Small Business Cash Flow Management Study
VOC Research of Companies $100K-$10MM in Annual Revenue

How a company manages their cash flow can literally cause it to sink or swim. Our goal is to help your organization better understand how small businesses manage their financials so you can tailor solutions to mitigate their challenges.

Mapping the Customer Journey

Barlow Research will work to identify key points of interest and moments of truth in the customer journey. This includes:

- Time spent
- Number of people involved
- Steps in the process
- Tools used
- Points of stress/delight
- Defining gaps between devices, people, departments and systems
- Identifying moments that trigger a small business to add or change an existing process

Actionable Research for Product Design and Sales Strategy Teams

- Understand the mindset, lifestyle and pressures of a small business owner
- Mitigate friction in the customer journey
- Address and improve the existing sales process
- Identify triggers for changing/switching cash flow solution providers

Study Design and Deliverables

- Qualitative and quantitative interviews with small business financial decision-makers to assess the cash flow process, pain points, opportunities
- Workshop to review/interpret interim results, on-site executive level presentation and written summary report

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