



Customer Retention & Growth

Would you like to grow more with your customers?

Would increased customer loyalty and retention improve your profitability?

Do you really know what customers think of your company?

Do you have your finger on the pulse of what is going on with your customers?

Would you like your organization to become more customer centric?



Maximizing business in current markets with current customers is typically the fastest way to profitable growth. To maximize growth you must understand what is important to customers, how your company is performing and how your company is perceived by the market.

WMEP's Customer Retention & Growth Service defines, in an unfiltered manner, the drivers of customer retention and referrals and how your company is performing on these. Additionally, a customer pulse survey can be collected on an ongoing basis, monthly or quarterly, to determine how well customers are being served.

Customer Retention & Growth – benefits include:

- Strengthening your company's value proposition by identifying strengths and performance gaps
- Growing your share of customers, regaining former customers and adding new customers within the same market
- Bringing the Voice of the Customer (VOC) to your executive level on a routine, unfiltered basis
- Outmanuever your competition by getting closer to your customers

Getting started is as simple as having a conversation with a WMEP Business Growth Consultant who will work with you to determine the right path forward to maximize the impact on your business.

We're successful because we want the same things you do including:



Cost & Efficiency - Increasing profitability through waste and downtime reductions, improved materials usage and operations, grant utilization and financial systems.



Growth - Growing revenues by reaching new customers and markets, new product development, exporting, adding capabilities through strategic hires, and improved employee productivity.



Winning Culture - Developing an environment and processes that attract and retain talent, grow employees' capabilities, and create an empowered workforce.



Certification & Compliance - Pursuing certifications that set a company apart as well as certifications needed to fulfill local, state, national and international qualifications and to achieve awards and grants.

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WMEP's Value Proposition

How we're different	Why it matters	How clients benefit
We are an end-to-end solution. From supply chains to sales, we have the capability and networks to positively impact your business.	We understand the contributions of the pieces to the whole and use this understanding to help you optimize your enterprise.	We can identify the most impactful enhancements to make to your business to help you achieve your objectives.
We have extensive experience across all major manufacturing industry sectors in Wisconsin.	Our breadth and depth of experience working on projects and companies similar to yours increases our speed and effectiveness.	It takes less time for our staff to learn your business and objectives. We apply proven solutions to your business challenges.
We are all about manufacturing. We work with everyone and anyone who is committed to the success of manufacturing in Wisconsin.	We get manufacturing, and we're ready to roll up our sleeves and get to work to help you be successful and achieve your objectives.	In addition to our experienced and talented staff of manufacturers, we provide access to our extensive national networks of industry experts.
We are evaluated by the results we produce for your organization. Your success is our reward.	Our objectives are aligned. We only recommend solutions that will help you achieve your business objectives.	Since the year 2000 we have generated over \$3.0 billion in total financial impact for our state economy, averaging slightly over \$450,000 per project.

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