

A CASE STUDY

Surveying Specialized Experts in the Aerospace Industry

Finding Opportunity with a Deep Dive of a Niche Field

CHALLENGE

A large consulting firm wanted to target specialized professionals in the aerospace industry. It was interested in emerging areas of digital innovation within the industry for potential business opportunities. To gain a better understanding, it wanted to hear from a representative sample of experts within a very niche area.

THE GLG APPROACH

To ensure that the client would gain the broad insight it required, GLG worked with the consulting firm to design a customized survey that could gather both quantitative and qualitative data. The survey targeted experts in the space industry, including former aerospace engineers and space system program managers.

OUTCOME

GLG identified and fielded the survey to 32 highly specialized professionals. The consulting firm was pleased with the detail and breadth of insights gleaned from this panel and used the findings to inform a plan for digital innovation expansion for its client.

FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

GLG identified, targeted, and surveyed specialized aerospace industry experts for digital innovation insights.

Why GLG?

Customized Surveys

GLG worked with the client to develop and field a survey tailored precisely to its end research goals.

Extensive Panel of Experts

GLG identified extremely hard-to-reach and niche experts from its network of more than 700,000 council members.

Project Breadth

1 survey of 32 respondents

As the world's knowledge marketplace, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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