



Creating Frictionless Customer Experiences as a Competitive Edge for a global Capital Equipment Leader

For Whom

A veteran global leader in capital equipment for the process, construction and energy industry, known for delivering superior functional solutions with a reputation for excellence.

Curious about how we did it? Let's explore.



We Are

At Terragni Consulting, we've spent over 15 years helping businesses turn challenges into growth opportunities. With behavioral science as our backbone and human-centered strategies at the forefront, we partner with global leaders to uncover hidden barriers, decode unspoken needs, and build lasting customer loyalty.

Where others stop at the obvious, we decode emotions. When others settle for solutions, we deliver transformations.

Experience how we can drive your growth.

The Situation

Our client, a trusted name celebrated for product excellence, customer focus, proactivity, and transparency, faced a paradox. While customers appreciated the brand's superior functional delivery, they also found it "intimidating" and "difficult" to engage with. The brand, while highly respected was perceived to be "out of reach" for standard applications. This meant that the brand was chosen for critical or complex applications eroding wallet share. Their centuries of success was turning on them!

Key challenges included:

- A digital discovery process that fell short of delivering the high-quality experiences customers craved in their pre-purchase journey.
- Difficulties in driving engagement and creating frictionless experiences during this critical phase.

The Quest

How can the brand establish itself as the go-to choice for all applications by making frictionless customer experiences its competitive advantage?

Facing similar challenges with your customers? Let's talk.

Decoding Behaviors: Our Approach

To solve these challenges, we deployed Terragni's Sensemaker—our proven framework for decoding customer behaviors. This methodology integrates:

- **Domain Knowledge:** Deep industry expertise.
- **Neuroscience Techniques:** Identifying emotional and subconscious decision drivers.
- **Structured Analysis:** Blending qualitative and quantitative insights.
- **Depth Interactions:** Using episodic recalls to gain granular insights.
- **Cross-Industry Learning:** Borrowing best practices from diverse domains.

Key Insights

Our research revealed three critical behavioral drivers influencing engagement:

1. Low Ball Expectations:

- Customers tolerated pain points like long iterations and delayed responses, in the hope of a functionally superior offering.
- Impact: High cognitive and effort-related costs overshadowed functional delivery.

2. The Additional Dollar Grudge:

- Customers viewed pricing solely as tied to functional performance, dismissing the experiential value. This was largely driven by the company's over reliance on showcasing functional superiority.
- Impact: Heightened price sensitivity and resistance to added-value propositions.

3. Opportunity Loss:

- Discovery steps were perceived as high-effort and cumbersome.
- Impact: Competitors with smoother initial processes were often preferred, especially for "low impact" applications.

Imagine what this could do for your business. Better yet, let us show you.

The Transformation

Using our Friction–Motivation Framework, we identified pain points and their root causes, designing interventions to reduce friction while enhancing motivation.

1. Redesigned Digital Touchpoints:

- Streamlined navigation for an intuitive, seamless online experience.

2. Personalized Pre-Purchase Journeys:

- Aligned processes with individual customer needs, making the discovery phase efficient and engaging.

3. Positioning Experiential Ease as a Differentiator:

- Amplified the brand's value beyond technical superiority by emphasizing a seamless customer journey.

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The Results

Our approach delivered measurable success:

- **Accelerated Acquisition Velocity:** Customers moved through the pipeline faster.
- **Improved Cost Efficiency in Sales:** Reduced acquisition costs through optimized engagement.
- **Higher ROI on Digital Channels:** Digital touchpoints became a driver of conversion and loyalty.

Your Turn

Driving engagement starts with eliminating friction. At Terragni Consulting, we transform customer journeys into seamless experiences that build loyalty and drive outcomes.

Reduce effort. Drive engagement. Transform results.
Let's create your competitive edge—together.

Let's Talk

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Discover stories about human behaviours and their impact on business

SHIFT

Curious to see how we can drive similar results for your business? We are just a click away!