

# MOBILIZE FINANCIAL SERVICES

## SECTOR MARKET RESEARCH

COUNTRY: BE



### 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.



### 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



### 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.