

# BNP PARIBAS

## B2B NEOBANKING MARKET RESEARCH

COUNTRIES: BE, FR



### Context & Requirements

- **Context:** Against a backdrop of increasing competition, BNP Paribas wanted to understand the strengths and weaknesses of neo-banks used by SMEs in France and Belgium
- **Questions:** which neobanks are used, which services, how was the decision made and what are the impacts on the relationship with the traditional commercial bank?
- **Objectives:** provide customers with insights for their strategy

### Solutions

- Interview CFOs and managers of SMEs already using neo-bank services
- Conduct lengthy, semi-structured qualitative interviews to retrace the decision-making process and explore use cases in depth.
- Ensure a mix between the different services used and the different neo-banks

### Results

- Conduct 40 interviews in France + Belgium covering the use of 7 neo bank services
- Identification of the points at which customers switch from traditional banking to neo-banking
- Identified the main reasons for satisfaction and dissatisfaction and ranked them in order of priority for the 2 types of bank
- Creation of personas



# ATHENE VENTURES PARTNERS

## B2B MARKET RESEARCH AND POSITIONING

COUNTRIES: DE, USA



### Context & Requirements

- **Context:** A German investment company wanted to extend its service offering to new market segments
- **Question:** What is the existing market situation?
- **Objectives:** To analyze the existing market to identify prospects' needs and define the specific features of the services to enrich the range of offerings strategically.

### Solutions

- Understand the size of the potential audience
- Measure the potential of the customer's offer and the perception of potential customers
- Propose a cross-national data analysis (GER vs. USA) to identify the most profitable market

### Results

- Precise identification of target segments
- Ranking of segments in order of commercial priority
- Identification of market gaps and unmet needs
- Propose more appropriate offers that meet the requirements of the markets in each country





### Context & Requirements

- **Context:** Hedios is looking to assess customer satisfaction, identify the factors influencing loyalty and new customer acquisition, and understand the reasons for churn.
- **Question:** How can the company improve overall customer satisfaction, and retain its customer base?
- **Objectives:** Identify the factors that influence customer loyalty. Identify the reasons why some of their customers do not renew their investment (churn).



### Solutions

- Conduct 20 qualitative interviews: 2 interviews with confirmed customers, 4 interviews with potential customers / prospects and 14 interviews with non-renewing customers.
- Conduct a cross-analysis of the interview reports to identify the points of attention and behaviors of their customers.
- Trace the process leading to the non-renewal of their investment.



### Results

- Identify reasons for non-renewal of investments
- Highlight what differentiates the customer from the competition
- Define the sales strategy to be adopted to build customer loyalty, as well as the improvements to be made to the services offered
- Identify the changes needed to acquire new customers







### Context & Requirements

- **Context:** Assess the demand, interest and acceptability of comptatech tools in specific markets.
- **Question:** What are the needs and selection criteria of SMEs when it comes to adopting integrated, automated accounting software?
- **Objectives:** Assess the needs of SMEs for accounting software, and gauge interest in the integration solutions offered by CHIFT. Identify purchasing criteria and obstacles to adoption.



### Solutions

- Conduct quantitative market research (n = 600) in the four countries of interest
- Interview only CEOs, CFOs, or decision-makers in equivalent positions with decision-making power regarding the acquisition or use of accounting software
- Analyze companies' current perception of their accounting and financial tools, highlighting challenges encountered and future needs



### Results

- Evaluating accounting management and the diversity of software used
- Measure satisfaction and identify challenges
- Anticipating future needs in terms of automation, cloud, and compliance
- Analyze budgets and criteria for changing solutions
- Explore current and future adoption of artificial intelligence



# MOBILIZE FINANCIAL SERVICES

## SECTOR MARKET RESEARCH

COUNTRY: BE



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Context & Requirements

- **Context:** This market research project is taking place against a backdrop of major changes in the market for services related to the sale of new vehicles in Belgium.
- **Question:** What is the purchasing path and how should MFS's offer evolve to meet new customer expectations?
- **Objectives:** MFS wants to obtain concrete results to adapt its service offering to the new uses and needs of the automotive market.

A circular icon containing a lightbulb.

Solutions

- Conduct a quantitative B2C CAWI survey on a sample of N=1000 vehicle owners and lessees
- Segment the market research according to the 30 brands present in the market
- Create different pricing “scenarios” by testing the impact of different offers on the choice to buy or not to buy the associated service
- Understand changing customer needs and expectations

A circular icon containing a checklist with a pencil.

Results

- 360° understanding of contact points and key stages in the customer journey
- Clear answers on the potential and pricing of new services
- Identify key information on new trends
- Define obstacles associated with service contracts and find solutions
- Define customer and potential customer profiles.

