

BRAND PERCEPTION SUMMARY
BAIN & COMPANY

SOURCE GLOBAL RESEARCH

About this brand perception summary

The data contained in this summary represents the views of clients (senior end users of consulting services) as expressed to us via an online survey, more details of which you'll find in the section entitled "methodology". It does not represent the view of analysts.

The interpretation of that data, however, is ours. It's based on the unparalleled knowledge that we've acquired through years of surveying and interviewing consultants and their clients, and through the work we've done—and continue to do—advising the leaders of the world's biggest and most successful consulting firms about their businesses.

A full list of firms for which brand perception summaries are available can be found towards the back of this document.

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Methodology

In December 2014 we surveyed 587 clients—senior end users of consulting services, all of whom had made extensive use of consultants—and asked them to tell us about three consulting firms of their choosing, giving us 1,730 responses in total. We asked about those firms' capabilities, across a range of consulting services, about the extent to which they deliver value relative to the fees they charge, and about the factors which shaped their opinions (or why they think what they think).

86 of the responses we received were about Bain & Company. They came from a wide range of countries and industries but, because our sample size becomes quite small when we cut it to represent those countries and industries individually, we cannot go into great detail about how views change from one to the next. So, for example, while we can say how views about Bain & Company's overall capabilities differ between respondents in Germany and the US, we can't talk about how views differ for individual service lines between those two countries. This summary, then, is about Bain & Company as a global firm.

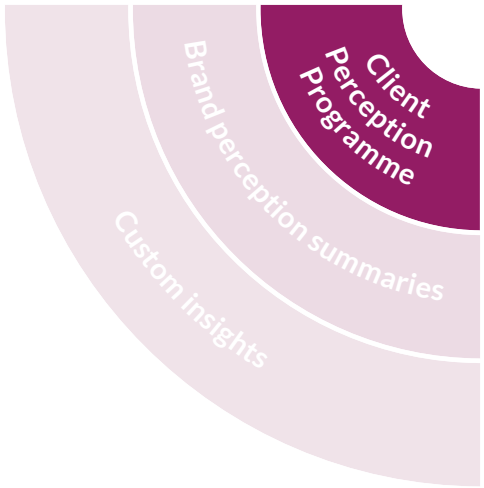
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Brand perception summaries are available for the following firms:

A.T. Kearney
Accenture
Bain & Company
The Boston Consulting Group
Capgemini Consulting
Deloitte
EY
Hay Group
IBM
KPMG
McKinsey
Oliver Wyman
PwC
Roland Berger
Strategy&

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The newest of our major research programmes, our *Client Perception Programme* is a suite of six reports which assess the reputation of consulting firms, as seen by clients.

At the heart of the programme are two important questions:

- **What is the reputation of a consulting firm?**
- **What influences a firm's reputation, and therefore what can be done about it?**

The first sections of each report look at the broad themes in terms of the reputation of consulting firms, and the industry more broadly, in the geography in question. They consider the differences in the reputation of each type of consulting firm (usually strategy firms, Big Four firms, HR firms and technology firms)—attempting to explain how clients view them differently. And finally, in pointing to the different ways in which direct and indirect clients view a firm, they highlight the specific challenges that need to be addressed either during a project, or by marketing.

The last section provides information about what clients think of individual firms. It builds on the differences in the views of direct and indirect clients to assess the reputation of each of the world's leading consulting firms in terms of quality, characteristics and value for money, and examines the factors that influence clients' views of each firm.

How to subscribe

You can either subscribe to the whole programme (the cheapest way of getting access to everything) or buy reports individually. All reports in the *Client Perception Programme* come with a global licence, so once you've bought them you can use them anywhere in your firm.

A full price list is available on request.

How the *Client Perception Programme* can help you

- **Understand not only what your reputation is, for a range of factors, but what influences it and what can be done about it**
- **Understand the broader reputational issues faced by your segment of the market and the industry as a whole**
- **Become more effective at delivery and marketing through a deeper understanding of the different reputational challenges and how to deal with these with clients and non-clients**

Geographies covered in this programme:

- **US**
- **France**
- **UK**
- **Germany**
- **The Nordics**
- **GCC**

Also available on request:

- **Details about our methodology**
- **A breakdown of the contents of a report**
- **A price list**

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About Source

Source Information Services Limited (Source) is a leading provider of information about the market for management consulting. Set up in 2007 with offices in London and Dubai, Source serves both consulting firms and their clients with expert analysis, research and reporting. We draw not only on our extensive in-house experience, but also on the breadth of our relationships with both suppliers and buyers. All of our work is underpinned by our core values of intelligence, integrity, efficiency and transparency.

Source was founded by Fiona Czerniawska and Joy Burnford. Fiona is one of the world's leading experts on the consulting industry. She has written **numerous books** on the industry including: ***The Intelligent Client*** and *The Economist* books, ***Business Consulting: A Guide to How it Works and How to Make it Work*** and ***Buying Professional Services***.

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