



## INDUSTRY:

Energy & Utility (EPC)

## GEOGRAPHIC REACH:

India

## FOCUS PRODUCT/SERVICE:

Utility Solar EPC, Distributed Solar, O&M

## TIMELINES:

Approximately 40-45 interviews were conducted with 29 clients across India

## PROJECT OBJECTIVE:

Develop a deeper understanding of its customer needs and expectations, and also wants to assess their satisfaction level and associated perceptions of companies products performance

## KEY QUESTIONS ANSWERED:

- What is the current market image and perception of the client within each customer segment?
- What is the current level of satisfaction with the clients performance?
- How satisfaction varies by customer type, location and SBU?
- What are the issues or problems that customers have experienced with the clients products or services?
- What are the principal problem areas and potential areas for improvement for the client?
- What are the key parameters for EPC and O&M vendor selection?
- What are the emerging trends and needs with respect to technology and applications?
- What is the current satisfaction level with other EPC and O&M vendors, and what areas require additional support or value-add

