

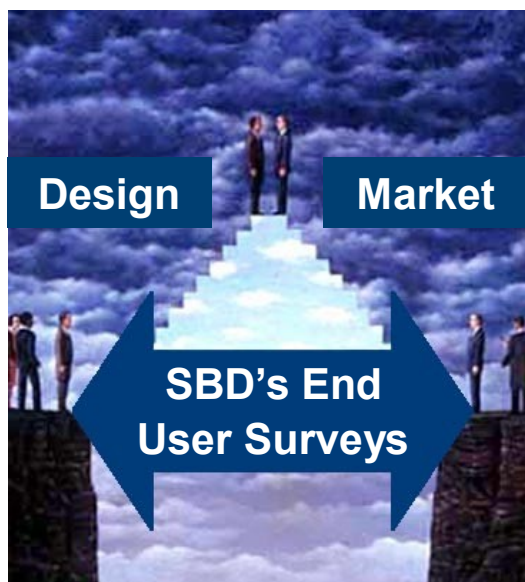
## Using the voice of the customer to improve the design of your products...



### Making sure your systems meet actual customer expectations...

Whether understanding the differences in consumer preferences in different markets or their willingness to pay for a certain product or service, there is no better way to decide product strategy than surveying your target customers and adapting accordingly. But selecting the right profile groups, devising the questions, facilitating the activity and conducting the end analysis is a time consuming and laborious task.

With a strong automotive design background, SBD is well aware the complexities of developing automotive technology as well as having a good understanding of how to bridge the gap between that technology and what customers expect from it. We excel in building the appropriate format and questions for end users and turning their answers into tangible feedback for your design teams to use in their product strategies.



#### SBD's end user survey will help you to:

- Gain a deep understanding of customers needs to help **position you ahead of your competitors**
- **Get the right data from the right customer profile** on specific automotive technology that is relevant to your business
- Make faster decisions about product strategy and development with **trusted analysis and recommendations**
- Save development time and cost by getting the answers you need about **your target customers' opinions before you make your next product strategy**

For additional information please email [info@sbd.co.uk](mailto:info@sbd.co.uk) or telephone +44 (0) 1908 305105 and we will be happy to deal with your enquiry.



## »» The right data on your customers' technology preferences...

As acknowledged, global experts, SBD is ideally placed to offer high quality research and advice about **Vehicle Security**, **Telematics** and **Low Speed Crash**. Our technical and market reports cover many topics at a level of detail that answers important questions and forms a better understanding of the markets' needs.

In addition to developing strategies, conducting design reviews or testing actual products and systems, if you need something more specific, more detailed or with a direct comparison to your own product performance then we can also help.

SBD offers highly specialised end user survey services that successfully hone in on your specific needs and give you the best data on your target customers' opinions about your own products and services or those of your rivals.

As a company that focuses on market and technical trends in automotive technology, we are truly unique in our approach to devising the pre-survey documentation in order to get the right answers from the right people and not just one-dimensional data about consumer preferences. We are also able to follow up the survey with advice and recommendations based on the data to give you a faster route towards changes in product development and strategy.

Whether a simple telephone questionnaire or an in-depth focus group, SBD will spend time on developing the right questioning criteria based on your objectives and carry out the entire activity in order to save you time.

These surveys can be either a one-off snapshot to identify the current situation or an ongoing series designed to measure changes over time. We work with you to:

- Clearly define objectives
- Choose the appropriate and most cost-effective methodology
- Pick the research sampling base
- Implement the survey according to your business needs
- Analyse and report results
- Recommend future actions

## Does your system meet your customers' expectations...



## What improvements would your customers' like to see...



## How will the system influence their next purchasing decision...

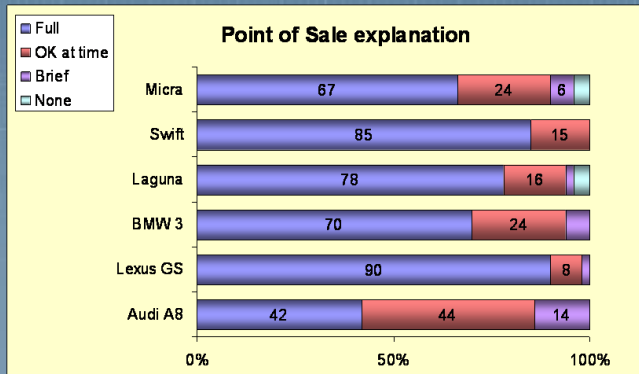
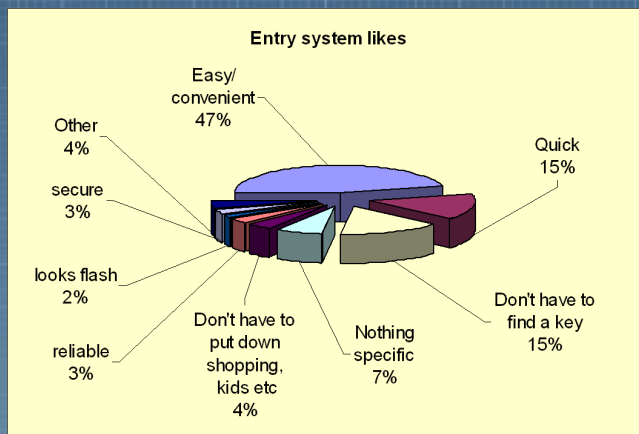
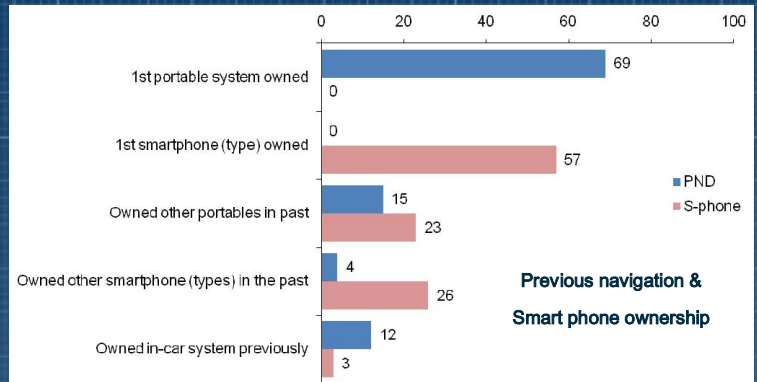
# »» ...know what tomorrow brings

