

Oliver Wight Consulting

Objective Determine interest levels in new courses.

Data Source Online surveying of current and potential clients

Question *“What new courses would interest you from Oliver Wight?”*

ThoughtSCAN[®]

VERBATIMS

SOP training

SOP integration

planning software

online training

ThoughtScan Frequency

39

34

25

22

ThoughtScan *“We need to stay ahead of the curve on **SOP training**.”*
*“**Online training** would be great. Less travel expense.”*
*“Help with **planning** and **training** would be nice.”*

Results The consulting firm placed new emphasis on the courses mentioned in the survey. Response was very positive.
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