SUCCESS STORY

SCHRAMM, INC.

Delaware Valley Industrial Resource Center

"DVIRC is a key strategic partner at Schramm. They are actively engaged in our strategic planning process and market survey analyses. Their expertise gives a small company like ours access to Fortune 100-level management practices that we otherwise could not afford to fund ourselves." Fred Slack , VP Marketing and Sales Administration

Voice of Customer Project Enables Growth

ABOUT. Schramm, Inc. is a world class, certified manufacturer of mobile, land based hydraulic drill rigs with global reach. Its products are used extensively in the energy, mineral exploration, geothermal and water well sectors in more than 80 countries. For more than a century, Schramm has leveraged Made in USA quality with the latest technology to provide exceptional reliability and performance in tropical to arctic environments. Today, with rigs operating in Australia to Zambia, more than 50 percent of company revenues are derived from export sales and field service support. The West Chester, Pennsylvania-based company employs 230 people.

THE CHALLENGE. Schramm actively sought to develop product offerings relevant to new and evolving markets, and its leadership team recognized the need to better understand core value components of the Schramm brand. As they looked to expand market penetration into the precious mineral, oil and natural gas markets and prepared to launch their new, largest-ever offering, Schramm's leadership believed a customer-focused path toward innovation would contribute greatly to the organization's sustained growth. They contacted NIST MEP affiliate, DVIRC.

MEP'S ROLE. The DVIRC research team worked with Schramm leadership to create and implement a Voice of Customer survey aimed at collecting primary research from their existing client base across North America. Upon interviewing executive and owner/operator-level contacts at more than 100 Schramm clients, the DVIRC team was able to compile elusive market data and understand how to educate the market on Schramm's product benefits and value.

The market insights collected through the survey process enabled Schramm leadership to go to market with the right product innovations, technologies and product varieties needed to differentiate themselves from larger, more established rivals in their end-use industries. Along the way, the organization was also able to identify areas of improvement to enhance usability, durability and efficiency in the extreme environments where these rigs perform. And they were able to move forward with the security of knowing their markets would readily accept such a dramatically different rig configuration.

RESULTS

- ~$10M in gross sales gains
- Investment sparked by this growth includes **$5M** in facilities and equipment
- Retained **35** jobs
- **$1.4M** in cost savings/avoidance

NEXT STEPS

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