

Customer Insights & Product Development - B2B Payment & Procurement Solution

The Business Issue

The client wanted to test the market receptivity & viability of a new B2B payment & procurement marketplace for businesses across different industries and sizes.

The Solution

10EQS conducted a survey among 300 sales decision makers, CFOs, AR / AP and procurement executives and conducted 35 interviews with prospective customers to collect feedback on the B2B marketplace receptivity and validate the survey results.

The Result

The customer insights generated by 10EQS helped the client assess the market potential and the opportunity for its new B2B payment & procurement marketplace.

Client

Global Financial Services Corporation

Project Type

Customer Insights & Product Development

Project Team

1 Senior Collaboration Manager
1 Collaboration Manager
1 Business Analyst
35 Customer Interviews
300 Customer Surveys
10EQS Delivery Operations

Time Frame

8 weeks