



Mabey Business Transformation Research

23/09/2015



AGENDA

- MARKETPLACE ANALYSIS
- MABEY ANALYSIS
- COMPETITOR ANALYSIS
- BUSINESS TRANSFORMATION
- Q&A

**N.B. THIS IS A CONDENSED
VERSION OF A LARGER PRESENTATION
THAT HAS BEEN SHARED PREVIOUSLY**



The Marketplace





Market Insights

AN ASSESSMENT OF THE ENGINEERING AND
CONSTRUCTION MARKETS

- CONSTRUCTION MARKET IS BOOMING
 - CLIMATE CHANGE WILL BE A KEY ISSUE
 - DEVELOPING NATIONS ARE A MAJOR GROWTH AREA
 - POPULATION GROWTH IS DRIVING URBANISATION
 - GREEN INITIATIVES ARE INCREASINGLY IMPORTANT
-
- WORKFORCE AND CUSTOMERS ARE AGEING
 - PUBLIC PRIVATE PARTNERSHIPS ARE SPARKING NEW INFRASTRUCTURE DEVELOPMENTS
 - HIRE/RENTAL INDUSTRY HAS BEEN PARTICULARLY SLOW TO EXPLORE DIGITAL
 - MODULAR CONTINUES TO BE THE WAY FORWARD
 - JOB SITE SAFETY IS A HUGE PRIORITY

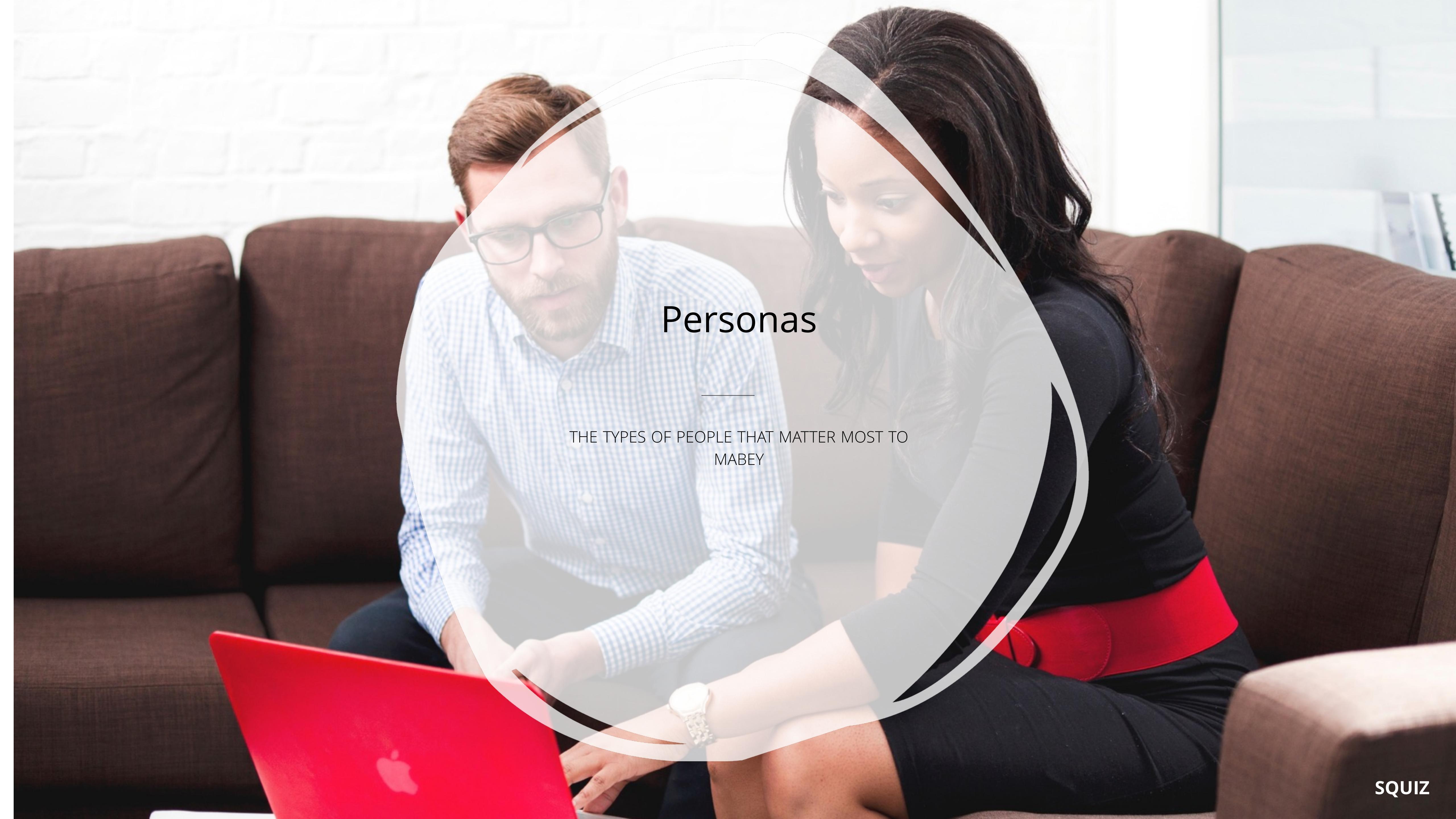


Market Innovation

THE NEXT BIG THINGS IN ENGINEERING AND
CONSTRUCTION

- BIM AND TECHNOLOGY APPS ARE BECOMING MORE PREVALENT ON SITE
- 3D PRINTING AND OFF SITE CONSTRUCTION ARE EMERGING

- TECHNOLOGY IS CHANGING HOW INFRASTRUCTURE IS DELIVERED
- USE OF MOBILE AND TABLET IS ON THE UP

A photograph of a man and a woman sitting on a brown couch. The man, wearing glasses and a blue and white checkered shirt, is looking down at a red laptop. The woman, wearing a black top and a red belt, is also looking at the laptop. A large, semi-transparent white circle is overlaid on the image, centered on the laptop screen.

Personas

THE TYPES OF PEOPLE THAT MATTER MOST TO
MABEY



MIKE - DETAIL FOCUSED ENGINEER

About Mike

AGE: 47 YEARS OLD

PROFESSION: CIVIL ENGINEER

I have been in the construction industry for 20 years and I specialise in bridge design. Apart from drawing and detailing highway structures I also put together contracts and specifications. I supervise and advise a team of technicians on site. With my expertise I am often involved in tender processes and contract work.

I use a number of engineering software such as Autocad or Scale and analysis computer programmes - all used for bridge design and inspection.

I like working with local companies as their people can come to our office and discuss any complex problems or issues plus it's easier for them to visit a site we are working on or just meet in person. Talking to someone face to face can save me a lot of time. When I need to contact people in the industry I would call directly my contact or send an email.

When I am at work I use my desktop computer to access any information I need.

“EVERY BRIDGE IS DIFFERENT AND INDIVIDUAL SO I THINK IT'S QUITE DIFFICULT TO COVER EVERYTHING ON THE WEBSITE SO IT'S USEFUL TO HAVE A DIRECT CONTACT AT THE COMPANY AND QUITE DIFFICULT TO REPLACE THAT ON THE WEBSITE.”

Goals:

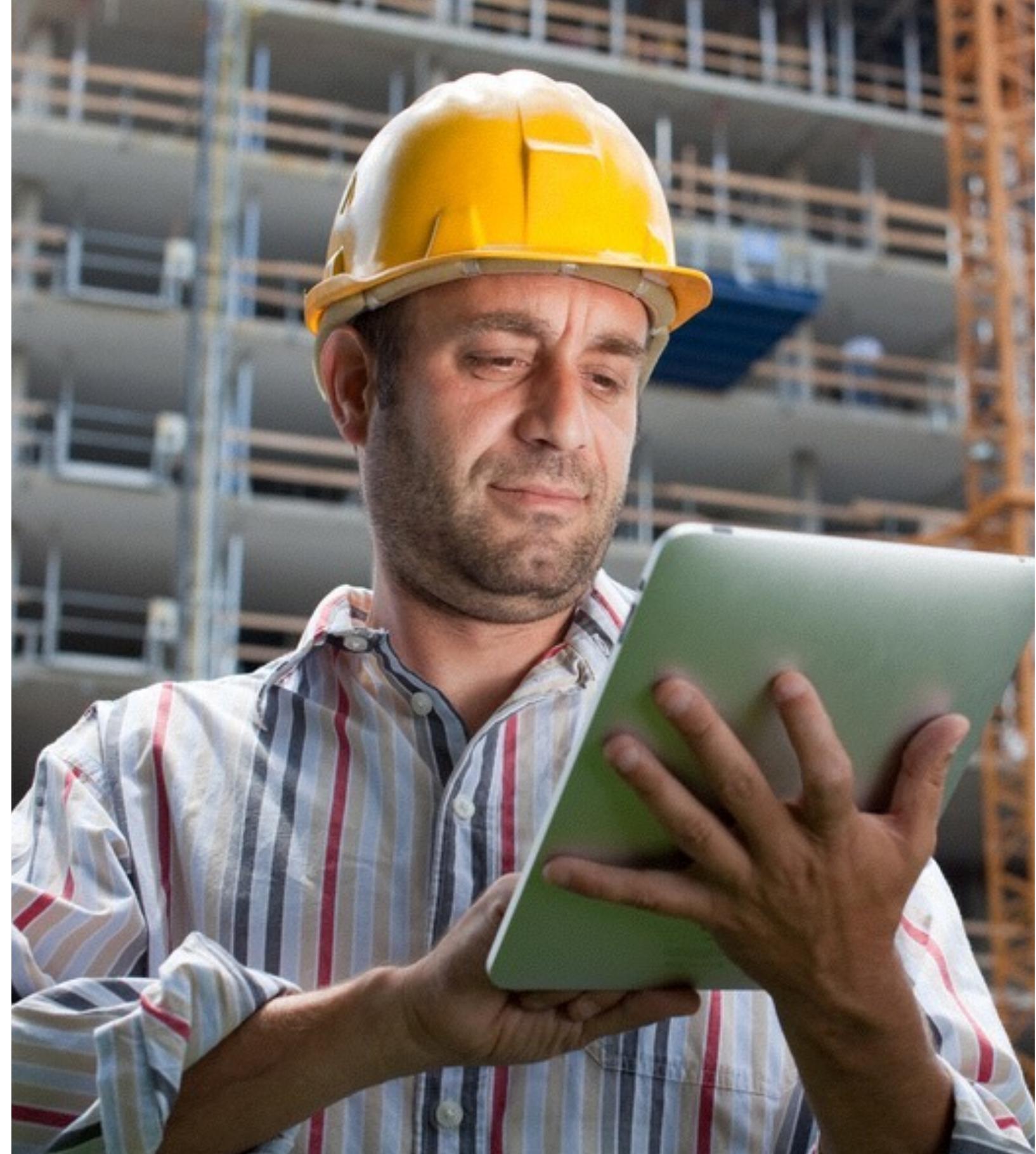
To put together comprehensive contract documentation.

