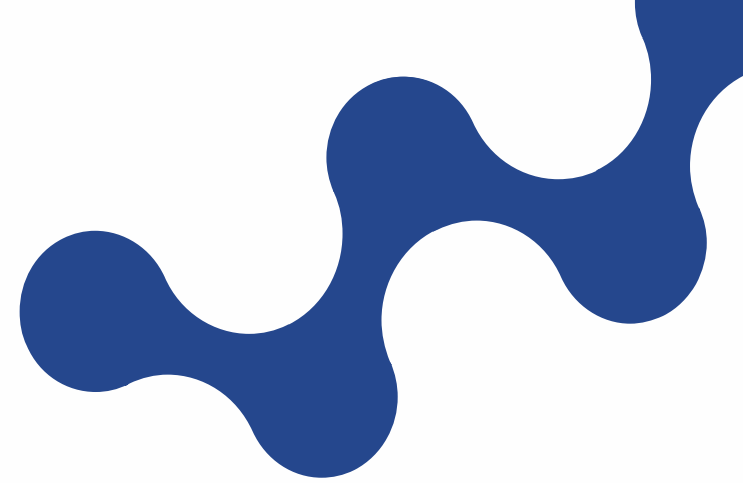


Local Heroes Proposition Development

white space
STRATEGY

www.whitespacestrategy.com


British Gas



White Space identified and helped develop an effective on-demand home services proposition for British Gas...

CLIENT:



- How can we compete with the growing on-demand services market?
- What are the key trends in the on-demand market?
- Should we launch a new proposition? If so what should our online proposition look like?

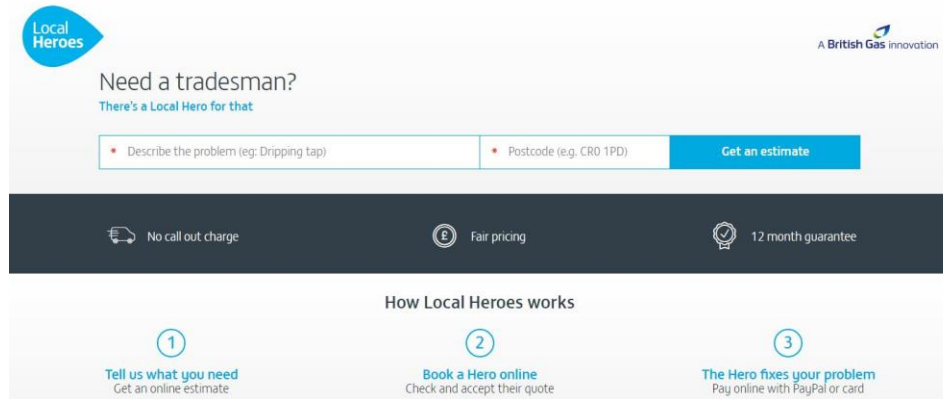


“The team contributed to a new way of thinking about the home services market, taking a more customer centric and broader approach.

Their analysis was well grounded in theory, but at the same time was brutally practical. Their work was really insightful and supported implementable recommendations”

Head of Local Heroes

Launched: June 2017
2,500 tradespeople



“Once you drilled down into the detail we thought it would be much easier to start again and create something completely different and build it around the dynamics of the customers in the market. That’s exactly what we did, and Local Heroes was born!”

Head of Local Heroes