

BSA

Opportunity Management

Names Option Testing

April 22nd 2021(Face to Face)

June 2021(45 potential customers via UserTesting.com)

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What we tested

- **We tested 5 potential names**

Bespoke business support service

Business Support Service

Tailored support service

SE business support service

Opportunity Management

Who we tested with

- We tested:
 - 5 potential customers (Face to Face)
 - Using Video calls (Microsoft Teams)
 - 45 potential customers (Online Unmoderated)
 - Using Usertesting.com panel

Results Summary (Face to Face)

1st Bespoke business support service

2nd Business Support Service

3rd Tailored support service

4th SE business support service

5th Opportunity Management

Face to Face Insights

Bespoke business support service

- This was viewed as “Saying what it does” but also suggests that it is something more than just Business Gateway stuff

Business Support Service

- This was viewed as “Saying what it does” but possibly quite generic

Tailored support service

- This was viewed as “Saying what it does”
BUT
- Mention of Tailored always makes some people think of clothing. (Some people are less affected by context, and initially look at names on fairly rudimentary word association terms. This behaviour is intensified when stressed)

SE business support service

- What is “SE”
- The Business support service was well received

Opportunity Management

- Nobody really understood this

Results Summary (Online Unmoderated)

- 1st Business Support Service
- 2nd Bespoke business support service
- 3rd Tailored support service
- 4th SE business support service
- 5th Opportunity Management

Online Unmoderated Insights

Business Support Service

- This was viewed as “Saying what it does”

Bespoke business support service

- This was viewed as “Saying what it does” but the weaker context in the online testing made this a bit more obscure. In the Face to Face testing they had seen that it was essentially a “Bespoke” service, and that made sense. There is a Chicken and Egg argument around naming here, and it would be worth thinking of any negative baggage from terms such as “Bespoke” etc...

Tailored support service

- This was viewed as “Saying what it does”

BUT

- Mention of Tailored always makes some people think of clothing. (Some people are less affected by context and initially look at names on fairly rudimentary word association terms. This behaviour is intensified when stressed)

SE business support service

- What is “SE”
- The Business support service was well received

Opportunity Management

- Nobody really understood this

Online Unmoderated Quotes

Bespoke business support service

- “Bespoke Business Service feels like the best option to me.”
- “Sounds like what the scheme is offering”
- “Assume this is directed towards each businesses requirements”

SE business support service

- What is “SE”

Watch some videos of participant comments:

https://app.usertesting.com/h/ztQneNPv8EWDdU5LVVa8?shared_via=link

Other name suggestions

These were other names offered by test participants

- Small Business Support Service
- Scottish Government business support service

Recommendations

- **Choose a name for Customers that says what it does.**
 - Bespoke business support service is:
 - The only popular choice that is not taken
 - Scores well
- **Drop Opportunity Management as an External (Customer Facing) name**

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