



# Gaining Competitive Advantage with Exceptional Service

## BUSINESS CASE STUDIES



# Our Dedication to Exceptional Customer Service

Micromeritics® is a leader in materials characterization, who is not only dedicated to optimizing product R&D and production control, but also providing customer support that is second-to-none. When choosing Micromeritics, customers can be assured they will receive the highest quality instrumentation, with an unparalleled service offering to match.

Scientists investing in analytical instrumentation expect high quality and performance as a given, however, investing in a company that offers excellent customer support is becoming increasingly important.

A recent survey of Micromeritics' customers by independent research firm TechValidate, showed product quality and reliability was the most important factor when purchasing new technology. Over half of respondents took advantage of the post-sales services offered by Micromeritics, and in doing so, 90% of respondents experienced an improvement utilization of their data as a result.<sup>1</sup> In combination with their post-sales services, Micromeritics has recently introduced a 'Satisfaction Guarantee'; providing customers with a full refund on their purchase, if they are not 100% satisfied.

The customer survey conducted by TechValidate found that of 450 users, 81% found Micromeritics' scientific and technical support to be differentiated from other companies they considered.<sup>2</sup> In a recent interview Dr. Bernd R. Müller of AdFiS products, highlighted the importance of technical expertise.

## **Dr. Bernd R. Müller** **AdFiS products, GmbH**

Dr. Müller is responsible for the R&D and production control at AdFiS products; a producer of water steam activated carbon located in Teterow, Germany. The R&D lab handles around 20 samples daily from the process line, performing 12 measurements on each sample, to build a comprehensive performance profile for the activated carbon. Process and product performance depends on the reliability of the data, and for the past 5 years, Dr. Müller's team has trusted Micromeritics for robust control of the manufacturing process. Over this period a strong working relationship has been forged through the customer service support offered.

***“Over the past 5 years our working relationship with Micromeritics has moved from strength to strength. Our contacts with the Micromeritics customer service team are excellent, and we turn to them if we have a service issue or encounter a problem in our method,” said Dr. Müller. “Micromeritics external expertise has been paramount in helping us to develop a highly optimized analytical system, tailored perfectly for our process. As a result, I am happy to say we very rarely experience any problems with the analysis process, thanks to Micromeritics excellent service support team.”***





# The Benefits of Partnering with Expertise

Modern laboratories often rely on orthogonal techniques for comprehensive materials R&D and QC. As a result, the demands on instrumentation providers have changed substantially. Alongside the continual requirement for faster, more precise and easier to use instrumentation, it is now the degree of support and expertise provided that determines which provider to partner with.

Sixty-five percent of 455 surveyed users felt a high degree of confidence in Micromeritics ability to continue to meet their future needs in particle characterization.<sup>3</sup> Martin Hammer of Bayer Technology Services discussed his reasons for choosing to partner with Micromeritics.

# 98%

of the 497 survey users, responded that they were satisfied, or more than satisfied, with their instrument performance<sup>4</sup>

## **Martin Hammer** **Bayer Technology Services GmbH**

Martin Hammer runs a project laboratory at Bayer Technology Services, a major driver of innovation for the sub-groups Bayer HealthCare and Bayer CropScience, in the areas of technology development, engineering and production. He reports that the deciding factor in choosing to invest in Micromeritics and its instrumentation was the provision of expertise.

The strength of software and data handling applications at Micromeritics persuaded Martin Hammer's team to invest in an upgrade of their existing instrumentation.

***"When it comes to purchasing analytical instrumentation for materials development, the excellent academic reputation of Micromeritics significantly impressed us," said Martin Hammer. "Over the last 16 years, Micromeritics has offered continued support, and their knowledgeable scientists, have helped us to secure solutions for our analytical applications."***



# Options in Abundance: Selecting the Most Effective Analytical Technique

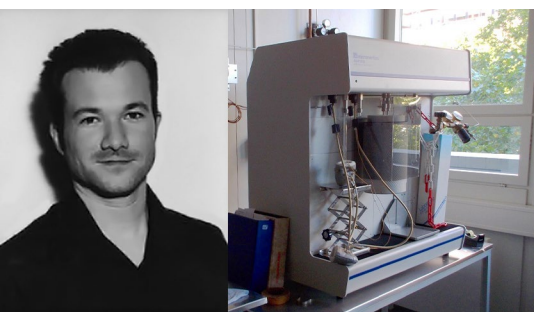
The question 'What instrument should I purchase?' therefore requires scientists to assess a range of factors. The technique must be closely aligned with and is suitable for its intended purpose, with the accuracy, precision and sensitivity to deliver relevant and useable data. In addition it should be reliable, robust and easy to use. Speed of analysis is also critical, particularly when assessing the performance of continuous processes and the cost of sample analysis must be sustainable. High performance instruments that meet these requirements in a timely manner offer much greater returns on investment.

