

CASE STUDY: Market Research Study to Determine Customer Interest

Situation

A global telecommunications manufacturer desired to determine current customer interest in purchasing additional value-added products and services. The Hill Group also assessed customer acquisition, retention, and penetration by customer segment, particularly for value-added services and product packages.

Solution

The consulting team employed a market research model to address our client's need. A telephone survey targeting current customers, large enterprises, and telecommunications corporations was the primary data collection instrument. The survey addressed customer acquisition, current customer relationships, and potential product and service offerings. A complete analysis of the data followed, including the development of an Opportunity Factor Equation to rank product and service opportunities based upon customer perspectives. Ultimately, this survey helped our client to prioritize opportunities and allocate resources to products and services likely to make the greatest impact in cost savings and revenue potential.

CLIENT

GLOBAL
TELECOMMUNICATIONS
MANUFACTURER

INDUSTRY

ENERGY

PROJECT

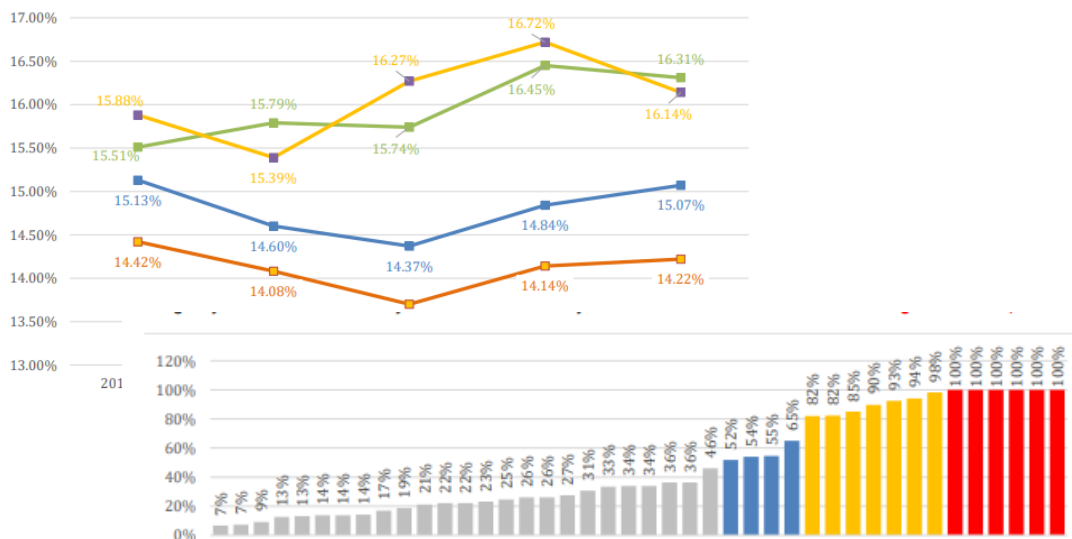
MARKET RESEARCH

SURVEY DESIGN

DATA ANALYSIS

STRATEGY

FORMULATION



Results

- Prioritized service/product offerings
- Developed propositions for product/service offerings
- Improved opportunities for service delivery

About The Hill Group, Inc.

Founded in 1953, The Hill Group, Inc. is a premier provider of management counsel, specializing in strategy, execution, and measurement. Our team of consultants has deep experience across several industries, enabling our team to draw on best practices from a variety of sectors to help our clients grow, innovate, and achieve maximum potential.

Strategy – *Envisioning an organization's future, capitalizing on its opportunities, identifying strategic priorities, and implementing positive change.*

- Strategy Development
- Decision Support and Analysis
- Strategic Planning and Management
- Business Planning and Feasibility Assessments
- Mergers, Acquisitions, and Strategic Alliance Planning
- Market Research and Analysis

Execution – *Ensuring that an organization is efficiently and effectively utilizing its resources to its full potential.*


- Process Improvement and Innovation
- Business Model Development and Resource Allocation
- Financial Assessment and Management
- Turnaround, Business Transformation, and Change Management
- Governance Assessment and Development

Measurement – *Increasing an organization's performance through measurement and continuous improvement.*


- Measurement
- Business Analytics and Intelligence
- Economic Impact Assessment
- Employee Opinion, 360-Degree Feedback, and Service Quality Surveys
- Industry Benchmarking Surveys

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