

# IMI Precision and CADENAS

## Sharing our experience

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*Engineering  
GREAT  
Solutions*



The aim of this presentation is to share our experience:

- ▶ Creating configuration capabilities
- ▶ Interacting with CADENAS
- ▶ Driving benefits with CRM Integration and Telesales follow up

With the Objective of:

- ▶ Inspiring some ideas to improve your own business

# IMI Precision Engineering Overview



Year ending December 2015



Revenue  
£662m

% of Group revenue  
42%

Operating profit  
£117.7m

Number of employees  
5,800

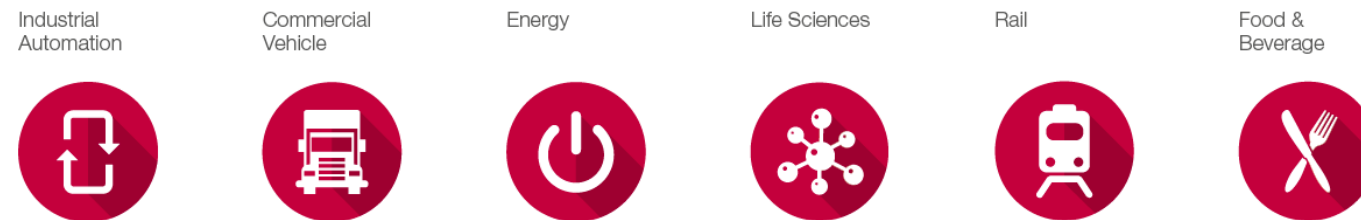


IMI Precision Engineering specialises in developing motion and fluid control technologies for applications where precision, speed and reliability are essential.

## Key Brands



## Main Markets



## Major Operational Locations:

Brazil, China, Czech Republic, Germany, Mexico, Switzerland, UK and USA

# World Leader In Fluid and Motion Control

*We deliver great solutions*

*Wherever precision, speed and engineering reliability are essential, our global footprint, problem-solving capability and portfolio of high performance products enables us to deliver GREAT solutions*

- ▶ Our world-class products improve performance, safety and productivity
- ▶ High quality actuators, air preparation, pressure switches, fittings and control valves
- ▶ Leading range of process and multimedia solenoid valves
- ▶ Globally acclaimed miniature solenoid valves
- ▶ High quality stainless steel solenoid valves for harsh environments



# IMI Norgren Express Global Purpose

*A value proposition that targets growth from the aftermarket*

## Strong Value Proposition

Making it easy to find, configure and buy products online



Proactive and knowledgeable local staff on the phone and on live chat



Relevant catalogue ranges with reliable delivery performance



## Clear Growth Drivers

Serve our vast aftermarket with fit for purpose parts



09/03/2017

Up-sell and cross-sell to add value to every order



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Convert competitor business through proven sales and marketing programmes

