



LUMERIC™ Project Summaries

Project Type:

Key Performance Criteria (KPC)
Metrics - Brand Equity and NPS

Sector: Power Generation
Equipment

Company Size: \$3B

Company Position:
Market Challenger

Client Level:
Director of Strategic Marketing

The Critical Decision:

Can the client improve its competitive positioning and tactical performance by adopting periodic measurement of Brand Equity and NPS?

The Answer:

Yes. The adoption of both measures provided significant visibility into unrealized opportunities to increase customer satisfaction and adapt their offering to address unmet customer needs.

The Discussion:

The client was a US based subsidiary of a foreign manufacturer that had been gradually increasing its share since entering the market 25 years ago. Although the client had what was perceived as the best performing technology on the market, the steady progress in capturing share had come to a halt in the past two years. The adoption of Brand Equity and NPS metrics was designed to identify the drivers of this slow down and to set measurable targets for improving performance that will enable a return to share capture.

Through a comprehensive process which included the completion of 125 phone interviews and surveys with equipment buyers, Lumeric identified the key performance factors that drive brand value, measured performance against these factors for the client and competitors, rolled the data into an overall benchmark of competitive performance and used the data to identify opportunities for the client to capture greater share. NPS was also measured and used to identify opportunities for improving tactical performance in relation to some of the brand equity factors.

