

THE **CONVERSATION** STUDIO

Benefit Value Test

Alarm system features

Consumer insights of the most valuable features and related benefits of a home alarm system in the UK

Report

Summer 2022

I. A quick intro about who we are



The Conversation Studio

We are human centric proposition designers.

We deliver valuable customer insights, boost creative thinking and give confidence in decision making when developing new products, services and business models.

Customer centric proposition design

In 2018 we launched The Conversation Studio with one goal in mind: a world with no more crappy products.

In concrete terms, we believe that products and services that are developed must bring forth added value for the user and - if possible - the planet.

With this in mind, our team focusses on supporting our clients with the innovation, marketing and developing of new and powerful product propositions.



If you want to know more or have any questions about this research, feel free to get in touch.



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Meet our team

A fun and enthusiastic group of highly skilled professionals defined by different backgrounds yet brought together by their passion for market research.



Our pro-active consumer studies

The Benefit Value Studies is one of our top selling research products. By understanding consumers' appreciations of the 'ingredients' of a proposition, brands are able to increase conversion and fill their innovation funnel with relevant new product ideas.

We already serve brands like JBL, Heineken and Philips with this specific type of research. It is thorough, fast and affordable.

To make other brands aware of this type of study, we sometimes conduct pro-active studies as a show case of this valuable methodology.

II. About this Alarm System study



450 consumers living in the UK participated in this study

Improve your alarm system proposition to win over customers

There's a large variety of security system options in the market, from simple locks and cameras to 24/7 monitored surveillance and motion detection. All with different product propositions, features and benefits. This large variety of options has led to questioning what consumers really value in these type of products and why.

A Benefit Value Test was conducted among 450 consumers in the UK to identify the high points of alarm and security systems and its most successful and impactful benefits.

The consumer insights that derive from this study help brands improve their existing propositions, give clear direction to more effective product communication and inspire new product development.

In this document you'll find the full results of the Benefit Value Test.

Product features

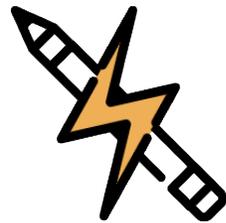
Overview of product features and related benefits that are used in the Benefit Value Test. All product features are based on information found on brand websites and ecommerce websites of the current alarm system market.

- Identify intruders in real-time monitoring through the use of video surveillance
- A system easy to install, configurate and use
- Motion detectors with light activation and possible sirens help scare intruders away
- Get immediate notifications through phone app in case of intrusion
- A wireless system allows you to continue monitoring and surveilling your home during power outages
- Save energy by connecting lights and thermostat to your alarm setting (e.g., home mode, not home)
- Avoid paying monthly fees to Alarm monitoring centers
- In case of emergency, police has instant access to surveillance system
- Quick verification of emergency through video surveillance to detect false alarms
- Get immediate notification through phone app in case of fire, leaks, increases in temperature and CO2 irregularities
- Set up the system yourself with simple instructions
- SOS button to contact emergency person and stay in contact with loved ones
- A wireless system allows you to rearrange sensors and detectors with facility
- A pet-friendly system that does not react to your pet's movement
- Infrared surveillance cameras keep your home monitored throughout the night
- Constant surveillance by an Alarm monitoring center that notifies you and external help in case of emergency
- 24/7 customer support as well as yearly maintenance check-up
- Control access to your home areas through the use of a control monitor with personal credentials
- SOS button to contact Alarm center in case of emergency
- Compatibility with voice assistants allows you to activate alarms with voice commands
- Have access to locks, room accessibility, lights, thermostat and video surveillance remotely through a phone app
- Save time by having professionals set up the system
- When intrusion is detected a smoke screen activates within 60 seconds
- Self-assessment of emergency without Alarm monitoring center contacting external help

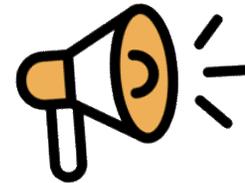
The **Benefit Value Test**
answers the question:

*“What product or service features
provide impactful value
for your target groups?”*

The **Benefit Value Test**
give you clear, fact-based input for
innovation opportunities and
commercial communication directions.



INNOVATION



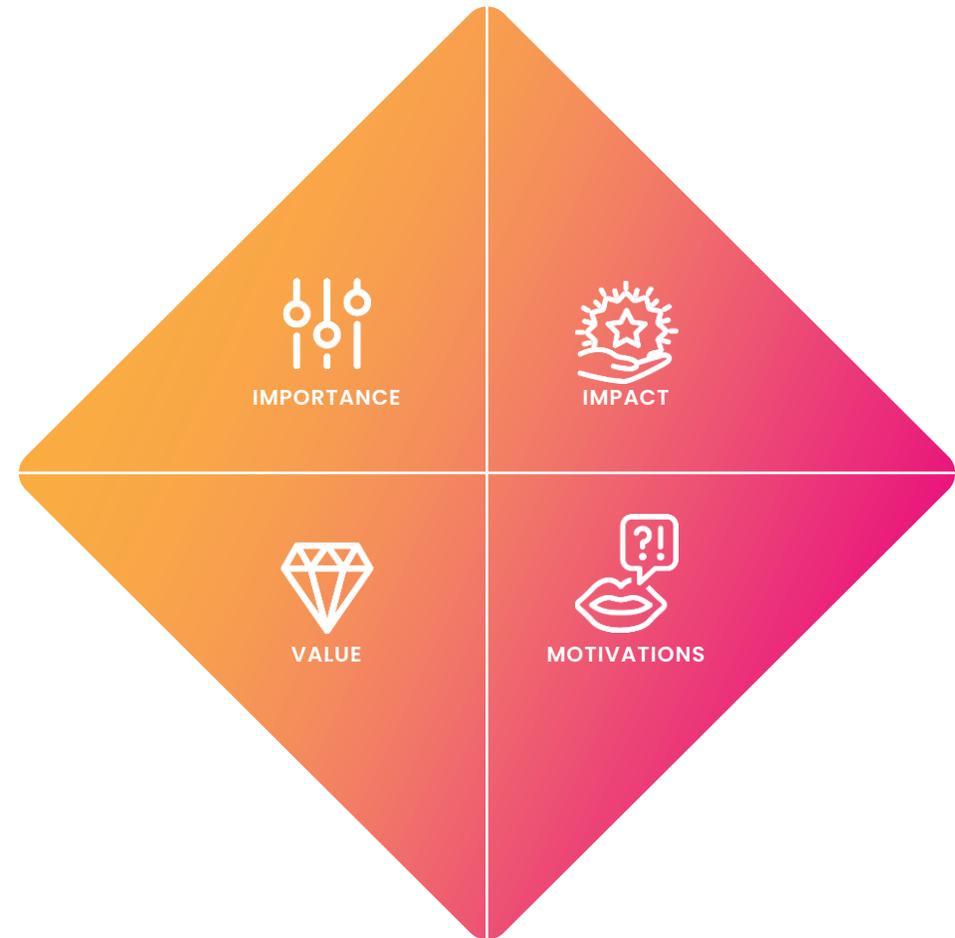
COMMUNICATION

How does it work?

