GLG

A CASE STUDY

GLG Market Research Brings Insights for Portcos

Gathering Customer Perspectives at a Portfolio Company

CHALLENGE

When a private equity firm acquired a consumer goods company, it wanted to increase existing customer loyalty and expand its customer base. The firm sought insight from customers at the newly acquired company to understand how successful a customer loyalty program might be and what loyalty offerings and reward structures would be most likely to drive and sustain membership.

THE GLG APPROACH

GLG Surveys worked with the private equity firm to create a survey that would tap into the portfolio company's current and potential customer base across the United States.

GLG's team designed and executed a conjoint analysis survey to determine customer preference across different loyalty and rewards programs. The survey captured responses from hundreds of potential customers to uncover the best components to include in a program that would maximize customer loyalty.

OUTCOME

GLG's survey results highlighted differences in customer priorities across three distinct income groups. We also delivered a custom simulator that allowed the client to test fluctuations in customer preference with inclusion/exclusion of various program characteristics. Our client used the survey data and simulator to form a targeted market research plan with the portfolio company's internal team and build characteristics of highest interest to customers into its program.

FEATURED PRODUCTS

GLG Surveys

Why GLG?

GLG Surveys executed a survey to deliver consumer insights, allowing a private equity firm to test the potential success of multiple customer loyalty programs it might implement at a portfolio company.

Staffing
GLG staffed the project with a dedicated project manager who was advised by veteran market research professionals at GLG.

Advanced survey design and deliverables
GLG Surveys designed and executed a conjoint analysis survey against the client's target audience. Deliverables also included a simulator that allowed the client to test fluctuations in customer preference with inclusion/exclusion of various program characteristics.

GLG is the world's knowledge marketplace. We connect clients with insights from our network of more than 700,000 experts and the hundreds of new experts we recruit every day.

Find out how GLG can power your decisions with real-world expertise. **Visit glg.it**.