

A CASE STUDY

# Researching Product Expansion Opportunities into Tax Advisory Service

*Using an Expert to Conduct Interviews and Compile Findings*

## CHALLENGE

A consulting firm client wanted to explore ways to grow its customer franchise in tax advisory services. It wanted to better understand the market dynamics and potential strategies to implement, as well as what resources would be required for the growth of a business in the R&D tax credit space.

## THE GLG APPROACH

The client team lacked time and resources, and they wished to remain blinded, so they used a dedicated market researcher and the GLG team to conduct their research and compile findings.

An expert with extensive experience in financial market studies managed and conducted 21 interviews with experts in specialty tax services. Key topics addressed included market dynamics, opportunities for growth, and areas where the client could differentiate itself from competitors.

## OUTCOME

The expert compiled the insights from 21 interviews into a final deliverable for the client. The report covered the regional nature of the market, specific growth opportunities, and potential market disruptors in the space.

## FEATURED PRODUCTS



GLG Integrated Insights



GLG Calls

[Learn more](#)

**A client wanted to expand its existing R&D tax credit business, so it used a GLG expert to conduct 21 calls and compile those insights into a report to provide actionable insights for its product strategy.**

## Why GLG?

### Project Breadth

GLG supplied an expert to conduct 21 moderated interviews and provide qualitative insights over a three-month engagement.

### Extension of Your Team

The GLG expert acted as an extension of the client's team to speed up their project research and maintain client anonymity.

### Dedicated Researcher

The client chose an experienced market researcher to structure the research process, execute interviews, and draw conclusions to get the insights needed to answer its questions.

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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