

## DIGITAL DENTISTRY: the ultimate survey



### USE OF THE TECHNOLOGY AND INTENTION TO BUY

#### DENTISTS

- >> Use of **intra-oral scanners**
- >> Number of impressions
- >> Use of **chairside milling units**
- >> Number of restorations

#### LABORATORIES

- >> **CAD-CAM systems** (scanners and milling units)
- >> **Share by technology** (In-lab, scanning, full outsourcing)
- >> **Share by channel** (In-lab, Partner lab, Manufacturer)



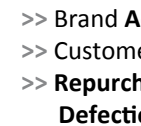
### LOYALTY METRIC

- >> Perceived **value** and **reputation**
- >> Brand **Advocacy** analysis
- >> Customer **experience**
- >> **Repurchase** intention and **Defection** risk

### SCENARIO



- >> **Evolving interaction** practice/laboratories/manufacturer
- >> **3D Printing** and **new technologies**



### BUYING BEHAVIOR

- >> **Drivers of purchase**
- >> **Information channels**
- >> **Products expectations**

### BRAND AWARENESS AND PENETRATION



- >> **Brand** currently used
- >> **Familiarity** with brands (aided awareness)
- >> Customer **retention ratio**

### BRAND POSITIONING



- >> **Brands mapping**
- >> Brand **mental association**
- >> Company **performance**
- >> Product **attributes**

Countries

FRANCE | GERMANY | ITALY | SPAIN | UK



## DESCRIPTION

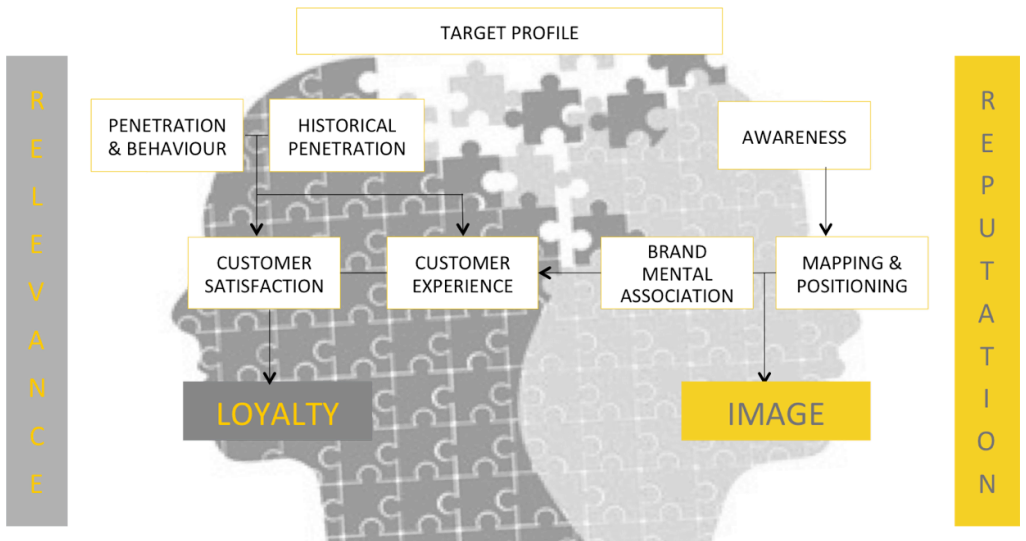
Multiclient descriptive research, analyzing the performances in Europe of the main international manufacturers both in clinic and laboratories markets

Telephone survey on a random sample of **1650 respondents of which 1000 dentists and 650 technicians** homogeneously stratified according to the country's weight

## METHODOLOGY



Starting from the target profile, the survey links to rational and emotional issues. By analyzing the penetration, numerical or weighted distribution, market share, etc., we build the relevance assessments and we involve the rational area. By analyzing the image perception, awareness, mental associations etc. we build the reputation assessments and we involve the emotional area. This allows to receive valid and differentiated knowledge about the company's performance in absolute and in relation to competitors.



## TIMING

Start up of the fieldwork activity on June  
Delivery of the results on September

PowerPoint document and Excel contingency analysis tables. Cross country report and individual country reports

## OUTPUT

