

Case Study:

Ingersoll-Rand Waterjet Transforms Relationships with OEMs

Background

Ingersoll-Rand Waterjet (IRWJ) is a leading global maker of ultra-high pressure waterjet machinery. It has achieved this position by focusing on customer satisfaction. IRWJ produces high quality, complex products in which their successful operation heavily depends on the skills of the actual end users, making training critical to the customer satisfaction level.

Challenge

IRWJ products are primarily sold through Original Equipment Manufacturers (OEMs), eliminating any direct contact the company has with the end users. With IRWJ's future highly dependent on the end-users' satisfaction with its products, and operator training being a crucial component to customer satisfaction, IRWJ developed a standard training program to be implemented by all of its OEMs. However, the OEMs had their own training programs and did not want to change their processes or relinquish control of their relationships with their customers.

"We needed to convince our OEMs that the new, standardized training program would be a win-win situation for not only us, but for the OEMs and the customers," said Greg Mort, manager, IRWJ Marketing and Services. "We felt that we could enhance our relationship with end-user feedback and improve overall customer satisfaction with IR products."

Solution

IRWJ offered to conduct (and pay for) a confidential customer satisfaction survey to the OEM end users to obtain their opinions about its products and the OEMs' services, enabling IRWJ to work more effectively with its OEMs.

The assessment needed to be unbiased and beneficial for both IRWJ and its OEMs. PeriscopIQ developed a survey based on the strategic objectives of both IRWJ and its OEMs. The questionnaire was tested for validity and robustness and electronically circulated to IRWJ and the OEMs for feedback.

The web-based survey was distributed by PeriscopIQ to provide third-party anonymity, ensuring the end users' privacy. IRWJ and its OEMs would not know the responses of individual end users. The survey addressed customer satisfaction, training evaluation and strategic issues, such as operational data.

PeriscopIQ received a 58% percent response, significantly higher than the average rate of 20-30%.

Using its knowledge-embedded technology, PeriscopIQ segmented the data by OEMs, looked at the trends and created a number of indices to measure customer satisfaction and training effectiveness.

" Taking it one step further, PeriscopIQ's experienced team of industry experts analyzed and interpreted the data and provided specific recommendations to IRWJ on how to act on the data and transform its relationships with its OEMs to achieve the highest customer satisfaction levels. "

Transformative Intelligence

The strategic result of the assessment had a transformative effect on IRWJ's relationship with its OEMs. The OEMs began to see IRWJ as a true partner rather than just a supplier.

After reviewing the results, IR developed an OEM Certification Training program to help improve on the OEMs training knowledge. IRWJ gained 100 percent acceptance of its new program and the OEMs have all attended the training and since improved their training for their customers.

"With better training, end users are able to more effectively operate the sophisticated machinery, reduce time spent on maintenance, increase productivity due to greater uptime," explained Mort. "All of these factors add up to a more satisfied customer."

In addition, IRWJ was able to use the assessment to satisfy the new ISO 9001 2000 quality management requirements, which was a mandate to implement.

"By utilizing the PeriscopIQ online survey solution, the project took two weeks from start to finish," said Mort. "A paper-based method would have taken us quite a few months to complete, without the quality of data, response rate and strategic analysis PeriscopIQ was able to provide. The solution was cost-effective and helped us to quickly transform our relationships with our OEMs and significantly increase our customer satisfaction."