



MEP
National
Network



KY MANUFACTURING
EXTENSION PARTNERSHIP

Success Story: Voice of the Customer Hercules Manufacturing Co.



COMPANY PROFILE

Hercules Manufacturing Co. has been family owned and operated since 1902. Located in Henderson, this firm specializes in truck and van body refrigeration.

SITUATION

Hercules was losing sales to their customers. Competitors were doing an excellent job of taking their strengths and using them to sell against them. The company acknowledged that they were not very organized in terms of documenting in a comprehensive manner the competitive advantages of their product over the competitors' product.

KY-MEP's SOLUTION

To identify why Hercules was losing sales, the KY_MEP organized a Voice of the Customer project. This would provide insight as to why customer were choosing the competitor

"The Voice of the Customer process was a positive experience for our company. We see no downside to the VOC process, only an upside."

Jeffrey A. Caddick, CEO/Owner, Hercules Manufacturing Company

RESULTS

Identified need for formalized documentation of competitive advantages for sales reps.

Identified features in the current product that need to be addressed to meet customer expectations.

Identifying and prioritizing these points, enabled an upward swing in sales moving into the future.

Kentucky MEP provides high-value solutions, helping businesses maximize their success by increasing profits, reducing costs, and helping leaders lead people to manage processes.

Industry Leaders, Leading Industry

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KY-MEP can have success with your team, too. Call us today!