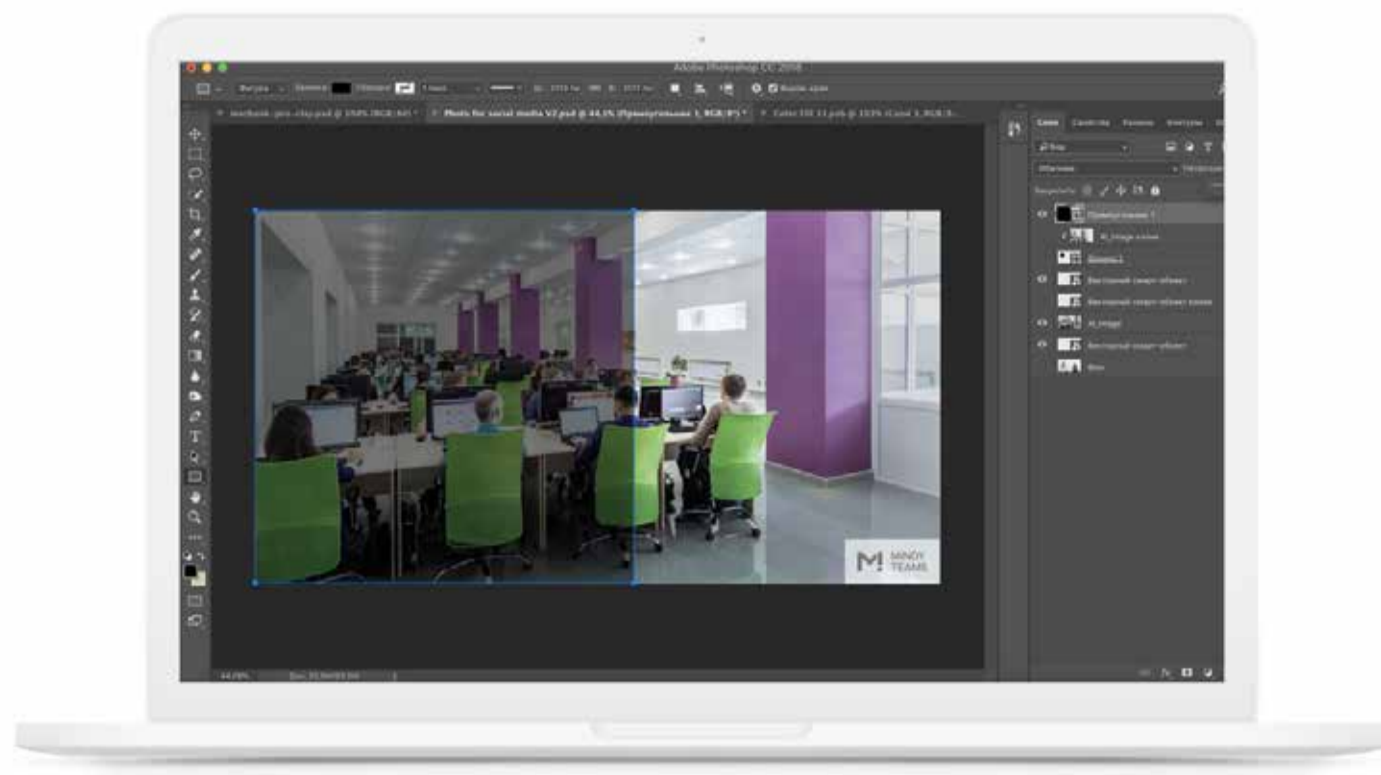




Case study: A simple way of bringing a niche product to new markets



Client Profile

Industry: Mechanical and Industrial Engineering
Location: Winterthur, Switzerland
Size: 11–50 employees

Company Bio

Our client is a Swiss-based mechanical and industrial engineering company targeting new markets with its innovative coating thickness measurement system. Target markets include the UK, Eastern Europe, France, Italy, and Spain.

Overview

To meet their market expansion goals, our client hired three assistants from Mindy Support: one with excellent English to target English-speaking countries; a second fluent in German to target Austria, Switzerland, and Germany; and a third speaking both French and Italian. We created a team with these three employees. Creating a team is a good way to get people engaged and motivated, which ultimately leads to more sales.

” It was a pleasure for me to work with such a dedicated and professional team as Mindy Support. I was impressed by the inspiration that drives their staff to overcome challenges and do all the best.

— Happy Customer
CTO

Languages

6

Employees

3

Growth of interest

12x

Challenge

Our client produces a sophisticated product. They faced difficulties finding potential customers and explaining the product’s benefits to them. Mindy Support helped our client find potential customers and clearly explain the product to them, increasing sales in existing markets and helping the company enter new markets.

WE GET IT DONE.

Solution

At first, it wasn’t easy for each assistant to reach even one to two interested customers per month. Everything was going quite slowly, and it didn’t seem that our efforts would ever start bringing results. So, we set a goal for each of our assistants to reach six interested people and locate 500 new contacts per month.

After trying a few different approaches, we found a formula that works. We started to understand the specifics of the product at the same level as the manufacturers. This meant we could easily select companies that might be interested in the product and were able to create an approach for reaching them.

Mindy Support is ISO 9001 certified. Our information security management system (ISMS) is built on the basis of ISO 27001:2013 international standards that helps organizations keep information assets secure.

GDPR

We are committed to respecting all rights of the data subjects under the General Data Protection Regulation (GDPR) (EU) 2016/679. According to the Article 28 of the GDPR, the relationship between the controller and the processor are regulated by Data Processing Agreement, which we put in place with every Client.

Results

After a one-month trial, thanks to the right combination of emailing and calling, we reached our target of 18 interested companies in four new countries. This was six times better than our initial results!

Today, we’ve multiplied our initial results 12-fold, and we keep on improving and experimenting with new markets.

We were able to help our client increase sales and enter new markets thanks to:

- Professional staff.
- Multilingual support.
- Experimenting with new technologies and approaches.
- Teamwork.



LANGUAGES



EMPLOYEES



GROWTH OF INTEREST



About Mindy Support

Mindy Support is an international brand with 6 offices across Ukraine. Since 2013 Mindy Support empowers companies all over the world by providing cost-efficient business process outsourcing with no compromise on a quality. We build effective teams in customer care, marketing, sales, research, data processing and annotation as well as a back office support for businesses of all sizes.

