



## Customer insights help Topsoe stay in sync with market reality and emerging trends

Topsoe is a successful global provider of advanced technology and solutions for the energy transition, built on decades of scientific research and innovation. To keep its self-perception closely aligned with evolving market reality, Topsoe wanted a sharper outside in view of what customers truly value, where expectations are shifting over time, and where the organisation might be missing something important.

### When things are going well, a reality check keeps you sharp

For Lisbet Andersen, Senior Director of Global Service, Commercial Excellence & Marketing, the aim was to uncover small but important areas where the customer experience could be improved. This created a stronger focus on the softer sides of the customer relationship, enabling new initiatives to be introduced and existing ones to be strengthened based on customer insight rather than intuition.

“ We wanted a reality check to see whether our own picture of the company is actually in sync with reality. When you are successful, it can be easy to miss things, and we wanted to become an even more professional partner for our customers.

### Lindberg International delivered an actionable report, a business-focused walk-through and a dashboard that made it easy to work further with the insights.



#### Trust and a straightforward proposal stood out to Lisbet and made the decision easy

*What mattered most to us was trust that Lindberg could solve the task and that the price and expected output made sense. We never doubted their competence, and the proposal was straightforward and without unnecessary complexity. Their suggestions to focus areas also supported our prioritization process.*



#### Lisbet experienced a smooth process with close contact and a willingness to adapt

*It added credibility that Lindberg spoke with both customers and our own people early on. By running those interviews, they built a strong sense of our business, which helped ensure a smooth and easy process with close alignment and continuous adjustments to create maximum value for us.*



#### Clear messages and a goldmine of data that can be used again and again

*The results were clear and accessible and easy to understand. It was clear where we perform well and where we can improve, and where the biggest opportunities lie. The Power BI dashboard they delivered is a data goldmine we can keep analysing and use for specific purposes.*

## Topsoe can now initiate improvements based on customer insight

### Lisbet sees a clear basis for prioritising:

*“We are very happy with the study. It confirmed some of what we already knew, but it also made us aware of areas of improvement that we had not seen ourselves. It helped us prioritise and focus on what is actually most important to customers.”*

## Recommending Lindberg to other companies with a similar need?

### For Lisbet it's a clear 10 out of 10:

*“Yes, I would absolutely recommend Lindberg. They did not just solve the task, they delivered it in a way we had not even anticipated. Their deep understanding of business also helped us achieve buy-in, which is not always easy in a company like ours.”*

**Get in touch** if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can **“Act with confidence”**.

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# LINDBERG INTERNATIONAL IN A NUTSHELL



**2000+**  
Client projects



**60+**  
Active clients



**97%**  
Work abroad



**30+**  
Years of experience

## About us:

For more than 30 years, Lindberg International has helped companies make commercial decisions with confidence by blending cross-border market research with pragmatic commercial consulting. We work to ensure our clients truly understand their markets, customers and competitors so they can decide where to focus and which initiatives to prioritise, turning insight into profitable growth.

At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

## Some of our active clients:

