

FREE IOT OFFERING

START BUILDING YOUR IOT CASE

A NO STRINGS ATTACHED CUSTOMER RESEARCH

Despite the great promise of the Internet of Things, many companies that want to tap into it just don't know where to start from, how to build their IoT case, and what's in it for them. Rings a bell?

There is something that we can do for you.

As we see it, the first step would be to talk to your customers and ask the right questions to find the pain points where IoT would bring value. We don't count on a big number of talks, but we expect enough to make the data relevant. Your designated support team and the one in the field should have some input too.



What's the catch?

RESEARCH SCOPE

We plan to run a small-scale research on your customer and your servicing team to help you identify their problematic areas that could be addressed by IoT. Let's say, one of your biggest customers is spending 10 hours per month on maintenance and servicing activities which clearly interrupt the production processes. Are you aware of that? Could you have a say in finding a solution? Is your customer mindful of the fact that IoT could provide better product and service reliability?

Finding answers to this kind of questions could result in answers to your concerns about how to make sense of IoT.

Will we do some real work?

RESEARCH METHODOLOGY

Our scouts will interview 8 of your customers based on a mutually defined segmentation and discuss with 4 of your team members or partners in the field.



OUR ROLE

We'll help you define the audience that will later be interviewed, we'll build together the questionnaire, conduct the interviews, sort out the data, and come back with the final results.



YOUR PART

We'll need your help to contact the established audience and win over their participation in the research. Listen together with us once we're in. Hone the final report and start building your IoT case.

What's in it for you?

DELIVERABLES

Once the research is completed, our team will put together a full descriptive report of our findings incorporating: personas, customer pains, needs and expectations, data analysis, and conclusions.

As our goal is to help you get started with your IoT Roadmap, we'll complement the research with a proposal for the next steps you should take to advance your IoT Strategy.

Get in touch

For more information, please contact us at:
iot@iquestgroup.com // iot.iquestgroup.com

IQUEST