



## B2B Research

*Understanding the process and factors of influence in corporate decision-making*

### THE PROJECT REQUIREMENT

- To make British Airways the automatic first choice airline for agents

### THE RESEARCH

A key challenge of this project was in structuring the research to fully represent the complexity of trade channel segments and influences on airline choice

- Combination of internal stakeholder discussions; depth interviews with agency management/agents and ‘observation’ of the airline enquiry/booking process
- Telephone survey of 600 travel agents

### THE OUTCOME

- Detailed understanding of behaviour and attitudes across different channel segments
- Three key principles to optimise future marketing activity
- Improved perceptions of BA

### OTHER B2B RESEARCH PROJECT CLIENTS

- London Business School
- Creation Financial Services (now Laser UK)
- Nomura



*“Bernice’s flexible approach and grasp of business issues enables her to bring fresh insight to analysis and recommendations”*

Shashi Halve  
Research Manager  
British Airways