

Customer Due Diligence: Manufacturing OEM Supplier

Private Equity



Background

Following Letter of Intent (LOI), our client sought LRC's support in conducting a hybrid qualitative-quantitative Voice of Customer (VoC) study to help understand the distribution of relationship strength, competitor trends, and the role of steel prices in future demand. Within a 4-week timeframe, we were able to capture critical key account interviews and outline a plan for growth.

Approach

- Developed two questionnaires with tailored questions for each segment, as well as areas to probe deeper into **specific needs of key accounts during longer, conversational interviews.**
- **Performed latent driver analysis** to understand the impact of each experience area on the Target's Loyalty Profile and future demand.

Results

- Quantified the **impact of steel tariffs on future demand of the Target's product**, as well as outlined **key considerations for pricing** based on customer input and analysis.
- Identified and **prioritized new products and accessories** for cross-sell / up-sell opportunities.