IMI Precision and CADENAS
Sharing our experience

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

**Key Brands**

- IMI NORGREN®
- IMI FAS®
- IMI HERION®
- IMI BUSCHJOST®
- IMI MAXSEAL®

**Main Markets**

- Industrial Automation
- Commercial Vehicle
- Energy
- Life Sciences
- Rail
- Food & Beverage

**Major Operational Locations:**

Brazil, China, Czech Republic, Germany, Mexico, Switzerland, UK and USA
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
### 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
- Up-sell and cross-sell to add value to every order
- Convert competitor business through proven sales and marketing programmes
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 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 drop-down
- Selects CAD format and chooses to download
- File is supplied either in web browser or by Email

- 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
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