



CASE STUDY

CUSTOMER INSIGHTS

Exploring
high-value
customers for a
state-of-the-art
solution.

THE SITUATION

A global informatics business created a game-changing software solution for the digital signage industry. Using the software, a business can optimize content across digital signage networks, so tactics at one location can be deployed across the network efficiently. The technology was pilot tested with the hospitality and Quick-Service Restaurant (QSR) industries with positive results. However, adopting the solution required a multi-million dollar investment in digital signage, and finding customers ready to make this leap was central to the challenge.

THE SOLUTION

Antenna put a strategist in place to address this need and set the stage for a successful sell in. Our objectives: a) Define the criteria for high-potential prospects, b) Create a complete profile of prospective customer organizations, and c) Facilitate a quantitative research plan with an outside vendor.

“Antenna’s strategist not only came to us with a plan, she was able to carry off the entire process seamlessly from managing the research phase to handing over a solid prospect list with all the insights we needed.”

Our strategist created a detailed catalog of existing players in the QSR industry, along with critical profile information for identifying the best prospects. Next, Antenna led qualitative research with industry experts to better understand these prospects: their decision making, change management processes, and capital investment considerations. To validate the conclusions, we engaged a quantitative research firm with QSR expertise to carry out secondary research.

Antenna delivered the insight our client needed to effectively prospect and sell in its software solution, as well as improve its marketing position. As the sales process shifted into gear, our contribution helped lay the groundwork for millions in incremental revenue.

THE SERVICES

- Primary research interviews with industry experts
- Qualitative insight gathering
- Industry data gathering and analysis
- Client management
- Quantitative research facilitation