## Examples of recent end user surveys carried out for our clients...

### Usage and Attitudes of Portable Navigation Devices in Europe

SBD was requested by a supplier of navigation systems to investigate the preferences, attitudes and future purchasing intentions of PND users in Europe. SBD used its extensive experience of navigation to prepare a detailed questionnaire for the telephone interviews across 3 countries. SBD was then able to apply its expertise and insight to analyse the results and to identify the key features and price points that could encourage PND owners to invest in OE embedded navigation for their next new car.

The client is using the customer feedback to design a low cost embedded navigation system that will help it increase sales to its customers by focussing on the features that add value and are appreciated by the end users.



### Smart Key Technology Awareness and Preference Clinic in Europe

A smart key technology manufacturer needed to understand the attitudes towards, usage and acceptance of smart key technology by the general public in their target geographical markets. SBD carried out a series of clinics where end users were invited to review several smart key systems fitted to cars (including the clients system). Careful structuring of the clinics allowed a clear understanding of the users perceptions of these systems, their likes, dislikes, previous experience and satisfaction, cost acceptance and what improvements they would like to see.

Our client was able to gain a deep insight into customers' perceptions of the systems; identify gaps in expectations, how they should market smart key systems to attract new customers within an acceptable price boundary.

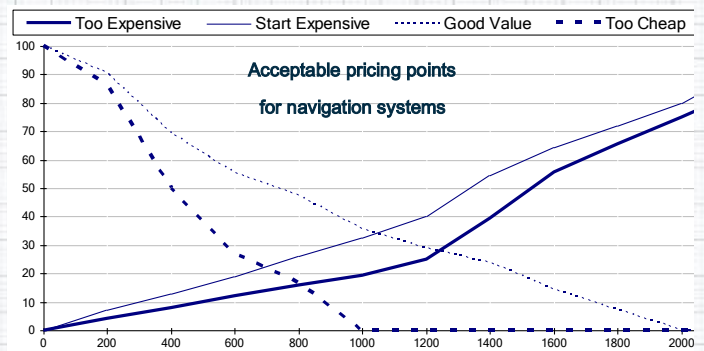
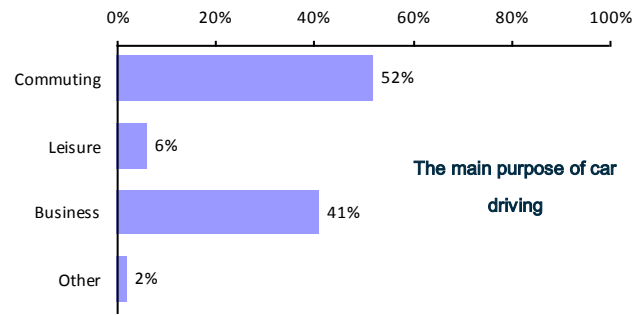
## Views and opinions of the first wave of G-Book users in China

As the market in China develops and matures the voice of the customer plays an increasing role in what services are successful and those that are not.

SBD performed an end user survey to collect the views and opinions of the first wave of Toyota G-Book users in China. G-Book being the first OE telematics service launched in China.

In addition, the survey allowed owners of luxury and mid-range cars to test drive a vehicle equipped with G-Book to evaluate the appeal of its services to a cross-section of Chinese consumers.

The results of extensive face-to-face and phone interviews with consumers and dealers helped many of our clients understand the important aspects of telematics that the Chinese consumer demands but also design, market and sell appropriate services accordingly.



The careful structure of SBD's end user surveys allows you to understand the customers perceptions of various systems including previous experience and satisfaction, cost acceptance and what improvements they would like to see. The results provide a valuable resource for vehicle manufacturers and suppliers wanting to incorporate the voice of the customer to improve the design of their future systems.

### SBD End-User Surveys

The voice of the customer is the most powerful and valuable input into the specification of a system and SBD collect, analyse and present that voice in a way that helps you to focus your development to meet what they want.

- A business necessity in a competitive market
- Insight to assess whether current business operations are on track and where it needs improving
- Trusted knowledge for change in planning, implementation and control
- Indication of changing customer requirements, which can be otherwise lost in the delivery of existing services and products
- A valuable tool to improve customers' attitudes towards an organisation

The technical expertise of SBD is important to design meaningful questionnaires, and to fully understand the implications of the responses. Our surveys ensure that the respondents understand the technology and the data is high quality. These surveys can be either a one-off snapshot to identify the current situation, or an ongoing series designed to measure changes over time.

## Next steps...

To discuss your requirements with one of our experts...

Email: [info@sbd.co.uk](mailto:info@sbd.co.uk)

Phone SBD: +44 (0)1908 305 101

