UNDERSTANDING CUSTOMER PERCEPTION & SATISFACTION: INSIGHTS FROM OPHTHALMOLOGISTS USING REMIDIO'S DEVICES IN INDIA

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INTRODUCTION

- India faces a growing burden of vision-related conditions such as **glaucoma** and **diabetic retinopathy**.
- Diagnostic accessibility remains a challenge, especially in **Tier 2 and Tier 3** cities.
- **Remidio Innovative Solutions Pvt. Ltd.**, a med-tech firm, provides **portable, AI-integrated ophthalmic devices** aimed at bridging this gap.
- This study evaluates how well these solutions meet clinician expectations.

PROBLEM STATEMENT

- While Remidio devices are **affordable** and popular in smaller cities, the company struggles with:
  1. **Inconsistent after-sales service**
  2. **Limited local presence**
  3. **Lower brand recall in Metro cities**
- These gaps can limit repeat purchases and brand loyalty.

RESEARCH OBJECTIVES

- **Primary Objective:**

1. To evaluate perception and satisfaction levels of ophthalmologists using Remidio's devices.

- **Secondary Objectives:**

1. Identify product features clinicians value most (e.g., image quality, usability).
2. Compare brand performance with Zeiss, Bosch, and Forus.
3. Analyze service satisfaction and unmet expectations.
4. Explore how city tier and experience impact perception.
5. Recommend strategies to enhance brand trust and loyalty.

RESEARCH QUESTIONS

- What are the most important product features to clinicians?
- How does Remidio compare to established competitors?
- What service-related issues affect satisfaction and trust?
- Do city type and years of experience influence brand perception?
- What strategies could improve customer satisfaction and retention?

METHODOLOGY

- **Design:** Descriptive, cross-sectional
- **Participants:** 100 ophthalmologists across Metro, Tier 1, Tier 2, and Tier 3 cities.
- **Devices Evaluated:**
  1. Fundus on Phone (FOP-NM10)
  2. Portable Slit Lamp (PSL)
  3. AI Imaging Modules
- **Exclusions:** Hospital procurement staff, international data.
- Focus is on **clinician users** within the **Indian healthcare market**.

METHODOLOGY (Cont’D)

- **Data Collection:**

1. Structured questionnaire with ranking scales and open-ended responses
2. Interviews (in-person and online)

- **Analysis Techniques:**

1. Weighted average ranking
2. City and experience-level segmentation
3. Thematic coding of qualitative feedback
4. SWOT Analysis

RESULTS & DISCUSSION

1. CLINICIAN DEMOGRAPHICS

Experience of 100 Respondents:

- 15 years (Senior Experts): 58%
- 10–15 years: 27%
- 5–10 years: 13%
- <5 years: 2%

City-wise Representation of Clinician:

- Tier 2 – 33%, Tier 3 – 31%
- Metro – 13%, Semi-Metro – 13%, Tier 1 – 9%

RESULTS & DISCUSSION (Cont'D)

Practice Setting:

- Most ophthalmologists work in Private Clinics (58%) and Standalone Private Hospitals (36%), with minimal presence in Eye Hospital Chains (2%) and Others (4%).

Insight: **Tier 2 & 3 dominate; early-career clinicians are more active in Tier 3.**

2. PRODUCT ATTRIBUTE RANKINGS

The survey, conducted with 100 clinicians across various regions, identified the following top priorities:

1. Image Quality emerged as the highest priority with a rank of 1, receiving a score of 2.09.
2. Ease of Use followed closely as the second priority with a score of 3.64.
3. Performance (Stability) ranked third, with a score of 3.76.

RESULTS & DISCUSSION (Cont’D)

Insight: **Remidio scored highly in “ease of use,” especially in non-metro areas. However, it lags in perceived image quality vs. Zeiss and Bosch in Metro zones.**

3. PRODUCT BRAND PERFORMANCE

Top Device Brands by Parameter:

PARAMETER	BEST BRAND	COMMENTS
Image Quality	Zeiss	Highest rating in Tier 1 & Metro cities
Ease of Use	Remidio	Preferred by Tier 3 and early-career MDs
Stability	Bosch/Zeiss	Superior performance perception

Insight: **Remidio leads in usability but is outperformed in clinical strength in competitive zones.**

RESULTS & DISCUSSION (Cont'D)

4. COMMERCIAL PARAMETER RANKINGS

Key Financial Attributes (Avg. Rank):

1. **Price** dominates the commercial landscape with a clear majority (58%) ranking it as the top.
2. **Discounts** offered is ranked 2nd with 2.89 as the weighted average score.

