

Case Study and Report

Case Study: Evaluation of Client's New SaaS Platform

Client: A business offering SaaS solutions to its customers

Target Market: United States

Methodology: In-Depth Web Interviews

Target Audience: B2B decision-makers at large-scale enterprises

Sample Size: 50

Duration: 60 minutes per web interview

Objective

- The objective was to facilitate the evaluation of the client's new Software as a Service (SaaS) platform.
- This innovative tool aimed to provide B2B decision-makers with self-service research tools for evaluating key aspects of their business.



Challenges

- The client specifically sought discussions with Directors and above decision-makers in Consumer Tech, CPG, Media/Entertainment/Sports, and Retail industries.
- The respondents needed to have a dedicated budget for their US customer insights initiatives.

Solution

- Our dedicated recruitment team leveraged a comprehensive database and employed a customized recruitment strategy tailored to the client's specific requirements.
- We successfully recruited respondents from all the specified industries, ensuring an ideal representation of the client's target group.

ADDITIONAL NOTES

- Remarkably, the insights delivered by the recruited respondents surpassed the client's expectations.
- This exceptional quality not only met the project requirements but prompted the client to request additional participant recruitment beyond the originally specified number.



Outcome:

- During the web interviews, enterprise decision-makers shared expert views and valuable insights. Many expressed eagerness to learn more about the product's market release and offered future assistance if needed. The client expressed interest in conducting follow-up interviews with these experts to assess the product's progress.
- This case study highlights our ability to meet specific client demands, exceed sample size expectations, and provide valuable insights by recruiting high-profile decision-makers in the target industries.



Get In Touch

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