

Agency Scope launches data platform to enable effective business success

Subscribers to Agency Scope have another treat in store with the development by Scopen of a digital platform that enables users to access the precise type of data they need, and drill down for more detail.



Source: www.pexels.com

César Vacchiano, president and CEO of Scopen, says that, in delivering on Agency Scope's promise when results of the research were presented, the data platform enables log-in, look and learn efficiency in finding client specifics.

"Our latest innovation will be very useful for subscribers to better understand how different profiles of types of companies - by category or city - think and make decisions about their agencies."

Once logged into the platform, a crisp, user-friendly screen enables intelligent searches that broaden the scope of what can be pulled up from the Agency Scope data with speed, categorised by choice of city, industry or even type of agency services required.

Drill-down functionality

Johanna McDowell, Scopen Africa partner and CEO of the Independent Agency Search & Selection Company (IAS) says the launch of the digital platform enhances the way agencies can access data that will assist with refining their strategic direction

“The data reveals whether an agency’s rating in strategy, digital capabilities or diversity and gender breakdown is important to a particular industry. The agency can overlay their scores with a potential client in a certain industry’s needs for a good fit up front making the new business process that much easier and faster.

“The ability to drill down into the data in a simple way allows the user to conduct a cross-analysis, by clicking on sections such as the job title and role of interviewees in decision making; the sector and category of participating companies and the city in which they’re based; and the evolution of the company from the previous Agency Scope.”

Vacchiano notes that being able to review your performance against the entire market as well as your closest competition gives subscribing agencies an edge that is likely to be reflected in business performance in the years to come.”.

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