

# Chip Manufacturer: 24 Hour Delivery

**Objective** Determine why distributors need these chip products on 24 hour availability.


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**Data Source** Web surveys among customer distributors.

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**Question** *“What’s the key reason for using same day service?”*

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	<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
	customer/s	29
	needs	25
	Emergency/ies	20

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**ThoughtTalk** *“Super emergency conditions.”*  
*“To fill customer emergency production orders.”*  
*“Emergency needs only.”*

**Results** Generated better understanding of the “same day customer” in order to serve them better.  
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