

### Testimonial:

*"AKA was greatly instrumental in facilitating an exciting, fun and creative environment for a very constructive and action oriented meeting. Additionally, every participant was kept active and involved in the whole planning process fostering a team approach....thus resulting in strong buy-in and upfront understanding from leadership and management for our Corporate Strategic Plan."*

Jim Mick, Vice President  
Balluff, Inc.

### Company Profile:

With over 50 years of sensor experience, Balluff is a world leader and one of the most efficient manufacturers of sensor technology with the North American headquarters located in Florence, KY. We provide the integration services, application support, and training you need around the world to ensure customer success.

Balluff was in need of fresh ideas that would fuel their strategic planning for 2015 and beyond. AKA was asked to facilitate their annual strategic planning with the Balluff team to create, vet and identify potential new revenue streams that would have an immediate impact. During these sessions, the Balluff team identified several potential projects that Balluff was able to present to their corporate office. One of those ideas was a way to create a more positive interaction with their customers.

### Situation:

Balluff has always been viewed for providing good world class customer service and quality. During their annual strategic planning, it was identified that good wasn't good enough. Confronted with an ever growing product line, a need to continually differentiate service from competition and a broad and technically challenging product offering on the website, it was clear they needed to find a way to continue to up their support level.

### Solution:

Balluff decided to become the first in their industry space to offer live web chat support. Within two months of the Strategic Planning process, they had identified a platform partner for live web chat, informed and trained their people, and launched the platform by the third month, truly making them among the first in the Automation Industry to offer this service. It has proven to be an instant success.



### Direct Results:



**Nearly 500 Chats in the first month**



**An Average of 26 Chats per day.**



**Instant Customer feedback**  
- 127 ratings with 4 stars or more  
- 15 ratings below 4 stars



**Direct Feedback on each Customer/Technical Support Rep.**



**Over 100 Usable Customer Contacts/Names**