Needs:

- Access technical information, e.g. maximum load, type of welding, span of a structure, steel strength, capacity, maintenance, user guide)
- Information on timeline and pricing
- Talk to an expert in case there are any problems or issues on site
- See previous examples of similar projects and applications of structures
- See example videos of how to erect a modular structure
- Information on accreditations and certifications (e.g. Eurocode or ISO)

Pain Points:

- Lack of detailed technical drawings
- No possibility to download detailed technical drawings



JAKE - TECH SAVVY INNOVATOR

About Jake

AGE: 45 YEARS OLD

PROFESSION: SENIOR ESTIMATOR & PROJECT
ENGINEER

I have over 25 years of experience in the construction industry and have worked on a number of projects incl. demolitions, underground infrastructure, heavy equipment applications and general site work.

Majority of my current projects involve emergency work (e.g. broken water pipe) hence proximity and availability of equipment is key.

I always look for innovative products and applications. I use a high number of devices. At work I have 6 monitors, a PC, a Mac, an iPhone 6. I really like my tablet and most of my team are now starting to carry iPads to access information.

I am always keen to receive training on any new products and applications.

**“BECAUSE OF THE NATURE OF OUR BUSINESS ,
VERY SERVICE ORIENTED EMERGENCY WORK, THE
TIME FACTOR IS CRITICAL TO FIND OUT
AVAILABILITY AND ARRANGE PRODUCT DELIVERY.”**

Goals:

To quickly deliver the right product to a site.

Needs:

- Get a good overview of product inventory
- Quickly check and confirm product location & availability
- Arrange equipment delivery to a site quickly and easily
- See product description with photos in an installed position and/or videos and demonstrate it to the client
- See product technical specification (dimensions, spec, load rating etc.)
- Access information when offline or poor connection

Pain Points:

- Lack of information readily available online and offline
- Lack of visibility of product availability and delivery times
- Long distance to the nearest depot affecting delivery times



“*IF YOU ARE DOING BUSINESS WITH A COMPANY YOU TEND TO WANT TO KNOW THE STRENGTH OF THAT COMPANY, HOW BIG IT IS, WHETHER IT'S ROBUST, HOW IT'S ORGANISED, WHAT THE MANAGEMENT STRUCTURE IS ETC*”

RUPERT - INFORMED UNDERWRITER

About Rupert

AGE: 52 YEARS OLD

PROFESSION: INSURANCE UNDERWRITER

I have worked in finance and insurance most of my life. My current role involves **supplying loans to help overseas governments to pay for UK products** and to provide banks with repayment guarantees.

It's usually a **complex process** and it takes a very **long time** to **negotiate and then award a contract** hence you need to be patient and make sure that you include all the relevant information as soon as possible.

I am **responsible for making sure that a contract is awarded fairly** and approved by an overseas government. Hence it's extremely important that the product we are trying to provide a loan for doesn't cause environmental damage and **health and safety regulations are being adhered to** when a product is installed or used.

Having **personal contacts** at companies we work with is extremely important to **build relationships** and speed up the process.

I use my desktop computer for work.

Goals:

To secure project funding based on well informed decisions.

Needs:

- Information on company structure, its board, governance, its vision and mission statement
- See recent developments within a company, how it is changing and what industries they are working in
- Information on the range of products and regions a company is trading in
- See case studies demonstrating the challenge, solution and result including photographs or videos
- See and receive updates on latest news and events within a company
- Information on what contracts a company is entering into
- Information on company's Corporate Social Responsibility
- Information on company accounts
- Information on contact details for finance or insurance professionals
- Have someone designated when we work on a project or if we need to discuss ant PR that could affect our attempts to provide a loan

Pain Points:

- Lengthy process of securing finance in general



BOB - SERVICE ORIENTED MANAGER

About Bob

AGE: 38 YEARS OLD

PROFESSION: PLANT MANAGER

I manage a large and busy construction site and have a number of people report to me. On a daily basis I may be talking to suppliers, liaising with their sales reps, reviewing pricing or arranging deliveries for the products we need on site.

In order to complete the work on time, budget and according to the requirements we **need a number of different types of equipment**. When working with equipment hire companies the **main things we look at** are health & safety, proximity and availability of equipment, and then pricing. But after all it's all **about safety**. It's not just the equipment that we need. We also **rely on the technical expertise** of the companies we hire from.

As time is of essence we try to do things electronically these days and devices like iPads are increasingly used on site. I mainly **use a desktop computer** for work. I also have a personal smartphone.

I normally have got **personal contacts** at hire companies we work with and tend to **get in touch with them via phone or email**.

“ IT DOESN’T MATTER WHO YOU USE, IT ALL COMES DOWN TO THE SERVICE YOU RECEIVE. ”

Goals:

To quickly find the right equipment for the job at hand.

Needs:

- Information on depot locations
- See the list of products, incl. their availability, location and pricing
- Access and download product specification (e.g. dimensions, load, weight etc.) and user manual, ideally with the images of how different parts fit together
- Information on health & safety of products
- Quickly find relevant contact details, know who to speak to based on your location and type of query
- Talk to an expert if I need advice on what product to hire for a job
- Call back option where I can say what I need and someone can call me back with information at a time specified by me
- Online quote rather than received via an email

Pain Points:

- Lack of information on product availability
- Inefficient and messy equipment collection process
- Delays caused by paper work
- Price can be an issue for long-term projects

PROBLEMS

Review quotes

Closed depot

Multiple suppliers

Delay in response

Flooding

Training for new starters

Tender

Contact suppliers
New project request

Paperwork

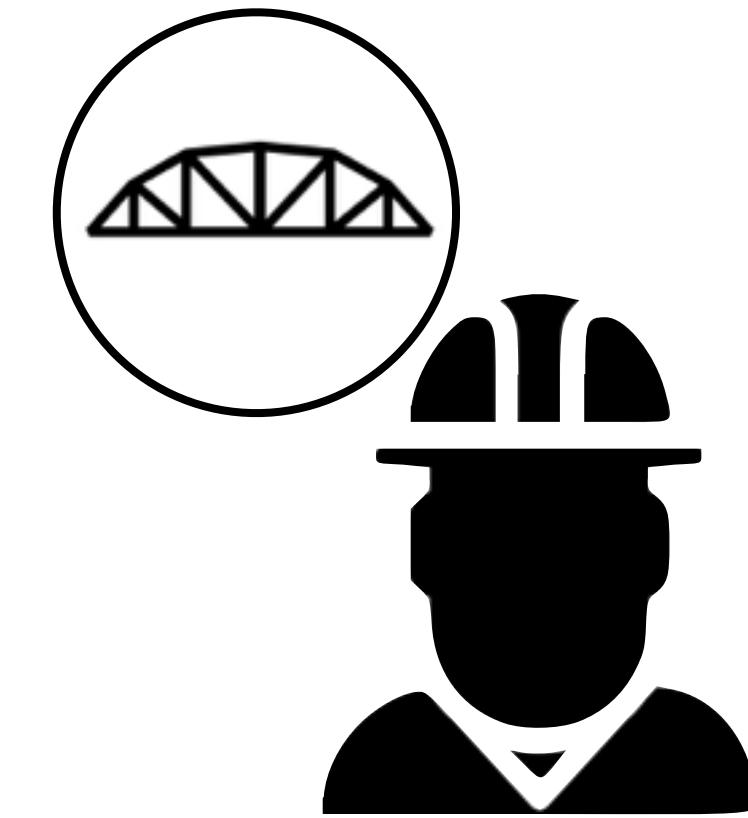
Wrong equipment

Burst water pipe

Delayed delivery

Arrange product delivery

Check insurance



NEEDS

Talk to an expert when I need their advice

Access technical information Find out product availability

Find relevant contact details

View similar projects and applications Find out delivery timeline

Watch videos showcasing products

Read about company's CSR policy

Receive latest news and updates about a company

Check depot location

Find out about environmental impact of a product

Find out about products health & safety

Check product location Rely on technical expertise

Get a call back

Check accreditations and certifications

Receive an online quote

- CUSTOMER NEED IS INFORMATION AND PROOF
 - BUSINESS IS DONE ON A RELATIONSHIP BASIS
-
- USE OF MOBILE AND TABLET WILL INCREASE
 - ACCESS TO INFORMATION NEEDS TO BECOME SIMPLER, MORE ELEGANT AND SOPHISTICATED



What Customers Want

WHAT DO MABEY CUSTOMERS REALLY WANT FROM
A DIGITAL EXPERIENCE?

Forms

mail

Web pages.

linked to Google Sheets.

The Bridge Business

All Regions



THE WEBSITE LEAVES
CUSTOMERS FRUSTRATED

“ I can generally find what I want on the website but if I can't I'll call my contact, Carlos Avias at Mabey. ”

“ I have a good relationship with Mabey but it would be nice if I knew I could find everything I need on the website. It would probably save me a lot of time overall. ”



Customers



CUSTOMERS WOULD LIKE
TO SEE DRAWINGS ON THE
WEBSITE

“

Perhaps if they had drawings that would be quite useful as would the structures they manufacture but they would be reluctant to put that on the website as that's valuable info.

