

A CASE STUDY

Understanding E-Commerce Merchants' Operating Platform Needs

Fast-turnaround Survey to Help Business Identify Blind Spots

CHALLENGE

A major technology client sought to understand what B2B operating platform services would be of interest to e-commerce merchants and their willingness to pay in order to uncover market blind spots. The client also wanted to identify the pain points experienced by e-commerce merchants and assess their likelihood to change operating platforms based on the value-added services provided.

THE GLG APPROACH

To answer these questions, the GLG Survey Team conducted an extensive survey with 80 high-quality global e-commerce business operators from Asia, EMEA, and the U.S. who understood the operation of the business and had used these platforms.

GLG's deep understanding of clients' needs allowed for close collaboration, which ensured that high-quality research results were delivered within two weeks.

OUTCOME

The team completed the project within two weeks and helped the client profile figure out which new B2B products and services would be of interest to e-commerce merchants and enabled it to identify blind spots to map out the market.

FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

A quick two-week pulse survey to understand what new B2B products and services would be of interest to e-commerce merchants and enabled the client to identify blind spots to map out the market.

Why GLG?

The GLG team ran an 80-respondent survey and delivered critical insights to help the client identify blind spots and understand what type of B2B products and services it could bring to market to enhance its standing in the space.

The Network

GLG offers access to a wide population of technology and e-commerce professionals, among others, who have in-depth experience in business operation to provide objective industry insights.

Robust Compliance Process

GLG's Compliance and Legal teams ensure that clients' business interests are well-protected throughout projects and delivery.

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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