

## **Case Study: Understanding the Pulse of the Customer- A Case Study on Pidilite**

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Pidilite Industries Limited is a leading manufacturer of adhesives, sealants, construction chemicals, and other related products in India. The company has been in the market for more than 60 years and has a strong presence across various industries. Pidilite has always been focused on understanding the needs and demands of its customers and providing them with the best possible solutions. In this case study, we will analyze how Pidilite has been successful in understanding the pulse of its customers and developing products that meet their needs. Pidilite has faced several challenges in understanding the pulse of its customers. One of the major challenges was the lack of visibility into the market. The company had limited access to customer feedback, which made it difficult for them to understand their needs and expectations. Pidilite also had to deal with intense competition from other players in the market. To stay ahead of the competition, the company needed to constantly innovate and offer better products and solutions to its customers. Pidilite took several steps to understand the pulse of its customers. The company started by conducting regular customer surveys to get feedback on its products and services. This helped Pidilite understand the needs and expectations of its customers and identify areas for improvement. The company also set up a customer service center to handle customer queries and complaints. This helped Pidilite address customer issues promptly and improve customer satisfaction. Pidilite also started collaborating with its customers to co-create new products and solutions. The company engaged with its customers through workshops, focus groups, and other interactive sessions. This helped Pidilite gain a deeper understanding of its customers' needs and develop products that met their specific requirements. The company also used social media platforms to connect with its customers and get real-time feedback on its products and services. Pidilite's efforts in understanding the pulse of its customers have paid off. The company has been able to develop products and solutions that meet the specific needs of its customers. Pidilite has also been able to stay ahead of the competition by constantly innovating and offering better products and solutions. The company's customer satisfaction ratings have also improved significantly.

### Discussion Questions:

1. What were the challenges faced by Pidilite in understanding the pulse of its customers?
2. What steps did Pidilite take to understand the needs and expectations of its customers?
3. How did Pidilite collaborate with its customers to co-create new products and solutions?
4. What were the results of Pidilite's efforts in understanding the pulse of its customers?
5. How can other companies learn from Pidilite's approach to understanding the pulse of its customers?