

Study of small business owners, conducted for a leading financial institution

25% cost savings, as Acuity conducted complete market research

22% time savings, as Acuity deployed resources to work in parallel on different research tasks

WHAT WE ARE PROUD OF:

- » Capturing information on small businesses' current financial scenarios, liquidity levels and most preferred methods of raising capital
- » Delivering cost efficiencies, fast turnaround and consultative solutions
 - Sharing advanced dashboards with the client to track progress of the research
- » Providing the client with detailed reports, highlighting key insights and takeaways from the research

CLIENT CHALLENGES:

Our client, a leading financial institution, approached us to execute a market research project on multiple line items. The client was looking at conducting market research on eight large countries in Europe, North America and APAC, reaching out to decision makers and/or influencers on financial matters of companies with less than USD10m in annual turnover. The typical personnel to reach out to were presidents/chairmen, CFOs, finance directors and finance managers.

KEY GOALS:

- » To conduct primary research among small businesses to understand their challenges in raising capital for funding their businesses
- » Gathering data for analysis across seven large markets and sharing detailed insights from the research

OUR APPROACH:

- » Targeted companies with less than USD10m in annual turnover
- » Reached out to individuals who were decision makers and/or influencers on financial matters
- » Designed a questionnaire focusing mainly on current financial status, liquidity and most preferred method of raising capital
- » Completed 50 interviews each in the US, Canada, the UK, Germany, France, China, Hong Kong and Singapore
- » Conducted 20-minute surveys via online methodology

- » Sourced samples for research from premium sample sources
- » Acuity project managers coordinated with the client, internal teams and translation vendors, and managed the entire research process

IMPACT DELIVERED:

- » Captured information on small businesses' current financial scenarios, liquidity levels and most preferred methods of raising capital
- » Cost efficiencies, fast turnaround and consultative solutions
- » Translated questionnaire into local languages
- » Appointed a project manager to work in the client's time zone to provide status updates on fieldwork and to handle client queries
- » Shared advanced dashboards with the client to track progress of the research
- » Provided the client with detailed reports highlighting key insights and takeaways from the research
- » Consolidated data collection across eight markets
- » Generated automated insights across categories, markets and demographics for real-time decision making
- » Shared a comprehensive report with the client that contained detailed research insights
- » Our assistance enabled the client to identify market opportunities and factors affecting the choice of method of raising capital

About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector. Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines. These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.