

Customer perceptions of value

Creating positive perceptions of the value provided by Dice and ClearanceJobs is critical for customer acquisition and retention. Both brands face challenges with customer perceptions regarding the value delivered by our products, often measured solely by the number of hires.

In response, we conducted comprehensive qualitative and quantitative research to discern what DHI's key customers truly value. We developed a value framework that highlights product features and services fostering long-term loyalty and satisfaction. We identified six essential areas necessary for maintaining this loyalty and provided detailed recommendations for all departments to improve and exceed these expectations.

Further, we proposed new client segmentation based on our research, including tailored customer journeys and campaigns for each segment. We also created projection models, timelines, and control mechanisms to allow the business to adjust as these plans are implemented.

Results:

- A thorough assessment of customer and associate perceptions of value was conducted, resulting in the submission and adoption of 11 strategic recommendations.
- In 2023, significant changes were implemented across Strategy, IT, Product, Marketing, and Sales to enhance how DHI delivers and communicates with customers.

