



A CASE STUDY

# Benchmarking Technology Process Automation

*Benchmarking New Technology for a Variety of Industries and Use Cases*

## CHALLENGE

A professional services firm client wanted to understand the role technology process automation played in a variety of industries. Specifically, the client wanted to identify industries and use cases relevant for benchmarking the technology process automation space.

## THE GLG APPROACH

The GLG Surveys team brainstormed different use cases to target a variety of industries, including retail, marketing services, creative design, and professional services that rely on “bots” for basic Excel tasks.

This led to a survey of a large panel of technology process automation experts spanning several industries.

## OUTCOME

GLG delivered a panel of 486 professionals for the initial survey. After reviewing, the client supplemented the research with a follow-up survey of 203 professionals dedicated to pricing.

Overall, GLG collected 689 responses to benchmark the technology process automation space.

## FEATURED PRODUCTS



GLG Surveys

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The client partnered with GLG to conduct two surveys to benchmark the technology automation process space and understand automation pricing; the client collected 689 responses that covered all benchmarks of the market.

## Why GLG?

### Reporting & Analytics

As the scope of the survey grew, GLG provided custom spreadsheets so the end client had a truly flexible and three-dimensional view of the data.

### Project Breadth

Two surveys, targeting and retargeting to a total panel of 689 responses, and custom spreadsheets of open-ended answers – all within eight days.

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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