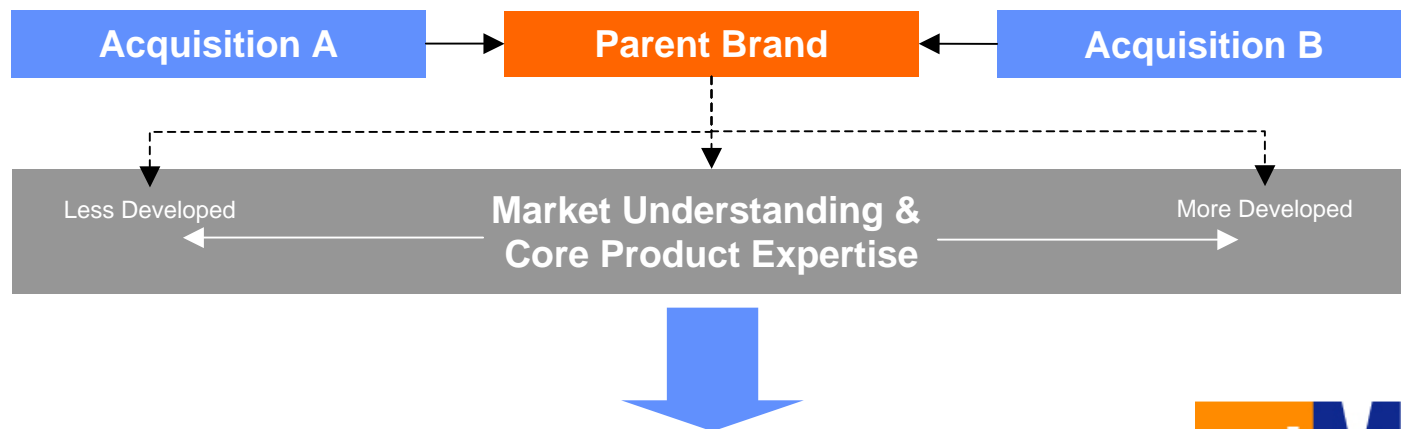


Our client – an industrial pumps manufacturer – was struggling to integrate a portfolio of brands while continuing to service existing accounts

The problem

(1 of 3)

- Our client had recently purchased two intermediate sized competitors, but had very little understanding of the needs of the external market.
- The Company was in the midst of its 5-year strategic review and could not make informed decisions about – among other things – product upgrades, brand integration, sales metrics or aftermarkets.
- It asked nxtMOVE to help it understand what it did and what it did not know and help it understand where improvements were necessary and / or possible across the product, brand and production metrics that were important to the external market.

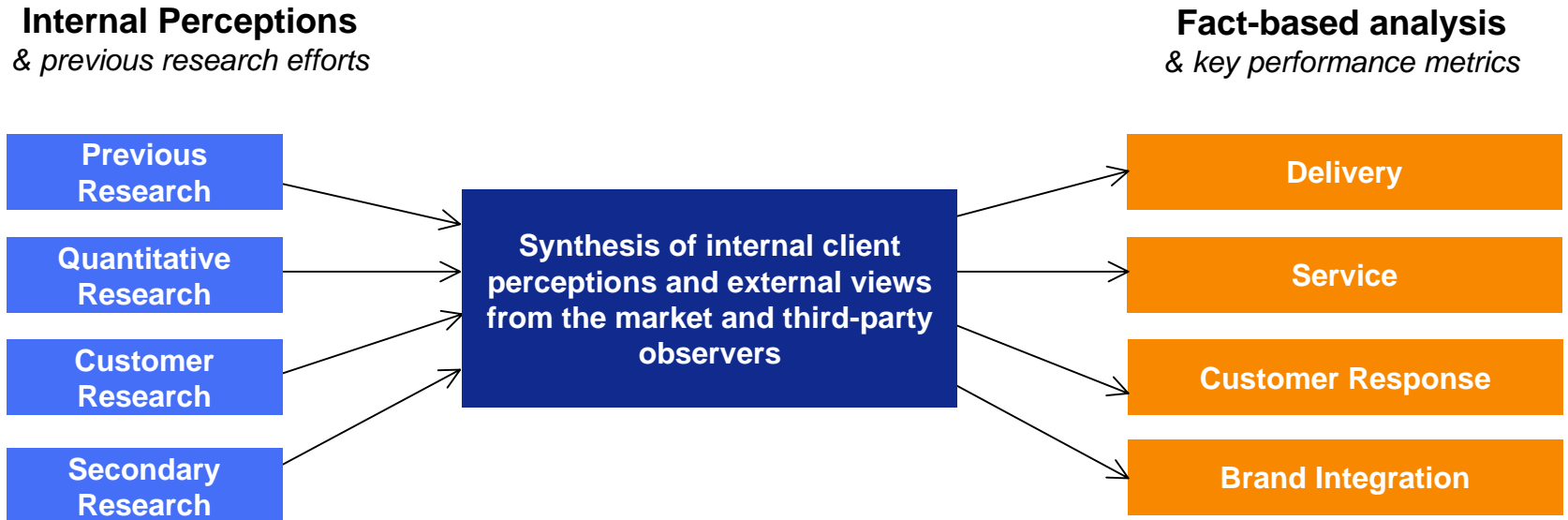


5-Year Strategic Implementation & Growth Plan

Our client was data-starved and needed to know how to measure its performance across metrics that mattered to its customers

The approach

(2 of 3)



nxtMOVE's qualitative research created a deep understanding of customer needs and how to address them across multiple metrics

The results

(3 of 3)

- nxtMOVE's in-depth customer research and analysis was the backbone to:
 - Scoring the ease of implementation and importance of core category solutions (seen below); and
 - Understanding the customer journey – our client was able to understand – in much clearer detail – the angst that its customers were experiencing
- Ultimately, our client was able to make strategic and tactical changes to its sales, service and branding messages to connect better – and more consistently – with its customers.

Category	Solution	Relative Ease	Importance
Communication	Project Champion	1	1
	CRM	3	2
	Online CAD/CAM	4	5
	Online Order Tracking	4	2
	Recall Services	5	4
	Implement Unified Brand	2	1
Priority Programs	Single-Order Programs	2	2
	Membership Program	5	3
Out-sourced Production	Replicator Partnerships	4	3
Inventory Services	Increase Key Part Inventory	4	2
	Replicator Partners Carry Key Part Inventory	4	2
	Obsolescence Planning	4	5

