FUJITSU

Fujitsu uses QuestionPro's Online Community to quantitatively validate qualitative feedback and its own ideas.

Challenge 1
Quick quantification of product innovations.

Challenge 2
More targeted adaptation of product development to the customer and market needs.

Solution   Online Community

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QuestionPro

About Fujitsu

Fujitsu is one of the largest IT concerns in the world.

For more information please visit
https://www.fujitsu.com/

Overview

We had the opportunity to talk to Philipp Alfermann, Paloma Aparicio Escuder and Oliver Barth - product managers at Fujitsu - and the project team about their tasks and how they see the collaboration with QuestionPro. We also wanted to find out how they evaluate our technologies, which Fujitsu uses to run an online community. Their tasks include designing the market orientation according to customer needs.

Goals

In order to align product development more closely with customer needs, it is important that new ideas and innovations can be quantitatively validated at short notice and with minimal effort, as a single idea for a product or feature does not always represent the entire market.

Ultimately, the feedback serves as a basis for decision-making, which is then incorporated into the development process in the product portfolio. In addition, it should be possible to identify changes in trends and customer needs, both for existing customers and potential customers, on the basis of time sequences.

Challenge

In the past, the inside-out principle was often applied. Here, products and features are developed first and then evaluated afterwards to see for which customer or market it might be interesting. In order to ensure that product development is increasingly focused on the needs of customers, it is of great importance that new ideas and innovations can be evaluated quickly and efficiently, which makes the abolition of inside-out necessary. In addition, it is desirable that changes in trends and customer needs can be identified for both existing and potential customers on the basis of time histories. This makes it possible to react flexibly to the changing requirements of the market and to ensure customer-oriented product development.

P QuestionPro

"QuestionPro is an excellent panel management tool that we use in product management. With its user-friendly interface and ease of use, it allows us to create effective surveys and collect valuable customer feedback to make better product decisions. We especially appreciate the excellent customer support. The tool offers everything we need - and at an unbeatable price-performance ratio."

Marcus Schneider
Deputy Head of global Portfolio Management

Implementation & Benefits

Fujitsu chose an iterative approach to implement the project, gradually recruiting new customers throughout the EU into the community. Thanks to QuestionPro's user-friendly interface and intuitive operation, this could be done independently without additional support and at low cost during ongoing operations.

By leveraging QuestionPro's online community, Fujitsu can agilely identify and quantify market needs in real time and respond accordingly. By involving customers in product development and thinking in a customer-centric way, this leads to an increase in customer satisfaction regarding the product portfolio. Customers feel important as they are involved in decision-making processes.

Fujitsu also closely follows technology trends in the coming years and always checks whether customers are interested in them. The company thus always has its finger on the pulse of the times and immediately recognizes which trends it should and should not be involved with. Fujitsu can now make decisions based on customer needs and identify trends and innovations on the market in the shortest possible time to directly assess whether they fit the target group.

A particular highlight emerged from a study of the entire product lifecycle: it became clear that there is great interest among customers in extended support. In addition, the associated willingness to pay a price was surprising.
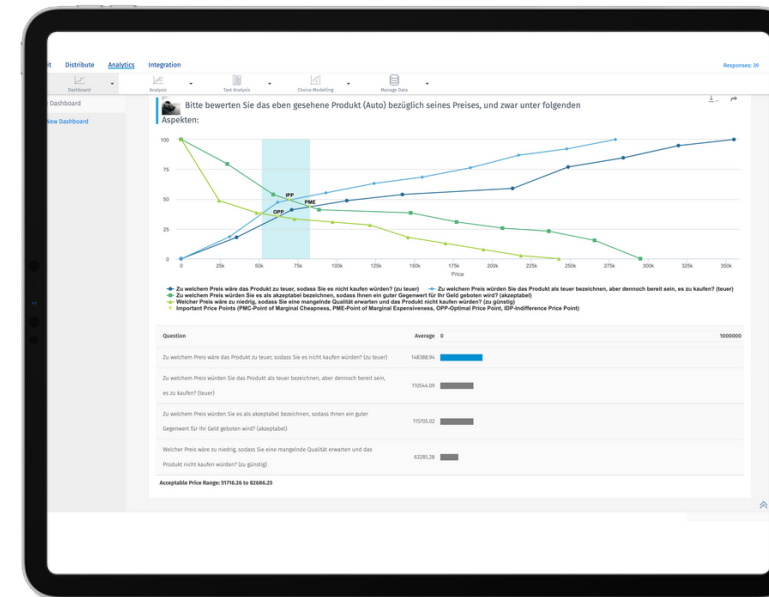
When working with QuestionPro, Fujitsu particularly values the support and response rate in the first place, and the user-friendly interface and use of AI in second place. Thus, a survey can be created automatically using QxBot, should one need inspiration for a survey.

Overview of QuestionPro solutions

- Market Research Solution
- Online Community
- Consulting
- Full Service
- Worldwide Panel (22 Mio)
- Customer Experience Solution
- Employee Experience Solution
- AI Sentiment Analysis

About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and desires of our customers in the fields of experience management, market research and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main business areas are Market Research, Customer Experience and Employee Experience.

Learn more   www.questionpro.com