



# WIN-LOSS STUDY

## OVERVIEW

Harvest Insights partnered with a leading commercial appliance distributor to conduct comprehensive win-loss analysis on their delivery and installation service offerings. The study aimed to understand the key factors driving customer decisions to adopt or decline add-on services, identifying barriers to service uptake and opportunities to improve service attachment rates—ultimately informing service optimization strategies and revenue growth initiatives in the competitive commercial appliance market.

## CHALLENGE

Installation and delivery services represent critical revenue streams and customer satisfaction drivers. The client's add-on services were experiencing inconsistent adoption rates across segments. Understanding the underlying factors behind customer service adoption decisions became essential for optimizing that revenue stream.

## SPECIFIC ISSUES

- Inconsistent adoption across different industries
- Maximizing revenue while balancing customer satisfaction and service adoption
- Need to understand competitive offerings and potential opportunities for differentiation
- Complexities around providing the service across multiple submarkets
- Understanding differing needs across appliance types

## HARVEST INSIGHTS SOLUTION

### Objective

To conduct comprehensive win-loss analysis identifying the key factors influencing customer decisions to adopt or decline delivery and installation services, enabling data-driven optimization of service offerings and sales strategies.

### Approach

- Multi-sector customer research incorporating both qualitative and quantitative aspects
- Determining adoption rates across various appliance purchase scenarios
- Evaluating different combinations of services to determine the most attractive options and price points
- Understanding opportunities to influence decision-making in the customer journey

### Conclusion

The win-loss analysis revealed distinct service adoption patterns across market segments and identified key service enhancement opportunities and pricing optimization strategies.



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