

# Strategy research and customer sentiment analysis for a Fortune-500 fintech solutions provider

**40%**

Better economics and coverage

**30%**

Additional bandwidth

## CLIENT REQUIREMENTS

- Market segments to be tracked: Payments, Banking and [Capital Markets Solutions](#)
- Key requirements were
  - Industry research: market sizing, market mapping, [COVID-19](#) impact on peers, fintech innovations ([AI](#), robo-advisory, AR/VR and [cyber security](#)), segment analysis (C2C, C2B, B2B, B2C payments) and others
  - Competitor strategic assessment: company overview, footprint, product strategy, sales and marketing strategy, partnerships, R&D, [M&A](#)/investment strategy and financial performance
  - Startup/disruptor research: solutions, partner network (integrators, [consultants](#), [technology](#) partners), funding, headwinds and tailwinds
  - M&A and deals tracking: target study, deal rationale/synergies and deal value
  - Customer wins of players: client, solution provided, region and deal details
  - Voice of customer/sentiment analysis - data synthesis, generation of actionable insights from consumer surveys
  - Newsletter: capital markets, competitor earnings, fintech M&As/investments and industry updates (innovations, product launches and regulations/policies)

## OUR APPROACH

- Pyramid-based [Acuity](#) team setup based on the complexity of work
- Actionable insights delivered to senior staffers (including CXOs) based on detailed desk research on open and proprietary sources followed by analysis and synthesis of information
- Crisp, executive-ready decks for the client's senior strategy team members
- Close collaboration with the client stakeholders on projects to understand clients' needs, discussion of approach, refinement of output and final delivery

## IMPACT DELIVERED

- Freed up client's bandwidth for enterprise-level activities

- Helped the client to stay abreast of competition and fast-moving [fintech](#) markets
- Reduced turnaround time and increased efficiency

### **About Acuity Knowledge Partners**

*Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.*

*We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.*

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