”

“

I'd like to see drawings of the modular bridges and if they could be downloaded that would be very great. Things like loading capacities, steel strength would be key info. The drawings would help to speed up our process.

”



Customers



CUSTOMERS WANT VERY
SPECIFIC/TECHNICAL INFO
AND DON'T WANT TO
SEARCH FOR IT

“ I want to know what kind of load the bridge can take, the load distribution, configurations, how many metres the bridge can reach, what components mean the bridge can reach further. I want to see all of that information in one place. ”

“ The information I need is very technical. But that doesn't mean it should be hard to find or necessarily displayed in a technical way. Acrow do a particularly good job of displaying technical information. ”



Customers



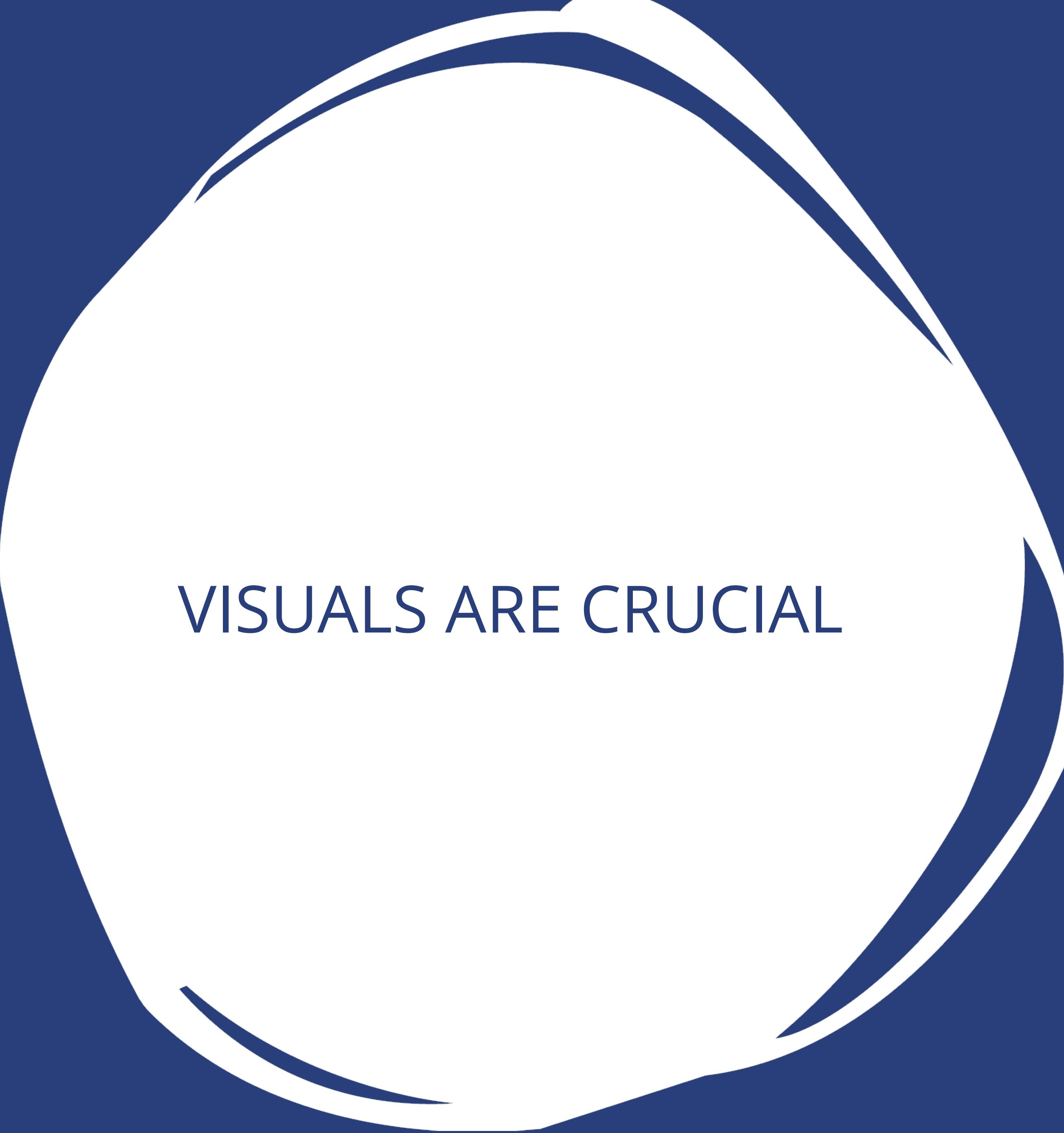
SOLUTIONS SELL

“ My goal is to find a technical solution that solves the problem I have on site. I want to go to the Mabey website and see examples of similar solutions they've come up with. If I see that, I'm likely to want the same. ”



Customers

“ Technical specs are obviously important to me, but often I'm looking at bigger picture stuff before I need that level of detail. Mabey are good with the detail but I feel like they sometimes forget the bigger picture stuff. ”



VISUALS ARE CRUCIAL

“

The easiest way for me to see what a solution might be is through visuals.

”

“ The animations for the Compact 200 products are great but they should be more prominent. They're a really interesting, elegant way of showing how the bridges are put together and what application they have. ”



Customers



THE WEBSITE IS FULL OF
MISLEADING COPY

“ Mabey's website provides some very limiting statements about their products, for example how far they can span.

”



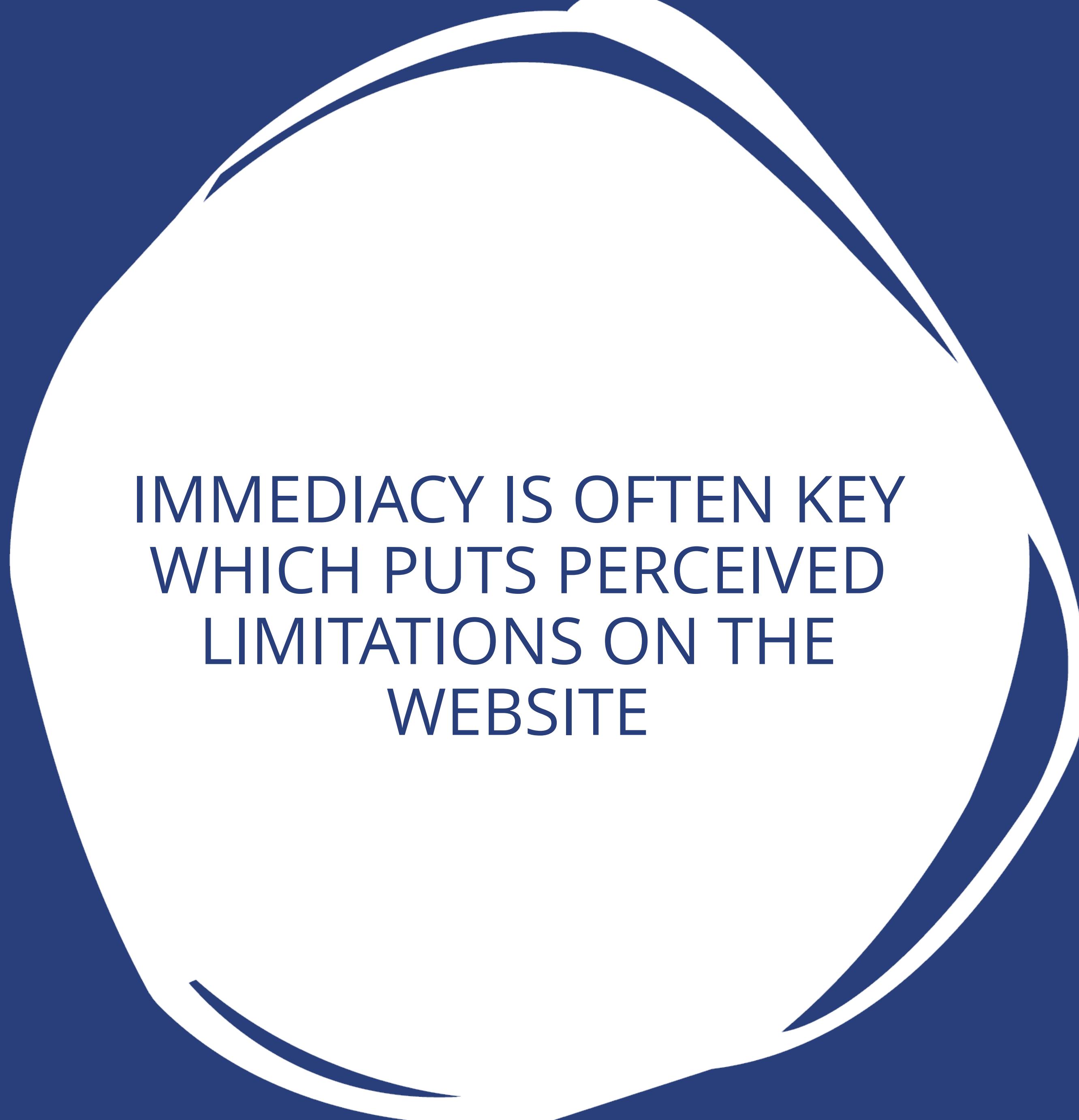
Customers

“ It was only after I spoke to an engineer that I understood that Mabey could more or less provide whatever it was we needed. I initially assumed they couldn't help us because of what I read on the website.

