

Case Study



Manitowoc Foodservice is a sales and operations organization for the world's leading food service brands. Manitowoc provides the market with a complete range of equipment to meet the demands of the busiest kitchens. And because innovation is a cornerstone of the Manitowoc business, they frequently conduct market research in order to begin serving customer needs at the product development level.

Manitowoc began using Survey Analytics for specific research projects as part of their New Product Development process. Manitowoc selected Survey Analytics as their partner, because

- it allowed researcher to quickly design sophisticated analytics surveys
- it enabled researchers to create web surveys that performed specific statistical techniques, such as conjoint analysis
- researchers created more complex and meaningful surveys than they could before without having to go to an outside firm for survey design, development and hosting

In just a few months, Manitowoc approached specific business prospects in hopes of receiving feedback. As a result, Manitowoc saw

- a response rate of more than 50% (over 20% above the average online survey response rate)
- feedback that helped to define and refine product design specifications while testing new product business case assumptions
- users willing to provide follow-up feedback during field trials to validate specifications
- a significant impact on the usability of the product. Not only did Manitowoc develop new stretch technology goals, but they also were able to implement immediate changes that improved the user's ability to clean and interact with Manitowoc products

“In the past, without this type of research, Manitowoc might have included expensive features that delivered little value to the target customer” said Ben Lion, Product Manager for Manitowoc Foodservice. “We are now starting to measure the success of our new product developments and correlate this back to the strength and results of the field trial customer satisfaction levels.”

Based on the strength of the initial results, Manitowoc is looking to potentially integrate the Survey Analytics solution into the Global New Product Development process for other brands within the group – ensuring usable and well-designed products across the Manitowoc family.

Market Research During Product Development

Robert G. Cooper of Winning at New Products said, “seeking customer input and feedback is a vital and ongoing activity throughout development, both to ensure that the product is right and also to speed development towards a correctly defined target.” In fact, over 90% of all innovations start in the wrong direction.

With Survey Analytics, customer feedback can be integrated at any stage of the product lifecycle, ensuring innovation that is not only pioneering but also useful and valuable to the end user.

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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