

Case Examples

Market Due Diligence - Understanding Customer Perceptions

Situation and Key Issues

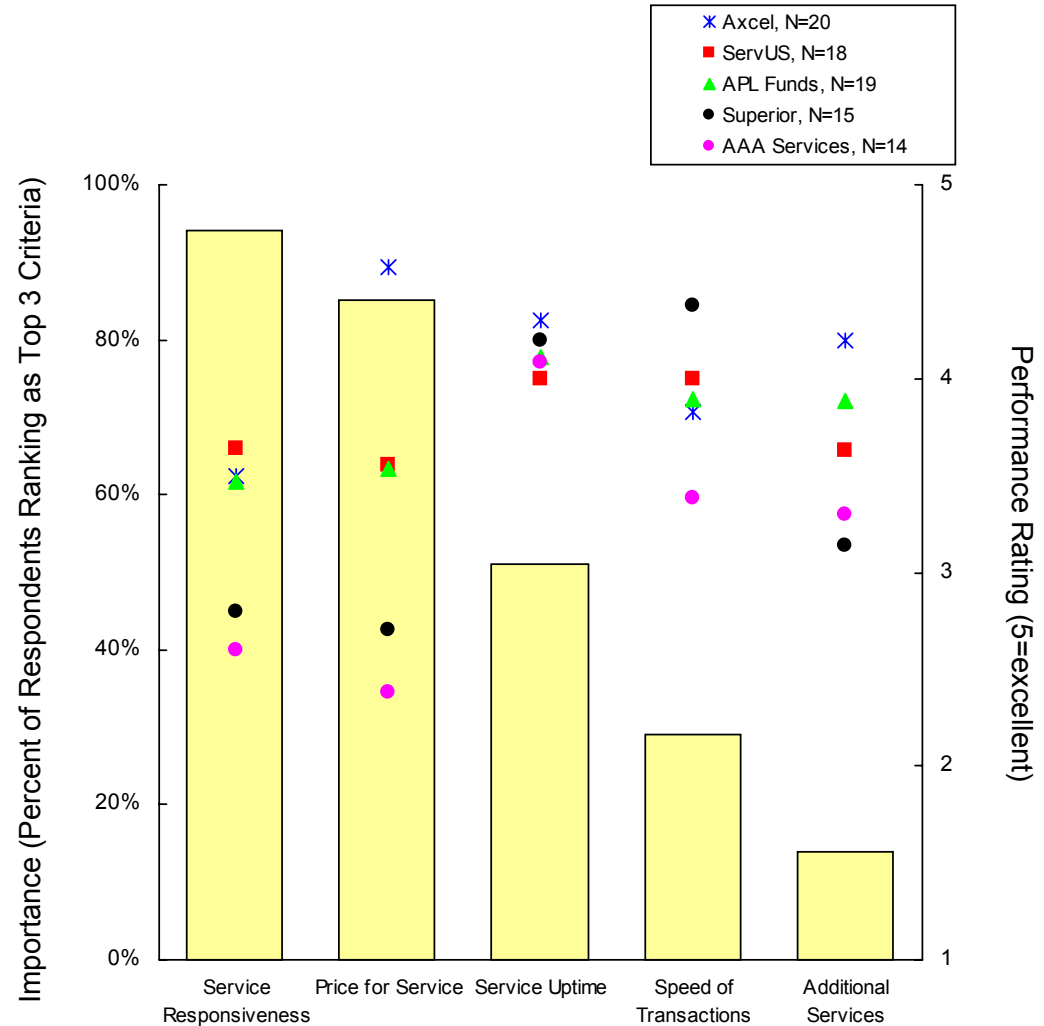
- Client identifies a target company (Axcel) in a bank service outsourcing industry.
- Key diligence issues are:
 - Opportunity for target company to further penetrate into both large and small banks
 - Banks' key selection criteria and their perceptions of industry participants and identification of vulnerable competitors
 - Banks' perceptions of target company and identification of strengths and areas for improvement
 - Outsourcing trends and drivers of outsourcing

IGS Methodology

- Conducted 175 blind-sponsored interviews with purchase decision makers at banks across range of asset sizes and dispersed geographically.
- Purpose of interviews was to understand use and perceptions of different vendors, how banks selected vendors, and outsourcing trends.

Results of Customer Perception Research

- IGS analysis identified 2 key vulnerable competitors out in the marketplace
- Research confirmed that target company was an average performer on top selection criteria (service responsiveness) but a leading performer on price, suggesting some price flexibility
- Client proceeded with transaction



Question: What are the criteria you use when evaluating an ___ service provider? Please rank the top 3 criteria in order of their importance to you. How does your current service provider rate against these criteria on a scale of 1 to 5, where 1= poor and 5=excellent?

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