

Protecting and Growing Your Market Share

How a leading solar infrastructure provider addressed possible market share loss

SITUATION

A leading global solar Photovoltaic (PV) cell provider is facing intense competition as the solar energy market is about to peak. The company was primarily concerned about potentially losing market share due to product quality, after-sales service, or pricing, making it easier for customers to switch to the competition.

SOLUTION

IDC proposed a Net Promoter and Net Satisfaction study covering pre- and post-purchase experience dimensions, from marketing promotions support to after-sales professionalism, among a cross-section sample of the company's customers and key partners to understand key attribute drivers for loyalty and retention versus attrition and churn.



RESULTS

The study revealed the client's key strengths in product quality, solution design, and after-sales services. It also highlighted the notable areas for improvement, such as marketing and promotion support, pre-sales (training), product use, and maintenance. While none of these dimensions or attributes heavily impacted NPS for now, IDC highly recommended to the client that they must address these areas of weakness to avert any possible market share loss.

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