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RETURN ON KNOWLEDGE
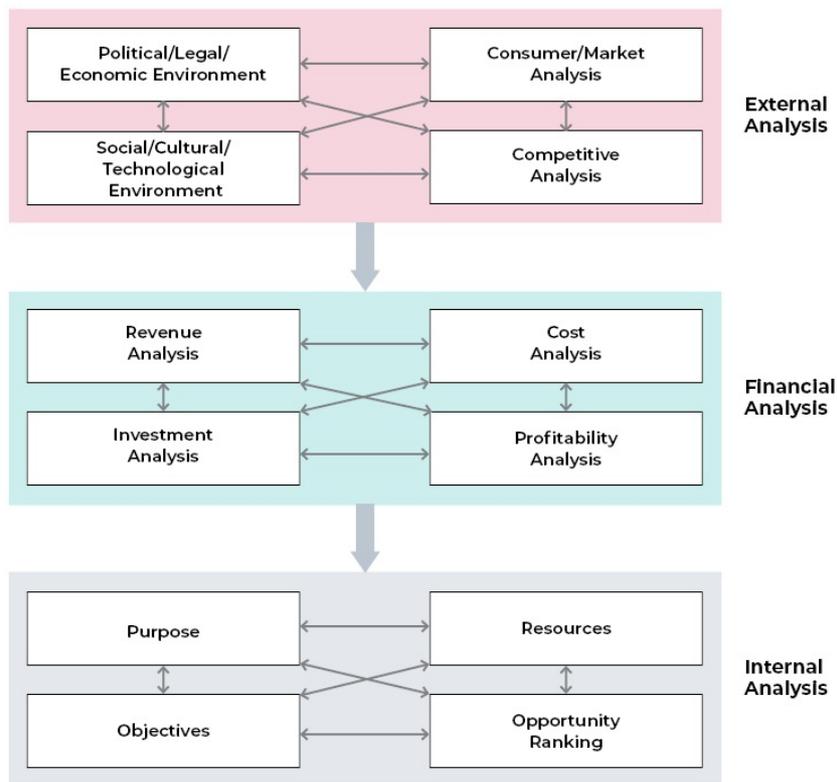
THE VIEW

Consumer Insights | May 2021

Volatile market conditions and constantly evolving consumer behaviors have made it crucial for businesses to stay resilient, agile and innovative. Timely market intelligence can help firms meet these objectives when applied correctly. This month's issue sheds light on how firms can leverage market intelligence to stay on top of market opportunities for growth and gain holistic and timely consumer insights to maximize consumer benefit.

B2B & B2C | Netscribes
Analyzing consumer markets: Grab the first opportunity!

Rapidly evolving market conditions amidst the current global crisis has made it crucial for businesses to turn these disruptions into opportunities for growth. A market opportunity analysis is an effective and crucial solution that synthesizes in-depth market research and client data to bolster a firm's market resilience.
Read more

External Analysis

- Political/Legal/Economic Environment
- Consumer/Market Analysis
- Social/Cultural/Technological Environment
- Competitive Analysis

Financial Analysis

- Revenue Analysis
- Cost Analysis
- Investment Analysis
- Profitability Analysis

Internal Analysis

- Purpose
- Resources
- Objectives
- Opportunity Ranking

CASE STUDY: Market opportunity analysis of indirect taxation software

Find out how an in-depth market opportunity analysis of indirect taxation software across 3 countries helped a major infotech solutions provider to evaluate the scope for growth opportunities and define their go-to-market strategy.

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B2B & B2C | Netscribes

The need for UX research in enabling customer-centric digital transformation

Customer centricity in digital transformation initiatives is crucial today. UX research not only provides the adequate intelligence that helps define a firm's digital transformation strategy, it enables a close understanding of customer behavior at different points in their purchase journey, thereby helping organizations effectively meet those needs at each step.

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How sentiment analysis helps deliver improved customer experiences

Did you know that nearly 89% of companies across industries compete primarily based on customer experience? Customers rate experience as important as the final product/service. Today, conducting a sentiment analysis helps businesses decode customer sentiment towards their brand, enabling the provision of a seamless and distinctive customer experience.

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Leveraging hybrid competitive intelligence for better strategic decision-making

Competitive intelligence helps firms stay on top of competition activity and stay agile in a fluctuating market. While competitive intelligence tools utilize technology to gather and synthesize data, analyst-driven CI services provide actionable insights. Hybrid solutions employing a combination of tools and services provide a holistic assessment of the market landscape, helping firms stay ahead of the curve.

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B2B & B2C | McKinsey
Precision marketing models are the future drivers of success

Even as marketers retreat to mass marketing models over data driven marketing in today's rapidly shifting post COVID-19 environment, research indicates that precision marketing models that tailor messages for customer focus groups are the way forward. Data-driven marketing captures behavioral algorithms and offers a targeted marketing model that generates larger revenue and helps retain customers.

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B2B & B2C | Netscribes
Top 5 trends shaping the future of the CPG industry

Even with CPG revenues increasing by 20% YoY in Q2 2020, pre-pandemic levels of economic activity are not forecast to resume till late 2021. From dynamic supply chain planning to a focus on sustainability, here's a roundup of the top 5 trends to watch for in the CPG industry.

Read more

Netscribes help firms stay ahead of the curve by providing actionable data, timely, and holistic consumer insights. Contact us to know more

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