

A CASE STUDY

Interviewing Decision Makers to Inform a New Product Strategy

Using an Expert to Avoid Bias While Conducting Research

CHALLENGE

A team at a consulting firm was conducting internal research to help validate their new product proposal. They wanted to connect with senior finance and technology decision makers at top pharma companies to understand their needs and preferences in revenue management solutions. The client also wanted to eliminate the confirmation bias that can be common in internal research.

THE GLG APPROACH

The client partnered with GLG for a two-week research project to elicit insights from revenue management decision makers. An experienced researcher was chosen to conduct six expert interviews to gain a holistic view of the industry and present the findings back to the client team.

The experts interviewed were selected for their roles as decision makers or decision influencers for revenue management solutions at different-sized pharma companies.

OUTCOME

The researcher conducted six expert interviews to uncover opportunities in the space, requirements for new entrants in the market, and the most valued aspects of revenue management solutions. The findings qualified the client team's proposal and was used to support their product strategy.

FEATURED PRODUCTS



GLG Integrated Insights



GLG Calls

[Learn more](#)

A client team wanted to launch a new product, so they used a GLG expert to conduct six calls and compile those insights into a report that could provide actionable insights for their internal product strategy.

Why GLG?

Project Breadth

GLG supplied an expert to conduct six moderated interviews and provide qualitative insights over a two-week engagement.

Extension of Your Team

The GLG expert acted as an extension of the client's team to speed up project research and remove the confirmation bias of internal research.

Dedicated Researcher

The client chose an experienced market researcher to structure the research process, execute interviews, and draw conclusions to get the insight needed to answer their 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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