

Business to Business Market Analysis & Research 2012

Objective

To provide UKGCVA members with:

- up to date data on the % of revenues generated from defined business to business sales streams (Market Analysis)
- the results of questions posed to UK companies currently buying gift cards and vouchers from UKGCVA members, questions to identify current purchasing habits, attraction of gift cards and vouchers, purchasing of other incentive/promotional tools and likely future trends. (Market Research Survey Part 1 – Purchasers)
- the results of questions posed to UK companies who currently do not buy gift vouchers and cards for employee or customer motivation; including why gift cards and vouchers are not purchased, which other motivational and promotional tools are purchased and why (Market Research Survey Part 2 – Non- Purchasers)

How?

Market Analysis

% revenues – a survey of current UKGCVA Issuer Members indicates that most members can give accurate % breakdown for 1. Employee Incentive & Motivation, 2. Consumer Sales & Promotion, 3. Employee Benefits, 4. Insurance Replacement, 5. Christmas Savings, 6. Legislative. This data will be collated by Ernst & Young as part of their quarterly data collection programme.

Market Research Survey – Part 1 & 2

Survey of UK businesses – this is a dedicated research project which will be facilitated by the B2B research company, Different. The methodology used will be telephone interviews with approximately 150 ten minute interviews conducted to those companies that do buy and 150 ten minute interviews with those that don't.

For Part 1 of the Survey UKGCVA members will be required to give approximately 30 current clients each to Different on a common Excel template (more details to follow on confirmation of participation). Different will hold data confidentially. Members data will be de-duped, it is anticipated that a total of 500 clients details will then be mailed to give notice of a call from Different. From this 500, 150 successful interviews are expected to be achieved.

For Part 2 of the Survey, Different will find the relevant people and companies to interview.

Views expressed in all interviews will be entirely confidential. All data received by Different will be treated confidentially and destroyed after the projected is completed.

Timings

Those members who sign up should expect to provide client lists no later than w/e 20th April 2012, with results available late June 2012.

What should members expect for their money?

- Clear direction on how to grow B2B revenues and profitability further
- An opportunity to influence the questions asked as part of the research
- Results of the research in word format and in presentation format
- Opportunity to attend a presentation of the results given by Different
- Use of the data is exclusive to those members who have paid for the research. Only headline data will ever be made available to non-payers and not until March 2013 at the UKGCVA conference 2013. The full report may be made available to non-payers in March 2013 at a price of approximately £1500.

Costs

It is anticipated that 35 members will participate so initial costs are forecasted at £750 per member plus VAT. If more members contribute then the costs will go down, however if less members contribute costs will increase. There are currently 80 UKGCVA members so less than half need to sign up to achieve the £750 per member cost. The consumer research in 2010 attracted 40 members.

Next Steps

By confirming you would like to take part in this research, you confirm you are prepared to pay £750 plus VAT and give 30 clients names. If insufficient members come forward then those that have will be re-contacted regarding a higher fee. Please confirm via email to Andrew@ukgcva.co.uk no later than 16th March 2012.