



## Customer Reference Story

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### → Situation

General Manager, AI Engineering Limited

### → Critical Issue

**Identification of Customer Opportunities, for the Acceleration of growth rate, in Asia-Pacific and Canada.**

### → Reason

As part of their global growth strategy, **AI Engineering Limited**, were considering introducing a new line of products. They were **aware of some opportunities to enter new markets**, however, they **did not have the available resources to identify potential customers**, contacts, volumes and sales revenues.

### → Capability

He said he needed assistance with determining **'who were the potential customers, where they were, and how much they used'**. He was looking for a **potential customer database, and enabling tool** which had the following information;

- 1.) the potential customers and their contacts.
- 2.) types of product
- 3.) duration to next purchase
- 4.) period between purchases
- 5.) estimated annual volume / spend
- 6.) current suppliers
- 7.) Supplier satisfaction / issues.

### → We Provided

Our **Customer Opportunity Identification (ID) offer** / capability.

### → Result

**30 Million dollars of New Customers were identified.** They **invested in equipment, and are currently trialing there new product line to establish key reference accounts.**