ATTRIBUTE	AVG. RANK
Price	1.76
Discounts Offered	2.89
Payback Period	3.04
Financing Options	3.11

***Insight:* Price is a major driver, especially for senior clinicians and those in Tier 1 cities. Discounts matter most in Tier 3.**

RESULTS & DISCUSSION (Cont'D)

5. SERVICE ATTRIBUTE RANKINGS

Critical service factors (avg. Rank):

1. Respondents consider the **cost of spares** and **service** as the most crucial factor in pre- and post-sales support, with 72% ranking it in the top two. This highlights a strong concern for long-term maintenance costs and budget impact after the initial purchase.
2. Timely **service** and the **availability of service** engineers are highly valued, ranking second in importance. This reflects a critical need for prompt support to minimize device downtime and ensure uninterrupted operations.

ATTRIBUTE	AVG. RANK
Cost of Spares & Service	2.16
On-Time Service	2.42
Responsiveness	3.07
Installation Experience	3.22
Local Office Presence	4.93
Follow-ups	5.07

Insight: **Cost and response time matter most. Remidio rated poorly on local office support and follow-up service.**

RESULTS & DISCUSSION (Cont’D)

6. BRAND PERCEPTION & TRUST

- **Awareness:**
  1. 58% showed moderate to high awareness of Remidio
  2. Highest in Tier 2/3, lowest in Metros
- **Trust Ratings (Scale 1–10):**
  1. 63% of Tier 3 respondents gave 9–10
- **Top Brand Traits Identified:**
  1. Innovative – 29%
  2. Reliable – 27%
  3. Affordable – 24%

Insight: **Brand personality is strong in non-metros; in Metros, it's perceived as less robust.**

RESULTS & DISCUSSION (Cont'D)

7. REPURCHASE & LOYALTY METRICS

1. 40% of respondents are willing to repurchase, while 60% remain unsure.
2. Tier 1 (75%) and Tier 3 (57%) show the highest willingness to repurchase.
3. 47% are highly likely (score 7–10) to recommend the company to peers.
4. Tier 3 (64%) and <5 years experience (100%) have the strongest recommendation intent.
5. Majority of Metro, Semi-Metro, and Tier 2 respondents fall in the neutral (3–6) range for recommendation.

Insight: **Neutral intent signals a risk of losing market share if post-sales experience doesn't improve.**

RESULTS & DISCUSSION (Cont’D)

Closest Competitor: Forus Health

- **All-India Comparison:**
  - **Forus Health** identified by **33%** of clinicians as the closest competitor to Remidio in branding and positioning.
- **City-Wise Similarity:**
- **Metro Cities:** 50% see Forus as the closest competitor
- **Semi-Metro Cities:** 50% alignment with Forus branding
- **Tier 1/Tier 2:** Moderate recognition
- **Experience-Wise Trends:**
- **Less then 5 Years Experience:** 100% identify Forus as most similar
- **More then15 Years Experience:** 38% align Forus with Remidio

RESULTS & DISCUSSION (Cont'D)

BRAND NAME	NATIONAL SHARE	KEY MARKET NOTES
Appasamy Associates	16%	Recognized mainly in Tier 2/3 cities
Bosch	11%	Known for hardware reliability
Zeiss	9%	Global brand, high-end segment positioning
Topcon	11%	Considered premium but less accessible

Remidio is distinctly positioned, with Forus Health as the primary competitor in perception. Remidio leads in **innovation and AI** differentiation, especially in metro markets, while **Forus** resonates with younger practitioners and smaller cities.

SWOT ANALYSIS

STRENGTHS

- Affordable and easy-to-use devices
- Strong performance in non-Metro cities
- AI integration appreciated by younger clinicians

WEAKNESSES

- Poor service responsiveness
- Low brand recall in urban areas
- Weak post-sales infrastructure

SWOT ANALYSIS (Cont'D)

OPPORTUNITIES

- Strengthen regional service teams
- Launch city-tier-specific pricing
- Partner with KOLs for Metro brand trust

THREATS

- Zeiss dominance in image quality
- Bosch gaining in digital innovation
- Service inefficiencies reducing loyalty

CONCLUSION

- Remidio performs well on **usability and affordability**, especially in **Tier 2/3** cities.
- Service support remains a **major gap**.
- Brand trust is **high among early-career clinicians**, but **lower among experienced professionals**.
- A **segmented service and engagement strategy** is essential for wider market penetration.

RECOMMENDATIONS

- Deploy more **regional service engineers** for quicker support.
- Implement a **structured follow-up system** post-installation.
- Highlight **AI features** in marketing and training to appeal to younger users.
- Launch **EMI and demo trial programs**.
- Develop **city-tier-specific sales strategies** (e.g., more training in Tier 1/Metro).

LIMITATIONS & FUTURE RESEARCH

- **Sample Limitations:** Only practicing ophthalmologists were included.
- **Bias:** Self-reported satisfaction may be subjective.
- **Geographic Scope:** Only India — no global comparison.
- **Future Studies:**

1. Include procurement professionals
2. Track satisfaction over time
3. Study patient impact and diagnostic outcomes

THANK YOU !