

Case Study

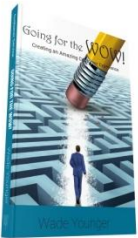
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Customer & Client Relationship Management

Services

Needs Analysis
Change Management
Process Improvement
Coaching
Innovation Clinics
Strategic Planning
Implementations
Personal Development



"Much more than a conference speaker."

Scenario

A leading high-tech software company was deeply dissatisfied with the client's product performance in managing their day-to-day business operations. The customer had repeatedly asked for clarification of the client's solutions for their problems, but been frustrated by the client's unresponsiveness and vague answers. The client was in grave danger of losing a key customer that would have probably meant having to exit that entire region and the loss of a significant investor.

Goal

Re-establish the customer's faith and trust in the product and the client's ability to respond to customer requirements. Rise above the animosity present between both customer and client to identify the root cause of dissatisfaction and implement the appropriate remedy.

Challenge

Animosity within the client organization toward the customer and between different groups. The trust between both groups made it difficult for anyone coming in fresh to build a level of trust and acceptance that would enable them to accomplish the goal.

Solution

The Value Wave was hired to visit the customer and conduct a high-level audit of their concerns with the product and the client. Leveraging its experience with enterprise database systems, software development, project management, and conflict resolution, The Value Wave was able to build trust and credibility with the senior leaders from both the customer and client organizations.

Acting as a communication bridge, The Value Wave helped both organizations recognize the core causes for concern in their relationship and identify several actions as part of a solution plan.

Results

The customer was highly satisfied with the responsiveness of The Value Wave in helping to communicate their concerns to the client and build a solution plan. The client organization was very excited to have the customer demands re-interpreted in a manner they could understand and apply directly to actionable solution plans.

The Value Wave made one additional trip to visit the customer in Australia to coordinate a third party product audit that The Value Wave recommended. Both parties used this audit to further clarify areas for improvement and opportunity.

The final outcome from this project was the client's refocus on its core technology and working harder to set expectations with customers about product capabilities and limitations.