



BUSINESS-TO-BUSINESS MARKET RESEARCH

Helping You Grow 

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**MARKET RESEARCH WITH INTELLIGENCE**

Americas | EMEA | Asia-Pacific

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## 1 Introducing the B2B specialists

# Who's not got growth on the agenda?

**As you might expect from a company called B2B International, we are b2b specialists and the majority of work we carry out is of an international nature.**

To be more precise, global business-to-business market research and intelligence is what we provide. Indeed, it's what we've provided to our clients – very successfully – for more than

30 years, making us the most experienced b2b research consultancy in the world.

So what can we do for you? We can help you grow! Whatever industry, whatever geography, whatever your business problem or your future plans – on your behalf we ask, we analyze and we advise. And you reap the benefits.

### Case Studies:

A client that makes office equipment commissioned focus groups around Europe which showed that new products could be launched successfully in every country. The result was a doubling of the predicted sales for the product.

Another client commissioned a survey of coatings used in original equipment companies and in the aftermarket in 10 countries around the world. The findings highlighted the importance of building distribution and brand awareness in selected high growth areas.

## 2 Why research?

# Because we can deliver ROI to your company

**“Market research is great in theory, but can I afford it?”**

With so much pressure these days to justify expenditure and demonstrate a return on investment, the question your company should really be asking is can you afford *not* to invest in market research?

Market research diagnoses problems and offers up solutions. It contributes to the decision-making

process and senior management strategy. It uncovers opportunities and delivers foresight to decisions that may otherwise have resulted in unwise investments.

Don't fall into the trap of underestimating the difference research can make to the bottom line. In this ever-changing world, it's the best form of insurance you can take out.

*“From the results of the research B2B International delivered, I would say that the benefits we will reap in the long term will be between five and ten times the cost of the research”*

3 We have the best tools and techniques for the job

## There's never just one way to tackle a market research project. But there is always a best way.

### **Your overall objective, your target audience, your industry, your timings plan, your budget...**

A myriad of factors combine to make each research project unique. However, one thing remains the same. We employ the most suitable tools – both tried and tested methodologies and proprietary,

cutting-edge techniques – to get the job done in the best possible way and to give you all the answers you were expecting... and often quite a few you weren't.

### **Case Study:**

We carried out a global project for a client in the personal protection equipment (PPE) industry. The research findings backed up what we knew about this market; the importance of these products being easily accessible to users.

We recruited health and safety managers across a wide range of different companies and had them e-mail us photographs of where they keep their stock of PPE and of the products after they have been discarded. They say that a picture is

worth a thousand words, and from these photographs we were able to establish how to improve access to the products and more efficiently dispose of them.



## 4 Don't assume you know everything there is to know about your customers

**A constant improvement in customer satisfaction should be in the mission statement of virtually every company.**

Consider this:

- The top 20% of customers in a business may generate as much as 80% of the company's profits
- It can be up to 20 times as expensive to win a new customer as to retain an existing one
- As little as a 5% improvement in customer retention rates could raise profits by up to 50%

**The benefits of focusing on your customers' needs are huge:**

- There will be a reduction in customer churn
- There will be increased loyalty
- And, not least, there will be increased profitability

Increasing customer satisfaction is not complicated, but it is hard work – yet it is always worth it.

*“In work carried out by Anderson, Fornell and Lehmann almost 20 years ago, and never challenged since, they determined that for every 1% per year increase in customer satisfaction over a five-year period, there is a cumulative increase of 11.5% in net profitability”*

### Case Study:

In a customer satisfaction survey we carried out for a client, we found that just one improvement, providing a single phone number to call for every purpose, was sufficient to raise overall satisfaction by 20%.

## 5 In today's marketplace, differentiation is the key

**There is no question that the essence of marketing is having the right product in the right place for the right price.**

Good marketing will ensure that customers and potential customers are aware of the product and, indeed, have been persuaded to want it to the exclusion of all others.

However, in this global marketplace in which we all do business, is it not true that everything looks a similar shade of grey! And if this is the case, it begs the question:

**Q. What would make someone want a product (or service) to the exclusion of all others?**

**A. Differentiation**

B2B International can help you gain a sustainable differentiated advantage over the competition, whether it is through brand strategy deployment, new product development or service offering enhancement.

*“Business-to-business studies have shown that, on average, around 5% of a company's stock value derives directly from the company's image”*

## 6 Expand your horizons

# A nudge in the right direction

**The world may be your oyster, but how do you make the most of the opportunities out there?**

Getting your product or service in front of the right people in the most timely and cost-effective manner is not easy. There are many different routes to market – indeed, there are many different markets that may be in your line of sight.

Market entry, market expansion, product development and channel assessment need not be as challenging as they might first appear. Market research can help to revitalize your products, refresh your prices, reassess your markets and breathe new life into your business.

### Case Study:

We were asked to find out which types of insulation materials are used in large motors. Just 40 interviews with some of the biggest motor manufacturers in China helped us point our client towards a

huge opportunity and showed how people could be switched towards a premium product once they were convinced that it proved much cheaper in the long run.



## 7 Employee satisfaction

# Don't neglect the internal issues; get an engaged workforce

**So we've established there's so much more you might be able to achieve with your product or service offering, your distribution and pricing strategies, and your promotional techniques and packaging to meet the ever-increasing demands of your customers. But let's not overlook your most valuable asset – your people.**

Staff well-being and their levels of satisfaction as well as their satisfaction with internal processes will directly impact on your organizational performance and ultimately your organizational success; after all, dissatisfied employees are unlikely to foster a satisfied customer base, and dissatisfied customers directly impact on the bottom line.

Thus, measurement of the staff experience is an integral part of developing the customer experience.

In short, happy staff means happy customers, which means happy management. And when it comes to employee satisfaction studies, we'd be happy to help!

### Case Study:

In studies where we have carried out both customer satisfaction and employee satisfaction for a client, we have been able to inherently link how internal improvements have resulted in greater satisfaction with external customers in the long term.



## 8 We don't like to boast but...

Of course, it's easy for us to tell you how great we are.  
But wouldn't it sound more convincing coming from your peers?

*All quotes come from companies featured in the Fortune Global 500/FTSE 350 Index*

***"From implementation and analysis through to usefulness of the information provided, it was a very positive experience. We would fully recommend your work in the future"***

***"Once again, your contribution has been absolutely superb. As an overall recommendation I would give 10 out of 10!"***

***"B2B International carry out great work. They are quick to grasp the different challenges we face as a business in our global markets."***

***"Very good market intelligence that will be invaluable in helping us understand the market landscape and formulate our strategy"***

***"B2B International delivered far more than had been agreed. Their report gave the project team plenty of food for thought. B2B International demonstrated that they can handle a challenging project with flexibility and deliver fresh insight"***

***"B2B International did a great job in what was a specialist and difficult study to bring clarity and useful recommendations"***

***"B2B International did a perfect job with this assignment. My sincere thanks to you for your professionalism, your patience, and for your tremendously valued consultation"***



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