

## Supply Chain Case Study – Kennametal Customer Feedback Drives E-Commerce Site Processes and Warehouse Delivery Information to Customers Worldwide

*“Kampyle helps us generate authentic feedback that continually improves our e-commerce processes and provides a direct line of sight from the warehouse to the customer’s doorstep.”*



Industry: **Manufacturing**  
Using Kampyle for: **2 years**

***Kennametal puts a very large emphasis on helping customers succeed in their own industries. Therefore, it was critical Kennametal invite as much customer feedback as possible.***

***“ We really try to reach everyone personally. Anytime we have any personal contact with a customer, we see an increase in that customer’s positive feelings about the company and that leads to more conversions.”***

**Kampyle helped Kennametal speak directly with customers, resulting in a new and easier supply chain process for end users. Customer satisfaction increased significantly and additional product improvements are coming – directly from the customers themselves.**

### **About the company:**

Kennametal (NYSE: KMT) is a global market leader in tooling for the mining, metalworking and highway construction industries. The Pennsylvania-based company has 12,000 employees in more than 60 countries and annual sales of approximately \$2 billion.

### **The Opportunity:**

Kennametal sells its products online and wanted a two-way communication channel that would give website customers the information they wanted without requiring them to take an extra step and contact sales or customer service. The company’s products serve as the infrastructure and materials basis for many value chains such as airframes, medical implants, turbochargers, motorcycle parts and more.

When Kennametal launched new updates to its e-commerce site, the company was committed to creating the easiest ways possible for customers to do everything online. Kennametal wanted a way for customers to easily ask questions while they were shopping.

### **The Solution:**

A senior Kennametal manager read about Kampyle online and suggested the company implement Feedback Analytics. Kampyle’s experience in multi-lingual websites and users was attractive to Kennametal, which deployed Kampyle in 2008. The Kampyle feedback button now appears on every page of Kennametal’s two websites and is localized to reflect more than seven countries and languages.

The company assigns each feedback item a ticket and routes it to the appropriate departments for rapid response and to meet its stringent Six Sigma manufacturing requirements. Human resources, technical support and customer service and support are all actively engaged in using Kampyle to communicate with customers and partners.

### **Benefits and Results:**

While Kennametal initially sought feedback on its website processes, the company has found that users are eager to deliver input on other business operations, as well, including technology support, products, customer service, shipping and e-commerce.

One of the most common, initial feedback items regarded warehouse locations and time and delivery of products. Customers wanted to know up front if the delivery was going to take longer, and they asked Kennametal for feedback. Kennametal listened and implemented a color-coded system for customers to view when shopping so they would know everything about their warehouse locations prior to purchasing. Customer satisfaction increased immediately and Kampyle became a daily routine for all priority departments assisting customers.

One of the biggest benefits Kampyle provides Kennametal is the ability to bring together all of the multi-language feedback forms and analyze them as one, giving Kennametal a complete view of worldwide feedback. None of the analytics are changed or affected by the translation as Kampyle analyzes all of the content into its online management application.

Kennametal users submit an average of 10 to 15 pieces of feedback each day. Among the many feedback items the company received were a significant number calling for clearer cross marketing between tools and accessories. Based solely on that customer input, Kennametal is completing a project to provide that service.

Kennametal Site Content Manager Jennifer Altimore said, “Customers are responding with a star rating and providing valuable ways for us to improve our offering. Kampyle lets us engage with customers directly on every site and language we support and the customers love interacting with us in this way.”



<http://www.kennametal.com>

[Kampyle for Websites](#) - is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.