

From shifting products to selling systems

Orienting products and services to customer needs



Customer needs are recognised at an early stage thanks to client proximity. The competitive edge is maintained through rapid reorientation of products, services and customer-oriented processes.

The Client

- Knürr AG, CH-Fällanden
- Provider of electro-technical standard products, modifications and purpose-built equipment
- Number of employees: approx. 60

The Objective

- Establish an efficient management and process organisation with lean, process-oriented structures based on strategic objectives.
- Achieve more rapid development of shorter business processes, better oriented towards specific customer needs.
- Create less, but more straightforward interfaces with customers, suppliers and also to the parent company.

The Solution

- Take over the strategic framework parameters and objectives of the group, or its subsidiaries.
- Derive and define potential fields of business through analysis of processes and structures.
- Improve or redefine processes by integrating input from the work team.
- Based on these, establish an ideal structure that will allow the organisation to develop from a functional to a process-oriented one.
- Create a new sales structure, away from a purely regional concept towards selling across customer segments and needs.
- Install a planning process (sales planning) to rigorously implement the strategic targets set, as well as the overall process and order fulfilment.
- Set up an e-shop where standard products can be ordered.
- Evolve the marketing organisation from product driven selling toward systems sales.

The Client Benefit

- Greater focus on customer needs and solution was achieved, plus creation of a know-how base per target group.
- Higher degree of professionalism as well as greater effectiveness and efficiency.
- Significantly improved quality of order processing in terms of completeness, deadlines and shorter throughput times.
- Increased direct sales of standard products via the Internet sales channel.