



A CASE STUDY

# Flash Survey: Due Diligence on Employee Learning Software

*Targeting IT Decision Makers at \$1 Billion+ Companies*

## CHALLENGE

The client came to GLG late on a Sunday looking to launch a flash survey within 24 hours and have final data in 72 hours. It was conducting diligence on a software company and needed to hear from a precise population of roles within a selection of the company's clients.

## THE GLG APPROACH

GLG scoped the project and shared feasibility with the client in fewer than 12 hours. We sourced the population from a targeted list of more than 200 brands across 10 different industries.

The GLG team worked with the client to finalize the survey draft, program the survey, and launch it after 24 hours. The team closed the survey within 72 hours and gave the data to the client.

## OUTCOME

With its global team of experienced project managers, GLG delivered critical insights and a high-quality experience in a compressed time frame. GLG sourced responses from more than 50 IT decision makers.

## FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

**In 72 hours, GLG scoped a diligence project, finalized the survey draft, and programmed and fielded a survey, delivering responses from more than 50 IT decision makers within a compressed time frame.**

## Why GLG?

### Speed and Focus

GLG provided insights in 72 hours from the initial request.

### Project Breadth

**1** Flash survey

**50** IT executive respondents, including CIOs, CTOs, and SVPs

As the world's knowledge marketplace, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2020 Gerson Lehrman Group, Inc. All rights reserved.