



TECHNOLOGY | TEST | EVALUATION
A TECHNOLOGY INVESTMENT PARTNER



Case Study: TECHNOLOGY TEST & EVALUATION

BUILDING SYSTEMS, SUCCESS, AND CUSTOMER LOYALTY

Challenge

Technology Testing and Evaluation (TTE) is a service provider within the Office of Corporate Assessment, a Federal agency's independent technology review organization. TTE approached ADG requesting a new logo and branding assistance. With that, ADG engaged TTE in a high-level consulting agreement. After ADG met with TTE leadership, the organization's evaluation team, and several of their customers to consider the existing business model, learn about benefits and struggles, and customer satisfaction – a findings document was produced and delivered to TTE. This effort greatly enhanced ADG's ability to determine how to effectively craft the organization's brand. During this discovery phase, it was brought to light that there were several misunderstandings between the TTE customer and TTE as a service provider. This situation presented the potential for an adversarial relationship between TTE and its customers.

Solution

ADG presented a report of its findings that highlighted the inconsistencies of TTE's purpose and recommended a partnership approach to TTE's services to better align them with their customers. ADG launched a revitalized brand for TTE that included a new strategy for engaging and communicating with their customers, a visual package that included a modernized, more conceptual logo with a positioning tagline ("A Technology Investment Partner") and a redesign of their physical space. Additionally, ADG re-architected the TTE website which is now used as a focused communication and resource tool. The overall theme of the new brand embraces a cohesive message about TTE's partnership ability and supporting services that focus on bridge building, relationships, and technical mastery and consulting.

Result

TTE's message is now concise and properly represents their services and value proposition in an accurate and positive light that's easy for their customers to understand and embrace. TTE customers now appreciate and perceive the organization as equippers, brokers, and "partners in the process" of technology evaluation, as opposed to merely gatekeepers and evaluators.