”

The Hire Business

All Regions



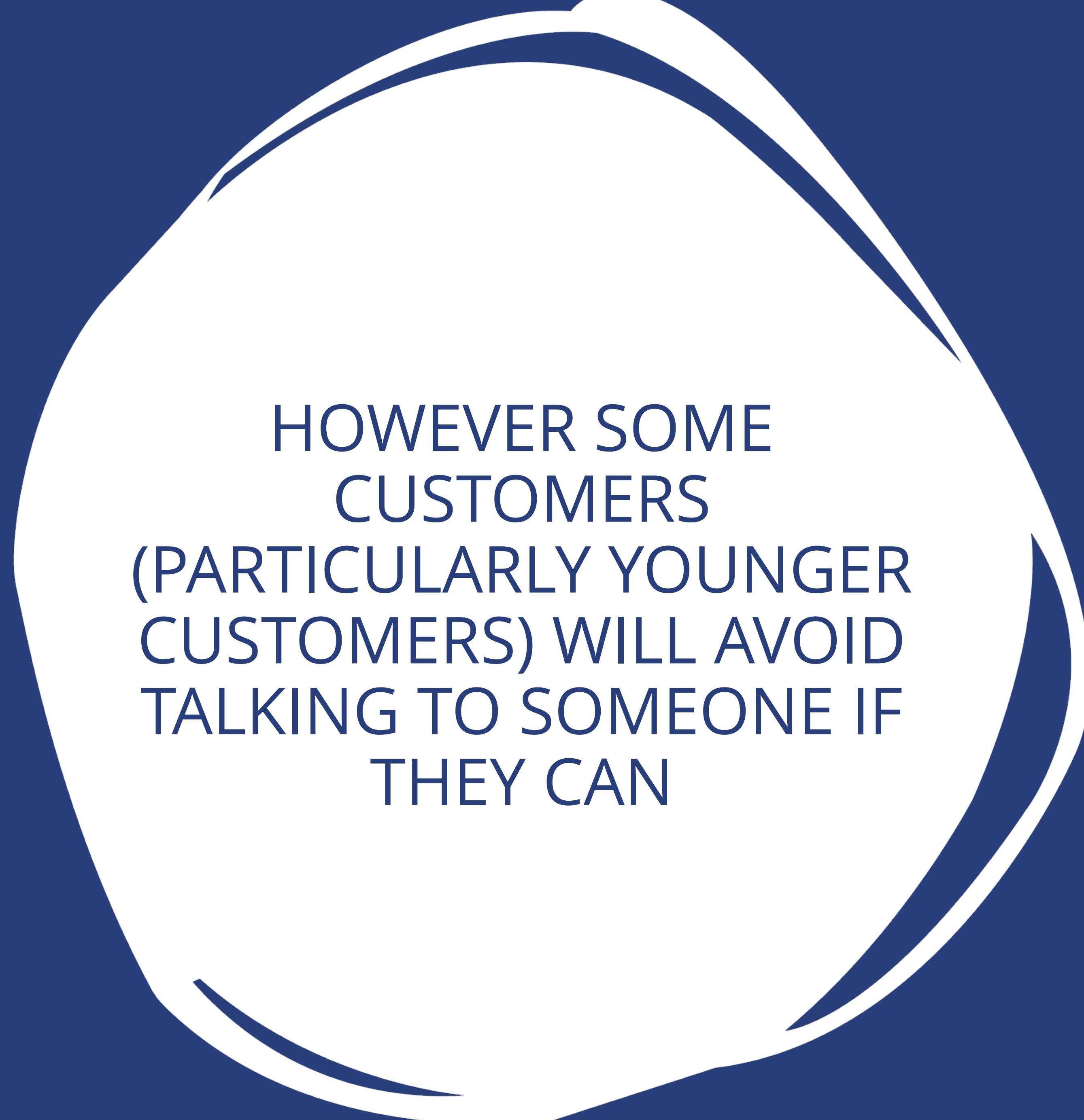
IMMEDIACY IS OFTEN KEY
WHICH PUTS PERCEIVED
LIMITATIONS ON THE
WEBSITE

“ We do a lot of emergency stuff or with Fortune 500 companies. We investigate, work out have much space we have then need to know what Mabey have that could fill the space. We don't have time to browse the web to do this. ”



“ I've made an enquiry through the web before and was promised a response within 48 hours. Didn't get one for a week and by that time it was too late. It wasn't a very good experience. ”

Customers



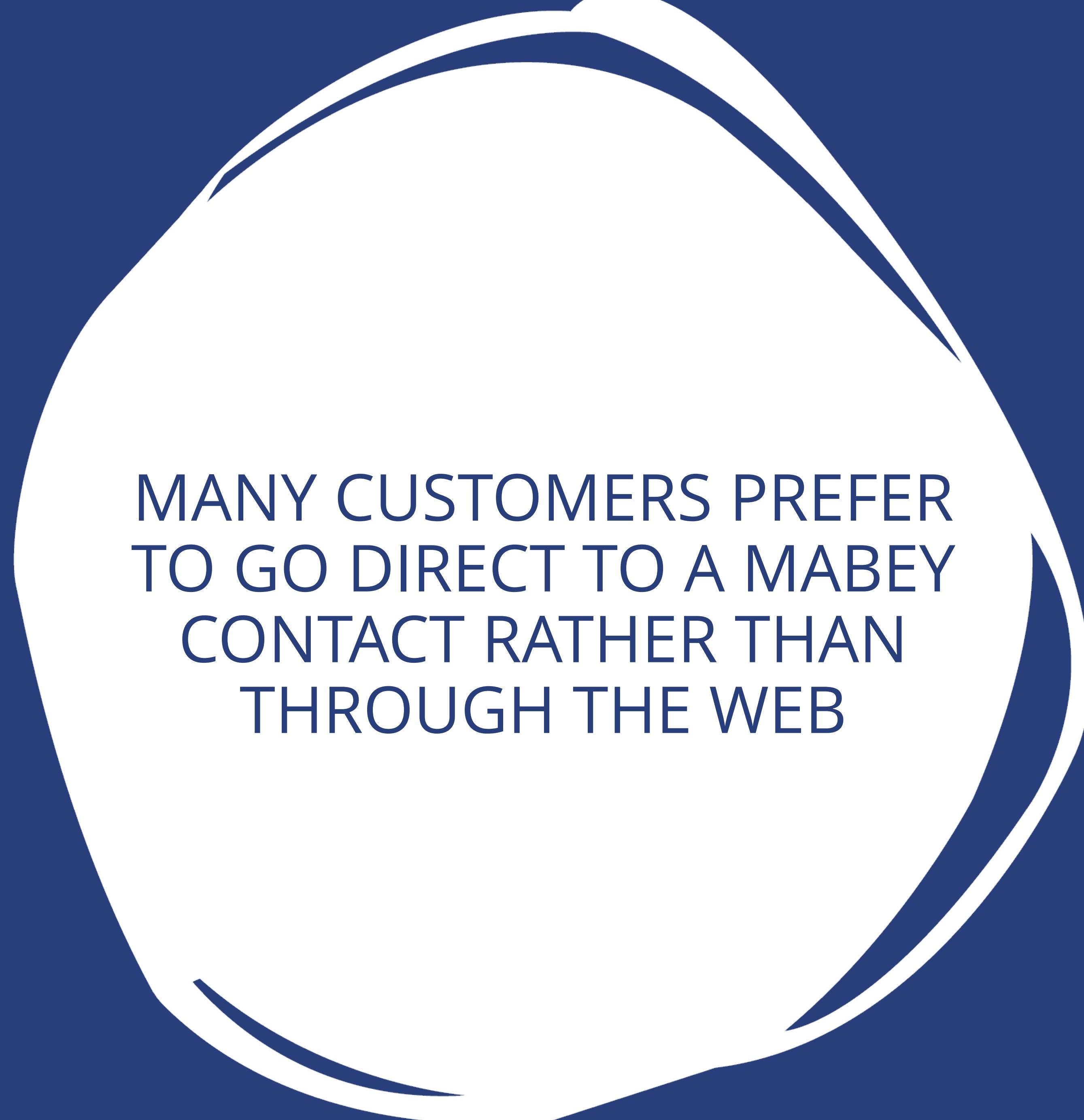
HOWEVER SOME
CUSTOMERS
(PARTICULARLY YOUNGER
CUSTOMERS) WILL AVOID
TALKING TO SOMEONE IF
THEY CAN

“ We do very specific work. I know what kit I need so I like being able to go on the website, find it, see how much it will cost and even rent it right there and then.
Mabey don’t do this. ”



“ Time is important. I’ll avoid speaking to someone if I can. Every rental company should provide a service where you don’t really need to speak to someone if you don’t have to. ”

Customers



MANY CUSTOMERS PREFER
TO GO DIRECT TO A MABEY
CONTACT RATHER THAN
THROUGH THE WEB

“ We do use the website occasionally but because we know people at Mabey we go straight to them rather than to the website. ”

“ I have good relationships with people at Mabey and usually I'll ring them up for a chat or ping them a quick email to have my question answered. ”



