

Success Story:

The Research to Reduce the Doubts

Ron Davis was CEO when it became time for the organization to open a third location to accommodate the growing population and customer base. Davis had previously engaged SeerAnalytics™ in an earlier study and liked the realistic approach the company presented, backed with sound and current data and supplemented by existing customer surveys. Davis was eager to try the New Site Analysis (NSA) tool to provide comparable statistics on multiple potential sites for the new facility.

Although Davis had a strong “gut feel” for the proposed new site, he had only locally produced chamber, media and demographic data. The corporate board had become very conservative after the flagship location struggled through several lean years. Although backed with promising financial projections, Davis felt the need to strengthen the case with Seer’s participation as a research partner. The decision had to be made between two potential new sites.

The NSA was utilized to estimate the size and shape of potential market areas and predict customer count and household penetration for the new sites. It quantified the likely primary market area overlap and customer diversion. It also was used to compare market and projected customer demographics. After the Seer reports were presented, the board enthusiastically and unanimously approved the site for the new location.

The new facility opened its doors with much success. Currently, the location already has over 2,200 customers and is ahead of its pro-forma forecast. Davis said, “I will recommend Seer to any other company who wants to take a serious look at expanding their location network or establish a new market.”