

Challenge

Determine what features and feature packages to include in phone handsets to optimize product offering across market segments and across international markets.

- Launch a new product internationally. They hoped to use a common marketing campaign and similar products across the markets.
- Decide what features they should put on phones for different markets and different customer types
- Understand what features people valued and desired – and why – so feature development could be targeted at the underlying customer needs

Solution

B-Link™ determines relationship between benefits (what the customer wants) and Features (what the product does)

Morpace recommended the B-Link™ technique as a cost effective approach to determine customer needs across international markets:

- Identify and prioritize the benefits customers are seeking
- Identify and prioritize product features
- Link desired benefits with the feature sets that will deliver those benefits.
- Model alternative offerings to determine the individual features and sets of features with greatest customer appeal
- Provide cross market and cross-segment comparisons

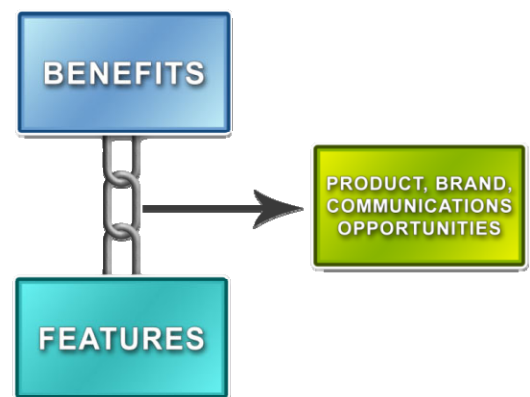
Outcome

Results clearly showed that a common marketing approach would be inappropriate.

- The B-Link™ results guided both product and communications strategy changes.
- Products/services needed to be to be highly customized to the individual markets.

"The B-Link™ approach helped us go beyond just thinking about the features we can invent, to thinking first about what customers want and then about how we can deliver."

- Client



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