

# How do my customers perceive my value versus my competitors?



## The Challenge

A solid waste equipment manufacturer was facing long lead times of 12-18 months for new products, rising raw material costs, and concerns about competitor pricing, market share, and brand perceptions. Internal disagreements existed over the feasibility of implementing price increases and surcharges, compounded by a limited understanding of the factors influencing customer purchase behaviors.

## The Solution

INSIGHT designed a comprehensive market research approach to answer the business's critical questions. We first conducted over 20 in-depth interviews with end users and distributors to gather insights on pricing, brand perceptions, and customer reactions to price changes. This was followed by 100 phone surveys to analyze price positioning, key purchase drivers, and brand perceptions. We learned the manufacturer ranked highest on the average benefit scale compared to major competitors, with limited customer sensitivity to price changes.

## THE RESULTS



*Unveiled opportunity to conduct targeted price increases*



*Proved robust price-to-value proposition in the market*

*Results there were no identifiable weakness in customer perceptions of the manufacturer, including its price position. These learnings built confidence to conduct pricing actions.*

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