

RESEARCH CASE STUDY

A BUSINESS OPERATIONS SOLUTIONS

To protect our client's proprietary information and other sensitive data, Stamats has removed business and product names.

The Challenge

Our client, a company that provides innovative business operations solutions for enterprise-level corporations around the world, needed to better understand what opportunities existed to expand its presence in Class A building maintenance and management practices. Specifically, the client hoped to develop deeper insight into the motivations, challenges, and decision-making processes of Class A building managers/owners as they selected facility maintenance products and worked to improve their buildings' sustainability practices and LEED (Leadership in Energy and Environmental Design) scoring.

The Project

To help our client develop more robust market intelligence, Stamats created custom qualitative and quantitative research tools to engage a geographically diverse selection of facility managers of Class A buildings. During the qualitative phase of our work, we scheduled and conducted 20 targeted one-on-one phone interviews with BUILDINGS (a division of Stamats Business Media and a top-rated facility management publication) readers who manage Class A buildings. Here, our goal was to gauge how this audience thinks about, feels about, and behaves toward a host of maintenance-related activities and decisions.

The quantitative phase of the project was one of refinement—designed to add precision, depth, and ranking detail to the specific opinions, perceptions, thoughts, and practices of the target audiences. Through 300 web surveys completed by managers of Class A buildings, Stamats also isolated key characteristics that could be used to target high-value facility managers in subsequent promotional and marketing initiatives. In both phases, Stamats developed the research agenda and instruments, identified/segmented study participants, conducted all fieldwork, analyzed results, and presented findings in a format that was easy to understand and simple to communicate across all client departments.

The Results

Stamats' research provided our client with the market intelligence necessary to develop highly targeted messaging—messaging that directly spoke to the needs, challenges, and priorities of this very specialized professional group.

Our work happened to precede a company merger that resulted in a name change and brand merger for our client. The research findings we provided helped the new brand and marketing team determine which key elements, values, and attributes would have the greatest potential marketing effect on the building managers of Class A commercial buildings. Two years after the original research was completed, the client asked Stamats to repeat the study in an effort to measure incremental marketing progress.

