

Agency Monitor

How do you establish, retain and grow your base of valuable client relationships?

Every 5 or 10 years, we gather this and more straight from the source - over 100 of your clients and prospects.



Agency Monitor

The Problem and Opportunity - Two Different Worlds

The Client's World

- Specific circumstances, needs, preferences, experiences, and realities that have not and will not be communicated to current and prospective agencies.
- Even “minor” things contributing to less than total satisfaction while constantly being approached by competing agencies, consulting firms, tech companies, etc. etc.
- One of those agencies comes armed with “the blueprint” - this is music to a client's ears. It's beyond an agency's expertise, it's knowing what they needed to know to win (and/or keep) the business.

The Agency's World

- Handling current and prospective clients according to discussions, briefs, RFPs, SOWs, change orders, all of the usual channels.
- No good way to know about or prepare for what happens “behind the scenes”. Limited or no insight into potential barriers, problems or opportunities before or as they occur - all uncovered when too late to act, or salvage the relationship.
- Plenty of research, loads of reports that aren't read or used. This is because none of what you have now provides “the blueprint” you need like The Agency Monitor.

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The Solution - The Agency Monitor

A “Blueprint” based on timely, detailed and objective intelligence gathered from your largest clients and prospects.

- Is the research you are using now really good enough? Are you confident that you know what your competition (agencies and otherwise) is doing and offering, how they are winning business, what is behind client side evolution in partners and services used, reasons for transitions to and from your agency and others?
- For over ten years, we have conducted in-depth interviews with hundreds of agency decisionmakers - your clients and prospects. We do this in a granular fashion beyond anything you are using now. It's detailed and ongoing won and lost sales analysis, for starters. We uncover needs, service usage, awareness, impressions, satisfaction, best practices, exceptional staff, what has changed, what agencies should do, how to obtain their business - all of the things that you should know in more than a casual, incomplete or outdated fashion.

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“Underlying Magic” of The Solution

We have an unfair advantage: Mastery in qualitative research, expertise in won/ lost sales analysis and unheard of grit.

- My name is Tom Beggs and I operate Stat One Research in Atlanta. In 2011, I went to jail - so to speak. The crime? I was immersed in client work. So much so, that I went with the flow and was hired by one of my clients, Geo Strategy Partners (GSP). The “jail” part is that the work was insanely intense, exclusively for large B2B and industrial clients (3M, Ansell, Invista, Dow Jones, Leviton, Direct Energy, etc.). No list, gatekeepers galore, “good luck, every supplier that tried failed” type of studies. It’s going into the jungle with no map. Other suppliers won’t do it, and never for one year, let alone seven.
- Well, this year I was “paroled”. Good news for you, and possibly bad news for everything that holds you back from your agency’s potential.

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This is our third, expanded wave of this research. With our service, you'll significantly increase and expand your light bulb moments.

It's the added oxygen that agency leadership and business development staff need during the most disruptive time in history. Call Tom at 678-918-5000.