

Targeted Insights from Automotive Technicians in Select US Markets

A leading market research firm conducted a project to gather insights from 630 automotive technicians in select US markets, yielding valuable data on their needs, preferences, and industry trends.

OBJECTIVE

The goal was to gather detailed data on automotive technicians' decision-making processes, challenges, and trends to aid strategic planning, product development, and marketing for clients in the automotive sector.

KEY FINDINGS

- Identifying key needs and challenges for automotive technicians, such as tools, technology adoption, and training needs.
- Insights into the types of products and services most valued by automotive technicians.
- Key factors affecting product and service choices include cost, durability, ease of use, and technical support.
- Anticipating future trends in automotive repair, including advanced diagnostic technologies and electric vehicle.



IMPACT



PRODUCT DEVELOPMENT

The data guided the creation of new products and improvements to existing ones, tailored to the needs of automotive technicians.



TARGETED MARKETING CAMPAIGNS

Improved understanding of technician preferences led to more effective marketing strategies, boosting engagement and conversion rates.



COMPETITIVE ADVANTAGE

The firm improved its understanding of the automotive repair and maintenance sector, helping clients enhance their market positioning and value propositions.

CONCLUSION

Through market research, the firm improved its products and marketing strategies. A project with 630 automotive technicians in key US markets was crucial for growth in the competitive automotive industry.

NEXT STEPS

The firm will continue its research to keep up with trends and maintain a competitive edge, expanding future projects to include more automotive segments and new geographic areas.



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