

# Sashco, Inc.

## The Challenge

Sashco, a manufacturer of high-quality sealants for conventional and log homes, has had contact with many potential customers seeking technical advice via Sashco's technical assistance team.

While these potential customers received help, advice, product education, and, in many cases, samples, it was not known whether they eventually purchased Sashco products, another brand, or any product at all.

To determine if its technical assistance supported product sales, Sashco contracted with Corona to conduct research with these potential customers regarding their perceptions of Sashco and any eventual purchase they made.

---

***Did you know?** Effectively combining interviews and surveys can produce an even better picture of your customers. While surveys provide strong statistical results that answer "how much" or "how many," interviews can provide more depth to answers that reveal the "why" behind the numbers.*

## Our Solution

Corona developed a two-tier approach in the research design.

First, a round of in-depth personal interviews were conducted with 20 randomly selected potential customers who had contacted Sashco's customer service. The personal interview process allowed for in-depth discussions on several issues, including their purchasing process, their contact with Sashco, and their overall perception of Sashco. The depth and detail gained from the interviews also helped sculpt the survey instrument for the second half of the research.

Following the interview process, Corona developed a survey to be mailed to the remainder of the technical service users in the database. This survey was based on Sashco's stated information needs and the structure of the interview guide, as well as lessons learned through the interviews.

---

***Interesting Finding:** The greatest "competition" for Sashco was the customer that did not follow through to the order stage. Many customers deferred maintenance due to cost concerns, but remained potential customers.*

## Their Outcome

Corona's study resulted in significant changes to the way Sashco targeted its customers. Specifically, a company objective was formed to focus on a new type of customer.

As a result of learning about how Sashco's potential customers shop for log home products, and the type of people they turn to for advice, Sashco created a major initiative to produce an additional distribution channel to more effectively reach its customers.

---

***About the Client:** Sashco, Inc. is a leading manufacturer of log high-quality home maintenance and finishing products. Originally started in 1936 building windows as the Colorado Steel Sash Company, the company soon changed direction to manufacturing sealants and log home finishing products, and today is known for its innovations and quality in that arena.*