



# MARKET EXPERTISE

You Demand We Deliver

## Insite Software B2B 2018 Case Study CATI - Quantitative

### Objective

The purpose of this study was to understand the digital success within the manufacturing and distribution sector, which is directly associated to the organizational and sales commitment of digital initiatives, across the US market.

### Methodology / Approach

Market Expertise conducted around 100 quantitative interviews, 1 interview in each company across the US market. The average LOI was 25 - 30 minutes, consisting of 20 questions, including the open - ended questions as well.

**The Job title targeted were :** VP/Director Marketing and E-commerce

**Revenue Criteria were :** \$100 million - \$1 billion (mid - market),

**The main objectives of the study were:**

- ❖ To understand customer's expectations in terms of 'buying how they want to buy
- ❖ To understand the percentage of your overall company sales initiated salespeople (i.e. person -to-person sales) in the next 12 months. (2018)
- ❖ To understand the customer touch points integrated with core technologies to create a consistent experience across channels.

### Deliverable

The results of the this project was uploaded onto the links provided by the client.

**The respondent status sheet was delivered to the client at then end of the project.**