

ACBC Value Proposition Testing

THE CHALLENGE

Our client was looking to build a better understanding of customer needs with regards to technology updates and upgrades during the full lifecycle of an interventional X-ray device. The client wanted to test its concept and understand the overall customer perception, attractiveness vs. main competitors, and acceptable price ranges.

OUR SOLUTION

GemSeek provided recommendations on methodology, scope, target groups and segments. The first phase included In-depth Interviews and brief desk research on physicians and admins unmet needs, challenges and expectations. Then we conducted a quant concept evaluation through Adaptive Choice Based Conjoint (ACBC) and ran advanced simulations.

THE RESULTS

The detailed breakdowns per segment, target group and country allowed our client to tailor the plans to specific customer needs. We provided unlimited access to our online conjoint simulator, giving the client team the opportunity to run subsequent simulations and analysis. The well-designed new service plans were quickly adopted by hospitals thanks to their attractive attributes and suitable price.

