

## **3SPHERES UK - PRESS RELEASE**

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### **3Spheres UK successfully completes project for Fugro Seastar**

Somerset-based marketing research and business development consultancy **3Spheres UK** has successfully completed a project for Fugro Seastar AS, the Oslo-based supplier of dynamic position reference services to the offshore industry.

Fugro Seastar is part of the Fugro group – the world's largest integrated supplier of geoscience, survey, and geotechnical related services. The research project measured customers' satisfaction with Fugro Seastar's products and service, set out suggestions for improvement, and assessed existing and potential customers' brand perceptions.

"We are delighted to have undertaken this work for such a prestigious company," said Ian Stock, Director of **3Spheres UK**. "The report of the results of the study included practical suggestions for improving Fugro Seastar's service to its customers and to help the company successfully develop its business through an updated marketing and communications strategy."

Commenting on the work for Fugro Seastar, Haydn Jones, Marketing Director said: "We believe that Fugro is the market leader in the provision of position reference services for dynamic positioning of offshore support vessels and drilling rigs. To maintain this leadership requires us to continuously search for how the service to our customers can be improved and presented. In a professional business to business environment, especially with long standing business partners, it is sometimes difficult to obtain real unfiltered criticism or find areas for improvement. A customer survey by a professional, independent consultancy is invaluable in this respect. But the consultant needs to understand our marine and offshore market. **3Spheres UK** met both of these criteria. I am delighted with the work done from which our customers will now benefit."

It has been a busy start to **3Spheres UK's** new financial year. The contract with Fugro Seastar followed the completion in April of a project with Docking Solutions, the Devon-based manufacturer of pontoons, access bridges and walkways for harbours and marinas. The Docking Solutions project focused on looking for new business opportunities for the company and developing its marketing strategy to take advantage of those opportunities.

**3Spheres UK** works with businesses, from the smallest company to the largest multi-national, that want to develop their markets and profitably increase their customer base. Its services include researching markets, products or services with a focus on identifying opportunities for development, to better meet existing and potential customer needs; customer satisfaction and brand perception research; market development projects; marketing strategy and marketing activities planning; and competitor analysis.

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For more information about the contents of this press release, please contact Ian Stock – 01823 673245 or [ian@3spheres.org.uk](mailto:ian@3spheres.org.uk).

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