

ABC real estate

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Topic: Commercial water filtration system market in the DACH region

1. General

- Interviewer intro and project quick brief
- Permission to record the interview (otter.ai)
- Could you please briefly introduce yourself and your role/responsibilities?

2. New Building Processes / Actors

- What is the construction process of a new building? From planning to the end?
- Who are the involved parties in the entire process/ecosystem?
- What is the decision-making process for discussing the types of equipment of a new building, such as heating, and cooling systems?
 - Who makes the request? Who makes the decision?
- Do we ever include water filtration systems in early planning for consideration?
- If not, when would be the best time to bring up this topic of installing a water filtration system? And with whom?
- Who is the right person to talk to at the early stage? Who can make this decision?
- Who will be influencing this decision?
- On which channels would you recommend us to promote?
 - To which actors?
 - Which touchpoints?
- In which perspectives do consider the sustainability of a new building?

3. For Existing Buildings

- How many buildings are under our management? On average, how many buildings does each facility manager manage?
- What kind of requirements do we need to fulfil for our water quality in the building? By regulations or organisational requirements?
- How many % of the current buildings have a water filtration system?
- Under which circumstances would we need a water filtration system?
- For those that have one, how likely can we switch to a new supplier?
- Who is the decision-maker to decide this matter?

4. Water Filtration Systems

- How do you perceive the necessity of a water filtration system in the building? Does it matter if it is ultrafiltration or chlorination (or other)?
- Have you heard of any complaints/incidents/requests/ for installing a (better) water filtration system?
- What kind of building do you think has the most potential to instal a water filtration system?