

Case Study *Global Financial Reporting Provider*

Regions

APAC

Brief

Target the active users of a **global financial reporting provider's** data platform for energy & commodity insights. Conduct twenty-minute appointed telephone surveys on their behalf within a strict timeline of four weeks, including the delivery of a comprehensive report.

Aim

Connect with and identify clients' preferences regarding a new platform name.

Methodology

Conduct a telephone survey of active users who answered the previous survey, excluding detractors and clients in the NPS June-July distribution.



Survey Results

Total of 77 telephone interviews conducted with a panel of pre-selected clients.



Data Enhancement

Less than 20% of the engaged contacts had received the initial email. Utilizing our developed base, we enhanced client data and populated it with current contacts and job functions.



Reporting

A comprehensive report was completed, detailing the results of the survey broken up by question, region and demographics.



3 Years

For three years running, the survey garnered positive feedback, leading to additional projects being booked.



21.3%

Out of 260 contacts, we managed to have a detailed conversation and complete the survey with 77 people.