The Benefit Value Test is a quantitative research with combined methodologies (a.o. an algorithm-led choice based test and impact-analysis) that offers the most comprehensive understanding of the preference and impact of product features and related benefits from a consumer perspective.

Knowing what are the most successful benefits can help you motivate the target group for your product proposition and improve benefits to match with the desired target group better.

Data is then gathered, analysed and reported by our team of experienced researchers in Amsterdam to bring clarity in consumers' needs and wishes of alarm system features.



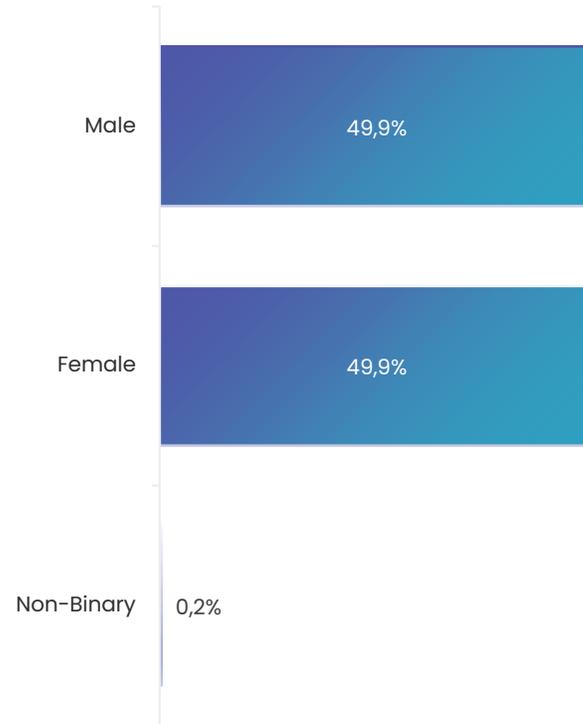
III. Top insights from the Benefit Value Test

