

Overview

ISS, a leading workplace experience and facility management (FM) company, provides placemaking solutions that contribute to better business performance and make worklife easier, more productive and enjoyable. With a significant presence in the build environment, ISS has a clear focus on delivering sustainable services to their customer base, helping them to achieve their net zero ambitions.

edenseven were commissioned to review ISS's current sustainability market offering and, through an engagement programme, make sure it was aligned to the requirements of their customers' long-term sustainability ambitions.

The Request

- Review the current market relating to sustainability services within sector and outline the different types of structures and products being offered.
- Assess the current product and service positioning of ISS and review how they are being presented and articulated to the internal delivery teams and customer base.
- Create a clear and concise value proposition which outlines ISS's breadth of services and which can be communicated to customers by a broad cross section of the ISS team.
- Through a customer engagement programme, test the value proposition with a set of key accounts and record areas where refinement would be needed to align it to their requirements.
- Present findings to the ISS UK board and provide clear feedback and next steps.

Skills & Knowledge

- **Data Analysis:** A broad knowledge of both the FM and sustainability sectors and an ability to articulate findings from market research and stakeholder/customer interactions in an effective manner.
- **Report Generation:** Create documentation and reports which deliver complex requests and findings in a concise and clear manner to senior stakeholders and customers.
- **Stakeholder and Customer Engagement:** Build a continuous feedback loop to senior stakeholders within ISS and across key customer accounts. edenseven captured & reviewed customer needs and service requirements to produce effective and timely decision-making.



Case Study ISS

Market Evaluation and Go-to-Market Proposition Creation

Outcomes

- A clear understanding of market trends and contracting characteristics relating to sustainability services in the FM sector.
- An outline of current services and how they are delivered through the sales process.
- A clear and relatable value proposition which captures all services in a format which can be delivered by a broad cross section of the ISS workforce.
- A board level presentation and report outlining key findings and next steps to deliver existing and new services which are focussed on meeting key customer requirements.