

- Situation**
- Badger Meter wanted to get a 3rd party view of what competitors are entering the market and how they are doing relative to Badger Meter
- Objectives**
- Get a baseline of what competitors are entering the market
 - Understand the factors that play in going to market
 - Understand the marketing tactics of competitors
 - Determine which initiatives should receive additional funds
 - Identify any products and marketing initiatives which don't provide a perceived benefit to current and prospective customers
- Approach**
- Identify competitors
 - Develop call guides and request procedures
 - Create video and email messages to elicit response
 - Conduct competitive intelligence
 - Develop dashboard to gauge and track progress
 - Create organizational KPIs (Key Performance Indicators) as well as additional metrics to incentivise improvements
- Results**
- Identified some additional competitors
 - Validated product pipeline and added some additional requirements
 - Created urgency for increased marketing efforts
 - Developed a baseline for competitive intelligence
 - Research findings gave additional insights into both new customer acquisition as well as what are the IDPs (Ideal Customer Profiles)
 - More frequent touch points for customers and prospects were scheduled