

The Basware logo consists of the word "basware" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

Listening to our Clients

Case Study of our Round Table events for basware

“ For Basware the Round Table process was a really worthwhile experience, we got to know a lot more about the world of the Chief Financial Officer which will help us to develop our services and products to support them even more effectively”

Andrew Jesse, VP UK BASWARE

The Challenge

- Basware provides open, secure, cloud-based purchase-to-pay and e-invoicing solutions to organizations of all sizes. It is important for their success to really listen to their existing and potential clients
- Basware did not want to “sell” or “present” information to their invited audience, they wanted a more intimate dialogue to take place so that they could really listen and learn and so the attendees could network with their peers.

What we did:

Facilitated “Round Table” discussions with a cross section of senior finance managers to find out current issues, concerns and solutions. We created an atmosphere of dialogue where deeper listening took place amongst those present.

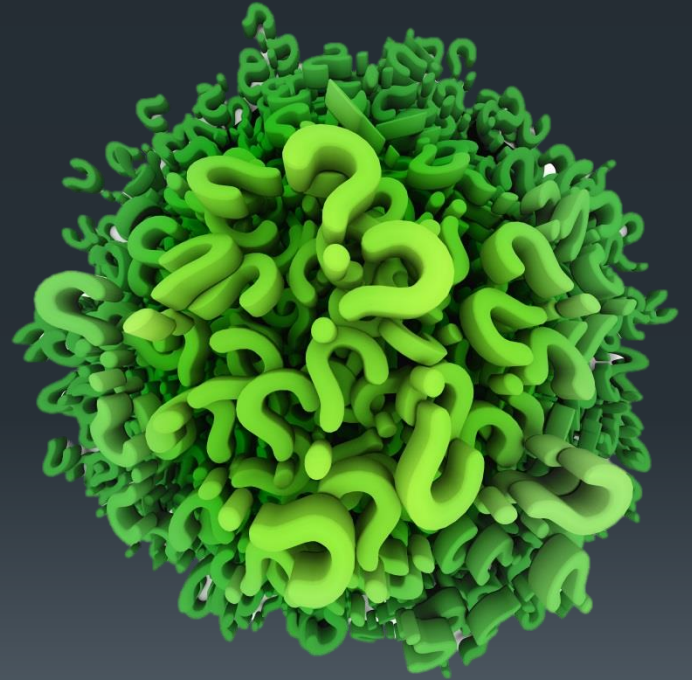
STEP ONE: Dialogue Questions

For a round table the most important part is to design the questions.

A good question for a dialogue is neither a puzzle that is easy to solve or a predicament that makes you feel overwhelmed.

A good dialogue question should have possibilities contained within it so people really want to explore it.

The questions needed to be relevant to business without directly selling a product or solution, they needed to be questions that really explored the world of the client.



STEP TWO: Getting Started

Entering into Dialogue

Our Round Table discussions happen over a shared meal which gives a natural structure.

Before starters are served the starter questions are asked which gives each person a chance to talk about their role and their background.



STEP THREE: Dialogue in Action

Listening and Responding

- Over the courses of the meal our facilitator introduced different questions and helped to create a meaningful dialogue
- Dialogue is a more reflective process than a discussion, participants are encouraged to build on and add to comments in a supportive rather than adversarial manner.
- The shared interest helps the participants to see common themes emerging.



STEP FOUR: Summary

Facilitator reviews notes

Key discussion points
recorded

Emerging themes captured

Circulated within team at
basware

WHAT IS THE VALUE OF ROUNDTABLES?

For Basware

- In-depth insights from key clients
- Able to probe current thinking and experiences
- Sharing good practice examples in response to some of the common problems

For the attendees

- Meeting other professionals in similar roles
- Relaxed networking over a meal talking about a relevant theme.
- New ideas and insights to take back to try out



BENEFITS

“Listening to chief financial officers from our existing and potential clients gives us real insight about what is happening in the business world and helps us to shape our offer. Involving external facilitators helped focus the dialogue”

Warren Daniels, UKI Marketing Director, Basware



If you would like to listen to your clients in a relaxed meeting space then do call or email us

Ring: 08456 210008

(this will take you to a voice mail box if we are all out at an event so please just leave a message and we will respond in 24 hours)

Email: christinebell@centreforfacilitation.co.uk