



CASE STUDY

Increase Customer Value & Serve More Businesses

MANTEC

A service provider worried that perception as a middleman would erode its value for clients and hinder its mission.



THE NEED FOR CHANGE

MANTEC's new CEO wanted to grow its impact and reach more manufacturers. But, despite adjustments to its service model, business wasn't growing at the desired rate and the customer experience was inconsistent. The strategic plan lacked measurable objectives and specific go-to-market tactics for each service line. Staff roles and responsibilities were in flux and it was unclear what activities created the most value for clients.

WHAT WE DID



Through surveys and interviews with MANTEC's current and potential clients, Align focused on key decision-makers and identified the perceptions and problems these senior leaders had in common.

Our research elevated the importance of a customer experience that is convenient and creates confidence, in addition to meeting technical needs. We helped staff identify activities to improve customer value, generate new leads, and add capacity.

RESULTS

New Programs to Reach New Clients

New services such as assessments and peer groups will benefit clients and provide timely market feedback.

Growing Team Expertise & Collaboration

MANTEC discovered a competitive advantage that improves its ability to serve as a trusted advisor on complex issues.

Buy-in for the New Strategic Direction

The team is aligned around the distinct ways to create new customer value, as well as necessary operational changes.



AT A GLANCE

Challenges

- Revenue Below Projections
- Declining Value Proposition
- Average NPS
- Leadership & Staff Transitions

Results

- New Services & Revenue Sources
- Division leaders have clear objectives & milestones
- New metrics to drive collaboration
- New vision inspires stakeholders



"I really like how you started with the customer needs and our value proposition instead of budget and revenue goals. I can see how this new strategy will lead to revenue growth because we'll be offering more of what our clients want.

You got me thinking about things differently."

Bruce Newell

President & CEO,
MANTEC

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