



CASE STUDY

Lisnave Shipyard in Portugal Harnesses Trusteddocks for Effective Shipyard Marketing and Project Wins



Introduction

Lisnave, a renowned shipyard based in Portugal, has successfully leveraged Trusteddocks to bolster its shipyard marketing and operations. Trusteddocks, a leading maritime platform, has empowered Lisnave by serving as a marketing platform, streamlining operations, and enabling the shipyard to secure multiple projects through its services.



Challenges faced by Lisnave Shipyard

Lisnave Shipyard in Portugal faced several challenges in an ever-competitive shipyard industry:

1. Intense Competition:

The shipyard industry is fiercely competitive, and Lisnave needed a means to stand out and attract ship managers seeking drydocking and repair services.

2. Effective Marketing:

Lisnave aimed to proactively promote its shipyard services to ship managers actively looking for drydocking and repair solutions.

3. Operational Efficiency:

To optimize operations and reduce downtime, Lisnave required accurate forecasting of drydock visits.

4. Securing Projects:

Winning new projects was essential to the shipyard's continued growth and success.

Solution

Trustedocks Empowers Lisnave Shipyard

Lisnave Shipyard effectively addressed these challenges by incorporating Trustedocks into its operations:

Marketing Success:

Trustedocks served as an influential marketing platform, enabling Lisnave to effectively showcase its shipyard services to ship managers actively seeking drydocking and repair solutions.

Proactive Outreach:

Lisnave employed the platform for proactive outreach to ship managers, inviting them to submit tenders for drydocking and repair projects.

Operational Excellence:

Trustedocks helped Lisnave predict when vessels were due for drydocking, optimizing scheduling and resource allocation.

Project Wins:

Through its collaboration with Trustedocks, Lisnave successfully secured several high-profile projects, further enhancing its reputation and market presence.

Benefits for Lisnave Shipyard

The partnership with Trustedocks has brought several substantial benefits to Lisnave Shipyard:

1. Marketing Impact:

Trustedocks significantly increased Lisnave's visibility, attracting ship managers actively seeking drydocking and repair services in Portugal.

2. Proactive Growth:

The platform's proactive outreach capabilities led to numerous successful project wins, expanding Lisnave's business.

3. Data-Driven Decision-Making:

Trustedocks provided insights into lost tenders and competitor actions, helping Lisnave fine-tune its marketing strategies and remain competitive.

4. Optimized Operations:

Accurate forecasting of drydock visits enabled Lisnave to manage resources efficiently, reducing downtime and improving project execution.

5. Project Success:

By securing multiple projects through Trustedocks, Lisnave further solidified its position as a leading shipyard in Portugal.



Conclusion

Lisnave Shipyard's partnership with Trustedocks has not only streamlined its operations but also significantly improved its marketing efforts. By proactively reaching out to ship managers and securing several projects through the platform, Lisnave continues to enhance its reputation as a leading shipyard in Portugal.

Trustedocks serves as a valuable asset in the shipyard's journey to attract more clients and ensure operational efficiency.

Want to try it yourself?

Register for free

Please register your company on Trustedocks at www.trustedocks.com:

You can easily set up your company profile and manage your vessel fleet independently, accessing a range of valuable tools available in our free Trustedocks version.

Support

Should you require assistance, feel free to contact us at contact@trustedocks.com and we'll gladly help you with profile and fleet setup, providing a brief training session if needed.

Integration

Furthermore, you have the option to seamlessly integrate all your data and information into your CRM or ERP System, such as Salesforce, Navision, or Zoho. As a dedicated Odoo partner, we've also developed a customized Odoo CRM and ERP system tailored to the specific requirements of ship suppliers, equipment manufacturers, service providers, and shipyards.

Contact

If you'd like, you can connect with our Managing Director, Carsten Bullemer, on LinkedIn by clicking this link: <https://www.linkedin.com/in/carsten-bullemer-1745043/>