

A CASE STUDY

# Gaining Insights on Student Housing Connectivity

*Connecting to IT Decision-Makers through an Online Discussion Board*

## CHALLENGE

An agency wanted to connect with IT decision-makers for on- and off-campus student housing at universities. Specifically, the team wanted to better understand what matters to decision-makers when evaluating telecom providers and uncover any unmet needs within this space to inform a messaging framework and strategy for their telecommunications client.

## THE GLG APPROACH

The client wanted to reach a group of decision-makers and receive the candid answers that come from the blinded setting of an online discussion board.

GLG sourced a skilled online discussion board moderator to facilitate the board, as well as the participants in the discussion. The respondents thoughtfully reacted to the client's content, messaging ideas, and questions over a three-day discussion.

## OUTCOME

The client used the online discussion to gather feedback from 18 IT decision-makers on posted content and responses to questions posed by the moderator. These insights helped the client refine the strategy and framework of its client's proposed messaging.

## FEATURED PRODUCTS



GLG Events

[Learn more](#)

**GLG ran an online discussion board on behalf of an agency client to gather input from IT decision-makers of student housing programs on digital connectivity.**

## Why GLG?

### Full-Service Support

GLG helped develop content and sourced both an experienced moderator to facilitate and a panel of respondents

### Project Breadth

1 online discussion board with 18 respondents

### Client Feedback

"It's my first experience with an online board, and I loved the detail that we're able to capture and reflect back on. I felt that the participants were spot-on in our target audience and had some great insight/intel to share. I think we absolutely learned what we set out to."

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.

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