



Case Study

Ligentia

How B2B International used technology-adoption profiling and customer needs research to support Ligentia's development of their global strategy.

The Challenge

Ligentia is an international supply chain solutions provider focused on data driven supply chains. With innovation and evolution being core to Ligentia's growth, the business is acutely aware that primary research among customers and prospects is key in supporting strategic development.

The impact of COVID-19 on supply chain operations has been deep and widespread – with product supply massively reduced as well as the availability of containers and the reliability of vessel schedules suffering rapid decline, culminating in increased costs for the movement of goods. The pandemic impacts are predicted to persist for a long time to come. However, it is within this climate, that Ligentia has been accelerating tech development – against a backdrop of several new “digital” entrants in the sector.

Ligentia needed to validate key themes with a customer and market view as part of a planned refresh of the brand and build out of the product portfolio and marketing collateral to support the next chapter of global growth, to ensure that all developments were based on real market requirements and needs.

Ligentia required research to better understand market requirements and needs. Not only did this research need to investigate the impact of trends beyond COVID-19, but it was also necessary to predict future challenges and how customers are looking to change their operations in response to these so that Ligentia could continue to develop market-leading solutions and services.

The Solution

A qualitative research program was designed to include both customers and prospects where key needs and technology usage – now and in the future - were investigated. This was conducted through online video interviews with key decision-makers and influencers for end-to-end supply chain solutions and technology across the globe, in key industries including retail, consumer goods and healthcare. This use of video interviews allowed for us to share stimuli with the respondent to gain their opinion on displayed images.

The Insight

A report was created with all significant findings and insight that B2B International extracted from the data, which was then presented to a variety of teams and individuals within Ligentia virtually.

As well as presenting key metrics of customer satisfaction and emerging needs across the supply chain journey, persona groups were identified to help place customer organizations along a scale of technological development. These persona groups clearly showed how different organizations use technology to manage their supply chain, what data is currently utilized by each group and where they ideally want to get to. This revealed the opportunity for Ligentia to guide each group along this path of technological adoption and enable each customer to reach the next level of data utilization and automation.



Testimonial

'B2B International have been on-point at every stage in the development and delivery of this research study. From guiding on research design, through fieldwork and into insights and the final report delivery, the team have been easy to work with, highly collaborative and able to add value through both expertise and ability to extract simple, powerful insights from complex data.'

- Haydn Evans, Global Product Director, Ligentia