Customers



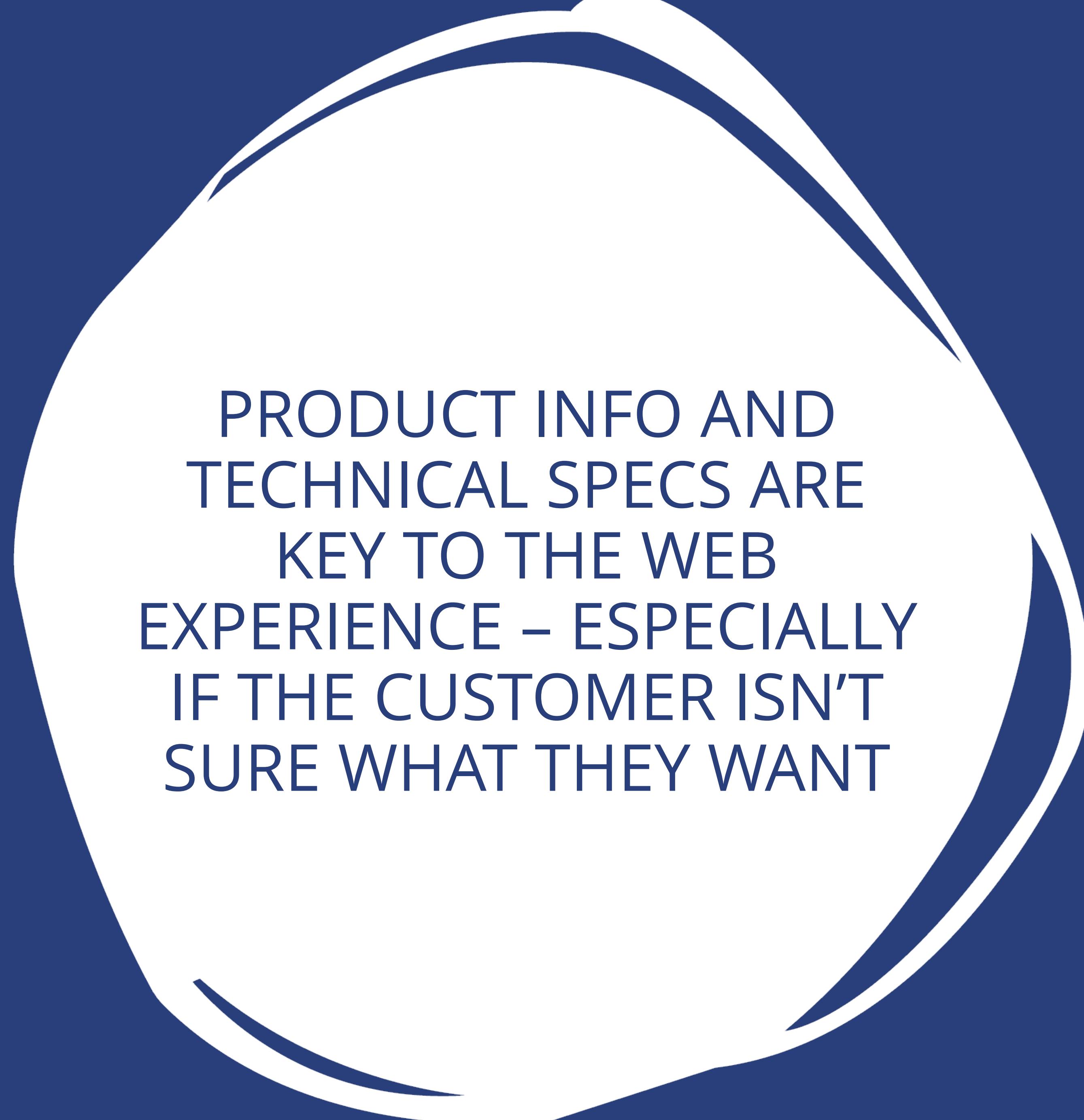
A BETTER WEBSITE WOULD
BOOST THE SALES
PROCESS

“We've had Mabey salesman come in but they never show us anything on the website. It would be great to be shown things, rather than just spoken to. ”

“It would be great if the sales guys could show us some drawings, case studies or real-world applications for the products they have but I've never been shown any of these. ”



Customers



PRODUCT INFO AND
TECHNICAL SPECS ARE
KEY TO THE WEB
EXPERIENCE – ESPECIALLY
IF THE CUSTOMER ISN'T
SURE WHAT THEY WANT

“ I use the Mabey website exclusively to find product information. There's a good recent feature that provides nice information on products and I'll regularly view that before picking up the phone and speaking to Mabey. ”

“ If I've got a problem I generally know the product I need. I'll usually head to the website to double check that the product fits my needs. ”



Customers



CUSTOMERS WANT TO
BE SHOWN, NOT TOLD

“ I'd love to see a more interactive website. One with more pictures and videos. At the moment it's a bit dull and uninspiring. ”

“ It would be pretty interesting to see some end-to-end videos that use scenarios where certain products are needed and how they fit into an overall solution. At the moment you have to work a lot of it out yourself online. ”



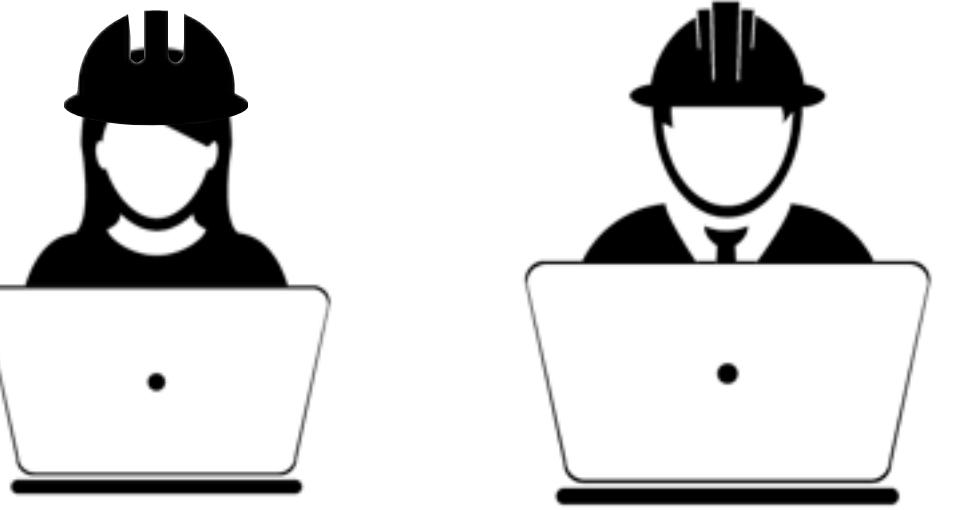
Customers



CUSTOMERS LOVE THE
TECHNICAL ADVICE THEY
RECEIVE BUT THIS
SERVICE ISN'T MADE
CLEAR ONLINE

“ I rely on technical expertise from Mabey on site in addition to just hiring products from them. I wasn't really aware I'd get this from visiting the website. ”

“ Mabey's website cheapens the experience a little. The service we get is exemplary and the technical advice second to none. But online? It's rubbish. ”



Customers



IPADS AND IPHONES ARE
BECOMING THE NORM
ON SITE

“ I do use my mobile on site, although it's usually for making calls rather than browsing the web. ”



Customers

“ I've seen more and more tablets on site. I think people are tending to prefer to access info and data via their tablets than having to carry printouts around with them all the time. ”



EXCEPTIONAL
CUSTOMER SERVICE IS
MORE IMPORTANT
THAN PRICE

“ I'll normally get prices from at least three different suppliers, but if I've had good dealings with a company before I don't mind paying a little extra for that peace of mind. ”



“ Price and availability are two of my biggest concerns, but that said, I want to work with people I like, and if that means paying a little over the odds then I'm OK with that. ”

Customers

THE BRIDGE BUSINESS

- THE WEBSITE IS FRUSTRATING FOR CUSTOMERS
- CUSTOMERS WANT TO SEE DRAWINGS
- CUSTOMERS REQUIRE VERY TECHNICAL AND SPECIFIC INFO BUT DON'T WANT TO SEARCH FOR IT
- SOLUTIONS SELL
- VISUALS ARE CRUCIAL
- THE WEBSITE IS FULL OF MISLEADING COPY AND LIMITING STATEMENTS

THE HIRE BUSINESS

- IMMEDIACY IS KEY WHICH CAN RULE OUT THE WEB
- YOUNGER CUSTOMERS ARE MORE LIKELY TO AVOID PICKING UP THE PHONE AND SPEAKING DIRECT
- MOST CUSTOMERS WILL GO DIRECT TO A MABEY SALESPERSON RATHER THAN THROUGH THE WEBSITE
- BETTER WEBSITE = BETTER SALES
- PRODUCT INFO AND TECHNICAL SPECS ARE HIGHLY SOUGHT AFTER
- SHOW RATHER THAN TELL
- OFFLINE TECHNICAL ADVICE IS GREAT, ONLINE IS POOR
- IPHONES AND TABLETS ARE BECOMING MORE PREVALENT
- CUSTOMER SERVICE IS MORE IMPORTANT THAN PRICE

About Mabey





Value Proposition

WHAT DOES MABEY STAND FOR?



TO BE THE GROUP THAT SETS THE
EXCELLENCE STANDARD IN OUR
MARKET PLACE FOR THE PRODUCTS
AND SOLUTIONS WE PROVIDE

WE WANT TO BE SEEN AS THE
MARKET LEADER IN STEEL
BRIDGING, ENGINEERING
EXPERTISE, PLANT HIRE AND
CONSTRUCTION PRODUCTS



Strengths

WHAT ARE YOU DOING WELL?

THE BRIDGE BUSINESS

- BRAND IS PRESTIGIOUS
- PEOPLE BUY FROM MABEY BASED ON HISTORY AND REPUTATION
- DEAL WITH HUGE CONTRACTS
- THE MABEY BRAND IS BEST KNOWN FOR BRIDGING
- MADE IN BRITAIN
- EXPERT ENGINEERS WHO CAN CROSS-SELL AND UP-SELL
- CAPABILITIES MEAN MABEY ARE A ONE-STOP-SHOP FOR STEEL BRIDGES
- IMPRESSIVE CASE STUDIES

THE HIRE BUSINESS

- REPUTATION FOR EXCELLENCE
- NATIONAL AND REGIONAL COVERAGE – CAN DELIVER UK WIDE (POSSIBLE WEAKNESS IN U.S.)
- BROAD PRODUCT OFFERING (ONE-STOP SHOP)
- EXCELLENT PERSONAL RELATIONSHIPS WITH CUSTOMERS
- GREAT 'END-TO-END' SERVICE
- INNOVATIVE ENVIRONMENTALLY FRIENDLY PRODUCTS
- EXCEPTIONAL HEALTH & SAFETY TRACK RECORD
- GREAT TEAM OF ENGINEERS WHO COLLABORATE WITH CONTRACTOR ENGINEERS TO PROVIDE BESPOKE SOLUTIONS



Mabey

Executive Team Focus

WHAT DO INTERNAL STAKEHOLDERS THINK/WANT?

