

# Case Study

**Need** Critical VoC provider

**Industry** Staffing/recruiting

**Business Type** B2B

## Challenge

An investment principal at a PE fund came to us with a critical need for Voice of Customer research on a target they had an LOI on in the staffing and recruiting industry. Expecting to get full exclusivity on the target in the next two weeks, they were urgently seeking someone who would quickly be able to perform primary and secondary research on the staffing industry in order to gauge its scope, size, and key players. They were specifically looking for a firm that could go to staffing firms and potential new clients to gather the research, and then synthesize it into usable insights.

## Solution

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade Voice of Customer needs. BluWave utilizes technology, data, and human ingenuity to pre-map, assess, monitor, and maintain deep pools of VoC providers that uniquely meet the private equity standard. We interviewed the PE fund to understand their specific key criteria and then connected the client with two select pre-vetted VoC providers from our invitation-only Intelligent Network that fit their exacting needs.

## Result

Within 48 hours of the initial scoping call, the PE firm was introduced to two VoC firms that exactly matched all of their key criteria. The client selected their ideal choice. The PE fund was able to gain the customer insights they needed by engaging with the selected VoC firm and were ultimately able to gauge the relationships and satisfaction level between the target company and their current clients without wasting time or cost.

The calls they performed and the questionnaire they designed gave us insight into the satisfaction level and loyalty that the target's clients had towards them. This gave us the information we needed to embark on an opportunity with non-customers.

- PE fund Principal