



Customer Perception and Satisfaction Survey

Client: **Leading provider of Building Automation Solutions**
Scope of services: **Qualitative and Quantitative Perception Surveys**
Location: **UK WIDE**

Challenge

The client develops, produces and markets a wide range of open integrated building management system (BMS) solutions that improve the indoor environment of buildings. It specialises in energy efficient HVAC controls, access security and fire alarm systems and fully integrated building automation.

The company has grown steadily over the years through a series of acquisitions and mergers and was recently strengthened further by the acquisition of one of its UK brand competitors into its building automation division.

Faced with demands to quickly integrate this new brand into the company and launch the company restructure to the industry, the client needed to gain a clearer understanding of the market's reactions to its latest acquisition, re-assess its corporate image, explore the company's position in the market place against its remaining competitors, and establish levels of customer satisfaction with its broadening range of brands, products and services.

Research

It was clear from the client brief that both qualitative and quantitative research was required; qualitative to fully explore corporate perception, image and experiences of customers and quantitative to provide a statistically robust measurement of opinions.

Face-to-face, in-depth interviews were conducted with a sample of existing customers from the clients' three main market segments; System Engineers, After Sales Support and Partner Sales Support. These included Consulting Engineers, Management Contractors, Mechanical & Engineering Contractors and End Users.

Armed with the findings from the qualitative stage, a quantitative questionnaire was developed to provide substantive numeric data around the views, opinions and experiences of newly acquired, existing and potential customers. A computer aided telephone interview (CATI) survey was undertaken, allowing the use of routing to ensure the relevance of questions to each customer segment. In all, 600 interviews were completed.

Outcome

The findings gave a clear message of the client's position within the BMS market, its strengths and weaknesses, and the actions required to fully capitalise on opportunities both within its existing customer base as well as the wider market.



In addition, the research findings reinforced the need for the client to adapt its corporate identity to reflect the merger of the newly acquired UK brand, leading to the renaming of the UK arm of the company.

