

## Validation & Verification Analysis

Independent validation and verification testing can boost the adoption of new, innovative water quality monitoring technologies while at the same time ensure that the technology the water utilities wish to implement actually meets their requirements. Benten Water Solutions has developed three distinct services and offers them as one of the few Test Bodies within the **Environmental Technology Verification (ETV)** programme of the European Union.

### VVA-Scan

A full certification process for a water quality sensor or monitor requires a considerable amount of effort and investment. Before starting such a process, it is necessary to ensure that the technology under investigation is ready to be validated and verified, so that the certificate can indeed be issued after completing the process.

Benten's VVA-Scan supports you in your preparations for the certification by helping you perform the eligibility check, identifying the relevant technology group under the ETV programme, initiating contact with the Verification Body and submitting the relevant documents on your behalf.

### VVA-Test

The procedure for the verification of a sensor or monitor can commence after a positive response to the eligibility check and the submission of the proposal to the Verification Body. Benten assists you throughout the entire procedure by taking care of all the administrative tasks and communication with the Verification Body regarding the protocol to be established and the test to be performed.

Benten's experts perform an assessment of existing data, select a suitable test site (if applicable), develop a test plan, assess the data collected and prepare a test report.

### VVA-Claim

The VVA-Claim is a specific claim regarding your (online) water quality sensor: instead of performing a complete verification procedure under the ETV programme, it is also possible to put forward a specific claim regarding your (online) water quality sensor or monitor.

Benten's VVA-Claim process determines the tests necessary, develops a test plan, performs the agreed tests and prepares a comprehensive report on the data collected, the validity of the claim and a review of the test procedure.

## Competitor Analysis

A competitor analysis can be performed to collect information on your competitors' behaviour and predict how they will respond to your marketing and performance targets. Benten's competitor analysis compares your company with three of your major competitors with regard to:

- What makes your company different from other online WQM sensor manufacturers?
- How does your company strategy differ from that of your competitors?

we use a SWOT analysis to assess your company's position in the market with regard to its competitive advantage, target market, market share, market strategy, product profile, and price and distribution channels, in order to identify possible improvements or changes and put you ahead of the game.

Additionally, we analyse you and your competitors from the perspective of the customer with regard to the following questions:

- Who is the customer base for your online monitoring technology?
- What is your customer's level of expectation?
- What factors in your marketing and sales service lead to success?

## Customer Satisfaction Survey

Obtaining information from your customers may be a laborious task but many companies often underestimate how a positive change in strategy or service, however small, can bring huge gains. Benten assists you in gaining insight into the activities of your customers and the role of your products so you can continue to provide the best possible sales and after-sales services.

We analyse the information provided by the answers to specific questions in order to assess how your customers make use of their online water quality equipment, what purpose your online sensors serve and how vital is your online sensor or monitor in your customer's process. We also assess how your customers perceive your products and related services in order to identify potential improvements.

Our Customer Satisfaction Survey helps to identify unsatisfied customers and find those customers willing to help you promote your products by providing e.g. testimonials for your website.