

FM Custom Research

Using Smart Building Strategies to Meet Energy, Sustainability Goals

Executive summary: Many organizations are taking steps to make buildings more energy efficient and more sustainable. At the same time, many are implementing smart building measures. The results of a new survey of facility executives demonstrates that smart building measures are being used to improve energy and sustainability performance, and that those measures have in fact proven to boost performance in those areas. But a more strategic approach to smart buildings, combined with even wider use of smart building measures, represents an important opportunity for facility executives to drive further gains in energy efficiency and sustainability.

This white paper examines facility executives' experiences with smart buildings and shows how smart building measures can enable other key organizational goals.

Topics addressed include:

- Synergies between smart buildings, energy efficiency, and sustainability
- Facility executives' plans for smart building upgrades
- Value of a broad-based team to develop smart building strategies
- Role of people in smart building strategies
- Integration as a key to a smart building strategy

building
OPERATING
management

White paper

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Custom Research Leads to Better Business Decisions

Put our unique relationship with and knowledge of the facility management market to work for you with proprietary research. Our research team will work with you to determine survey objectives and survey questions. Our experienced editors and market researchers work with you develop survey questions. We program and host the survey, conduct the survey, tabulate the results, analyze the data and provide you with a comprehensive report which you can use for any marketing purpose. Surveys are usually deployed via the web. However, mail surveys, phone surveys and focus groups can also be conducted.

Research Options

- Brand Awareness
- Product Perception
- Ad Testing
- Customer Satisfaction
- Other/Custom

Brand Awareness

Testing brand awareness and preference can help you measure the success of your advertising and marketing programs among facilities executives. Brand awareness research is usually repeated every 1-3 years to track how well your marketing communications efforts have influenced FMs. Competitor brands can be added to your research study in order to provide a comparison for analysis.

Product Perception

A product perception survey provides important information on the strengths and weaknesses of your product. You'll discover which attributes of your product are most valued, and how FMs feel about your product compared to your competitors.

Ad Testing

Testing a new ad campaign before launch can provide valuable insights on how well your message and creative will resonate with facilities executives. Testing your ads with FMs before campaign launch can resolve any issues prior to roll-out and maximize your media investment.

Customer Satisfaction

A customer satisfaction study can identify what's contributing to the FM's purchase experience and what's detracting from it. Information that helps you implement customer retention and loyalty strategies.

Get the information you need, in the context necessary to make both large-scale and everyday decisions with confidence. Call or email us for a free one-hour consultation to discuss your research needs and how we can help you. Contact Tim Rowe at 414-368-6860 or email tim.rowe@tradepress.com.

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