

# Be-There™ gathers competitor intel



Reshaping understanding of the automotive aftersales proposition through the use of powerful, innovative, high quality research

## The Challenge

A major automotive manufacturer asked us to gain intelligence on their competitors with regards to servicing and maintenance of vehicles, to support or disprove the hypothesis that: *competitors win business based on price, but they do not in fact deliver value for money.*

If the hypothesis proved correct, outputs would form part of a call centre training video that highlighted our client's high quality, value for money offer.



*“Be-There™ is extremely powerful, packed full of insight and has really challenged us as a business to re-think our customer offer.”*

## Approach & Outcome

Drivers were recruited on the basis of car ownership and the impending need for a service.

Using our innovative mobile ethnography Smartphone app, Be-There™ we were able to virtually accompany drivers through the end-to-end customer experience, from web search for a garage, to checking-out their vehicle. Critical to this approach was gaining insight into all the key moments of truth along the customer journey.

Findings from the study completely refuted the original hypothesis and has allowed our client to rebuild the value equation – which in time will lead to a complete overhaul of the aftersales experiences, from website design to pricing and even a tiered aftersales offer.

Research was also able to answer questions the client never asked – turning a very tactical piece of research into a strategic one.

Branded video outputs were created by Future Thinking as part of the de-brief, which have been used as a standalone piece, to communicate the research findings at senior management meetings.

