



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

Case Study

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

<b>Client</b>	Leading Automotive After Sales Parts and Services Provider
<b>Industry</b>	Automotive
<b>Products</b>	After Sales Parts and Services

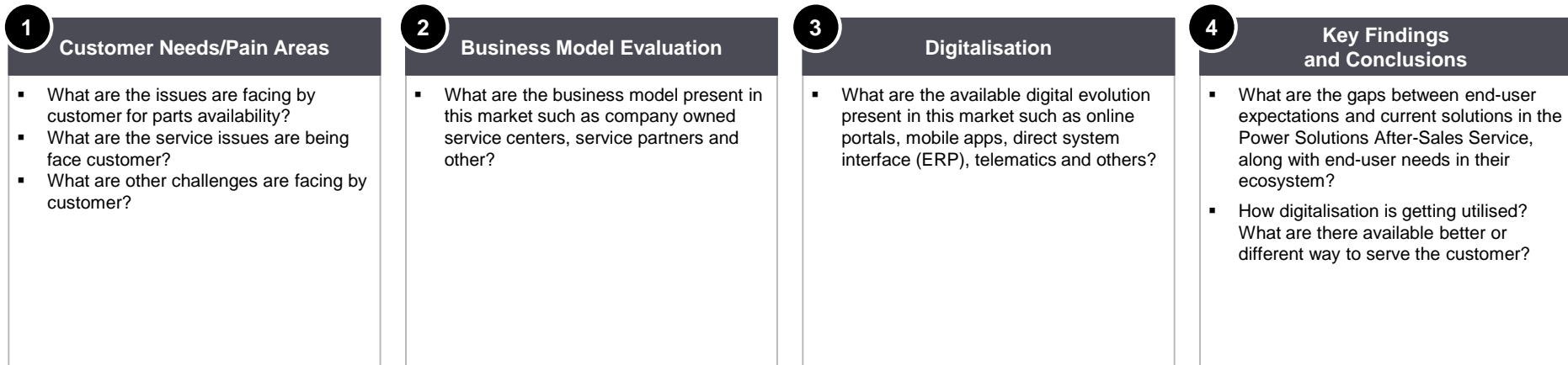
## Context

- 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



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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

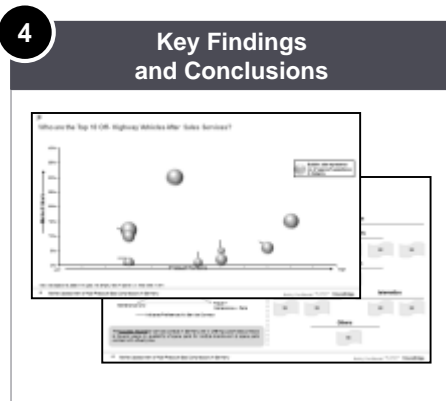
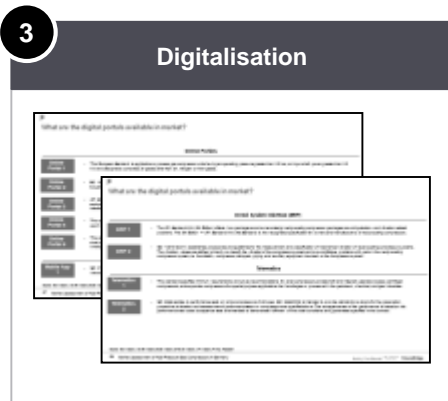
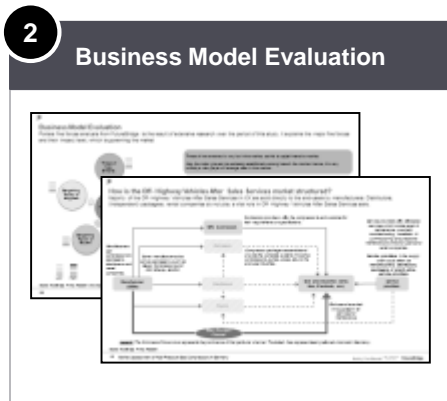
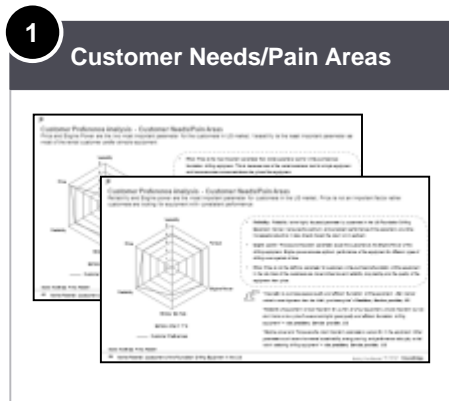
### Primary Research

- 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.
- FutureBridge 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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