

Customer Shift Research and Response

1. How we recognized shift in customer/purchaser
2. What we did to verify shift
3. How we analyzed data
4. What we discovered
5. What it lead to

How we recognized shift in customer/purchaser

- From individual/classroom solutions to district solutions due to accountability shifts from IEP to AYP
- Top down/bottom up purchasing process

What we did to verify shift

- Conducted primary research to understand the shift and to identify needs and opportunities
 - Interviews nation wide
 - Variety of district management roles (A.T./non A.T)
 - Variety of geographic locations
 - Variety of urban, suburban and rural districts

How we analyzed data

- Connected with NCTI (third party)
 - Used Atlas.ti® qualitative software to conduct analysis (key words and phrases)
 - Compared with NCTI trend reports

What we discovered

- Five Key areas of need
 - Curriculum Alignment
 - Implementation
 - Scientifically Based Evidence
 - Funding
 - Legislative Mandates

What it lead to: Industry Sharing and AbleNet New Investments

- Industry sharing
 - Consumer guide
<http://techmatrix.org/consumerGuides.aspx>
 - Published Article
<http://www.atia.org/files/public/ATOBV5N1ArticleTWO.pdf>
 - Webinar



What it lead to: AbleNet Solution Investments; *examples*

- Product/curriculum/service additions
 - Weekly Reader® partnership
 - Flourish® – integrated district accountability software for special education
 - AbleNet Research Consortium
 - AbleNet Student Achievement Program
- Marketing channels and sales strategy additions
 - Established regular education independent rep alliances (*sell to curriculum directors*)
 - Direct Sales shifts (*to top districts*)
 - Additional Conferences (*to reach new customers*)