Countries

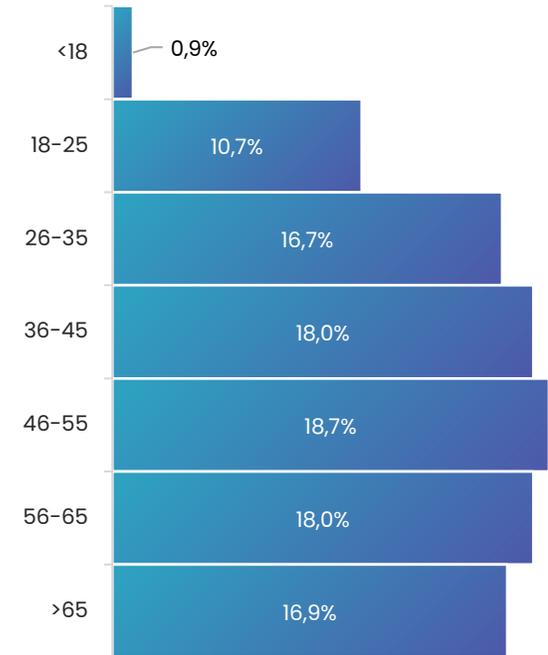


N
450

Gender



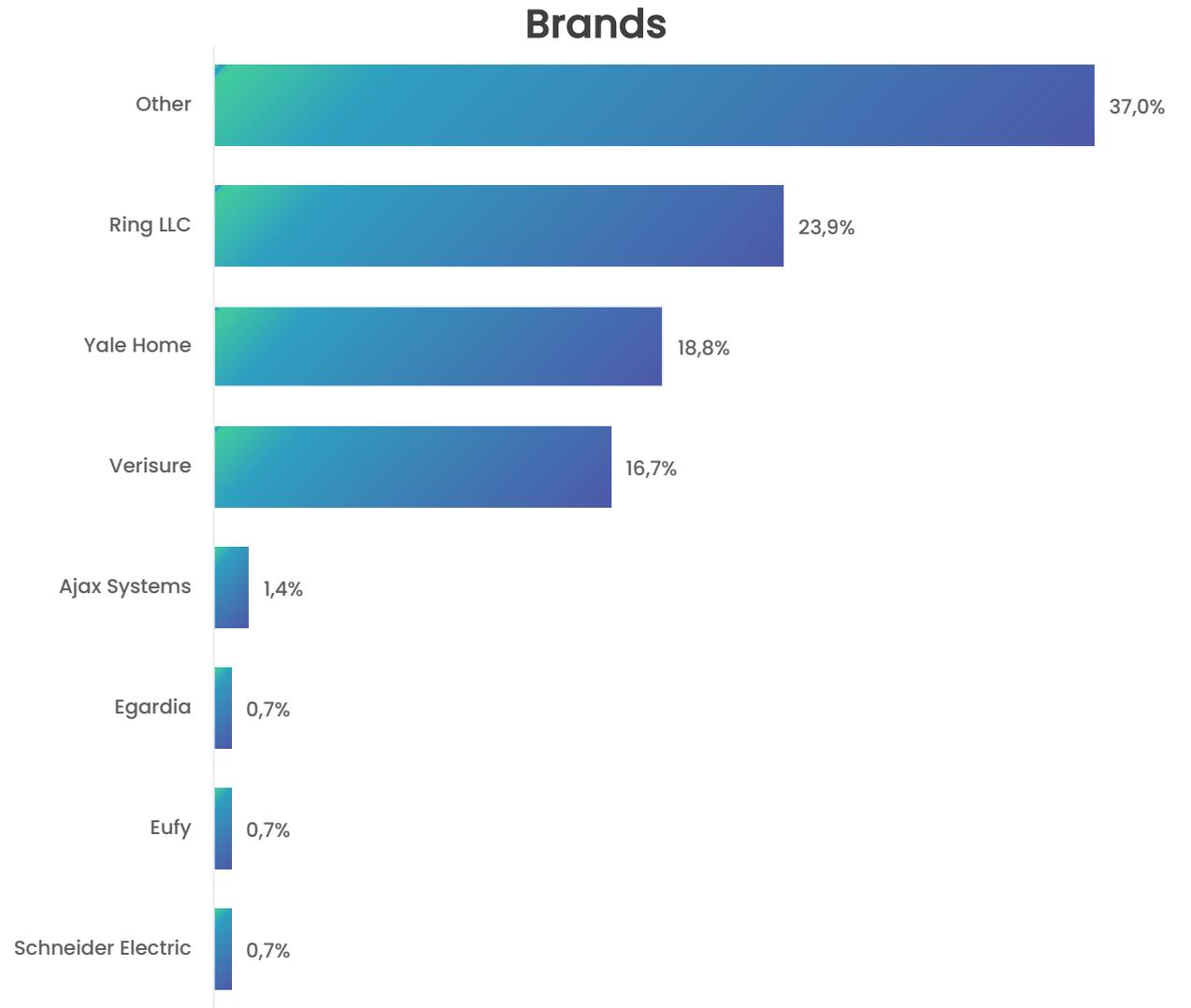
Age



Ring LLC is most popular among UK consumers

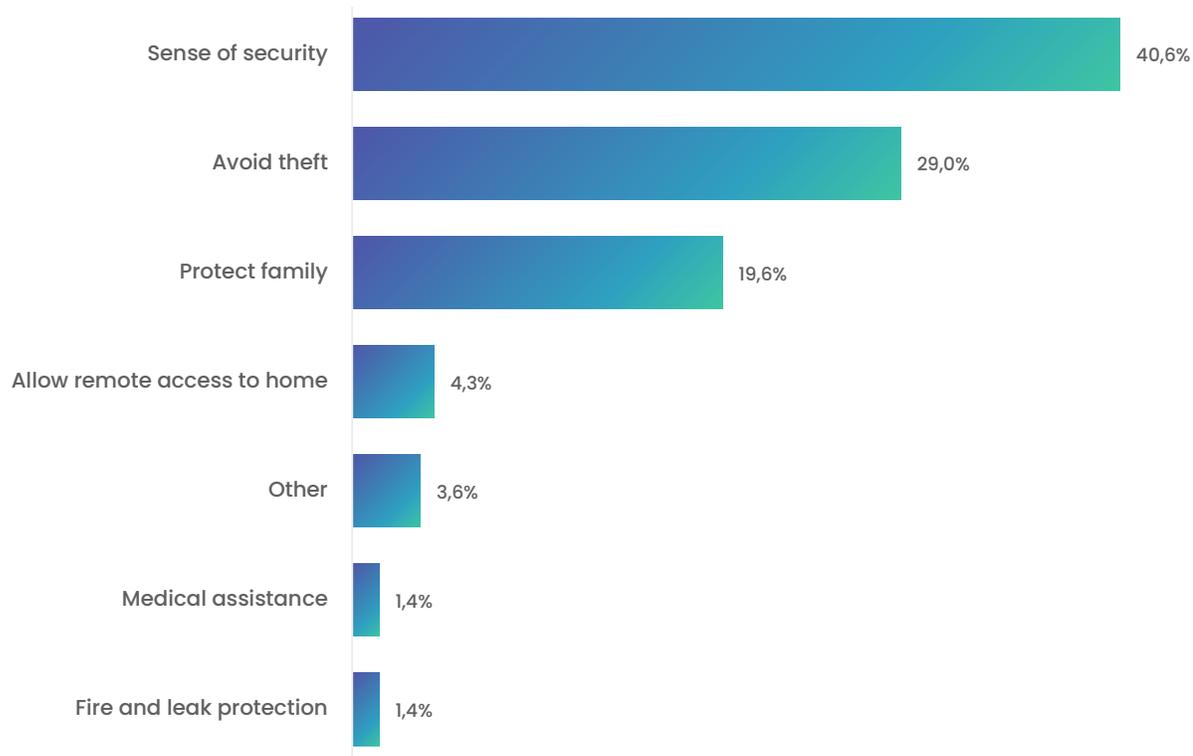
Of the 450 UK consumer in this study, 138 consumers already have an alarm system in their home. Among this group, Ring LLC seems to be the most popular brand, followed by Yale Home and Verisure.

Ring LLC is most popular for its front doorbell video feature that allows the user to record the front door way, communicate with visitors and has motion sensors that activates phone notifications when a person is detected.



N=138 (alarm system owners)

Main reasons to own an alarm system



Increase home security, detect break-ins on time and past experiences of danger are key motivators to have a security system

Taking all the means possible to assure family's welfare, protecting goods when going on holiday, living alone and increased crime rates are other reasons that contribute to a consumer's decision to buy a security system. Also, some consumers indicate that the alarm system being included in the house at the moment of purchase.

Q: Which of the following reasons encouraged you to purchase an alarm system?

N=138 (alarm system owners)

How can an alarm system elevate it's users life?



Q:If you would have a security/alarm system at home, how would this product improve your life? (n=312)

Top feature: “Identify intruders in real-time monitoring through the use of video surveillance”

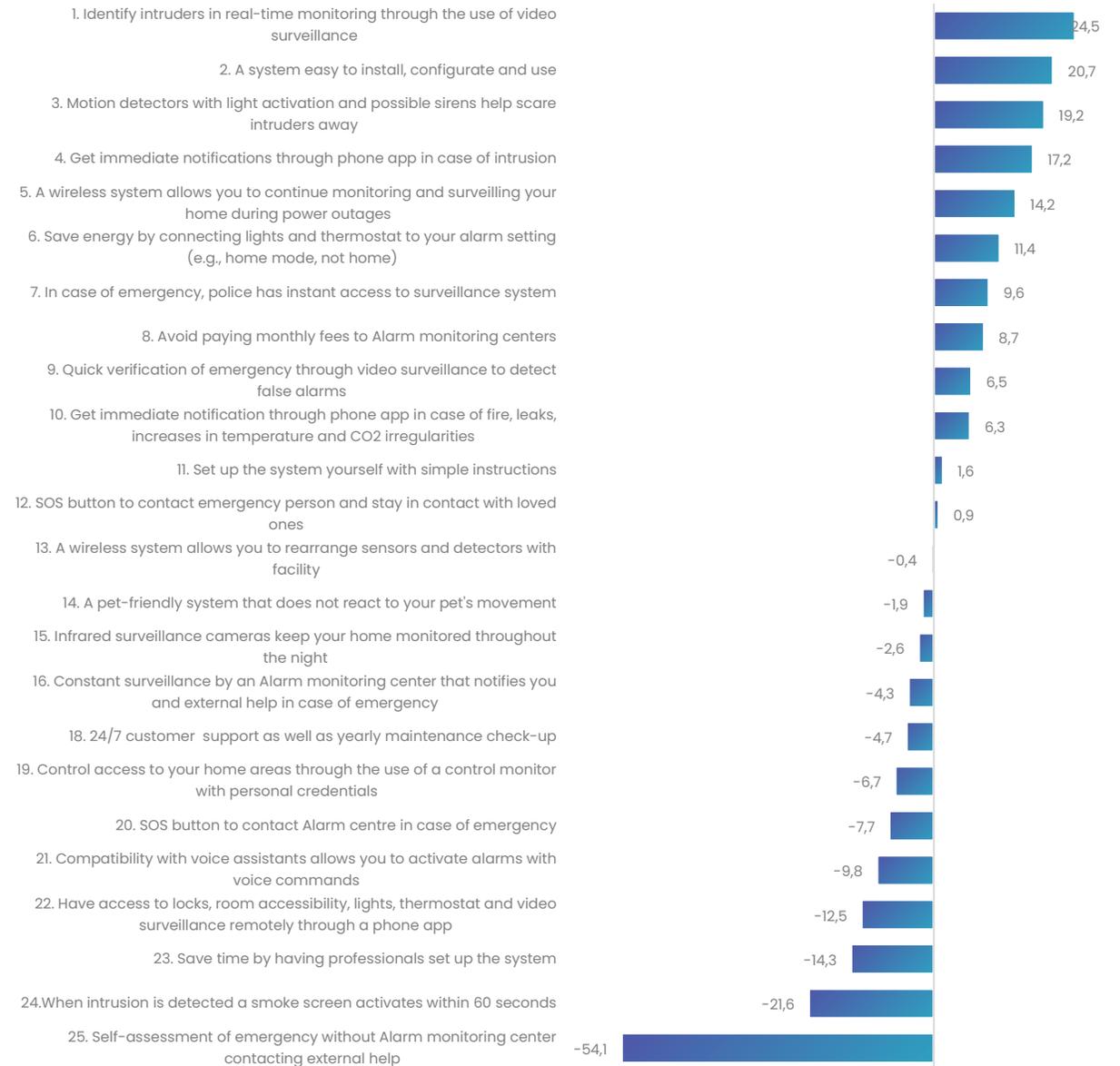
Consumers care for a system that allows them to monitor their homes in real time, detects movement in order to prompt action and is simple to install and manage.

Therefore, the ideal alarm system should be one that is easy to use and install while providing the user with control and support when desired.

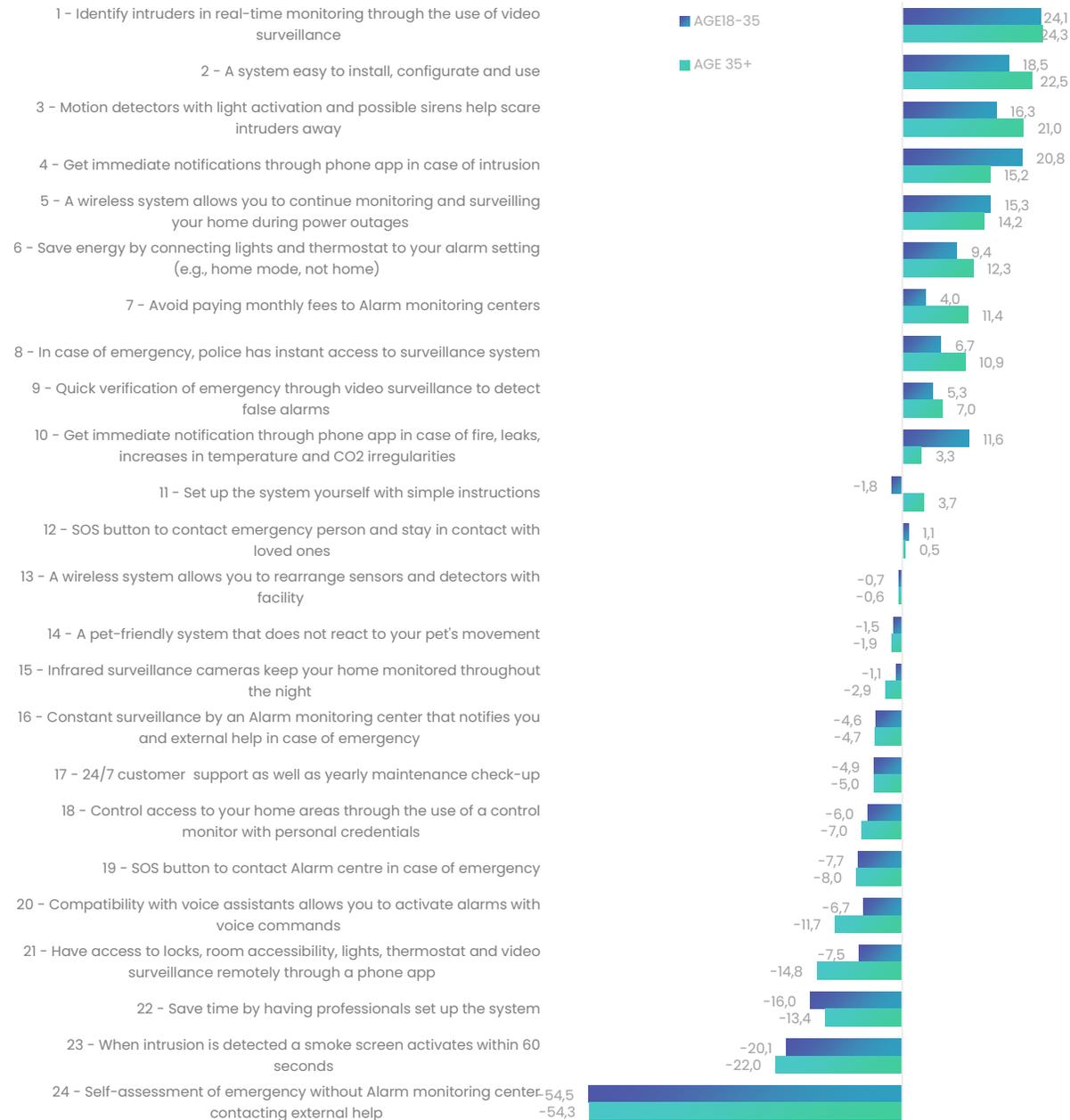
Consumers want access to real-time video surveillance, allowing them to control the decision-making process when handling emergencies as well as having the opportunity to have assisted assessment from third parties if external help is wanted.

An alarm system that is flexible in terms of installation and usage is more appealing to consumers as it allows them to organize the set up and provides control of surveillance. By having a flexible system, professional installation and alarm center monitoring become an option rather than a requirement for usage.

Overview of relative feature preference



Q: Which of the following statements would make you want to purchase an alarm system? (n=450)



Generational differences: Gen Z & Millennials want to stay connected online

Both Gen Z and Millennials (18-35 year old) and Gen X and older consumers (35+) want a system that contains real-time video surveillance.

Gen Z and Millennials are more interested in a systems that can be used through their phone and maintains them informed through notifications. Unlike Gen X and older, Gen Z and Millennials rather have professional installment and make use of their time differently.

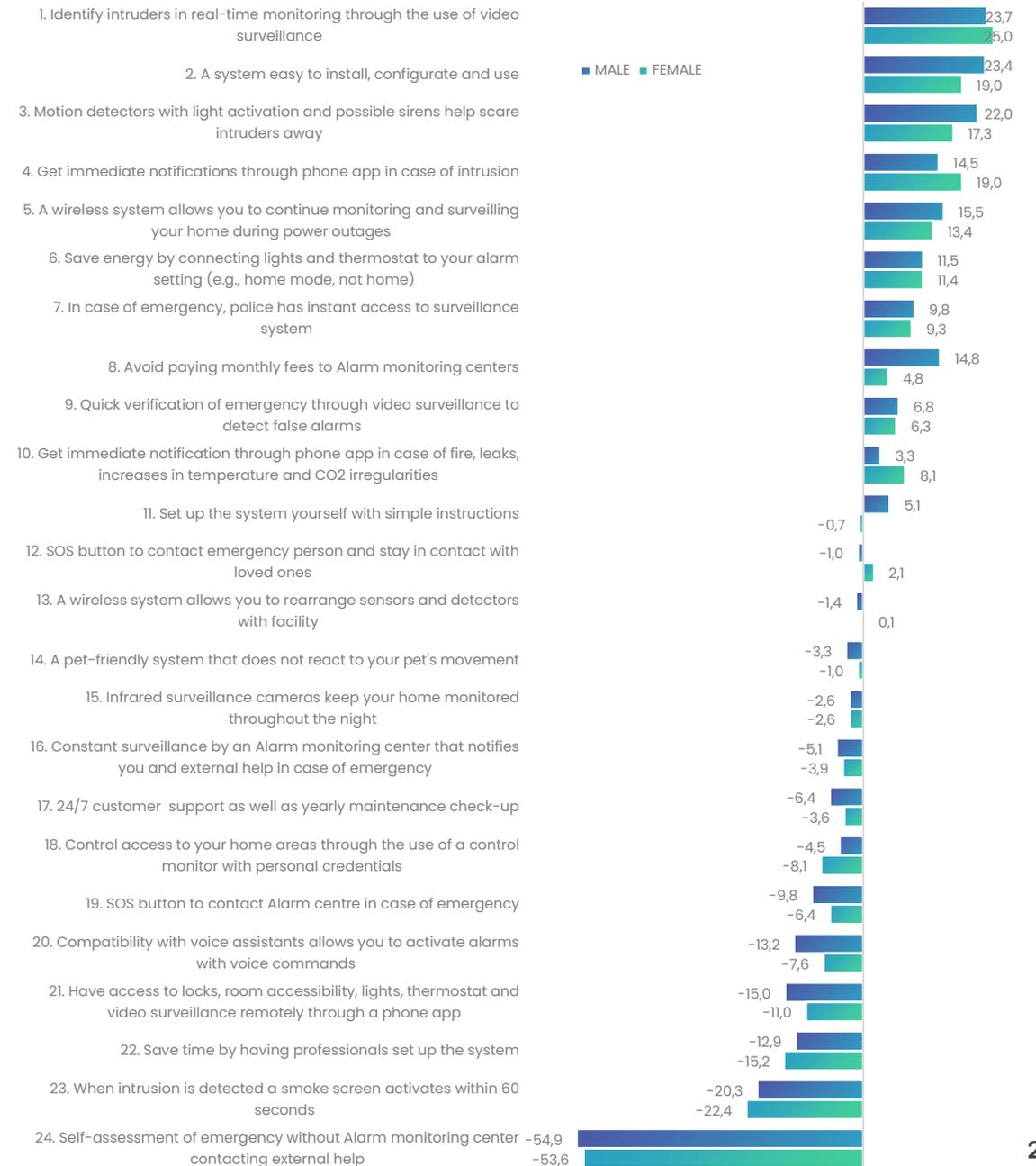
Gen X and older rather have a system that can be self-installed and easy to use. As well as a system that doesn't have extra monthly costs and contributes to energy saving. In case of emergency, they also rather have immediate action (sirens, police).

Gender difference: Men want to spare time and resources while women want affiliation

There are gender differences for preferred benefits. Men rather save time and money with an alarm system that does not include monthly fees and can be easily installed and used.

Women rather stay quickly informed through phone app notifications regarding intrusion as well as home irregularities (e.g., leaks or fire).

Women are more inclined to get a system that has an SOS button that allows them to be reached in case of emergency; as well as a system that connects to voice assistants and allows remote control of all home locks.





Informing about alternative risks besides break-ins can impress and satisfy consumers

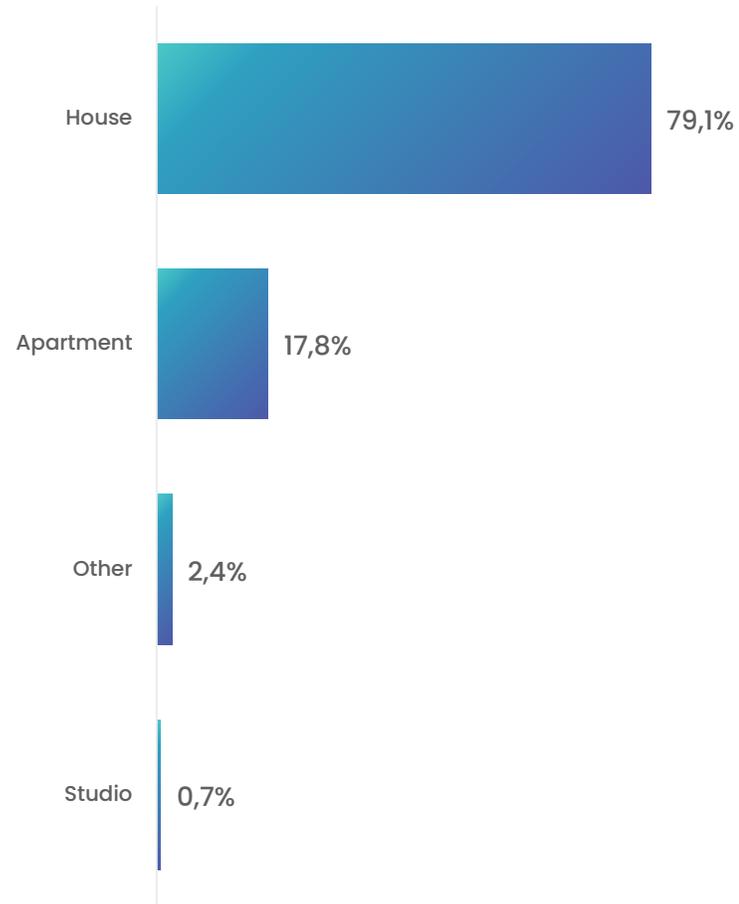
Here you see results of the Kano-analysis. It determines which benefits are most likely to impress and please the consumers, as well as define the expected benefits.

