

case study

Gaining competitive advantage: optimising client capability and their customer needs.

Delivering high-impact business winning capability

the challenge

Our client was the incumbent supplier of helicopter platforms to a charity providing an Emergency Medical Service in the UK. Our client needed to re-bid for this work, amidst prevailing concerns in the end customer organisation about value for money.

The client needed to submit three solution options to the customer - who had a fixed view on their requirements - in a challenging timeframe. The client chose Harmonic to provide support, as they required a "world-class proposal" and needed Harmonic's capability and experience of delivering high-quality proposals under pressure to achieve this.

the Harmonic impact

To deliver the positive outcome the client required, Harmonic:

- Engaged with our client to constructively challenge preconceived ideas and created an attractive value proposition that better aligned with what their customer wanted.
- Used our client's part in a wider, prestigious group to best effect, requiring extensive engagement with stakeholders to ensure widespread buy-in to a new approach.
- Applied best practice methodologies in a flexible manner, tailoring our approach to ensure the best impact in critical areas. We applied a rolling final document review methodology with buy-in from the wider business group, to drive greater process efficiency and higher quality outputs.
- Responded to challenging situations with agility, meaning our team was able to guide the client through a highly pressured bid to achieve the positive outcome they needed.
- Maximised the limited time available with Subject Matter Experts by recording interviews for later reference; this ensured we thoroughly understood the solution and drove efficiency in our approach.
- Drove the transition from a generic response reliant on boilerplate content to a fully customer-orientated proposal, creating compelling proposal material from scratch, and also customising existing content to make it more impactful.
- Drove the reduction of programme cost and risk, demonstrating impact far beyond the scope of proposal writing.

the outcome

We delivered a proposal that was not only compliant, but also responsive to the customer's underlying needs. Our team achieved a commendable win; the contract was awarded early and without the planned presentation being required. This success realises important business for our client, and has generated reputational benefits to support continued success.

"The team from Harmonic quickly became an integral part of the project team and proved very resilient within a high pressure environment. Their support and creative thinking helped us to provide a high quality submission which was well received by our customer".

As a result of our efforts, the client asked Harmonic to help develop their global business winning capability.