

## CASE STUDY

# The Govie format as a differentiating marketing and sales tool

**Company name:**

Kyffhäuser Pumpen Artern GmbH (KPA)

**Contact person:** Heiko Mähnert, Factory Manager

**Website:** [www.kpa-pumps.de](http://www.kpa-pumps.de)

**Client's industry:** KPA produces complex, high-quality stainless steel pumps for hygienic and aseptic applications. Customers are the food and beverage industry as well as the pharmaceutical industry.

**Challenges:** At the beginning of 2019, the pump manufacturer KPA scheduled important customer visits to China, South Korea, Vietnam and France. The pump market is saturated. In order to grow nevertheless, companies need to position their products through technical advantages and effective marketing measures.

The decision to order is usually made in a direct customer meeting, without the product being able to be physically demonstrated.

This increases the pressure on marketing and sales to present themselves convincingly. KPA's product had no problems, but in marketing and sales the company was still working with an outdated set of tools: photos, technical drawings and slide sets. This made it difficult to stand out from the field of competitors and really excite the potential customer.



**Reasons for choosing 3D IT:** A pump is not a component that can be easily changed in ongoing operation. Therefore, the customer must carefully think about the pump selection and the pump supplier must be able to explain the pump technology well.

The viewer wants to see inside the product and understand the hidden processes themselves. For this purpose, 3D IT's Govie format is perfect. It is self-explanatory, modern and combines 3D, storytelling and interaction like no other format.

**Scope of the Govie format:**

3D Interaction Technologies created Govies for three pump types from the KPA range.

KPA has integrated the pump govies into its website and made them available to sales partners worldwide as a sales tool.

“During the Corona pandemic, we are using the Govies in our web meetings with clients. We are now getting more requests from industry partners to put our interactive 3D visualisations on their websites too. In short, Govies are now an even more effective tool than they already were.“

**Jonathan Erhorn**

Sales Representative, KPA