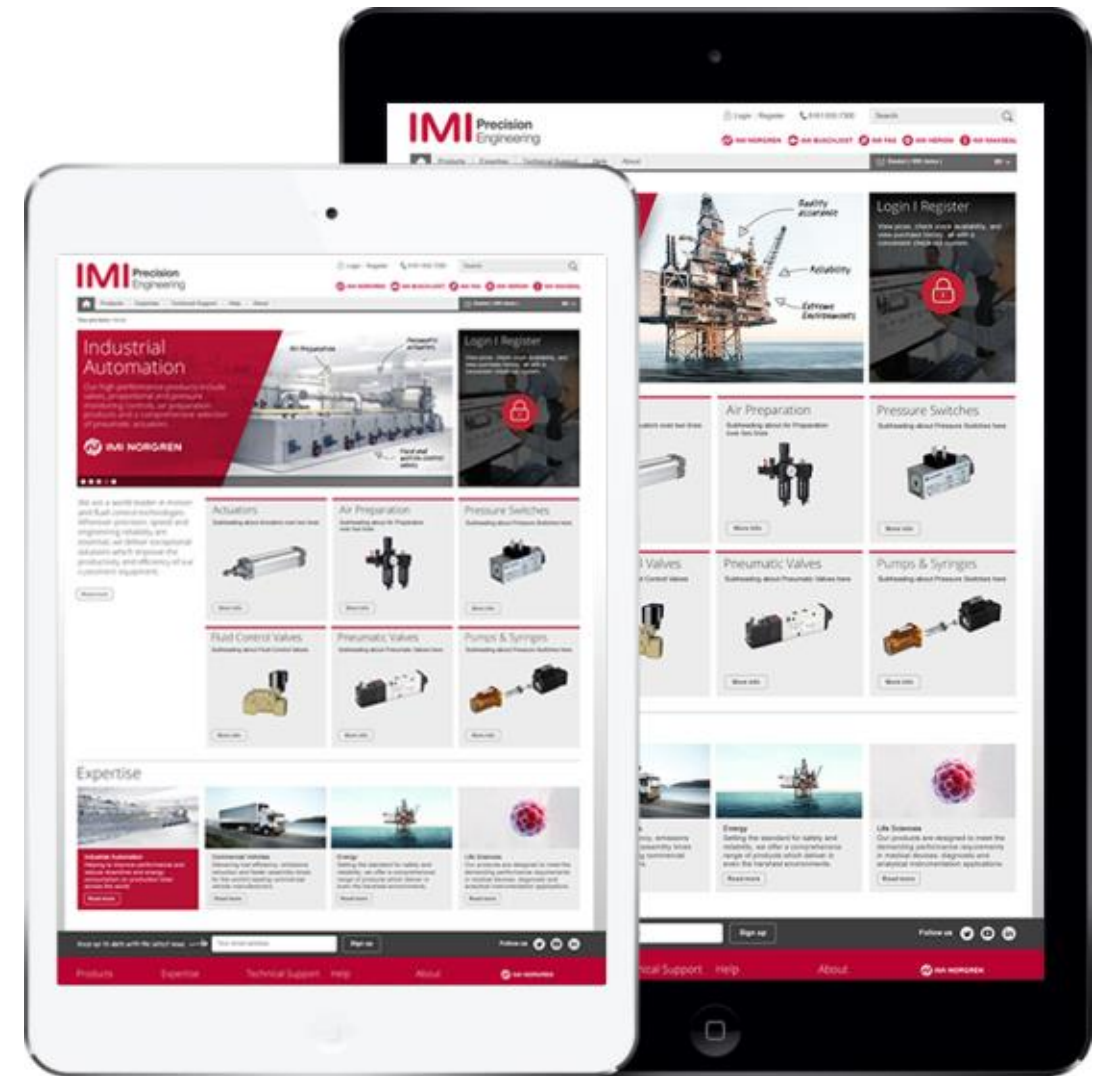
