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For  
Retail  
Clarity™**

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Mr. Joe Thacker  
President and Founder  
**Fusion Analytics**  
503, 1670 Bayview Ave  
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Dear Joe:

**Re: Qualitative Research and Strategy Facilitation at Fusion Analytics**

Joe, as a potential new business letter, I am considering drafting a few letters and blog posts in both short and long text versions, under the Fusion banner.

The tone of the letters/blogs could go something like this letter to you.

Clients have come to benefit and grow their businesses by working with Fusion Analytics, harnessing its deep analytic capabilities and unique methods the fusing financial data and consumer sentiment. There are, nonetheless, times when our understanding needs to beyond numbers. These times when qualitative or facilitation services are called for, generally occur in three types of situations or where the is a need to (a) go deeper, (b) gain traction or (c) learn about new products or markets.

- A. **Going Deeper.** Qualitative research is important to employ following quantitative analysis that points to problem areas. For example, if the Fusion Retail-Opportunity-Chain™ analysis demonstrates the client's revenue issue is at in-store conversion, then further subject-matter expert *observational research*, ethnographic customer shop-alongs, or in-depth focus groups with sales associates and customers could all be useful in pinpointing the breadth and depth of the problem and provide the required insights to solve the problem most efficiently and effectively.

For example, a global retailer whose business was largely driven by customer-appointments, was losing customers (and millions of dollars) who arrived without appointments. Observational research and in-location solutioning sessions (workshops) with employees and then with corporate leadership led to quick action and problem solving that earned an estimated \$10 million in its first year of implementation.

- B. **Gaining Alignment/Taking Action.** Some client organizations are famously excellent at taking Fusion quantitative analysis, determining how it effects current strategies and tactics, and making relevant changes to accelerate growth. Some clients however, may be resource-stretched and appreciate Fusion Facilitation where we engage in a solution-driving process including workshop facilitation to ensure clarity of problem and implications, options for tackling the problem and alignment on the way forward.

For example, a loyalty points provider and a critical financial services partner had clear data that