

Kepner-Tregoe

Kepner-Tregoe | Improving Business One App at a Time

CHALLENGE

From guiding Apollo 13 astronauts safely back from the Moon to streamlining the operations of multi-national organizations, Kepner-Tregoe's Problem Solving and Decision Making methodology have provided a systematic approach for nearly 60 years. Yet, moving through KT's problem-solving and decision-making process typically required users to be at a computer to input data, making it challenging for users in remote and non-traditional work environments.

APPROACH

Kepner-Tregoe developed a user-friendly mobile application specifically for iPad and Android tablets. The firm engaged Pierpont to launch the app, which included developing key messages, producing a promo video, developing marketing materials and a customized email campaign, and creating landing pages on the iTunes and Google Play stores.

RESULTS

As a result of the campaign, the team achieved 153 percent more app downloads than the original goal and generated 180 new sales leads for KT. Pierpont secured a profile of the app launch in Industry Today, which highlighted the app's benefits and featured KT's CEO and lead app developer. The success of this project resulted in KT and Pierpont receiving a Pegasus Award from the Public Relations Society of America.

BY THE NUMBERS

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180

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