However, users must also consider the long-term implications of their purchase. The reliability of the instrument, its longevity, and the agility to respond

to foreseeable process issues and challenges are equally important considerations. Failure to meet high levels of performance in these areas results in diminishing returns from analysis, poorer quality production and costly down time.

When asked about satisfaction in the performance of their Micromeritics instruments, 98% of the 497 survey users, responded that they were satisfied, or more than satisfied, with their instrument performance in meeting their needs.<sup>4</sup>

At the Karlsruhe Institute of Chemistry Dr. Steffen Mueller, relies on multiple Micromeritics instruments to deliver quality analytical data.



In combination with their post-sales services, Micromeritics has recently introduced a '**Satisfaction Guarantee**'; providing customers with a full refund on their purchase, if they are not 100% satisfied.

## **Dr. Steffen Mueller** **Karlsruhe Institute of Chemistry-KIT**

Dr. Mueller works in academia, therefore requirements for analytical instruments are slightly different to those working in industry, and Dr. Mueller's laboratory employs a number of material characterization techniques for a range of projects. Within Dr. Mueller's laboratory multiple Micromeritics instruments are employed to perform measurements on the active surface of catalysts.

***"In materials analysis the chemical and physical properties are fundamental, so our research relies on equipment to deliver this data," said Dr. Mueller. "The instruments that we use from Micromeritics tick every box, and I can't imagine using anything other than the ASAP® 2020. Being able to make use of the reliable local support service that Micromeritics offer is invaluable; providing the laboratory with complete peace of mind, especially when the techniques are routinely used by a range of research groups for diverse applications."***



# The Value of Service Support

When asked to rate the most important considerations when purchasing new technology, 62% of Micromeritics' customers surveyed by independent third party research firm TechValidate pinpointed product quality and reliability as the most important factor. Following this, the next most important factor was satisfaction with their ongoing relationship with the instrumentation provider, which 41% of respondents ranked as holding high importance in their decision making.<sup>5</sup>

For the user, investing in a company that offers excellent support helps extract the most from an

analytical instrument and method, enables them to quickly solve application problems and maximizes return on investment. For the instrumentation company, delivering exceptional service support helps to establish a strong relationship with their customer, often leading to decades long collaborations.

This is certainly true in the case with Dr. Helmut Hartsberger with Clariant who has been partnering with Micromeritics for over 30 years.

## **Dr. Helmut Hartsberger** **Clariant**

Dr. Hartsberger heads a team at leading specialty chemicals company Clariant. The company produces a wide variety of catalysts, and focuses on developing and improving products and process performance. R&D is a continuous process and the teams rely on their instrumentation for daily use. For 20 years Dr. Hartsberger's team has placed their trust in Micromeritics for their materials analysis. Over that time, the relationship that has developed, based on shared process understanding and expertise, has only strengthened.

***"We have used Micromeritics for almost 30 years now, and in that time our working relationship with their representatives has grown, and become extremely successful," said Dr. Hartsberger. "It is rare that we encounter a problem with the Gemini instrument we purchased 20 years ago from Micromeritics. However, the Micromeritics team knows our process needs well, and should we have any questions or problems, we can talk directly to the representative and together find a quick and easy resolution."***



For scientists working in the materials arena, Micromeritics is well equipped and well practiced to offer long-term support, throughout a project's life cycle. If you are looking to improve your research or grow your business to its full potential, then why not consider Micromeritics as a provider?

1 90% of Surveyed Customers. (2015, February 23). Retrieved September 23, 2015, from <http://www.techvalidate.com/product-research/micromeritics/facts/3C4-5BE-017>

2 81% of Surveyed Customers. (2015, February 23). Retrieved September 22, 2015, from <http://www.techvalidate.com/product-research/micromeritics/facts/D6D-47A-948>

3 Analytical Results with Micromeritics Customers Level of Confidence. (2015, March 27). Retrieved September 22, 2015, from <http://www.techvalidate.com/product-research/micromeritics/charts/894-4DA-A68>

4 Micromeritics Customer Statistic. (2014, October 27). Retrieved September 22, 2015, from <http://www.techvalidate.com/product-research/micromeritics/facts/ECD-EBO-CA8>

5 Key Factors in Purchasing Micromeritics Instruments. (2014, November 6). Retrieved September 22, 2015, from <http://www.techvalidate.com/product-research/micromeritics/charts/636-FE1-E3F>



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