

A CASE STUDY

# Improving a New Product for Commercial Acceleration

*Survey and phone consultations to glean expert perspectives and voice of customer*

## CHALLENGE

A tech company soft-launched a cloud software product but remained uncertain about its value proposition, while also questioning if its current features met the needs of the target audience. It needed deeper insights into these issues before further investments could be made.

## THE GLG APPROACH

GLG ran a survey of 100 cloud software decision makers across various organizations. Two weeks before the survey closed, GLG began to identify respondents for follow-up interviews — eventually conducting 20 interviews within a month.

GLG helped ensure compliance and schedule calls while screening additional (nonrespondent) profiles from Council Members for an added 30 survey respondents to enrich the insights.

## OUTCOME

The survey provided the client with precise insights to fine-tune its product. The interviews added in-depth qualitative and nuanced perspectives.

## FEATURED PRODUCTS



GLG Surveys



GLG Consultations

[Learn more](#)

**GLG ran a 130-respondent voice of customer survey and 20 follow-up video interviews to help the client, a cloud software provider, gain the perspective it needed to improve its key product offering.**

## Why GLG?

### The Network

GLG offers access to an enormous population of technology leaders, among others, who have the experience and knowledge to provide both a strong customer perspective and objective industry insights.

### Robust Compliance Process

GLG Surveys provide unrivaled end-to-end service, access to live data and reporting, and expert support throughout the process. The carefully selected respondent populations ensure response quality.

### Round-the-Clock Coverage

GLG has teams, spanning 22 offices in 12 countries, that can offer business support in any time zone.

As the world's insight network, 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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