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Harte Hanks Introduces Buyer's Journey Diagnostic Analysis

Connect With Your Customers When and How They Want

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How would your marketing change if you knew with great certainty what your prospects wanted right now? What if you knew what they valued highly, but that your brand was not delivering? Or if you knew what your prospects needed to know to make a buying decision?

Those are the questions [Harte Hanks](#) is answering for clients with the company's new Buyer's Journey Diagnostic Analysis. Developed in partnership with [Strategyn](#), the pioneers of "jobs-to-be-done" theory, the analysis uses a data-driven, customer-centric innovation process that discovers what customers really want at multiple stages of the buyer's journey and how your brand is delivering on these desires.

"Using the patented Outcome-Driven Innovation[®] (ODI) process, we can identify unmet customer needs," stated Frank Grillo, Harte Hanks CMO. "And while that is compelling, the real innovation is being able to identify how important the needs are to the customer and how well your brand and your competition is fulfilling those needs."

"Our innovation consulting team has generated over \$15 billion in revenue for Strategyn clients," stated Tony Ulwick, Strategyn Founder and CEO. "We have worked with more than one-third of the Fortune 100, in B2B and B2C, and up and down the supply chain."

"This application is quite unique and innovative as it is the first time we've applied ODI to the buying process itself rather than to product attributes," he continued.

By identifying the most important but unmet customer needs, a brand can focus resources to quickly improve satisfaction and sales. Equally, a business may discover its brand is fully meeting customer desires in an area that is not well known and can increase messaging in this area to improve sales.

The Buyer's Journey Diagnostic Analysis will be delivered by Harte Hanks Consulting, the marketing consulting practice Harte Hanks acquired in February.

"Our 90-day process uses quantitative and qualitative customer data with proprietary analytics to map hundreds of steps and develop a comprehensive playbook to attack the highest return on investment items," said Garrett Sznip, Head of Harte Hanks Consulting.

Tony Ulwick and Frank Grillo's e-book, [Can Bricks-and-Mortar Compete With On-line Retailing?](#) outlines how the ODI process can be used by retail stores to win against online competitors.

[About Harte Hanks](#)

Harte Hanks is a global marketing services firm specializing in multi-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution, Harte Hanks delivers smarter customer interactions for some of the world's leading brands. Harte Hanks' 5000+ employees are located in North America, Asia-Pacific, Europe and Latin America. For more information, visit Harte Hanks at www.hartehanks.com, call 800-456-9748, or email us at

pr@hartehanks.com. Follow us on Twitter @hartehanks or Facebook at <https://www.facebook.com/HarteHanks>.

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[About Strategyn](#)

Founded in 1991, Strategyn LLC is a leading growth strategy and innovation consulting firm. As the pioneers of [jobs-to-be-done theory](#) and the world's most powerful [innovation process](#), Outcome-Driven Innovation[®] (ODI), Strategyn is uniquely qualified to help companies achieve customer-centric growth. Strategyn's innovation consulting services include ODI-based research and market segmentation, market and product strategy engagements, workshops and customized innovation programs. Strategyn offers the experience, tools, training, mentoring, and support companies need to put jobs-to-be-done theory into practice. [Contact us](#) to discuss how Strategyn can help your company grow.

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