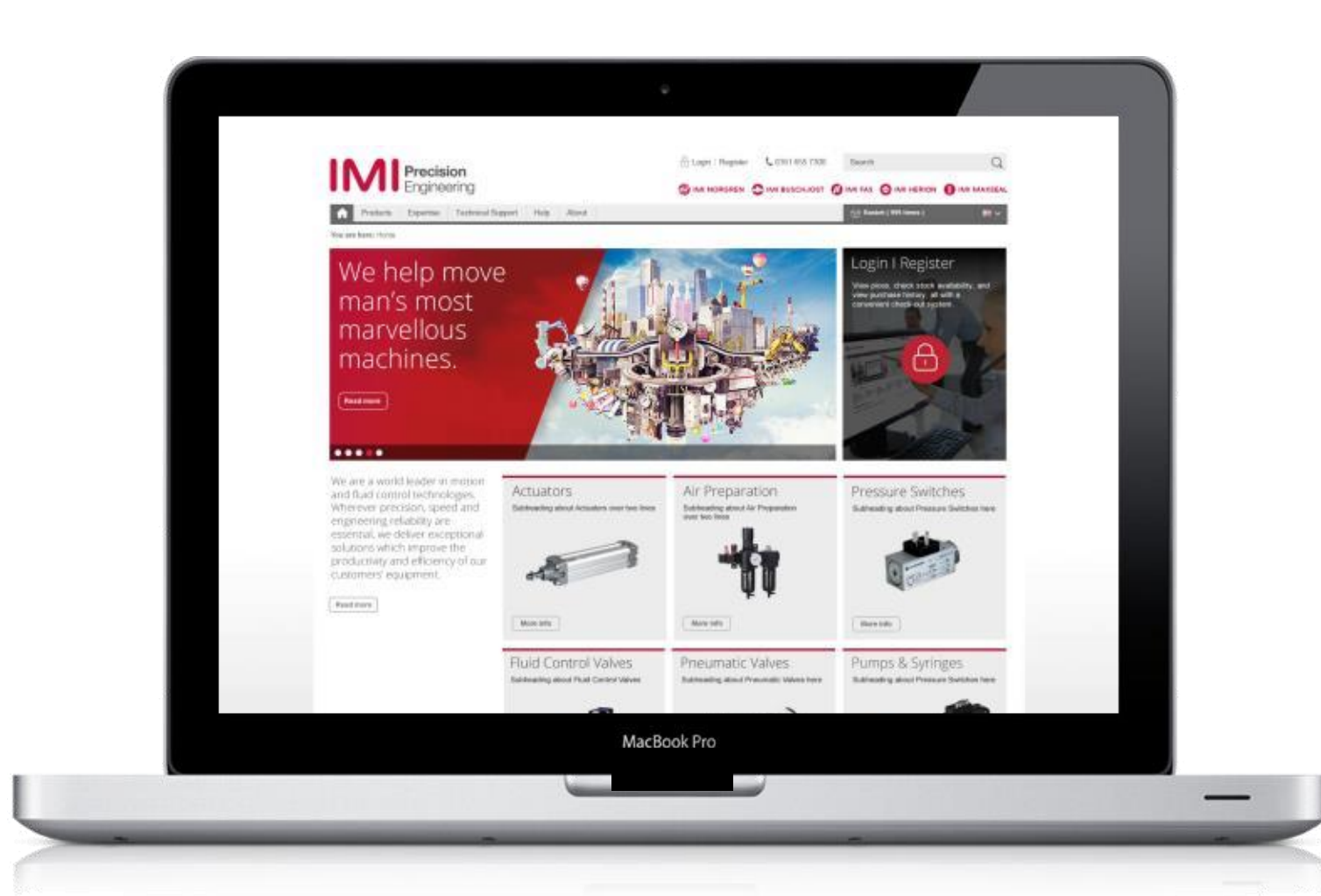


