

# INDUSTRIAL & MANUFACTURING

Hansa has deep experience in working with industrial and manufacturing firms in a variety of sectors. We are sensitive to the dynamics of global economic shifts, needs to manage customer relationships differently, and new ways of competing through innovative business models. We apply this industry knowledge and context as background and an interpretive filter to the work we conduct for our clients.

Our services span a wide array of support from uncovering customer unmet needs to assessing the opportunities to enhance relationships with customers.

We also have worked with clients to analyze the degree to which their brands are known and attractive to prospects, customer satisfaction and loyalty, and business potential in targeted markets.

We support firms around the world and conduct both qualitative and quantitative research in local languages as appropriate, with sensitivity to local culture and geographic/economic differences.

## Sample projects include:

- For a top manufacturer of industrial equipment, product innovation research to uncover unmet needs and priorities for new product development. Research included USA and European markets.
- For a leading processor of steel products, assessment of opportunities to enhance customer relationships and the particular brand attributes that are driving loyalty.
- For a global manufacturer of industrial parts, assistance in developing an in-house capability to conduct customer loyalty surveys across their multiple verticals and markets.
- For an international manufacturer of high-end technology, assistance in analyzing new product concepts, brand position, and new market opportunities.
- For a leading manufacturer of propulsion equipment, development of a marketing strategy to penetrate new markets.



*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*