted research, the project team was able to identify 45 companies which are interested in JMCFE. Nine of these were defined as priority 1 companies, reflecting their significant interest and motivation to run a JMCFE project. Of the priority 1 companies, four are headquartered in the United States and five in Switzerland. Furthermore, the project team gathered in-depth information about prospective clients' needs in regard to the Swiss and US market. These insights were used to suggest WTT recommendations that can be implemented by 2017, including suggestions for adaptations on the existing JMCFE program as well as on the sales and outreach process. Eventually, the list of 45 interested companies and the recommendations are meant to help WTT to acquire clients for future JMCFE projects.

www.fhsg.ch/praxisprojekte

FHS St.Gallen University of Applied Sciences
BABSON

USA (JMCFE)
CONSULTING PROJECT
Market Research &
Management Design 2016

Project team (f. l. t. r.)

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Client

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Prof. Peter Müller, Leiter Wissenstransferstelle WTT-FHS
www.fhsg.ch

The team made a very big effort to collect the information about potential new customers from different sources in the USA and Switzerland. All results achieved by the international project team provide us with a sound base to further develop our acquisition strategy. Thank you very much for your work.

FHS-Coach

Mario Stark, lic. phil. I

Babson-Coach

Prof. Dwight Gertz

We were impressed with the enthusiasm of the students and how they worked together in an international team, supporting each other to understand different work styles, market environments and outreach methods. Their efforts resulted in a remarkable list of potential clients to be secured for international projects in the future.