

Inside Intelligence: Internal Views of a Department's Role

client

Royal Philips Electronics is one of the world's largest electronics companies and a global provider of color television sets, lighting, electric shavers, medical diagnostic imaging, patient monitoring, and one-chip TV products.

objectives

Philips commissioned DMR to:

- Identify the perceived role of government relations, its value, and how it could better meet internal client needs.
- Help prioritize future activities and better meet the needs of internal clients.

process

DMR conducted one-on-one, in-person tape-recorded interviews with the presidents, senior vice presidents and group chairmen of Philips operating units, including: Advanced Technologies, Components, Consumer Electronics, Lighting, Medical Systems, R&D, Norelco, and Semiconductors.



results

The results confirmed some preliminary hypotheses, but contained some surprises as well. Government Relations was seen as playing a pivotal role in:

- **Selecting appropriate courses of action** in R&D efforts to ensure compliance with current and emerging global regulatory standards – and thus protecting the value of costly R&D efforts.
- **Alerting business units** to legislative or regulatory provisions in the formative stages to pre-empt or dilute adverse consequences.
- **Helping Philips achieve a competitive advantage** in the marketplace and establishing Philips' role as a world leader in its industry sectors.

"Customer satisfaction surveys are fine, but with DMR's help we were able to uncover so much more information about how our government relations function was perceived by our various business units, how we fulfilled the value proposition and what we could do to be even better. As a result of DMR's work, we are now ready for Prime Time on the Philips Intranet."

Tom Patton
Vice President, Government Affairs
Philips

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