



kinetica

Case Study

property
republic

Case Study – kinetica



Facts

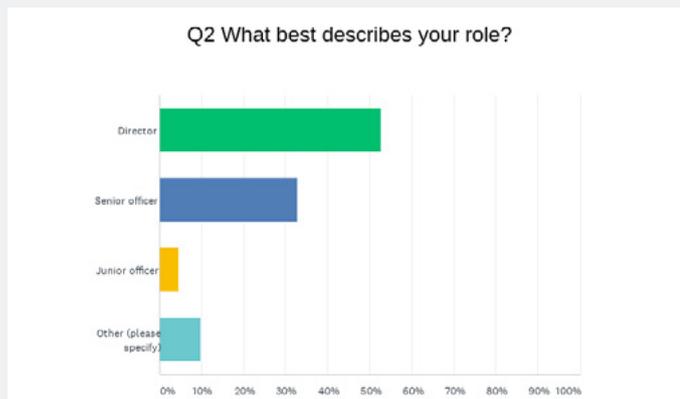
Client	kinetica (formerly David Lock Associates)
Location	Melbourne, Victoria
Requirement	Client experience analysis

Context

kinetica is a planning and urban design consultancy that attracts blue chip clients and staff.

The business has grown through word of mouth as a result of receiving outstanding service. **kinetica** recently changed its name from David Lock Associates, moved to CBD premises, launched a new brand and website. As **kinetica** takes its next step of growth, it was an ideal opportunity to find out why the relationships are so strong and what aspects, if any, require improvement.

Judi Carr, Director of Property Republic, was recommended by **kinetica** Principal Nicole Donnison.



Challenges

The database gathered was a mix of all staff contacts and many had not been contacted for years. This led to a low survey engagement rate.

The second challenge was that not all face to face interviews had been completed before COVID-19 and social distancing commenced. This was overcome with telephone and virtual conferencing contact.

Primary Goal

The primary goal of the survey and interviews was to find out why **kinetica**'s relationships are so strong and what aspects, if any, require improvement.

The interview and survey results will assist **kinetica** with:

- Benchmarking against competitors
- Pitch proposals
- Marketing strategy
- Content planning
- Tone of voice

Process

1. Online survey

Property Republic created an on-line survey that was sent to a database of 2,657 contacts provided by the **kinetica** team. Two reminder emails were sent to ensure maximum participation and a small incentive to complete was offered.

A six-minute survey asked questions to provide insights into:

- Perceived values demonstrated by the **kinetica** team
- Identification of most recognisable services
- Capabilities
- Appointment criteria
- Competitors
- Leadership team
- Media consumption habits
- Additional feedback into their experience with the **kinetica** team

2. Face to face interviews

Property Republic Director, Judi Carr, arranged face to face with a selection of government agencies, authorities, planners, architects, developers and lawyers in order to explore how people feel about **kinetica** and their interactions.

Participants were encouraged to explain their feelings about issues such as why they chose or refer **kinetica** and discuss motivations that led them to this feeling as well as discussing the decision-making process within their organisation.

Final report

kinetica was provided with the online survey results, plus a deep dive into feedback received from one client sector.

All the interviews were transcribed which enabled a different type of insight. Anonymity, where requested, was provided.

Judi Carr then developed key themes from the research and provided five key ideas for improvement.

This report was presented to the **kinetica** leadership team who had the opportunity to probe further.

Post workshop feedback



I think the first thing that springs to mind is the ease with which we worked - from setting the first introductory meeting through to the final presentation. Your availability and professionalism was appreciated especially as you owned the brief from the outset, communicated and sought direction when necessary but otherwise did what you said you would do.

As it was a personal introduction through Nicole we were confident of your expertise however our business is very niche and there is always a level of concern about whether a "marketing" consultant is really going to understand the diversity of services and client base. Thankfully you caught on well and very quickly.

Without doubt, when our world went into "lockdown" my initial thoughts were that there would inevitably be a pause in the work however you carried on regardless, made adjustments and met the deadline despite everything else going on.

Thanks, and to be honest I can't think of anything at the moment that needs improvement.

Annette Toussas
General Manager
kinetica

We'd love to hear from you

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