THE BRIDGE BUSINESS

- MABEY ARE NO LONGER PERCEIVED AS MARKET LEADER
- WEB/PHONE ENQUIRIES TEND TO BE NEW CUSTOMERS
- WEB ENQUIRIES ARE STRONG
- WEB IS PRODUCT FOCUSED, NOT SOLUTION FOCUSED
- MODERN INNOVATION IS SCARCE BUT THERE'S A GOOD HISTORY OF INNOVATING
- CUSTOMERS DON'T UNDERSTAND HOW BESPOKE MABEY SOLUTIONS CAN BE
- MABEY CAN DO ANYTHING FOR THE CLIENT – THE WEBSITE SHOULD REFLECT THIS MESSAGE
- THERE IS A FEAR OF LOSING THE LOCAL TOUCH BY BUILDING A GLOBAL PRESENCE
- MABEY'S 'BRITISHNESS' DOES NOT TRANSLATE WELL TO THE USA

THE HIRE BUSINESS

- SOME CUSTOMERS HAVE NO INCENTIVE TO VISIT THE WEBSITE MORE THAN ONCE
- WEB VISITORS ARE MOST LIKELY NEW CUSTOMERS, AND THERE ARE PLENTY OF THEM
- TEMPORARY WORKS WEB OFFERING NEEDS TO BE SIMPLE AND FAST TO NAVIGATE
- PRICE IS A FACTOR BUT MABEY PEOPLE SEAL THE DEAL
- THE SALES PROCESS OPERATES LARGELY ON TRUST
- MANY CUSTOMERS AREN'T AWARE OF OUR FULL OFFERING
- WE CONSISTENTLY MISS OPPORTUNITIES TO CROSS SELL AND UP SELL TO CUSTOMERS
- WE NEED TO SHOW HOW WE MEET COMPLEX SOLUTIONS WITH SIMPLE SOLUTIONS
- THE WEB SHOULD NOT REPLACE THE SALES TEAM
- BETTER MOBILE SITE = MORE SALES



Weaknesses and Constraints

WHAT ARE YOU DOING NOT SO WELL?

The Bridge Business

All Regions

- MABEY BRAND ONLY KNOWN FOR BRIDGING
 - LANGUAGE BARRIER OF GLOBAL CUSTOMERS
 - BRIBERY SCANDAL LEGACY
 - ACCREDITATIONS AND CERTIFICATIONS ARE NOT HIGHLIGHTED
-
- PERCEIVED LACK OF INNOVATION
 - CONFUSING SITE NAVIGATION
 - RELIANCE ON PEOPLE
 - DATED DIGITAL PRESCENCE
 - ‘OLD BOY NETWORK’

The Hire Business

All Regions

- LACK OF DEPOTS CAN ALIENATE CUSTOMERS AND DRIVE COSTS UP
- WEB IS TOO PRODUCT FOCUSSED
- BUSINESS IS DISJOINTED
- SPLIT INTERNAL OPINION ON WEB PURPOSE
- CUSTOMERS ARE INCREASINGLY LIKELY TO USE MOBILE/TABLET TO ACCESS CONTENT/ DATA
- AGE DIVIDE - YOUNGER CUSTOMERS THINK TECHNOLOGY IS IMPORTANT WHEREAS OLDER CUSTOMERS DO NOT
- WEB IS DESIGNED FOR PEOPLE THAT KNOW WHAT MABEY DO

A photograph of a man with a beard sitting on a wooden chair with a white and yellow floral patterned cushion. He is wearing a blue and white checkered shirt and jeans, looking towards a woman in the background. The setting is a modern office lobby with a large pillar, a white coffee table, and a sofa.

Mabey's Website

A REVIEW OF YOUR SITE

Content Style



Customer Tools



Select the icons below for more information on trading with us, our product specifications, safe installation guides or links to other relevant sites in the groundworks space.

Trading With Us

Product & Safety References

Useful Links

News



MABEY HIRE AT BMD'S INAUGURAL SAFETY TRAINING DAY

Posted on April 23, 2015 by Emma

Recently Mabey Hire was invited to a staff safe training day for one of Australia's largest private construction firms. BMD decided to hold this initiative to emphasise safe practise across many of their more hazardous tasks and share best operating practise with more than 200 staff. Mabey Hire demonstrated shoring systems in the session focussed [...]

[find out more](#)



MABEY MATS PROTECT ILLAWARRA AIRPORT TO ACCOMMODATE QANTAS' OLDEST BOEING 747-400 IN RETIREMENT

Posted on April 23, 2015 by Emma

Earlier this year Mabey Hire was contacted by Mike De La Hunty of Wollongong's Historical Aircraft Restoration Society abuzz at the prospect of taking custodianship of Qantas' first Boeing 747-400 in its retirement. His problem? Landing the aircraft at Albion Park's longest runway (1,619m), when typically a normal laden 747 requires over 3,000m to land [...]

[find out more](#)



TRENCH SAFETY – DEFINITELY MABEY

Posted on August 22, 2014 by Emma

Workplace health and safety is at the very core of our business and safe work practise is something Mabey Hire is passionate about. Ensuring that everyone returns home safely at the end of each work day is always the aim. When it

[find out more](#)

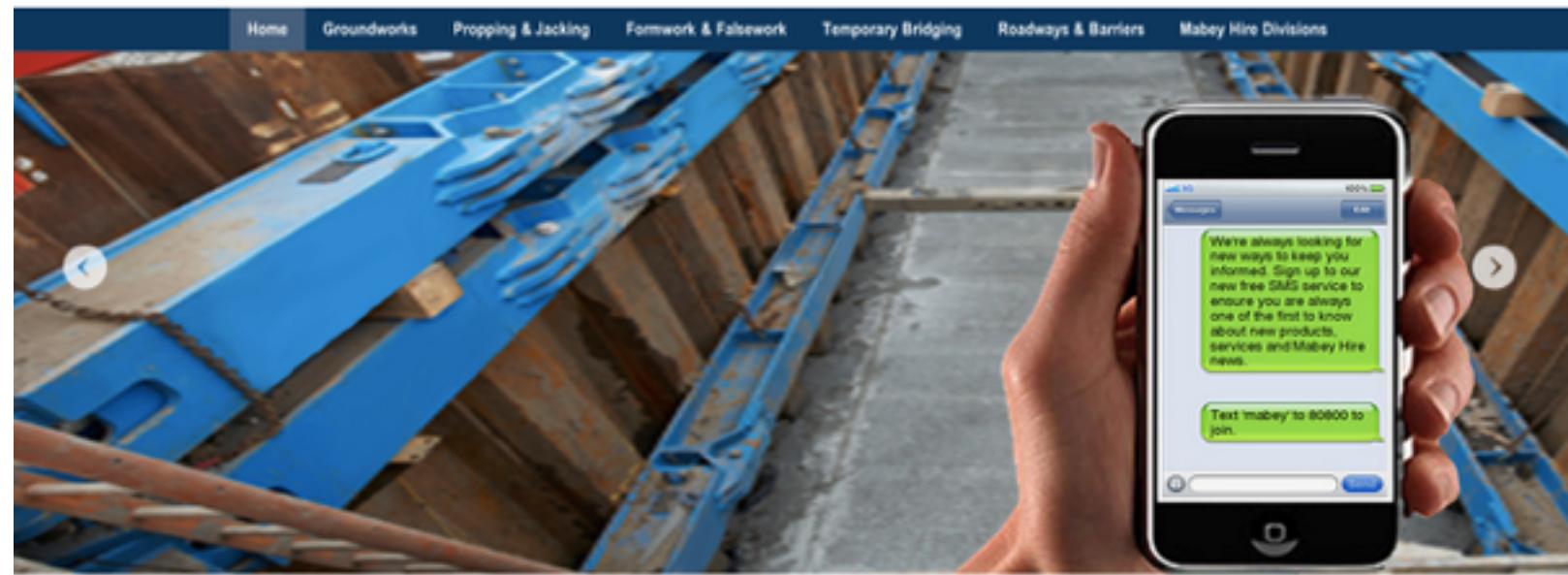
This site uses cookies to help provide a better user experience. These cookies are safe, secure and do not contain sensitive information. [Find out more here](#)

Accept



part of the mabey family

Call us on 0845 741 3040 [Find a Depot](#)



Your safety on site and the safe assembly and use of our product is the biggest priority. Here you will find a wealth of information and specifications on our entire range of shoring and groundworks equipment hire, as well as the guides on how to use them safely. Browse and download at your leisure or contact your local Mabey Hire branch or Area Manager for a comprehensive assessment on your next groundworks project.

COMPANY & PRODUCT BROCHURES

- Product & Services Guide
- Aluminium Shoring Brochure
- Heavy Duty Steel Shoring Brochure
- Temporary Ground Protection Systems (TuffTrak & EuroMat) Brochure
- Vertical Shoring Brochure

Waagner Biro, BakerCorp & Matiere

wagner biro

COMPANY DIVISIONS LOCATIONS CAREER DE EN

Cour Visconti, Louvre
The free-form surface of the Cour Visconti in the Louvre in Paris seems nothing short of fantastic.

> LEARN MORE

CHANGE LANGUAGE BAKERCORP NAVIGATE

COMMITMENT TO OUR CUSTOMERS

Safety. Quality. Service. Rapid Response.

