

# CUSTOMER ENGAGEMENT STRATEGY FOR A NOVEL PROTEIN INGREDIENT

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*A company planned to launch a new protein ingredient for sports nutrition in a global market. CPL assisted them by quantifying and qualifying customer requirements when developing new products. The client used this information to plan production scale-up and inventory requirements.*

## **OBJECTIVE**

The objective of this study was to assist a client with the commercialisation of a novel protein ingredient product.

## **METHOD**

The project used a customer engagement map to quantify and qualify the requirements of customers for a protein hydrolysate ingredient from initial customer outreach through the New Product Development phase to scale-up and product launch. This covered pricing, volume requirements, product support, regulatory support and other customer expectations during the process.

CPL interviewed potential customers of protein hydrolysate ingredients in specified accessible markets of Asia, Europe and North America in sports/active nutrition and functional (protein-fortified) foods & beverages. The contacts were Director-SVP level R&D/Innovation or Product Development/Management experts overseeing consumer brands. CPL also interviewed experts in protein ingredients in these markets to gain further insights.

Additionally CPL provided information on potential markets for these products based on its own knowledge of the market.

## **REPORT**

Each interview was recorded as a customer engagement map and presented in PowerPoint. The engagement maps showed the requirements of customers at each point in the innovation process, from initially testing a new protein ingredient to launching a new product.

This report provided valuable insights which assisted the client in successfully launching the new ingredient.

## **ADDITIONAL PROJECTS**

*Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.*