An alarm system most likley to **delight** customers is one that facilitates the consumer's life by informing the user through phone notifications about any type of risks at home (whether is a intrusion or a leak), its easy to install, use and readjust; as well as remains working during power outages.

To keep customers **satisfied**, they need to stay informed instantly and in a quick manner.

Continuous surveillance during power outage and immediate action (e.g., lights and sirens) during adversity **need to be present** in an alarm system to ensure effectivity.

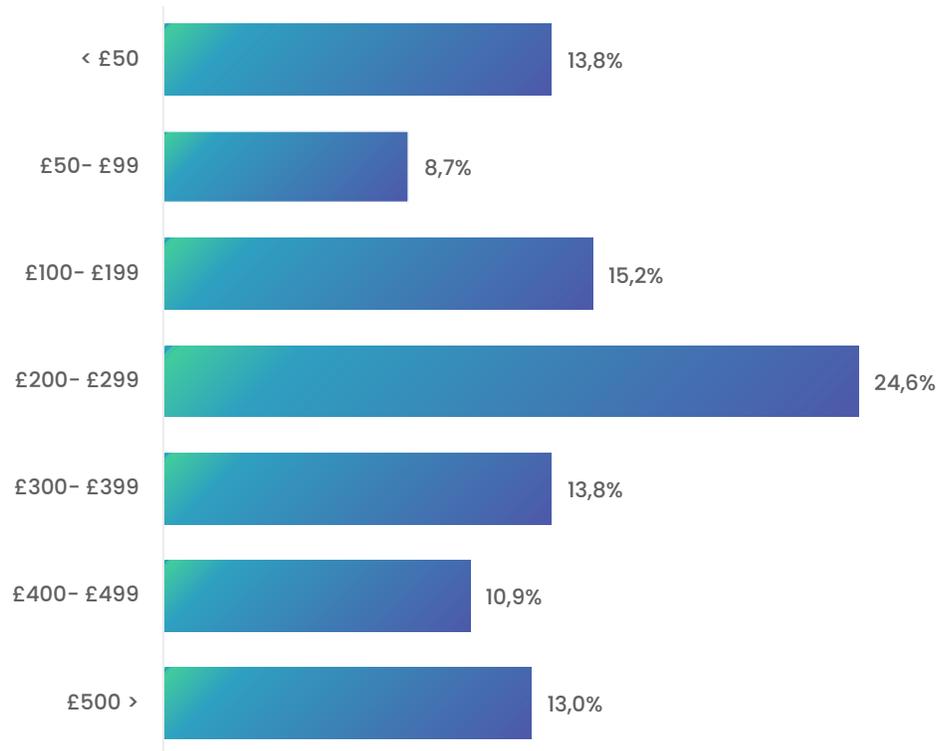
Type of home



Home Types

The majority of our respondents have indicated to live in a house, followed by respondents that live in apartments. Only a small portion of respondents have indicated to live in a studio or have a different housing.

Prices paid



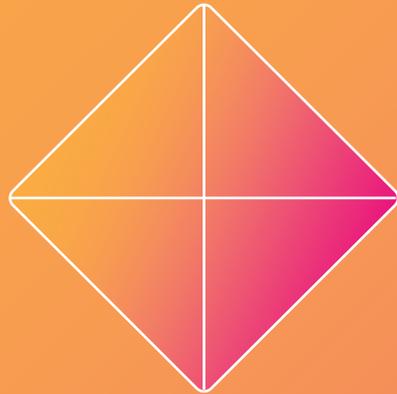
N=138 (alarm system owners)

Most consumers pay between £200–£299 for an alarm system

Consumers that have paid less than £100 care for a system that is simple to install and use; more advanced features such as immediate phone notifications and real-time monitoring can feel superfluous to them.

The common starting price of a simple alarm systems is £100. The more advanced the package, the higher the price.

The majority of consumers have paid more than a £100 for their systems. However, only a small portion (13%) have paid a price higher than £500.