OUR COMMITMENT REQUEST A QUOTE

SOLUTIONS PRODUCTS COMMITMENT GET A QUOTE CAREERS

SOLUTIONS

in CONNECT WITH BAKERCORP

wagner biro BUSINESS SUBJECTS LOCATIONS CAREERS DE \$

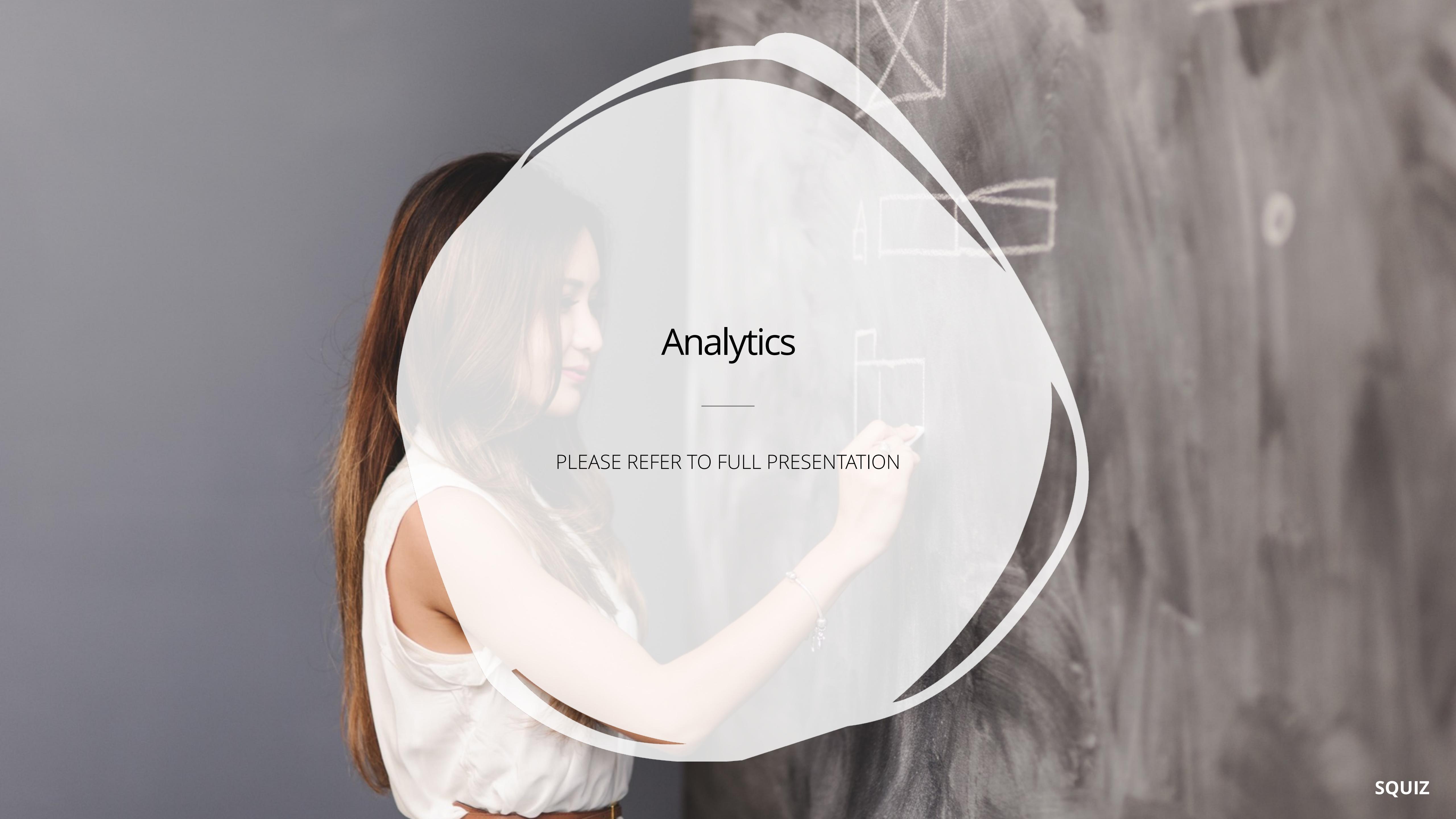
—STEEL-GLASS TECHNOLOGY—

about us Competence Quality + Environment credentials Contact

In the steel and glass technology, Waagner-Biro moved in the environment of bold architectural visions impressive contemporary architecture and many acclaimed landmarks.

> LEARN MORE

- TEXT HEAVY/NOT VISUAL
- DIFFICULT TO NAVIGATE
- ALL ABOUT THE PRODUCT
 - CONFUSING IA
 - TONE OF VOICE IS BLAND
- LACK OF CASE STUDIES/ SOLUTIONS/ INNOVATIONS
- NOT USER FOCUSED
- NO TOOLS TO HELP TROUBLESHOOT/ RESEARCH
- MABEY EXPERTISE NOT MADE CLEAR
- NO CLEAR CTAS
- NO HOME FOR CUSTOMER ENGAGEMENT OR ACQUISITION

A woman with long brown hair, wearing a white t-shirt and jeans, stands in front of a chalkboard. She is looking down at her hands, which are clasped together. The chalkboard behind her has some geometric shapes drawn on it.

Analytics

PLEASE REFER TO FULL PRESENTATION

Competitors

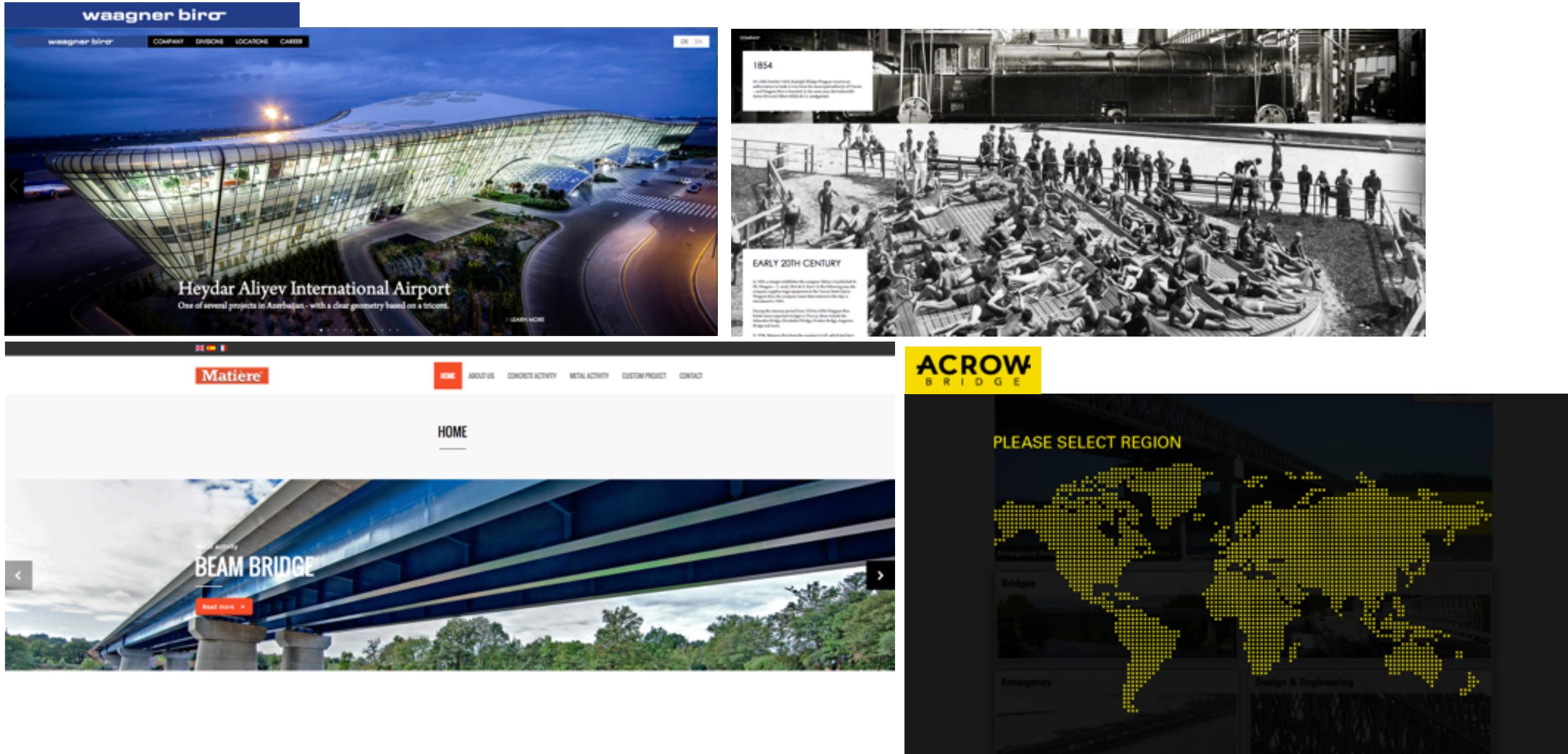




Competitive Landscape

WHAT ARE YOUR COMPETITORS UP TO?

FULL BLEED, STRIKING IMAGERY AND AN ELEGANT, PREMIUM LOOK AND FEEL



SIMPLE, EASY TO FOLLOW NAVIGATION

The image displays three website screenshots illustrating simple navigation design:

- Matière:** A construction company website. The top navigation bar includes links for HOME, ABOUT US, CONCRETE ACTIVITY, METAL ACTIVITY, CUSTOM PROJECT, and CONTACT. Below the navigation is a large banner image of a bridge under construction with the text "BEAM BRIDGE". Underneath the banner, there is a section titled "RECENT PROJECTS" with thumbnail images.
- R-M-D:** A company specializing in formwork and shoring solutions. The top navigation bar includes links for HOME, SYSTEMS, PRODUCTS, PROJECTS, SERVICES, COMPANY, and KNOWLEDGE CENTRE. The PRODUCTS menu is expanded, showing sub-categories like Formwork, Falsework, and Safety Systems. A sidebar on the right lists various products such as Alshor Plus – Aluminium Shoring, Megashor, Rapidshor, Minima – Formwork Panel System, Superslim, Rapidrim, Special Formwork, and Trapeze – Curved Wall Formwork.
- Waagner-Biro:** An engineering and construction company. The top navigation bar includes links for COMPANY, DIVISIONS, LOCATIONS, and CAREER. Below the navigation, there are four main service sections: STEEL-GLASS-STRUCTURES, BRIDGE CONSTRUCTION, STAGE SYSTEMS, and SPECIAL MACHINERY, each with a small image and a "READ MORE" link. A large image of a bridge is positioned at the bottom of the page.

