

Packaging Machinery Manufacturer (A \$133M Company)

Case Study

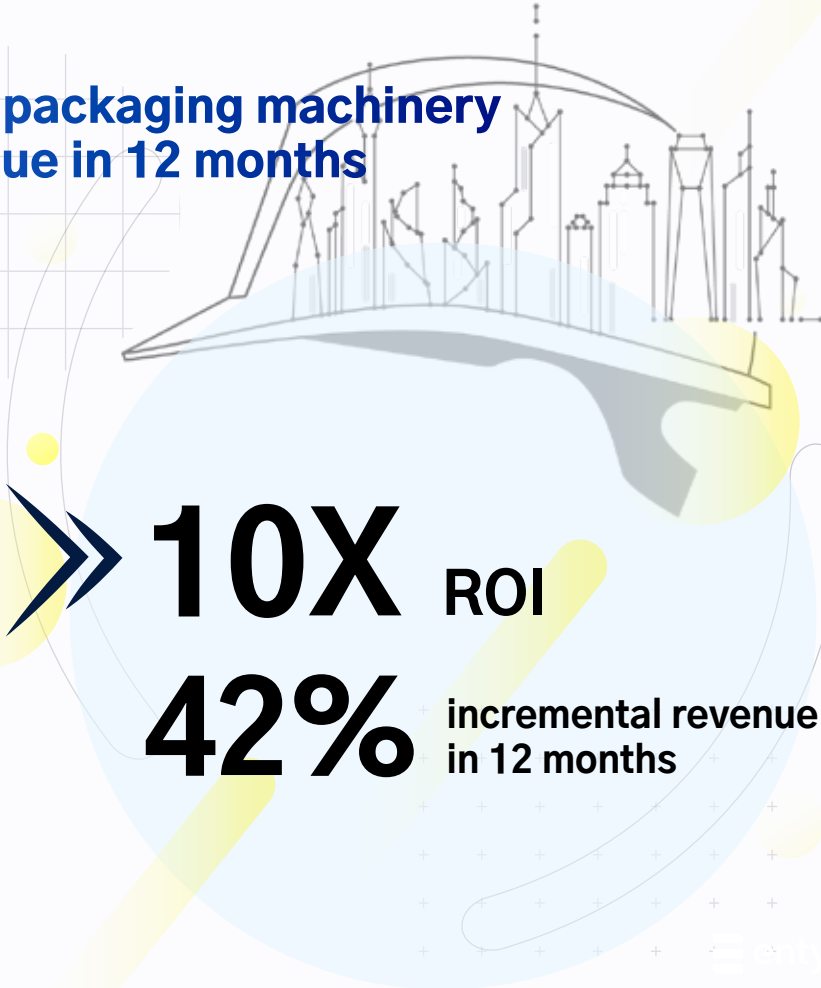
A global leader in design and manufacturing packaging machinery achieved 42% increase in aftermarket revenue in 12 months

Before Entytle

- Limited/Zero outreach due to info deprivation & lack of clean data
- Lacked basic systems to track 'Quote to Order' conversions & drifting customers
- Service technicians merely completed one job per trip

After Entytle

- Increased visibility and better-quality data helps augment inbound orders
- Created 'Quote to Order' conversion rate dashboard to monitor conversion rates & Drift dashboard to address drift.
- Created pipeline for Service techs traveling in one area to call customers with similar customers.



10X ROI
42% incremental revenue in 12 months