



# Market Assessment and Voice of Customer Study for a Japanese Industrial Conglomerate

*Helping client navigate the North American market for industrial autonomous vehicles*

## CHALLENGE

GLG's client had attempted to evaluate use cases for autonomous vehicles and heavy equipment in a variety of industrial environments, but, due to language and cultural barriers, they lacked actionable insights to successfully penetrate the North American market.

## THE GLG APPROACH

GLG's engagement team of highly experienced B2B market researchers worked alongside a former director of an autonomous mobile robotics provider to uncover insights into the heavy equipment and autonomous robot industry in the U.S., including major supply chain players, unmet customer needs, and key purchasing criteria.

The GLG project team conducted 30 interviews with industry key opinion leaders, designed and fielded a survey to 120 B2B customers, and held eight interactive workshops with the dedicated project team and client stakeholders.

## OUTCOME

The final 125-page report integrated not only qualitative review of the industry landscape but also a data-driven assessment of quantitative metrics, including a detailed Van Westendorp's Price Sensitivity Meter (PSM) analysis.



GLG Surveys



GLG Calls



GLG Integrated Insights

[Learn more](#)

**GLG combined the strengths of a global network and research methodologies (calls, surveys, custom recruitment) into a single Integrated Insights project to uncover deep, unbiased insight for the client's future business planning.**

## Why GLG?

### 360° View of a Niche, Evolving Industry

Because of the dynamic nature of the industry, the client required a primary-research-focused engagement that included a team of subject-matter experts and first-party data, instead of the repackaged secondary data a traditional consultancy might provide.

### Quantitative Voice of Customer Analysis

GLG Surveys team administered the B2B customer survey using a proprietary technology platform and select panel of experts in the North American construction industry to ensure the data integrity of the online research.

### Series of Interactive Workshops

As the subject matter involved technical details and explanations, GLG arranged multiple workshops for the senior client stakeholders (Chief Engineer, COO), which enabled brainstorming-style, free-flowing conversations.

As the World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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