

Case Study: Home Security Systems

# Conversation research for product development

## Problem

An agency representing a home security company wished to validate its assertion that consumers purchasing the product in question were not necessarily concerned with the convenience of smart- and app-enabled systems. Both the messaging and the client's product were geared toward a more traditional, security focus and did not offer advanced features like smartphone apps.

Reviewing conversations home security purchase consideration, CRI noticed two pertinent details. First, there was almost no mention of convenience when consumers discussed these types of purchases. Also, almost every conversation involved some discussion of an app-enabled system.

## Solution

Conversations showed that consumers prioritized apps even though convenience was not a stated reason. This not only dictates a change in marketing messaging for the product, but insight for the product development team to prioritize smart- and app-enabled technologies to keep up with consumer expectations.

## Results

Adding smart- and app-enabled technologies to the client's product line keeps up with consumer demand and allows the product to remain competitive. The fact these insights were delivered to the client by an agency partner further strengthens the value of that agency to the client.

