

Answers you can expect

Vendbridge helps you to answer questions like:

- What do our customers want beyond the obvious?
- What should our next generation product or service deliver?
- How can we prioritize the innovation roadmap from the customer view?
- How can we sharpen the Value Proposition from the customer view?

Thanks to our systematic CFI (Customer-Focused Innovation) approach you get concrete and actionable answers.



Spin growth initiatives
to the customer
need

What drives us

- We want innovations and strategies that bring more value to the customer. Only this leads to continuous improvement and growth.
- We believe in a strict customer first approach. That's why we are leading in the solution agnostic logic of Jobs-to-be-done.
- We deliver concrete and actionable results. That is why we bring quantitatively validated customer facts instead of anecdotes.
- We work for human beings and teams. To transfer our know-how and passion we develop easy to use and relevant tools.

Where you can use us

We bring the customer view into your growth initiatives in order to:

- sharpen business strategies from the customer point of view
- develop the next generation products
- bring existing concepts into new markets
- prioritize innovation and feature roadmaps

Our approach leads to:

- higher success rate and faster market adoption of innovations
- growth acceleration thanks to sharper value propositions and need oriented development requirements
- accelerated innovation and development processes because you bet on the right thing early on

We are growth architects

For more than 20 years Vendbridge has aligned growth initiatives to customer needs. For large internationals as well as technology startups. As leading Customer-Insight experts we uncover customer needs in a fact-based way while always keeping your business goals top of mind. That is how together with teams, we build innovations that add value to customers' lives .

Recent growth initiatives:

- New proximity retail store concept
- Customer-focused branding for a leading health insurance
- Digital therapy tool to support children with behavioural disorder



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