

ENGINEERING FIRM'S CUSTOMERS RE-ENGAGED

Client: Engineering Firm (PES)
Industry: Mechanical Design and Engineering
Location: Lafayette, Louisiana
Targets: Machine Shops, Oil and Gas Producers, Rental Tool Companies, Previous Customers



AT A GLANCE

Challenges

The firm faced a lapse in engagement from a significant portion of their customer base, particularly among those who had not placed an order in over 90 days. These inactive relationships represented lost revenue opportunities and untapped growth potential. PES sought a proactive solution to re-engage these past customers, collect their feedback, and explore new business opportunities.

Solutions

Customer Outreach: Fulcrum's dedicated team systematically reached out to PES's list of inactive customers over a 30-day period.

Feedback Collection & Engagement: Each customer interaction was designed to gather valuable insights, identify potential areas for improvement, and explore opportunities for further collaboration, referrals, and new projects.



"This has been the single best and most effective marketing we have ever done.

Clayton George, PE

Owner

RESULTS

In just 30 days, Fulcrum's targeted re-engagement campaign delivered the following impactful results for the firm:

- **250+ Customer Contacts:** Fulcrum reached out to more than 250 previous PES customers.
- **50+ Customer Re-Engagements:** Over 50 customers re-engaged, resulting in renewed connections and fresh business discussions.
- **\$320,000 in New Orders Quoted:** As a direct outcome of these engagements, PES generated over \$320,000 in new order quotes.
- **\$570,000+ in New Opportunities Created:** The outreach effort uncovered more than \$570,000 in potential opportunities for future projects and collaborations.

FEEDBACK CAPTURED

Exceptional Communication

- Customers consistently praised PES's strong communication. Feedback often highlighted clear, concise, and timely communication from project managers and staff.

Timely Delivery and Responsiveness

- Many customers commended PES for completing projects ahead of or on schedule, even under tight deadlines.
- Customers valued the speed at which PES handled issues and delivered projects without compromising quality.

Quality of Work

- Numerous clients highlighted the high quality of PES's work, including accurate, detailed reports and designs that met or exceeded their expectations.
- Customers noted that PES consistently delivered precise engineering solutions tailored to their needs.

Fair and Transparent Pricing

- PES was recognized for providing fair and transparent pricing. This aspect, coupled with high-quality work, earned trust and fostered repeat business relationships.

Positive Project Manager and Team Experiences

- Clients frequently mentioned individual team members by name, acknowledging their professionalism, expertise, and the ease of working with them.
- Specific mentions included project managers and engineers like Sean, Glen, Adam, and Russell, who provided excellent service and project oversight.