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CASE STUDY: ALIGNING NEW PRODUCTS TO CUSTOMER NEEDS

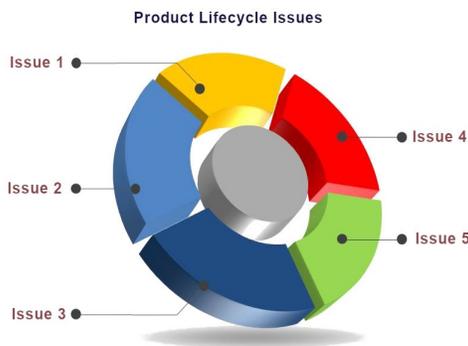
A major area of Valeo's work involves helping our clients expand their suite of products through a deeper understanding of market needs, now and into the future.

In this case study, we share insights into how our client, a Global Fortune 100 Business Services company, engaged Valeo to reach out to their market for candid, unbiased insights. The goal of the research was intended to further insert our client's solutions within their customers' business processes, providing increased value and customer loyalty.

Valeo as a Strategy Partner

As a part of the research planning process, we met with key executives within our client's team who could provide insights into their product development process and the information they would need to help guide them further.

The Valeo team developed a detailed research scope, identifying the Key Information Questions that, once answered, would successfully guide our client's future product development process.



Topics included, among others:

- Customer problems associated with different aspects of the target products
- An understanding of why these issues exist
- Solutions currently in place to address challenges
- Frustrations caused as a result of shortcomings within the solutions
- Any additional unmet needs

Our team of research analysts next reached out to the contacts we identified at each of the targeted organizations to conduct blinded, in-depth, one-on-one, telephone interviews to explore the Key Information Questions. Interviews lasted an average of 30-45 minutes each. As a next step, we analyzed the intelligence gathered and provided an executive level summary, providing key findings and our recommendations based upon all interviews conducted, both internally and across the client's market.

The outcome of the research provided our client with a detailed understanding of the market's challenges, why these challenges exist and what types of products/solutions would be well-received by customers in the near and foreseeable future.

If your ability to create successful business strategies can be strengthened through the use of customized primary intelligence not found in the public domain, Valeo may be able to support your efforts.

We offer global, in-country, local language primary research services that are customized to your needs.

Our analysis of findings and recommendations are fueled by decades of industry experience.

We have deep expertise in industries such as:

- Chemicals
- Consumer Products
- Education
- Healthcare & Life Sciences
- Industrial Distribution
- Information Technology
- Insurance & Financial Services
- Manufacturing
- Telecommunications

Strategic Intelligence from Valeo Strategy Group, is a powerful tool to ensure your investments yield the strongest ROI. Reach out to us to learn more at: info@valeo-strategy.com / 803.417.1110.