

What do your customers value when making purchasing decisions?



The Challenge

A materials manufacturer was looking for better insight from the market and its distributor partners to help inform its list price strategy. They were not sure if their current list prices were in-line with market expectations and how important pricing was for customers. Additionally, the business wanted to identify opportunities for differentiation from competitors and alternative products.

The Solution

INSIGHT conducted 29 in-depth interviews with end-users and distributors in the oil and gas as well as municipal water market segments. Through our interviews and analysis, we found low price sensitivity among end users as well as high barriers to switching. We also surfaced key competitive advantages that could enhance product differentiation.

These learnings enabled the business to confidently take price changes to the market and identified key areas to drive additional customer value.

THE RESULTS

15%

Price increases with limited push-back



Understanding of customer key purchase drivers and competitive advantages

Market intelligence study found that end users value product performance, a history with the product and suppliers, and ease of application above price.

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