



## Case Study

# Envirotainer

Product & Proposition Research; providing exclusive insights through customer and prospect feedback to enable our client to optimize their product set.

### The Challenge

Envirotainer was founded in 1985 and are the global market leader in secure cold chain solutions for air transport of pharmaceuticals.

They approached B2B International at a time they were developing a brand-new container to complement the internal work done by their own R&D team. Through this research partnership, they wanted to ensure they remained at the forefront of innovation, and therefore wanted to understand how they could differentiate themselves in the market based on customer needs.

Primarily, they wanted to understand which features of the new container would be most important and would add value to users.

Further to this, they also wanted to gain an understanding on which features to prioritize in their marketing strategy once it was ready to take to market.

## The Solution

To begin with, we wanted to help Envirotainer understand their customer needs and pain points. We therefore conducted primary research which included a customer journey mapping workshop and in-depth interviews with key stakeholders across forwarders, airlines and pharmaceutical manufacturers.

The next phase was a quantitative survey with customers and prospects where new features were tested. This phase consisted of:

- 350 online and telephone interviews across the pharmaceutical cold chain in North America, EMEA and APAC
- The survey conducted in 9 different languages covering over 20 countries
- The use of MaxDiff trade off technique to define the “ideal” container with further qualitative investigations into why certain features were valued
- TURF analysis to identify the new features that applied to all parties in the supply chain

## The Insight

The research enabled us to present back a clear story to our client and those responsible for marketing the new container. The findings included:

- A ranking of importance of new features
- Understanding of which attributes would have an impact on willingness to pay
- Trade offs that the respondents were willing to make

The ranking of features highlighted brand new features that were both sought after by the market and which carried a clear price premium through differentiation.

We were also able to use the insight to identify market segments which were more/less likely to pay a premium for an advance cold chain solution. Marketing and business development effort was therefore realigned accordingly.

This study we conducted for Envirotainer was one of the inputs to their new container; Releye®: “the first true innovation since active containers”.

## Testimonial

*We've worked with the B2B International team for many years, and always been very pleased with their approach. Their professional support in this project was a great help to further understand our customer's needs and priorities.*

- Customer Experience Manager, Envirotainer