

# Customer Research for Energy Management & Automation Co

## PROJECT DETAILS

 Market Research

 Mar. 2018 - Ongoing

 \$50,000 to \$199,999

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*“Advertas’ team is easy to work with.”*

## PROJECT SUMMARY

Advertas has provided customer research for an energy management and automation company. They’ve done one-on-one customer interviews and online surveys and created a marketing strategy and a white paper.

## PROJECT FEEDBACK

The engagement has been so successful that the survey and white paper approach has become a key strategy for the client’s company. Advertas is practical and results-focused. Moreover, they deliver on time and within the budget. Their segment expertise and attention to detail also stand out.



## The Client

Introduce your business and what you do there.

I work at Schneider Electric, a company specializing in energy management and industrial automation. My position is with the oil and gas segment of the company as the global director of marketing and strategy.

## The Challenge

What challenge were you trying to address with Advertas?

Our company was trying to figure out a product integration strategy that would allow us to differentiate ourselves from our competitors. This solution was a major launch involving all of the company, so we wanted to see our customers' responses before we further developed this integration portfolio.



**Constantine Lau**

Global Director of Marketing & Strategy, Schneider Electric



**Energy & Natural Resources**



10,000+ Employees



Rueil-Malmaison, France

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

Advertas has done customer research for us. We provided them with PowerPoint presentations, blogs, and whitepapers. They determined a sample size of potential customers, mainly from our internal pool and a few from Advertas' recommendations. The team then created a template of how to interview and survey customers.

They started the research with face-to-face interviews, speaking to 25 customers one-on-one. Then, they did a web survey and automated emails for us. They gathered information about our customer's sentiments regarding the user acceptance of our future product offering. From there, Advertas created a marketing strategy and created a white paper as a follow-up. Currently, they're working on a similar project for a different department within our company.

### What is the team composition?

We've worked with four teammates from Advertas.

### How did you come to work with Advertas?

I knew them through a previous working relationship. We selected Advertas due to their knowledge of the oil and gas sector.

### How much have you invested with them?

We've spent close to \$60,000.

### What is the status of this engagement?

We started working together around March 2018, and the engagement is ongoing.



## The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The survey and white paper launch approach have become a company-wide initiative and main strategy, which is huge. Advertas is very practical and focused on results and delivery.

How did Advertas perform from a project management standpoint?

They've delivered everything on time and within the budget.

What did you find most impressive about them?

Advertas' segment knowledge and attention to detail distinguish them from the competition.

Are there any areas they could improve?

I can't think of anything they need to improve.

Do you have any advice for potential customers?

Advertas' team is easy to work with.