About the Benefit ValueTest

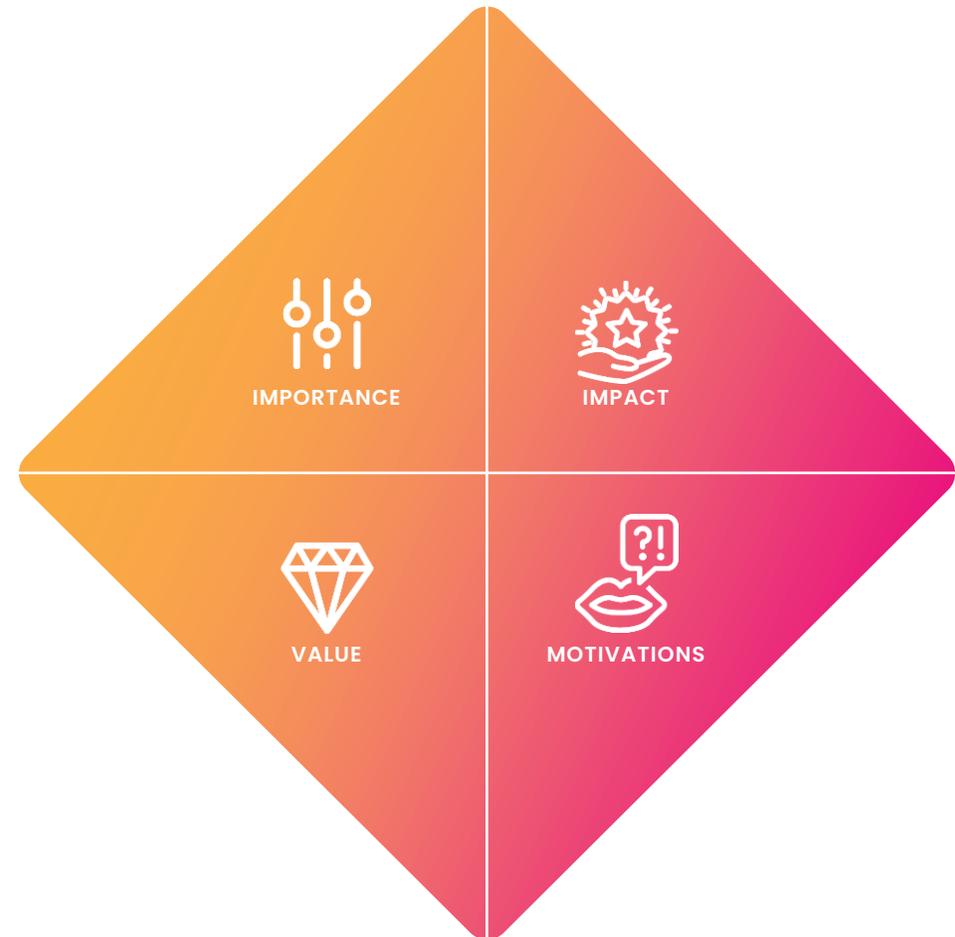
Benefit Value Test

Uncover proposition features and benefits to delight your customer

The Benefit Value Test validates your product benefits so that you can make better informed decisions to define the optimal

It maps out:

- a ranking of best and least preferred features/benefits
- the impact on satisfaction of every feature/benefit
- what features/benefits have the power to WOW
- pains and gains in your product category
- the optimal combination of features/benefits
- target group differences

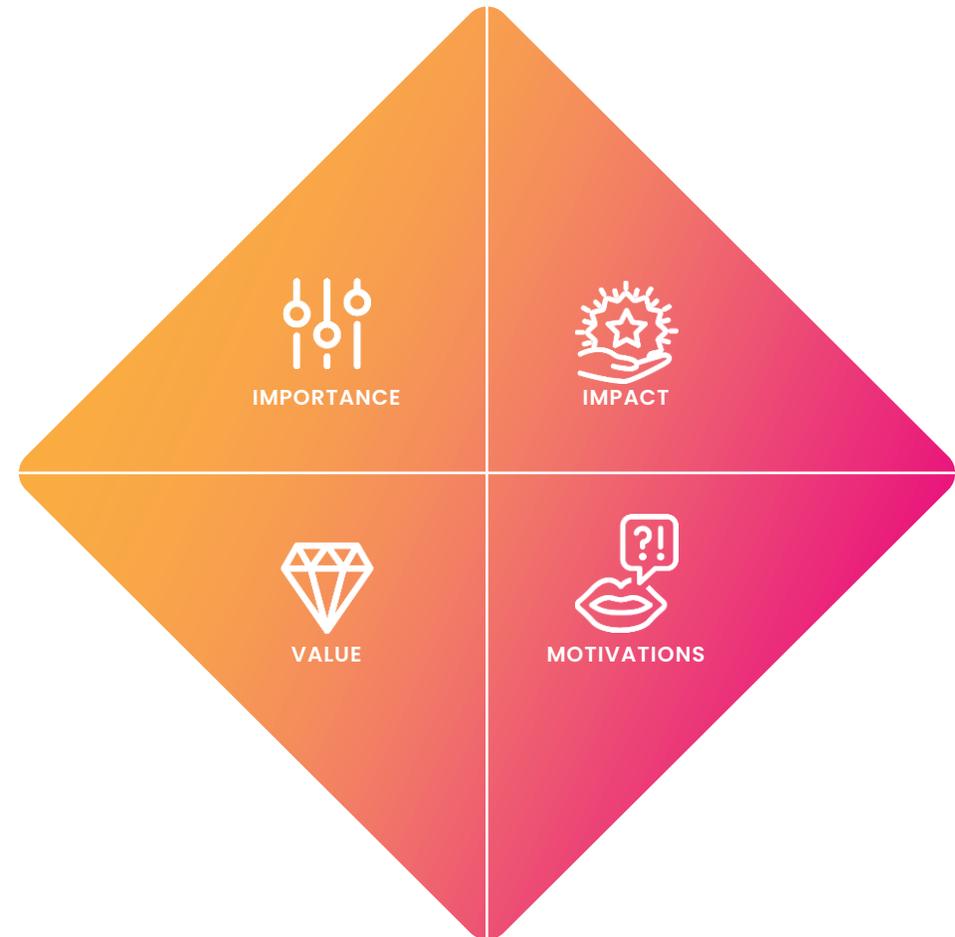


Combined methodology

Triangulation provides a broader context

The Benefit Value Test combines insights that derive from three powerful and proven research techniques:

- Preference: Choice Based Test
- Impact: KANO-analysis
- Motivation: Thick Data Analysis



