

If Danfoss was a car ...

An extensive customer survey has provided plenty of information to how others perceive Danfoss and this is the first step towards a new Danfoss.

If Danfoss was a car, which make would it be?

This question, along with many others, was put to 3,000 customers last spring as part of a perception survey of Danfoss. Are we considered a sensible Toyota, a price competitive Korean model or perhaps a smart Italian sports car?

The many interviews form part of an extensive process which is set to identify the values that customer attach to the brand name.

The first phase has revealed positive feedback from the customers but also indicates that we still have work to do before we get to where we want to be.

Fair business partner

Over recent years, the focus has very much been on the fact that Danfoss should not only produce components but also deliver solutions. Danfoss should not only produce controls but also gather the components in solutions in order to make it easier for the end users. This is what is being done now and several business areas are working to deliver solutions. But has it been a hit with customers? Not really. Danfoss is still seen primarily as a supplier of products.

The positive element of the survey is that Danfoss is recognised for producing high-quality products and for delivering good



value for money. Also, we are thought of as a company that deals fairly with its customers. This is as it should be, because customers consider these to be the two most important factors when they make a choice.

According to the survey, Danfoss is not known for their rapid reaction to market changes. So, slightly conservative and that could give a hint about the model of car.

Fundamentally, the outcome of the survey is rather positive, and not least when it comes to the part that compares us with our major competitors.

In this respect, Danfoss is well in front in all areas – especially within fields such as

service and being first to launch products on the market.

And the car is ...

The survey shows that at the moment customers think of Danfoss as being a mix between a Mercedes and a BMW. So, we are definitely a quality car.