

## A CASE STUDY

# GLG Market Research Brings Insights for Portcos

*Gathering Customer Perspectives at a Portfolio Company***CHALLENGE**

When a private equity firm acquired a consumer goods company, it wanted to increase existing customer loyalty and expand its customer base. The firm sought insight from customers at the newly acquired company to understand how successful a customer loyalty program might be and what loyalty offerings and reward structures would be most likely to drive and sustain membership.

**THE GLG APPROACH**

GLG Surveys worked with the private equity firm to create a survey that would tap into the portfolio company's current and potential customer base across the United States.

GLG's team designed and executed a conjoint analysis survey to determine customer preference across different loyalty and rewards programs. The survey captured responses from hundreds of potential customers to uncover the best components to include in a program that would maximize customer loyalty.

**OUTCOME**

GLG's survey results highlighted differences in customer priorities across three distinct income groups. We also delivered a custom simulator that allowed the client to test fluctuations in customer preference with inclusion/exclusion of various program characteristics. Our client used the survey data and simulator to form a targeted market research plan with the portfolio company's internal team and build characteristics of highest interest to customers into its program.

**FEATURED PRODUCTS**

GLG Surveys

[Learn more](#)**Why GLG?**

GLG Surveys executed a survey to deliver consumer insights, allowing a private equity firm to test the potential success of multiple customer loyalty programs it might implement at a portfolio company.

**Staffing**

GLG staffed the project with a dedicated project manager who was advised by veteran market research professionals at GLG.

**Advanced survey design and deliverables**

GLG Surveys designed and executed a conjoint analysis survey against the client's target audience. Deliverables also included a simulator that allowed the client to test fluctuations in customer preference with inclusion/exclusion of various program characteristics.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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