

Consumer insights to design sales & marketing strategies

Client

An IT company specializing in providing B2B system integration solutions as well as customizable OTT services to corporations.

Business Situation

Generate insights on customer satisfaction trends and brand perception in the operating geography to assess the present state in the market, devise new sales and marketing strategies, and optimize present functions.

Benefits and Outcomes of Our Engagement

Detailed market analysis that included trends on consumer preferences and expectations.

SGA Approach

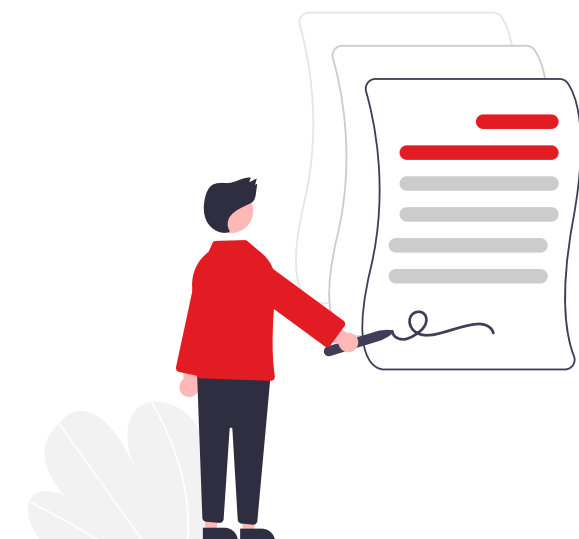
SGA's business consulting team adopted an approach to devise a sales and marketing strategy for the client. We deployed a thorough secondary and primary research process to answer key client questions covering market dynamics, consumer preferences, brand perception, competitive landscape, and service portfolio.

Secondary Research

- Assessed 10 major players and conducted exhaustive desk research to find the information shared across various reports, press releases, and other data sources to fill data gaps with respect to market share and dynamics, market trends, consumer review, trends and expectations, demographic and age-wise segmentation, and competitive strategy of major players.
- Based on interviews and secondary research, provided insights into customer trends and expectations, service portfolio, and competitive landscape.

Primary Research

- Conducted a consumer survey covering 50+ entities availing the services to develop an understanding of customer satisfaction and expectation, as well as sales and marketing perception.



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