Customer Need Assessment &
Business Model Evaluation for OffHighway Vehicles After Sales
Services

Case Study



Customer Need Assessment & Business Model Evaluation for Off- Highway Vehicles After Sales Services

Client	Leading Automotive After Sales Parts and Services Provider
Industry	Automotive
Products	After Sales Parts and Services

Context

 Client wanted to identify gaps between end-user expectations and current solutions in the Power Solutions After-Sales Service, along with end-user needs in their ecosystem.

Key Business Questions

- What are the most important customers' pain areas in the after sales (Off Highway applications)?
- Should Client leverage some alliances or acquisitions to strengthen the after sales Value Proposition?
- How the "digital" disruption can impact the Client Service Business Model?

Engagement Scope

- 1 Customer Needs/Pain Areas
- What are the issues are facing by customer for parts availability?
- What are the service issues are being face customer?
- What are other challenges are facing by customer?

- 2 Business Model Evaluation
- What are the business model present in this market such as company owned service centers, service partners and other?
- 3 Digitalisation
- What are the available digital evolution present in this market such as online portals, mobile apps, direct system interface (ERP), telematics and others?
- 4 Key Findings and Conclusions
 - What are the gaps between end-user expectations and current solutions in the Power Solutions After-Sales Service, along with end-user needs in their ecosystem?
 - How digitalisation is getting utilised?
 What are there available better or different way to serve the customer?



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Research Methodology

Secondary Research

- Conducted desk research to understand products and technologies, key manufacturers and market share
- Referred company websites, industry associations, journals, subscribed databases, portals and press releases

Primary Research

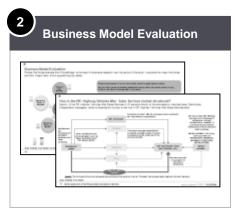
 200+ telephonic interviews with end users, OEMs, part manufacturers, distributors, internal experts at client and industry experts/consultants

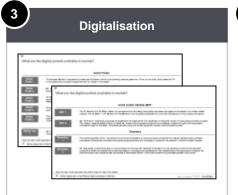
Benefits to Client

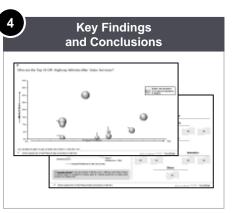
- This project helped the client to identify gaps between end-user expectations and current solutions in the Power Solutions After-Sales Service, along with end-user needs in their ecosystem.
- FurtureBridge helped the client to understand how digitalisation is getting utilised and identify if there is better or different way to serve the customer.

Sample Analysis









Thank you

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