

Project Summary

Remote Management Services Market Assessment

\$4 billion IT Customer Services division responsible for warranty, product-support, business-critical and IT management services worldwide

Client Problem

Marketing manager needs to pinpoint the IT service requirements of multiple diverse customers to establish product development and positioning priorities.

BVI Approach: Market Analysis and Assessment

- ▼ Developed an inclusive market-research plan that established research priorities
- ▼ Used innovative on-line market-research methodology to compress research time
- ▼ Conducted week-long, on-line discussion groups, incorporating feedback from 45 IT managers in three respondent groups
- ▼ Addressed the full range of the client's market questions in an objective, phased process

Results

- ▼ Client solution well positioned vs. competitive offerings
- ▼ Key customer concerns defined and analyzed
- ▼ Software and service development priorities established

Results

BVI helped us balance and meet a variety of research goals from multiple constituency groups. The on-line discussion groups were fantastic. They provided a depth of information covering a breadth of topics we never would have been able to cover in traditional focus groups. They helped us understand customer requirements needed to effectively focus our development priorities.

- Marketing Manager, IT Services Division