



CASE STUDY

SGS North America Utilizes Trustedocks to Expand Fuel and Water Testing Services



Introduction

SGS, a globally recognized leader in testing, inspection, and certification services, has partnered with Trustedocks to enhance its client acquisition efforts for fuel and water testing services in North and South America. Trustedocks, a prominent maritime platform, assists SGS in identifying potential clients seeking testing services in various ports across the Americas. This partnership has significantly improved SGS's outreach and business growth.



Challenges faced by SGS in North America

SGS encountered several challenges when expanding its fuel and water testing services across the Americas:

1. Diverse Market:

The North and South American markets are vast and diverse, making it challenging to identify potential clients seeking testing services.

2. Competitive Landscape:

The testing and inspection industry is highly competitive, requiring SGS to find a way to stand out and connect with potential clients effectively.

3. Market Research:

Acquiring information about potential clients and their specific testing needs in numerous ports can be a time-consuming and resource-intensive task.

4. Efficient Client Acquisition:

SGS aimed to streamline its client acquisition process to improve business growth and market presence.

Solution

Trusteddocks for Client Identification

SGS integrated TrustedDocks into its client acquisition strategy to address these challenges:

Client Identification:

Trusteddocks provides SGS with access to a wide network of maritime industry professionals, including shipowners, operators, and other industry players looking for fuel and water testing services.

Market Insights:

Trusteddocks offers valuable market insights and data on potential clients' needs and preferences, enabling SGS to tailor their services to specific market demands.

Targeted Outreach:

SGS can use Trusteddocks to initiate targeted outreach to potential clients in various ports, focusing on those with specific testing requirements.

Efficient Lead Generation:

The platform streamlines the lead generation process, making it more efficient and effective in terms of resource allocation.

Benefits for SGS in North America

The partnership with Trusteddocks has delivered several key advantages to SGS:

1. Targeted Client Acquisition:

Trusteddocks enables SGS to connect with potential clients looking for fuel and water testing services, resulting in more focused and fruitful outreach efforts.

2. Data-Driven Decisions:

Access to market insights and data helps SGS make informed decisions and tailor their services to specific market needs.

3. Enhanced Market Presence:

SGS strengthens its presence in the competitive testing and inspection industry in North and South America.

4. Streamlined Operations:

The platform helps SGS manage the client acquisition process efficiently, reducing administrative work and accelerating business growth.

5. Improved Customer Engagement:

By connecting with clients actively seeking testing services, SGS can establish more meaningful relationships and better meet their needs.



Conclusion

SGS's collaboration with Trusteddocks has transformed its client acquisition efforts in North and South America. By utilizing the platform's capabilities, SGS can efficiently identify potential clients seeking fuel and water testing services in various ports. This partnership enables SGS to enhance its market presence, offer tailored services, and accelerate business growth in a competitive industry.

Trusteddocks continues to support SGS in expanding its testing services and establishing a strong foothold in the Americas.

Want to try it yourself?

Register for free

Please register your company on Trusteddocks at www.trusteddocks.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 Trusteddocks version.

Support

Should you require assistance, feel free to contact us at contact@trusteddocks.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/>