



Successfully Implementing End-to-End Qualitative Product Research

Testing Concepts to Reveal the Future of Switchboards

CHALLENGE

A digital automation and energy management company wanted to capture feedback from end users before creating a software solution to be integrated within the main circuit breaker in commercial buildings.

THE GLG APPROACH

The research team aligned with the client on research objectives and key questions, and conducted four 90-minute digital focus group discussions with four participants each, followed by a 15-minute debriefing session. GLG completed this project three weeks after the initial kickoff call while updating the client team throughout.

OUTCOME

Through four carefully selected focus groups of industry professionals, several key themes emerged in response to the client's proposed integrated monitoring and alarm system, helping the client make informed decisions about the product's features. GLG shared a final report detailing these key findings with the client that included a synthesis of the discussions, recordings, and AI-generated transcripts.

FEATURED PRODUCTS



GLG Qualitative

Conducting end-to-end online qualitative research, GLG helped the client identify key themes to help inform their product's features.

Why GLG?

Applied Methodology

GLG applied its deep expertise in conducting end-to-end online qualitative research, supported by in-house methodologists. The focus groups helped GLG collect a variety of unbiased feedback and insight to provide to the client.

Targeted Expertise

GLG connected with Network Members who had direct experience as faculty managers within the automation and energy industries. The team recruited a project consulting lead with 25+ years of experience to direct the focus groups in operations and sales.

[Learn more](#)

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.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2022 Gerson Lehrman Group, Inc. All rights reserved.