Specialty Chemical Company



Recovery and Record Growth

Once the leading innovator in its industry, this firm had lost its way. An already stagnant revenue line was collapsing as they experienced one new product failure after another. Customer dissatisfaction was center stage as very few new accounts were being added – and when they were, major problems with product performance drove up costs and strained those already troubled relationships. The company called on Mellon Solutions to help them understand what was happening so they could find a solution – and fast!

NEW

MEASURE

RAPID GROWT

Months 6-18

RECORD

PROFIT

Thanks to clear leadership, product development was reinvigorated, which decreased costs and boosted buyer confidence.

Months 12-24

Improvements in product quality, at a far better cost profile, led to a rapid profitability improvement and recovery of reputation. These successes continue to this day.

DISCOVERING

Pre-Arrival

A flawed R&D process, plus several failed product launches, left customers dissatisfied.

Months 0-3

Initial analysis led leadership to simplify product line (from 700 to 100 offerings)

Months 3-6

R&D processes were halted and reviewed, leading to new success metrics aligned with the company mission.

Months 3-12

RE-ASSURIN

The sales team re-engages with their customers to assure them that improvements were underway.

Rapidly reduced unit costs

From break-even to record profits

by 15%

... in 2 years

After 10 years of stagnation, revenues increased

