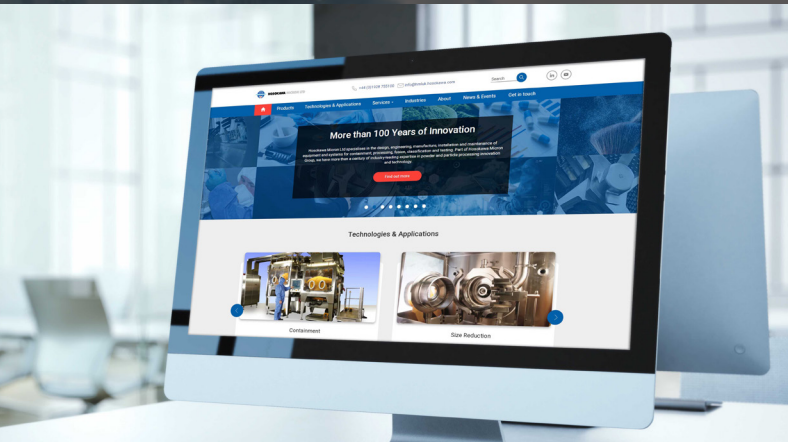


# CRM and Website Hosokawa Micron

Customised CRM and website development for a global manufacturing business expanding into new markets.



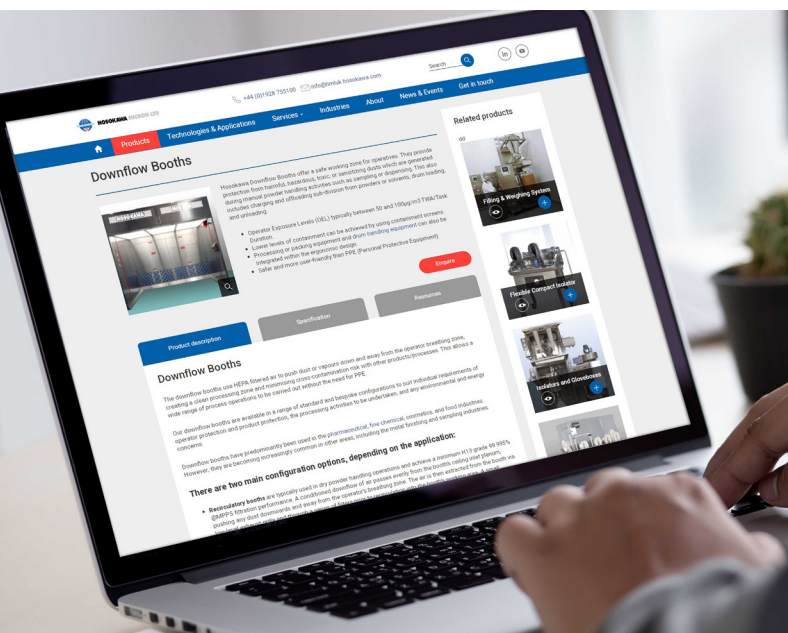
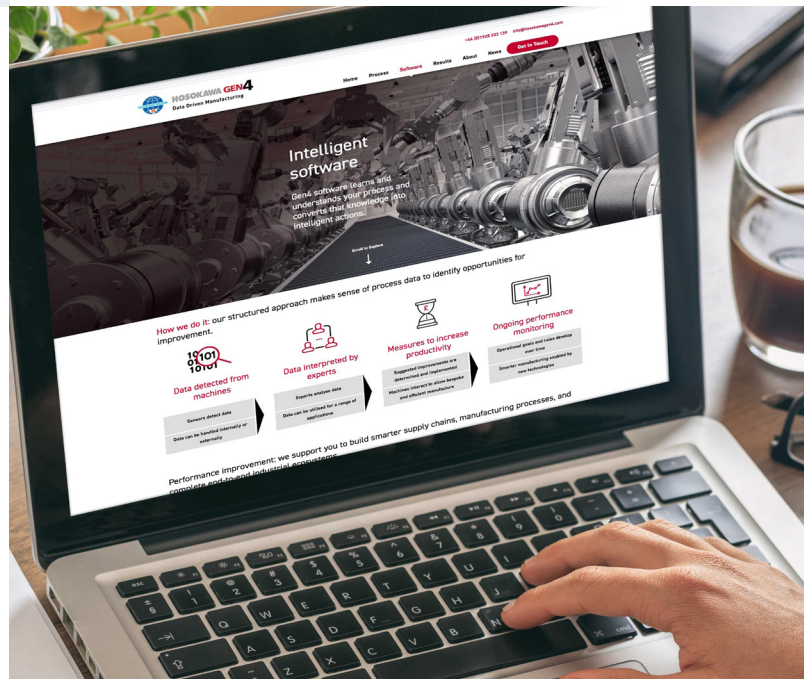
## The Customer

Hosokawa Micron Ltd (HML) is a world leader in providing process solutions in the fields of powder and particle processing technology and high containment. The company designs, manufactures, installs and supports machinery and systems across a wide range of applications for clients spanning Pharmaceuticals, Fine Chemicals, Food, Minerals and Nuclear sectors.

## Their Challenge

HML identified an opportunity to use their expertise in process improvement to expand their business offer. They wanted to move from just selling powder and particle processing machines to offering data driven software solutions designed to maximise the performance of their customers' manufacturing assets and processes.

They needed a way of increasing the awareness of their new capabilities among target audiences without diluting their existing activities; and then developing a scalable sales and marketing process to recruit, convert and retain new customers to the Gen4 service offer.



## Our Solution

We started by providing strategic marketing support to clearly define the marketing messages to educate target audiences and demonstrate HML's ability to address pain points around process inefficiency.

On the back of the strategic activity we designed and implemented a tactical plan that included the customised CRM software to support the sales and marketing function for Gen4; and the design and development of two new websites. One to specifically promote Gen4 and the other as a corporate site to reinforce the position of HML as a world-leading manufacturing business.

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## Key Features



Strategic marketing activity



Mapping the CRM process



Managed secure cloud infrastructure using AWS



Two websites;  
[www.hosokawagen4.com](http://www.hosokawagen4.com)  
and [www.hosokawa.co.uk](http://www.hosokawa.co.uk)



Customised CRM software to seamlessly move customers through the sales funnel



Ongoing support for marketing and CRM



## HOSOKAWA MICRON

## Impact

“Working with Blue Wren we were able to design and implement a highly effective CRM strategy for Gen4. This was a new and exciting opportunity for the business, that required strategic planning and support to identify, contact and convert new customers without diluting other areas of our product and service offer.”

Jim Moore, Managing Director

## Want to know more about our customised CRM and websites?

Get in touch or book a free demo

Call: 01772 823 734 Email: [hello@bluewren.co.uk](mailto:hello@bluewren.co.uk)

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