

Case Study and Report

Case Study: Advancing Construction Industry Tools and Equipment for Greater Efficiency and Safety

AGENDA

Target Audience : Construction Industry Professionals
(Contractors, Engineers, Equipment Operators, Safety Officers)

Methodology : Online Surveys, In-Depth Interviews

Geography : Nationwide (United States)

Sample Size : 280n for Online Survey & 20n for In-Depth Interviews



Objective

The primary objectives of this case study were as follows:

1. Assess the current state of construction tools and equipment.
2. Identify common pain points and areas requiring improvement.
3. Recommend strategies to advance equipment for greater efficiency and safety.



Challenges

- Client wanted to understand the pain points and suggestions from the users of construction equipments. I.e. Construction Industry Professionals
- Moreover, they were looking for users who have made the purchases of the specific brands and its competitors.

Solution

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We programmed and hosted the online survey with the help of our in-house scripting team.

We sent the programmed online survey to the construction Industry professionals from our panel.

We also conducted customized recruitment to set up appointments with professionals for in-depth interviews of 60 minutes.

Our recruitment team worked extensively to find suitable candidates to take the online surveys as well the in-depth interviews.



ADDITIONAL NOTES

To encourage honest and detailed feedback, the survey and interview responses were anonymized. Ethical considerations, including safety standards and environmental impact, were considered during the research process.



OUTCOME

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Survey responses and interviews provided a comprehensive understanding of the challenges and preferences related to construction tools and equipment.

Common pain points, such as maintenance, durability, and ease of use, were identified.

Recommendations included investments in technology, improved safety features, streamlined maintenance practices, and further training on new equipment.

Research outcomes were shared with the end client to drive innovation and improvements in construction tools and equipment.



Get In Touch

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