



Context & Requirements

- **Context:** Europcar needs to strengthen its position in the Belgian B2B market and starts a rebranding of e-cars to fleet managers
- **Questions:** What mobility (rental) solutions in the Belgian B2B market focus on electric mobility?
- **Objectives:** Obtain an accurate view of the B2B market: its players, offers, and companies' expectations



Solutions

- Analyze brand positioning and awareness among fleet managers
- Measure and prioritize services to differentiate from competitors
- Identify the main habits and preferences expressed by decision-makers
- Measure ideal pricing using the Van Westendorp method



Results

- Measurement of brand performance and image among B2B fleet managers
- Assessment of business needs, expected services, and ideal pricing for an electric vehicle
- Definition of the ideal B2B car rental scenario and Europcar's competitive positioning

EUROPCAR

REBRANDING / POSITIONNING OF ELECTRICAL VEHICLES (B2C)

COUNTRY: BELGIUM



Context & Requirements

- **Context:** Europcar wants to strengthen its position in the B2C market in Belgium and rebrands its offering of e-cars
- **Question:** What mobility (rental) solutions are available in the Belgian B2C market, focusing on electric cars? How to differentiate ?
- **Objectives:** Obtain an accurate view of the B2C rental market, including its players, offers, customer expectations, and expected prices for electric vehicle rentals

Solutions

- Analyze brand positioning and awareness among individuals who have already rented a car
- Measure and prioritize services to differentiate the brand
- Identify consumer preferences
- Measure ideal pricing based on consumer preferences and willingness to pay

Results

- Measurement of overall satisfaction (Net Promoter Score) as well as loyalty and churn factors
- Assessment of consumer needs and expectations, including expected pricing for an electric vehicle
- Definition of the ideal purchase path for B2C rental and Europcar's positioning

TOYOTA

MARKET RESEARCH NEW COROLLA

COUNTRY: FR



Context & Requirements

- **Context:** For the launch of the new Corolla in France, Toyota wanted to make its B2B sales process more efficient.
- **Question:** What are the characteristics of the companies to which Toyota would be most likely to sell the new Corolla?
- **Objectives:** Determine the variables that play a role in purchasing and identify the companies that might be interested in the new Toyota Corolla.



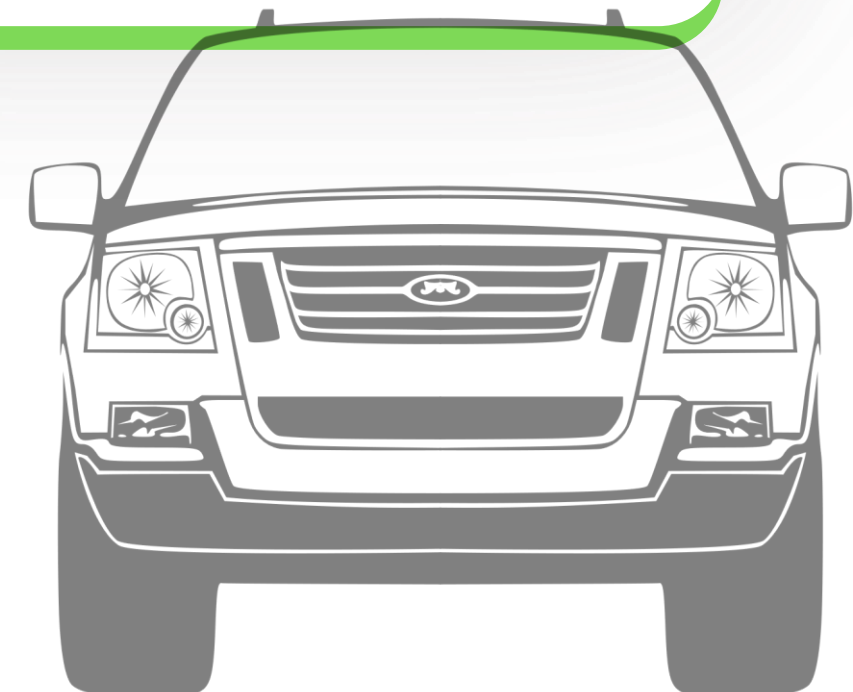
Solutions

- Collect company registration data and enrich the database
- Segment data by vehicle type, make, and nationality
- Prepare data to conduct a predictive model
- Run a predictive model on all data (1 million records) to simulate the probability of purchasing the new Corolla



Results

- Delivery of a file to the customer including a list of the 8% of French companies that would conduct 50% of sales
- Extension of the model to the 20% of French companies that would conduct 80% of sales



MOBILIZE FINANCIAL SERVICES

SECTOR MARKET RESEARCH

COUNTRY: BE



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Context& Requirements

- **Context:** This market research project is taking place against a backdrop of major changes in the market for services related to the sale of new vehicles in Belgium.
- **Question:** What is the purchasing path and how should MFS's offer evolve to meet new customer expectations?
- **Objectives:** MFS wants to obtain concrete results to adapt its service offering to the new uses and needs of the automotive market.

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Solutions

- Conduct a quantitative B2C CAWI survey on a sample of N=1000 vehicle owners and lessees
- Segment the market research according to the 30 brands present in the market
- Create different pricing “scenarios” by testing the impact of different offers on the choice to buy or not to buy the associated service
- Understand changing customer needs and expectations

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Results

- 360° understanding of contact points and key stages in the customer journey
- Clear answers on the potential and pricing of new services
- Identify key information on new trends
- Define obstacles associated with service contracts and find solutions
- Define customer and potential customer profiles.

