

# Key Insights

Brief Research Method 1 Research Method 2 Research Method 3 **Final**

## **Contractors feel uncared for.**

- > Injuries seen on the ride-along contractor from years on the job (Method 3).
- > Anecdotal discussion with contractor on ride-along (Method 3).
- > JCI's perception of the contractors its supplies (Method 1).

## **Technology is underutilized by contractors in the field.**

- > Survey data covering the outreach strategies employed by contractors (Method 2).
- > Offerings from JCI limited by perception of contractor interest (Method 1).

## **Airpro is not a well recognized brand name, but is seen as a highly appropriate name for an HVAC brand.**

- > Survey data that reveals that it has a 94.09% favorable view as an HVAC brand name (Method 2).