

Benchmarking for 2019: Understanding the Diagnostic Imaging Equipment Customer Experience

Featuring research from a random sample of approximately 327 diagnostic imaging professionals in the U.S.

Overview

The term 'customer experience' holds much greater value than many believe. Keeping your customers happy and maintaining a good relationship propels companies into an entirely new realm of customer satisfaction standards. The bar is constantly being raised and our goal is to help your company understand rising customer expectations. Customers seek relationships with brand, and this report will help you explore how you compare to other diagnostic imaging equipment manufacturers. Forward-thinking imaging equipment companies are continually evaluating customer reactions across multiple touchpoints and this report will give you the insight you need across their pre-purchase experience, product experience and post-purchase experience.

What you will learn in this report:

- How do you compare to your competitors on 22 attributes covering 3 Phases of the customer purchasing lifecycle?
- Which phases are most important from your customer's point of view?

Phase 1: Pre-Purchase Experience scores for:

- **Equipment Awareness:**
 - Believability of advertising, frequency of attending tradeshow exhibits, ease of website search
- **Equipment Knowledge:**
 - Familiarity with product offering, perception of product innovation
- **Equipment Selection:**
 - Ease of determining the best product for customer needs, satisfaction with pricing and promotions offered, product meets workflow requirements

Phase 2: Product Experience scores for:

- **Equipment Integrity:**
 - Frequency installation met scheduling expectations and occurred with a minimum of disruption or downtime, clarity of product training, user-friendliness of product design
- **Service Provided:**
 - Helpfulness of sales representatives, favorableness of impression of customer service; proactivity of sales reps in introducing new equipment and applications.

Phase 3: Post-Purchase Experience scores for:

- **Manufacturer support:**
 - Satisfaction with phone/email tech support, degree to which onsite service meets needs; degree to which real time online support answers questions, satisfaction with clinical applications training.
- **Satisfaction and Loyalty:**
 - Likelihood of recommendation to colleague, satisfaction with products and services, overall customer experience rating.

Market Research Methodology

Benchmarking for 2019: Understanding the Diagnostic Imaging Equipment Customer Experience is based on responses to a 32 question online survey for diagnostic imaging professionals conducted by IMV.

The scope of this study spans the pre-purchase, product-usage and post-purchase experience with 12 diagnostic imaging companies including Agfa, Canon, Carestream, Fuji, GE, Hitachi, Hologic, Konica Minolta, Philips, Samsung, Shimadzu and Siemens. We've asked 327 imaging professionals to evaluate their supplier companies on customer touchpoints that occur during the time spent researching products, selecting and using the product, and supporting the customer after the sale.

IMV Market Research Report Advantages

Since 1977, IMV has been a leading supplier of market information to the diagnostic healthcare industry, providing databases and comprehensive market reports that address the radiology, cardiology and oncology markets.

- **Robust Sample:** A sample of 327 diagnostic imaging professionals drawn from IMV's proprietary research panel and AuntMinnie.com supports in-depth analysis and confidence in business decisions.
- **Data Accessibility:** Extensive analysis will be provided in PowerPoint and interactive Tableau Reader files.
- **In-depth Analysis:** Drill down from top-level summaries to analyses by manufacturer, facility type, user type, and respondent generation.

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