
Case

Study

Contact Information

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Market Research Enables Client to Improve Sales Strategy and Product Offering

Business Issue: A leading manufacturer of applications and services that assist with direct mail and integrated campaign management wanted to gain insight into how their solution benefited customers and how use of that solution resulted in increased average monthly print volume. The company also wished to obtain an understanding of some higher level customer perceptions of the solution and knowledge of their future requirements. Lastly, the company wanted to develop profiles of those having success with integrated campaign management versus those that are challenged to use the tool set. Specifically, the goal of the project was to:

- Understand benefits of users with an integrated campaign management solution
- Determine specific successes of customers
- Understand print volume levels of users that are not using the solution
- Understand print volume levels of users that are using the solution
- Identify and profile high usage consumers to understand success patterns and best practices

The Solution: InfoTrends began the project by administering a Web-based survey to users and non-users of the solution. The survey measured differences in average monthly print volume among these two groups and captured the changes in the average monthly print volume of those that used the software over time.

Based on the responses from the Web survey, InfoTrends determined the most appropriate targets for in-depth interviews. InfoTrends conducted 30 minute interviews with users of the software, specifically targeting those that had success with the application. A small group of consumers that did not have success with the software was also included; however, this group was not the focus of the study.

The Results: As a result of the research, InfoTrends was able to identify specific barriers to adoption of the solution. InfoTrends provided the client with recommendations related to sales strategy as well as product development that could increase success rates of customers.

Getting Started

For more information about InfoTrends' project capabilities and how we can help you, please contact Keith LaVangie at 781-616-2100 x 132 or by e-mail at keith_lavangie@infotrends.com.