

case study

Shell - Prospecting Sales and Customer Support Using "Shell Lube VideoCheck"

Client Objective: Shell wanted to demonstrate to fleet managers responsible for hundreds of heavy duty trucks used daily in a variety of industries (such as mining, agriculture, and over-the-road freight transportation) that their products, product support and technology provide heavy duty advantages over the competition.

Why They Chose The Kerry Group: For 13 years, we've shown Shell that we aren't afraid to get our hands dirty. However, our VideoCheck idea required getting less dirty via utilization of high tech equipment and well-trained, on-the-road staffers to inspect truck engines. We incorporated a specialized digital fiber optic camera to allow trained eyes to spot potentially disastrous problems inside engines. Without VideoCheck, spotting or fixing these problems would require dismantling an engine and days of labor. For a fleet operator, VideoCheck offers information that can be used to determine proper maintenance which can save tens of thousands of dollars per vehicle.

Who found and instructed those "trained eyes"? We did, We sourced and trained ASE Certified mechanics (with extensive heavy duty engine experience) to be our Shell VideoCheck experts. Our proprietary training procedures let us quickly instruct these experts and put them on the road with the digital video equipment, unique camera and the skills necessary to communicate to fleet operators practical knowledge and advice.



Our experts traveled thousands of miles (along with Shell sales staffers) inspecting some of the most expensive vehicles in the world.

The truck engine examinations were done on site at facilities in the United States and Canada. While the VideoCheck expert led the demonstration identifying potential maintenance issues, Shell sales staff discussed product benefits, answered questions and sold product!



The Results: Since the program began in 2005, our VideoCheck operators have helped Shell's Heavy Duty teams provide their customers and prospects with a goodwill program that reinforces Shell's commitment to technology and quality. Increasing sales isn't bad either - a result this program has delivered year after year.



thekerrygroup

INTERACT • INFLUENCE • ENGAGE