



Cloud Accounting Survey in Australia and New Zealand

Understanding Small-to-Medium Businesses' Opinions on Accounting Software

CHALLENGE

A management consulting company in Australia came to GLG for insight into small-to-medium businesses (SMBs) and accountants serving SMBs, both in Australia and New Zealand. GLG conducted a survey to help the client understand their usage of and opinions on various accounting software providers, and more specifically, their opinions on cloud accounting.

THE GLG APPROACH

Having used our B2B surveys before to meet urgent timelines, the client returned to GLG for this project. Within two weeks, GLG gathered 200 successful responses from SMBs. During the second week, GLG gathered an additional 50 responses over four business days from users of a popular Australian accounting software, which allowed for more targeted insights.

OUTCOME

Leveraging around-the-clock support, GLG Surveys was able to work 24/7 to enable the survey to go live in the field within days. The client received robust reporting that included real-time access and data extract in a raw Excel file.

FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

GLG helped a management consulting client run a B2B survey on accounting software and cloud accounting. Within two weeks, 250 responses from SMBs were gathered to give the client the required data for customized deliverables.

Why GLG?

Unparalleled Network

GLG provides ready access to the desired population to hit the required sample size urgently. Overnight support also means speediness and responsiveness to deliver high-quality results within a tight timeline.

Trusted Partnership

GLG is able to attract repeat business because clients can act confidently on results, no matter the speed of 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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