



International
a gyro: company

CASE STUDY:

Usage & Attitude Research

Developing an insight-driven product & proposition roadmap for a leading payment processing services provider

The Challenge

Our client, a provider of payment processing services, was looking to drive volume beyond the primary partner business (a European fuel card provider). With a large total addressable market in Germany, Italy, France and the UK, they recognised a significant opportunity to grow. Our client was also looking to increase profitability as well as customer satisfaction and retention. To do that, the company needed an insight-driven product and proposition (P&P) roadmap which could act as a plan to develop solutions that solve customers' problems.

The Solution

Ultimately, our client's need at that time was for consultation on research design. The company had in-house resources to implement research projects where the target audience was derived from the marketing database. Therefore, B2B was retained in an advisory capacity to design the questionnaire to be used for the study. The questionnaire itself was intended for use in a quantitative, online survey.



The Insight

Armed with the right questions, our client gathered insights from its customer and non-customer base which were used to develop new products for the next strategy cycle, as well as refining the value proposition for each of its key European markets.