



Gaining competitive advantage: optimising client capability and their customer needs

the Challenge

- Our client was the incumbent supplier of helicopter platforms to a charity providing an Emergency Medical Service in the UK
- They needed to re-bid for this work, amidst prevailing concerns by the end customer organisation about value for money
- The end customer had a fixed view of a compliant response which did not align to our client's solution
- The client was facing the integration challenges associated with being recently acquired by a larger group

the Harmonic Impact

- Constructively challenged the clients preconceived ideas and leveraged the capability of the wider group to create a compelling, differentiated offer
- Drove the transition from a generic response reliant on boilerplate content to a fully customer-orientated, highly graphic, outcome-based proposal
- Gained significant reductions in programme cost and risk

the Outcome

Our client won the contract, which was awarded early and without the planned presentation being required

Our customer has been awarded a customer engagement award for their work on the new contract

The end customer was delighted with the service and commended the quality of the proposal submission