

Case study | Medtech

Brand awareness and customer loyalty study for electrophysiology ablation catheters

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Challenge

Determine end-user perceptions and behaviours related to the U.S. and European electrophysiology atrial fibrillation (AF) device market.

The client was seeking to:

- Assess brand penetration and familiarity of the client's product and its competitors, including measuring brand perception in the context of specific product attributes
- Quantify customer loyalty for key brands in the market and track brand performance across specific product, service, and company attributes
- Understand the above listed measures across various customer segments and types

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Solution



Approach

- Primary research through online surveys, employing stratified random sampling techniques to collect unbiased quantitative data
- Additional primary research using physician and administrator telephone surveys to expand on raw data with key consumer insights
- Proprietary and industry standard metrics and analytical tools to valuate dynamics of brand awareness, perception attributes and loyalty metrics



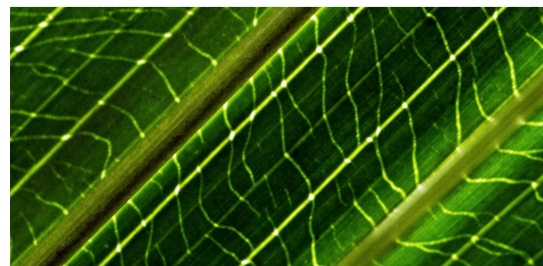
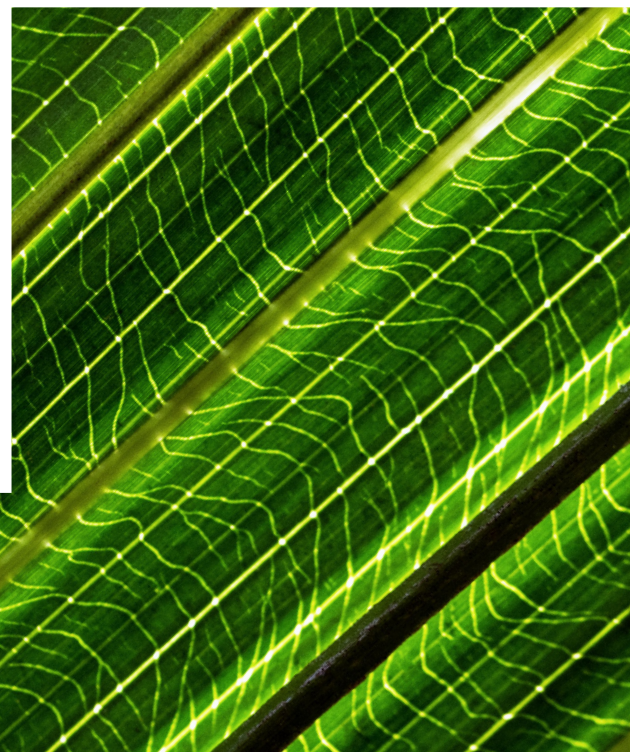
Key findings

- Physicians continue to consider product attributes as most important, compared to company or customer service attributes, although the importance of each is distributed differently in the U.S. compared to Europe
- AF catheters currently on the market do not offer enough versatility and functionality to be appropriate for all AF patients. As a result, physicians keep multiple catheters in their toolkit in order to treat AF
- Physicians are most likely to switch brands if manufacturers can demonstrate that their catheter is superior to the physician's currently used product, or due to changes in contracts or purchasing agreements

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Outcome

The client was provided with data-backed brand awareness, usage, and loyalty insights, including brand performance by segment on selected attributes; this data was used by the client to focus sales strategies.



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