

Research4 B2B research

Experian SME research case study

Experian is a leading global information services company, providing data and analytical tools to clients in more than 90 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making.

Experian also helps individuals to check their credit report and credit score, and protect against identity theft.



*"The results were incredibly useful in determining our marketing strategy" —
Experian*

For further information on how research4 can help you see things differently contact the team on:

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The research need

- Experian were keen to understand the needs and priorities of the SME market place in the areas of credit and marketing information.
- They were also keen to understand their own current performance in meeting those needs.
- Experian wanted to identify and prioritise key decision making drivers when companies decide which credit and marketing provider to use.

What we did

We combined a number of research methodologies to answer the research questions:

- **Desk research** - to understand the market context and to set the scene for the next phases of research.
- **Qualitative** - we conducted telephone interviews across a range of small and medium businesses. We also ran some workshop style groups which combined customers and Experian personnel.
- **Quantitative** - we then conducted an online survey amongst small business to get a greater understanding of their needs and to put some numbers against the qualitative findings.

The results

- From the desk research and qualitative phases we were able to help Experian gain a greater understanding of SME needs.
- We created some pen portraits of typical customers to bring the research to life.
- From the quantitative phase we created a needs based segmentation which quantified the likely market opportunity and gave Experian some priority segments to focus their initial marketing efforts.

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