
Project:
Usage & Attitude/
Image & Awareness

Country/Region:
France, Germany, Italy &
UK.

Sector:
IT

Client:
Sony

**For further information on
this case study please
contact:**

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Business Challenge

For this leading provider of audio, video, communications and information technology products, Business Advantage carried out a research project to gain a penetrative insight into the motivations for their professional customers to register into a specific support scheme.



The key objective of this research is to better understand the customers' rationale with regards to maintenance contracts. In addition level of awareness, understanding the value placed on maintenance agreements, identifying desired changes to contracts, investigating the current competitive landscape and understanding the usage and perception of competitive offerings were all elements of this in-depth research project.

Methodology

This project required a Qualitative and Quantitative Research programme consisting of 2 focus groups in the UK and 400 quantitative interviews in France, Germany, Italy and UK.

What impact did the result have on your business?

Sony were able to tailor their support package to customers' needs.

SONY

.Sony is a global manufacturer of audio, video, communications and information technology products for consumer and professional markets.