

CASE STUDY



SGAnalytics
Solve. Synergise. Surpass.



Client: A UK-based market research firm headquartered in London, with key focus on global banking and payment industry



190+
Countries



6
Analysts



15,500+
Citations annually



50+
Major Topics



CHALLENGES

The client wanted to develop a database tracking the latest trends in the payments and banking industry, as it wanted to update its subscribers about the industry updates.



APPROACH

Based on our understanding of the business problem, SGA's Business Research and Consulting team adopted the following approach to design a customized solution for the client:

Evaluated the client's existing and targeted database subscribers, to decide on the kind of information they would be interested in. The target audience for the client included:

- Small business owners
- Consultants/market research analysts
- Academicians
- Equity analysts
- Financial services industry professionals

Identified the key segments of the industry that are of relevance for the target audience, such as credit cards, debit cards, regulatory and legal developments, payment technologies, payment networks, deposit accounts, retail banking and commercial banking.

Conducted an exhaustive research on parameters such as industry insight, expert opinion, market size, market projection, historical time series, economic impact study, product adoption, consumer survey, business survey, and acquisition/partnership strategy to help end-users formalize their business strategies

Created payments and banking industry database, which provides data on industry happenings along with their sources in a user-friendly format.



VALUE DELIVERED

“Working with SGA was not only seamless but it far exceeded my expectations with quick turnaround of distinct records and minimal rejections ”
Director – Product Development



Created a database which encompasses all requisite aspects of latest trends in the payments and banking industry in a user-friendly interface



Enhanced the decision-making ability of subscribers through the database



Delivered high value content, which resulted in renewed and increased subscriptions of client's user base