CASE STUDY #2

A US-based chemicals MNC suffering from sub-par operating profit

What urgent problem was my customer facing?

Our client, a US-based chemicals MNC, reported less than 10% operating profit.

SCL-International was brought on board to diagnose the root cause.

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Your Success Partner

What our research revealed?

Detailed investigations revealed that existing marketing materials only outlined product features without illustrating the practical benefits to end users.

SCL advocated that they invest in designing marketing collaterals for communicating the value-in-use of their products.

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Your Success Partner

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What concern did the customer raise?

The client raised a concern that —

Value-in-use requires an intimate understanding of our customer processes, which is hard to come by

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What **insight** did   **04**

SCL-international

share?

SCL-International emphasized the necessity of showcasing tangible benefits rather than mere product features.

We advocated that discovering the value-in-use for the products is feasible through published and primary research

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How did SCL discover value-in-use ?

SCL-International studied industry reports, conducted interviews with current customers, and surveyed potential buyers to collect insights on specific challenges they were facing and the value drivers that influenced their purchasing decisions.

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What was the business outcome?

The company witnessed a noticeable surge in customer engagement and interest. Their revamped materials led to a 25% increase in customer inquiries and a 15% rise in qualified leads within the first three months. Overall profitability improved in six months.

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What was the nature of impact?

The new and improved marketing narrative that focused on the value-in-use, not only heightened customer interest but also contributed to a significant 12% jump in operating profits over the subsequent two quarters.

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"

In a world full of products, be the solution your customers are seeking. That's where true value lies.

"

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