

Customer & trade perception of compressors - Atlas Copco - ValueNotes BrandMeter 2015

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Abstracts

ValueNotes Brandmeter is a quick-access tool providing insights on how customers and trade partners perceive various industrial compressor brands in India.

An unbiased and independent report based on 300+ interviews with end-users and trade participants

Companies are ranked by customers and the trade across parameters such as product quality, energy efficiency, after-sales service, quality of air output, compressor life, product availability, brand image, value for money, design & customization, and product warranty

Product- and brand-wise buying preferences across regions and end-user industries in India

End-user industries include automobile, cement, chemical, food and beverages, pharmaceuticals, power, steel, textiles

This report highlights the overall perception of Atlas Copco compressors, including end-users' and the trade's perception of the company's reciprocating and screw compressors. Atlas Copco has been ranked by various purchasing criteria and by the end-use industries. Key areas of concern for end-users and the trade about the brand have also been captured.

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