



This Dimensions is being written in Quadrant's 25th anniversary year. In compiling this auspicious edition, we are making the most of our available memory these days, before the 'cloud' takes its toll on the accuracy of our reflections on how past insights might shape our future.

So, a good time for looking back and looking forward. Can a glance to the rear help us identify what the future might hold?

We didn't know, of course, in 1988, that we were living through times of huge historical significance. We thought they were merely interesting. Before we had been going three years, the Berlin Wall was down, Eastern Europe was liberated, Margaret Thatcher was no longer required by her friends, and the Iraq War had been fought. Our computer system had 6 terminals (thank you Altos, whatever happened to you?), a 2mb memory, and our printer could manage up to 3 pages a minute - with a bit of encouragement. Back then, as an echo of the auditing origins of management consultancy, reports were being measured in thickness. How much has changed!

There's no doubt that technology has changed the way we all work and interact. Clients, no different from our own choices, want clear, simple, one screen options, from a trusted source that has done the hard evidence based work. What has not changed are the main reasons Quadrant gets called in; to create breakthroughs (for business growth for commercial organisations) which help our clients understand their customers and prospects better, shape their products and services to give greater customer satisfaction, and design marketing programmes which have a measurable impact.

And there's no doubt the challenges in doing this haven't diminished over the years; customer expectations continue to increase and the instant availability of all sorts of data leads to the most daunting prospect, the well-informed actual or potential customer, whether consumer, patient or student. More than ever, you need a clear understanding of the fundamentals of buying and selling, establishing trust, agreeing needs, resolving where you can help, and enabling the purchasing decision, although this needs to be adapted to how 'buyers' behave these days, when their power is greater than ever.

Quadrant's most recent five years have been played out in a recessionary period when trading has been tougher for many organisations, as growth has vanished and pressure has grown. We have seen several economic cycles and this one tops the podium!

It's interesting to observe that many of the organisations which have come through this most successfully are not those relying on technology or deeper pockets, but those with a very clear vision of what customers want and are prepared to pay for, and how and where to deliver it to them. Step forward, then, great established companies from manufacturing legacies, like Diageo, Unilever, Reckitt Benckiser, and, of course, many from the newer digital markets. For us, these rejuvenated organisations, succeeding alongside the newer ones, are proof that customer orientation and understanding is a sure long-term mechanism to deliver success. We are part of that learning and we note the lesson.

We look forward to working with our current and future clients to help them become as customer focused as they want and need to be; embedding this quality in their corporate DNA is the best route towards their long-term sustainability.

We are about to take on only our fourth new office premises since 1988, even more centrally in Covent Garden. You can sympathise with us as we move, via packing crates, away from the old world of print and physical files to the digital age of lean, screen-based life in the cloud.

More time to talk and think, with you we trust.

What we do and who we work for

Quadrant is a well established provider of marketing and communications solutions and resource, since 1988.

We deliver research, evaluation, insight, breakthroughs, marketing plans and resource for the public and private sectors, often through our framework places with Buying Solutions and the COI.

We have worked with over 200 clients across a variety of sectors. For case studies related to clients featured here, please go to www.qcl.co.uk/case_studies.html

If you think we might be able to help you with your challenges, call William Annandale on 020 7240 7200 or email william.annandale@qcl.co.uk We will be happy to arrange a no obligation meeting.

For information visit www.qcl.co.uk or visit 25 Floral Street, Covent Garden, London, WC2E 9DS.

