

# QUARTERLY INSIGHTS FROM AUTOMOTIVE TECHNICIANS IN THE US

A market research firm conducted a quarterly study involving 225 automotive technicians in the U.S. to gather insights on trends and preferences in the automotive repair and maintenance sector.

## OBJECTIVE

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

## KEY FINDINGS

### Technical Needs and Challenges:

- Identifying the main challenges for automotive technicians, such as access to advanced tools and training.

### Product and Service Preferences:

- Insights into the most valued products like diagnostic tools and maintenance software.

### Decision-Making Factors:

- Influences on product choices, including cost, reliability, and technical support.

### Trends Over Time:

- Observations on how preferences and needs have changed over time, reflecting market dynamics.



## IMPACT



### PRODUCT DEVELOPMENT

Continuous data flow drives the creation of new products and improvements to existing ones, keeping them aligned with the changing needs of automotive technicians.



### TARGETED MARKETING CAMPAIGNS

Improved understanding of technician preferences enabled more effective and timely marketing strategies, increasing engagement and conversion rates.



### COMPETITIVE EDGE

The firm enhanced its understanding of the automotive repair and maintenance sector, enabling clients to improve market positioning and value propositions with current insights.

## CONCLUSION

The firm utilized in-depth market research to develop its product and marketing strategies, with a quarterly study of 225 US automotive technicians playing a key role in this success.

## NEXT STEPS

The firm will maintain its quarterly tracking study to monitor trends, aiming to expand into new automotive segments and geographic regions.



empanel  
ONLINE

