

## Case Study

### Small Business Owner Panel Increases Market Share and Reputation of Leading Telecom Company



#### Challenge

Verizon faced high churn and perception inconsistencies among small business decision makers. This important market of 13 million entities in the US (companies under 10 employees) was a critical segment. Verizon sought to increase market share by better understanding brand health, telecommunications services needed, and drivers of demand. They sought an online panel methodology and survey system to obtain insight for this hard to reach segment.

#### Solution

Our team worked with our full service research partner and Verizon researchers to design, set-up infrastructure, recruit and manage a 2500 member small business panel. These were decision makers who chose suppliers of cellular, long distance, internet, and local phone services. We recruited by phone and web, profiled them, then ran quarterly trackers on brand awareness and perception, usage and attitudes, unmet needs, and satisfaction with Verizon services.

#### Results

Senior management gained substantially better understanding of why their brand was poorly perceived by the small business market. They identified touch points and customer facing activities that would improve the small business owner experience. They were able to identify hot buttons and pain points that resonated with small businesses around telecommunications. This resulted in long term small business initiative that improved market share and reputation.