Preference - Choice based test

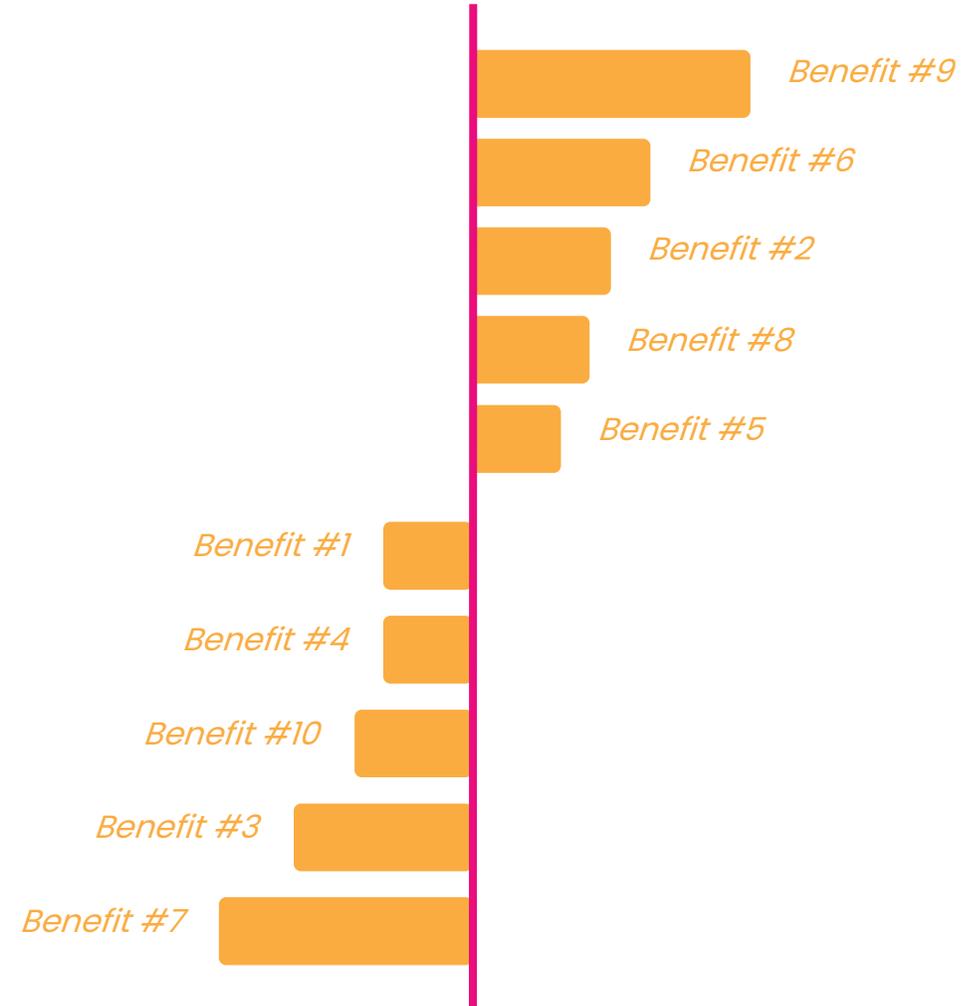
Know what benefits are preferred

This implies that every consumer is shown 10x a randomised set of 4 product benefits.

Per set consumers indicate their preference for one of the presented product benefits.

Our algorithm-based analysis ultimately ranks the product benefits from first to last.

We add a TURF-analysis (Total Unduplicated Reach and Frequency) provides insight into the optimal combination of the benefits.



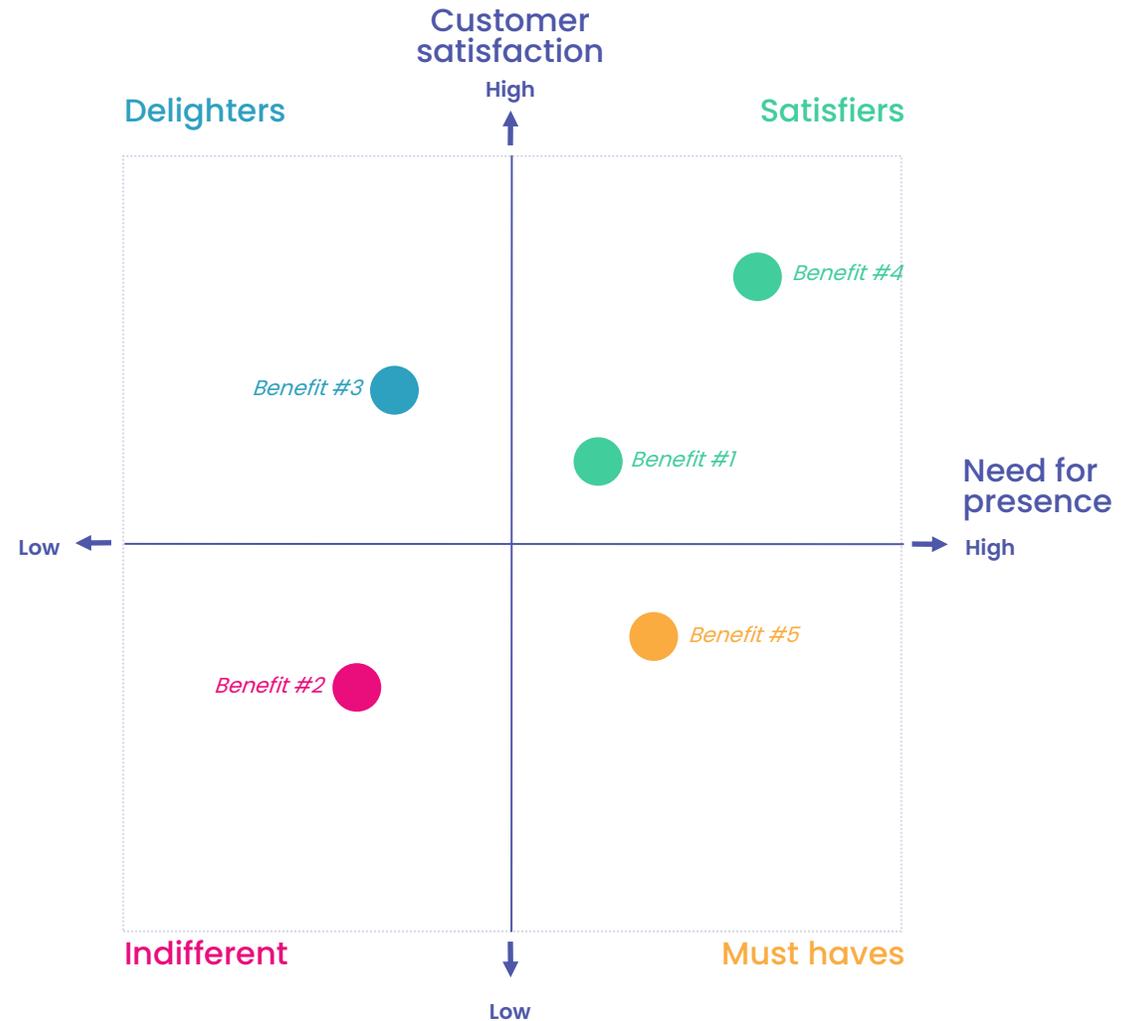
Impact - Kano analysis

Know what impacts to differentiate

This methodology helps you to understand which product benefits your customers **LOVE** and which ones **BOOST** their satisfaction.

Plotted on two axes, it will show you which product benefits have the power to "WOW".

This revolves around two types of insights: the extent to which consumers expect a benefit / product feature to be offered and the extent to which they would miss this benefit / property if it is not there.



Motivations – Thick data analysis

Understand the 'why'

What do consumers say about your product? What motivates them to use or not to use products in your category?

What are their 'jobs to be done', 'pains' and 'gains'?

Actively listening to your consumer is paramount for the success of your product.

This can be done either by 'thick data' analysis from the web and/or asking open ended questions about experiences, needs and wishes.



Thank you!

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