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Embed 'Norgren APP 3c.mp4'

# Increased Focus On Digital For All Customers

*Highly intuitive new website combines store, configuration, value added content*



[www.imi-precision.com](http://www.imi-precision.com) 34 Countries, 20 Languages

# Configuration Identified As Comparative Weakness

*Customer led approach to develop clear blueprint for development*

## Approach

- ▶ Cross Functional team assembled
- ▶ Reviewed configuration approaches
  - ▶ *Guided Navigation*
  - ▶ *Direct competition*
  - ▶ *Other industries (automotive)*
- ▶ Voice of Customer, Voice of Sales
- ▶ Defined Vision of Success

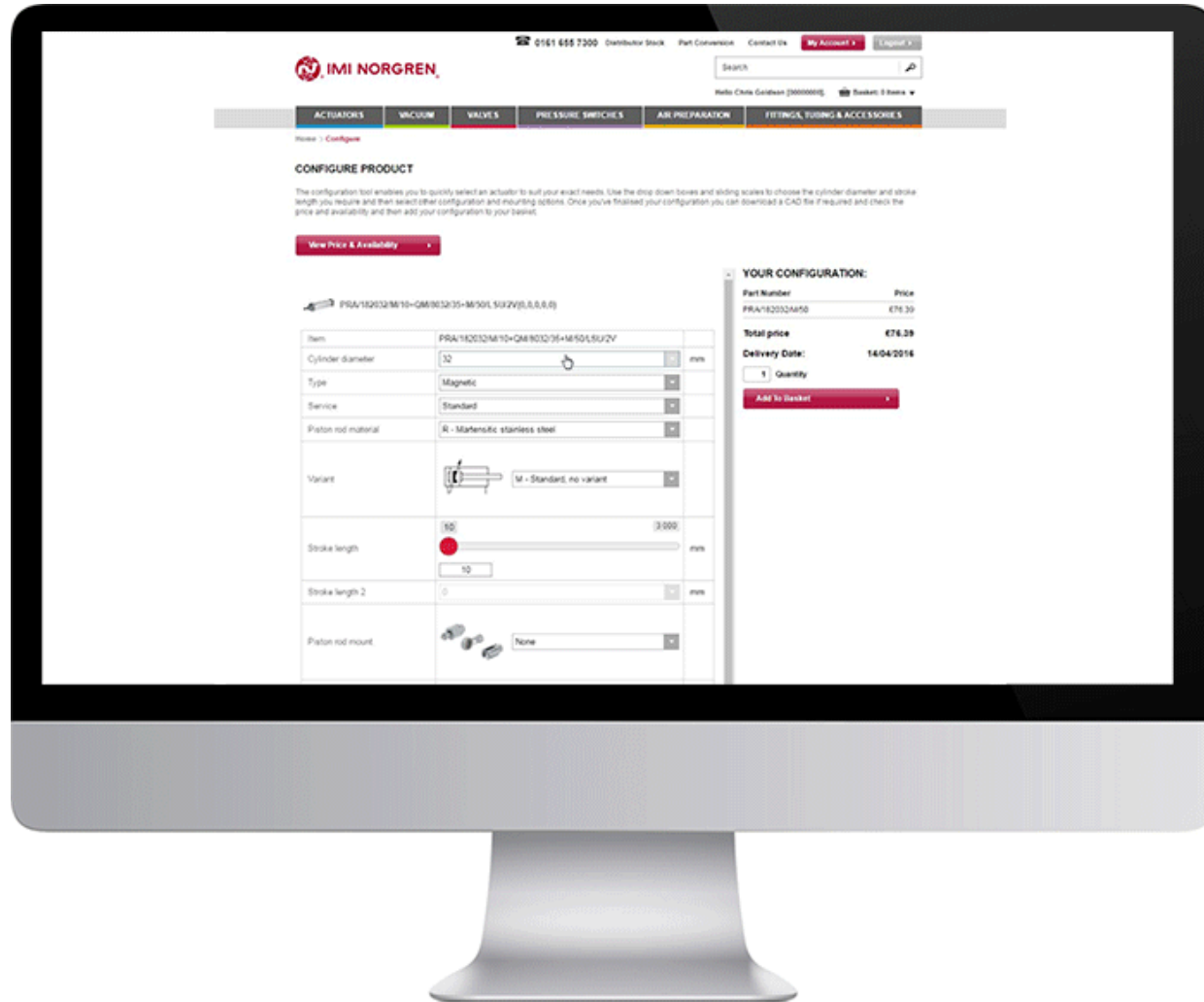
## Outline Specification

- ▶ One Page Customer Experience
  - ▶ *Configure*
  - ▶ *Download Model*
  - ▶ *Get Price*
  - ▶ *Place Order*
- ▶ Minimal Clicks
- ▶ Multiple Options on CAD Models
- ▶ Lead Capture for Telesales follow up



# CADENAS Clear Winners In Terms Of Capability

*Seamlessly integrated into transactional website*

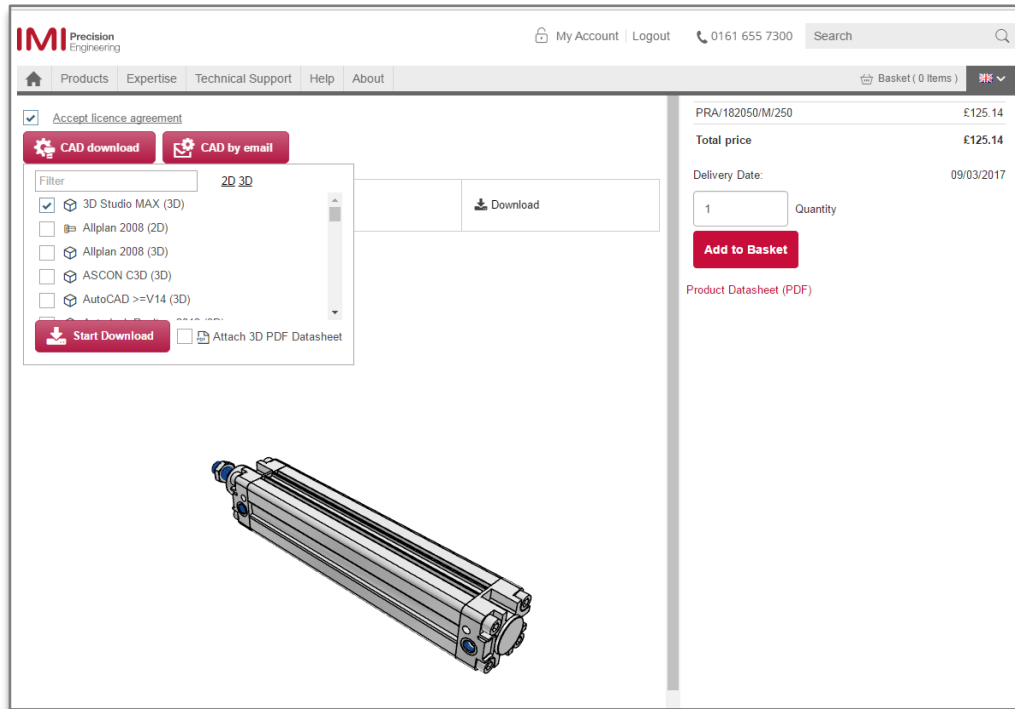


## Solution

- ▶ CADENAS configurator in I – Frame
- ▶ Real Time Calls to ERP for pricing
- ▶ CAD models reworked from legacy vendor
- ▶ Checked and tested by in house engineers
- ▶ Downloads feed directly to CRM for follow up
  
