![B2B International — a gyro: company]

CASE STUDY:

Path to Purchase Research
Walking in the shoes of a commercial vehicle customer

The Challenge

A transportation services company approached us to gain insight into the path-to-purchse journey (P2P), with a particular emphasis on their commercial leasing (in-sourcing) services.

As a means of better understanding this process, the company wanted to understand the different steps a potential buyer goes through from recognising a need through to deciding to get bid(s) for such services.

The Solution

We interviewed over a dozen decision makers responsible for the lease of medium to heavy duty vehicles. All companies had to be classified as a shipper; transporters (e.g. trucking companies, 3PLs, other freight companies, etc.) were screened out. All respondents had to have made a transportation evaluation and received a bid from a full-service leasing company within the past 6 months and must have evaluated different solutions with one or more suppliers that required some research / information gathering to make an informed decision

The research process was structured as follows:

Initial interview to qualify respondents and conduct upfront discussion about the decision journey, triggers, DMU, and sources of info

Independent homework where respondents were instructed to "fill in the gaps" of their journey by providing as much detail as possible

Final interview to review the homework and conduct an in-depth assessment of the overall process

The Insight

We provided our client with a very detailed map of the triggers and steps taken when submitting an RFP for a new type of truck to lease or buy. This helped our client understand who to target, with what messages, and how to engage with prospective buyers at the early stages of the buying process to influence them. The insights also debunked conventional thinking that the proposal is a final step in the RFP process, whereas the research revealed the proposal is a part of the process and will typically go through multiple iterations during the information gathering stage.