



How to Open Markets and Enhance Products with Customer Insight

Get Unbiased Insight Through Customer Journey Mapping and Message Testing

CHALLENGE

GLG's client, a semiconductor giant, wanted to explore the software-based data center market space to enhance its existing portfolio. The client wanted to identify the biggest challenges, how sustainability fit into this space, and the best criteria for selecting suppliers. The client also wanted to understand the solution's key product characteristics and what existing or potential players exist in the space.

THE GLG APPROACH

GLG worked with the client to conduct six virtual focus group discussions, each lasting two hours, in the United States and Europe, Middle East, and Africa. The research team developed a discussion guide to drive the conversations and recruited experts from the client's target personas and verticals to participate.

OUTCOME

GLG's virtual focus group discussions allowed the client to capture real-time feedback from key customers. This helped the client identify major challenges in this space and understand how to reposition itself in the minds of target customers.

FEATURED PRODUCTS



GLG Qualitative

GLG developed all the necessary discussion guides to drive the focus group conversations. Each guide was tested and iterated with the client.

Why GLG?

Targeted Expertise

GLG recruited and connected the client with experts, including cloud solution architects; dev ops; C-suite executives in niche verticals, such as digital service providers; and hyperscale cloud service providers.

Exclusive Insights

GLG collected and synthesized the findings and conclusions to develop a 60-page report with recordings and transcripts made available for each of the six virtual focus group sessions.

[Learn more](#)

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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