

Government Payments Research, Multi-national Payments Firm

The problem

Our client wanted research which would enable them to understand the roles and responsibilities within the Government departments of six selected territories across Europe, giving them insight into volumes and values of payments made by Government departments. Our client wanted insight and understanding around where opportunities arise for the uptake and implementation of their payment service in the public sector across Europe.

Our solution

We conducted a comprehensive analysis of Government opportunities for our client's service in six European territories, using our multilingual consultants and researchers. Our three-phased approach consisted of qualifying each territory for suitability towards the service and its implementation, in-depth data collection and analysis to understand the remit of Government agencies.

We then documented where the opportunities exist as well as highlighting the major challenges and competitions associated with implementing their service within the lines of opportunities. We later provided a summary of the key opportunities in a concise comparative report across the six European territories. Our work also identified the political and economic factors within the various Government departments, in order to analyse the potential for our client's service.

The outcome

Our high-level analysis of payment disbursements in European public sector and the viability of a new payment service allowed our client to identify significant market opportunities across the six territories, which has been used to develop their public sector offering.

Our insight has allowed our client to be faster to market than their rivals and develop their understanding towards those areas of Government in the target territories.