- ▶ Concept to Live in 4 months
- ▶ Roll Out across Europe within 2 months

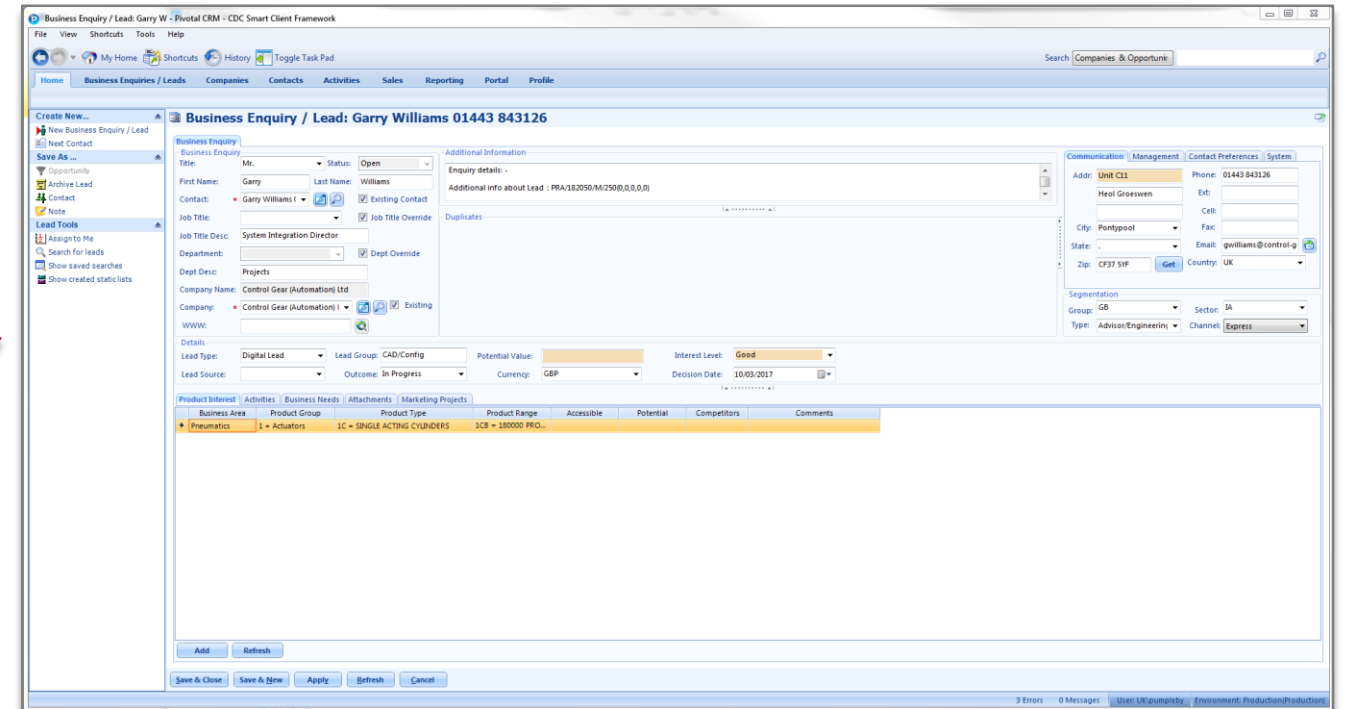
# Customer Details Captured And Followed Up

*Initial focus of phone calls was to gain insight into customer experience*



- ▶ Customer browses to configuration page and selects CAD download dropdown
- ▶ Selects CAD format and chooses to download
- ▶ File is supplied either in web browser or by Email

09/03/2017



- ▶ Customer details are captured from download
- ▶ Then appears in Pivotal as a Digital Lead
- ▶ Telephone sales make a follow up call
- ▶ First class response from customers

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# Our Key Learning...

*Customer focused with eye on SPEED and generating business*

## Project Approach

- ▶ Be clear on desired outcome, use experience of best customer facing people
- ▶ Scope minimum viable product and get going FAST
- ▶ Listen and respond to customer feedback

## Design Approach

- ▶ Integrated with main digital platforms
- ▶ Think user first, make it easy and intuitive
- ▶ Think of the end game, becoming first choice, winning business

## Adapt Fast

- ▶ We experienced strong pull for extra products and more countries
- ▶ And set the scene for establishment of more complex configurators