

Topic:
AEC

Newsletter Views

Managers of design functions at 260 AEC sites give their views on supplier newsletters.

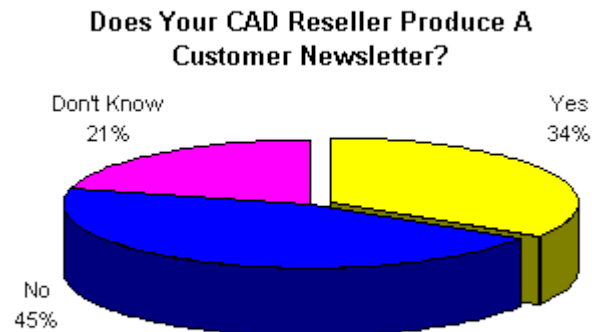
iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

Customer newsletters have proliferated in recent years; done properly, they can be an excellent vehicle for adding value for customers, and boosting sales. Any company seeking to launch a newsletter needs to base their offering on some basic research. Are the target audience already receiving newsletters/e-zines etc on related topics? What's needed in the way of content to differentiate from others, and to make customers value it?

To start to build a basic picture of this topic for the AEC market, CAD SPAGHETTI asked managers of design functions at 261 UK AEC sites if they are receiving newsletters (covering both hard and electronic publications) from either vendors or resellers, or if they wanted to in future.

Does Your CAD Reseller Produce A Customer Newsletter?

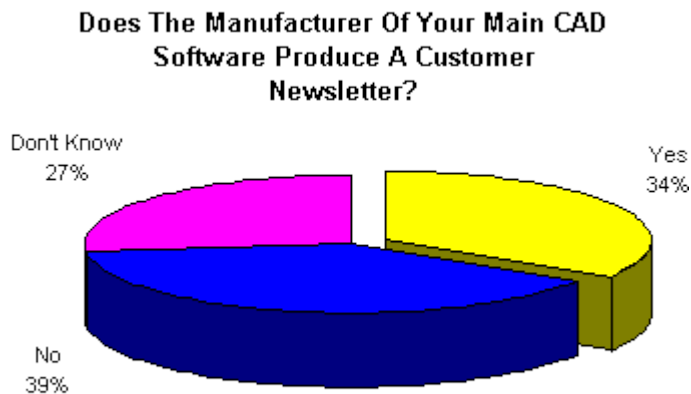
A third of our sample said that their reseller of design solutions produces a newsletter of some description. Of this group the vast majority are receiving this offering (87%); **overall therefore 29% of managers of CAD functions at AEC sites are currently receiving a newsletter from their CAD reseller.** One in five however don't know if their reseller produces a newsletter or not.



The size of the group of managers who do receive a newsletter from their reseller is too small (76 people) for any further reliable analysis, but out of interest, 16% said they found it very useful, 53% fairly useful, and 32% not useful.

Does The Manufacturer Of Your Main CAD Software Produce A Users' Newsletter?

A third of managers answered yes to this question, and again the vast majority of this group (82%) receive the newsletter in question; overall therefore **27% of managers of CAD functions at AEC sites reckon they are currently receiving a newsletter from their CAD manufacturer.** It's possible however that some of this group are confusing a newsletter from a channel supplier with an Autodesk offering. The majority of our sample will be using Autodesk products, and Autodesk stopped producing a newsletter for UK customers some time back. Again the size of this group is too small for further reliable analysis, but 19% said they find this publication very useful, 56% fairly useful, and 25% not useful.

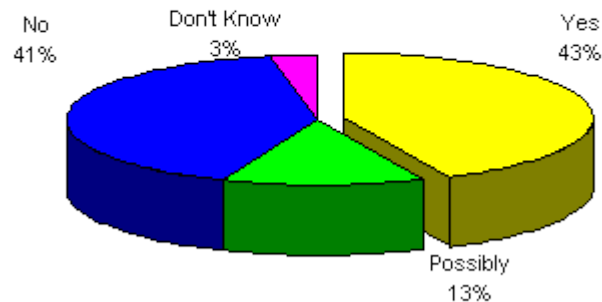


Looking at the overall sample, **45% of managers are currently receiving a newsletter from either their reseller or manufacturer (or both) of design solutions.**

Do You Want To Receive A Newsletter From Your CAD Reseller Or Manufacturer?

Just over half of our sample (143 managers, 55%) are not currently receiving a newsletter from either CAD reseller or manufacturer for whatever reason. With information overload such a common complaint in the average workplace, it's perhaps surprising that **43% of this group said they would definitely be interested in receiving a newsletter from either party in future (representing 23% of the overall sample).**

(Managers Not Currently Receiving A Newsletter From A CAD Supplier) - Would You Like To?



Conclusion

With 45% of decision makers for design functions already receiving a newsletter from either reseller or vendor, and a further 23% interested in doing so, the interest is there to make this a highly effective way of communicating with customers. Our sample size is too small to give a clear indication of satisfaction levels with supplier newsletters; however the fact that between a quarter and a third of the managers we interviewed feel the newsletters they receive are of no use should at least provoke editors to consider whether their products are meeting customer needs. Firing off an e-zine to customers just because the technology exists and because it seems a good way to immerse customers in yet more marketing spiel isn't enough; CAD SPAGHETTI will look in future at what features CAD/CAM users value in a supplier newsletter.

If you want to evaluate customer satisfaction in an objective, cost-effective way, Business Advantage's [market research services](#) can provide the solution.

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