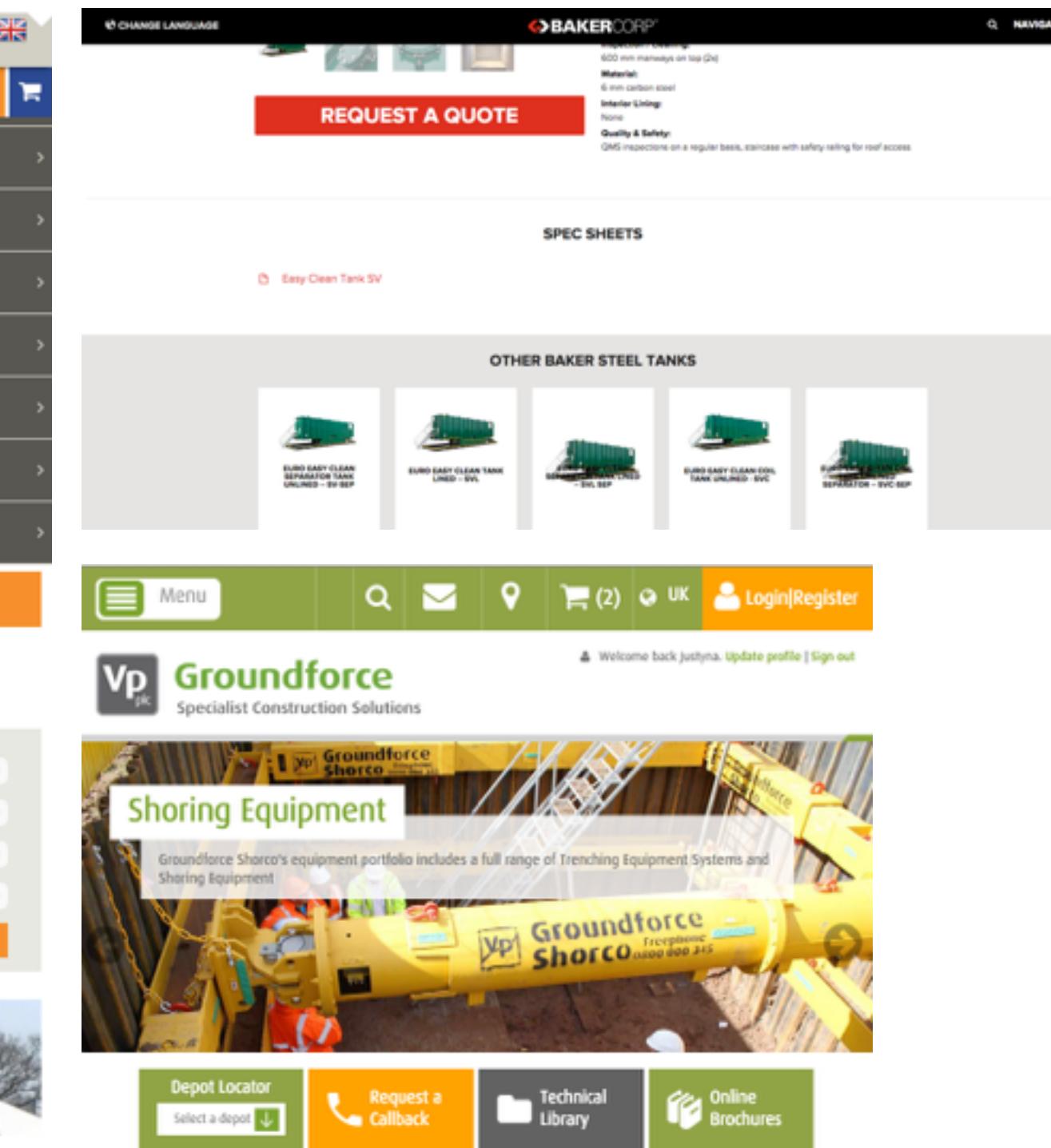
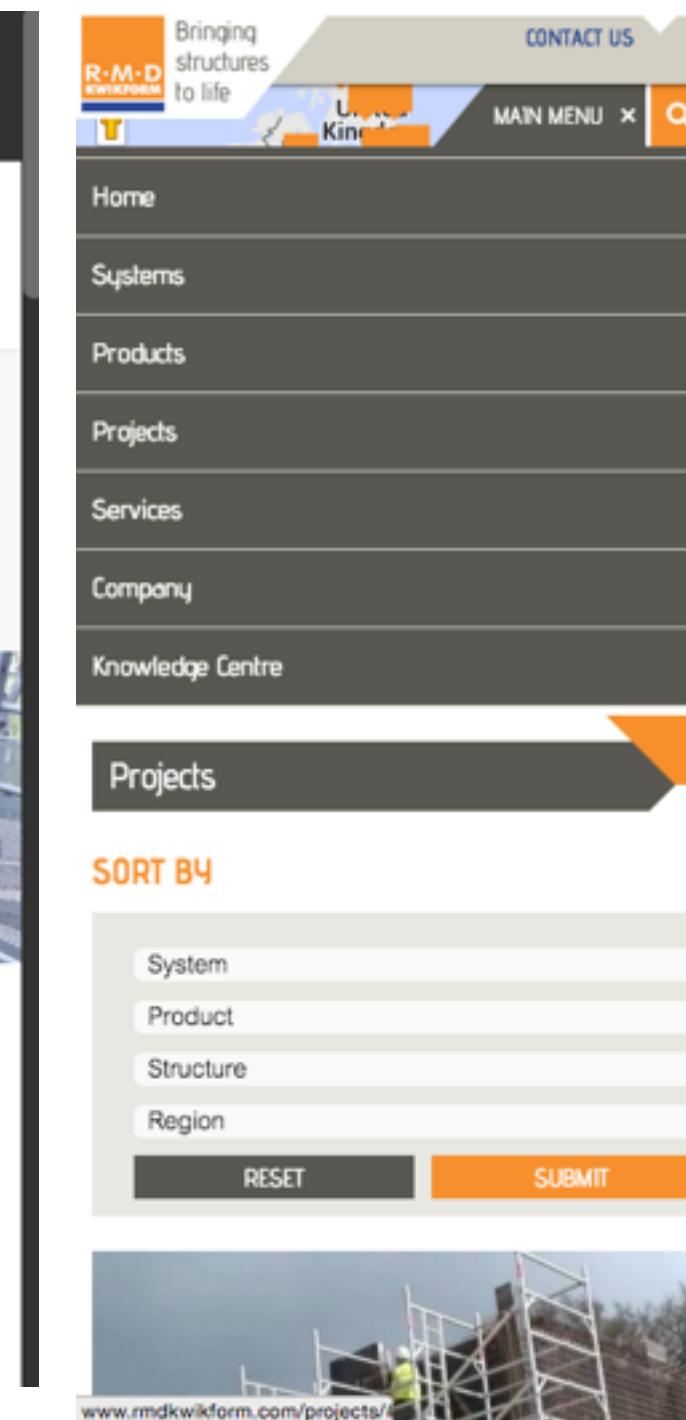
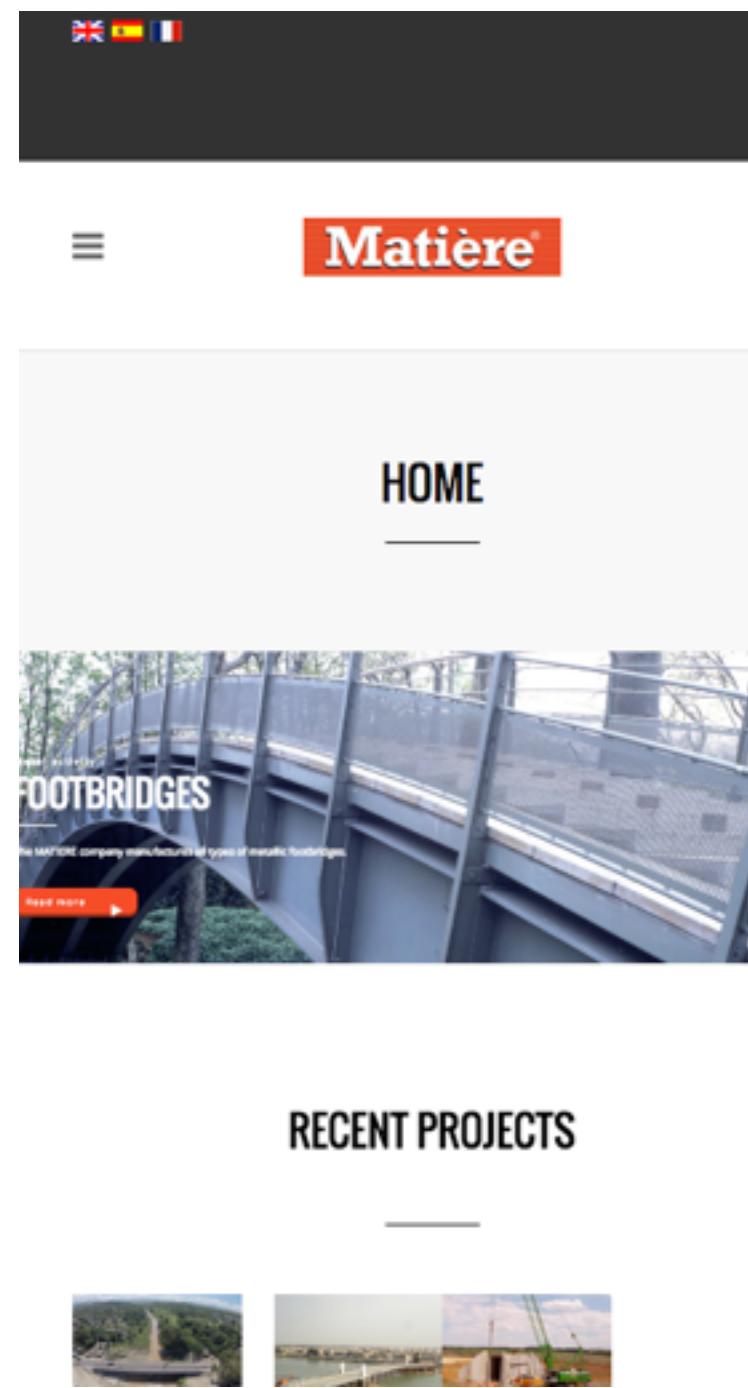
VISUAL COUNTRY FINDERS AND DEPOT FINDERS

The image displays three screenshots from different websites demonstrating location-finding features:

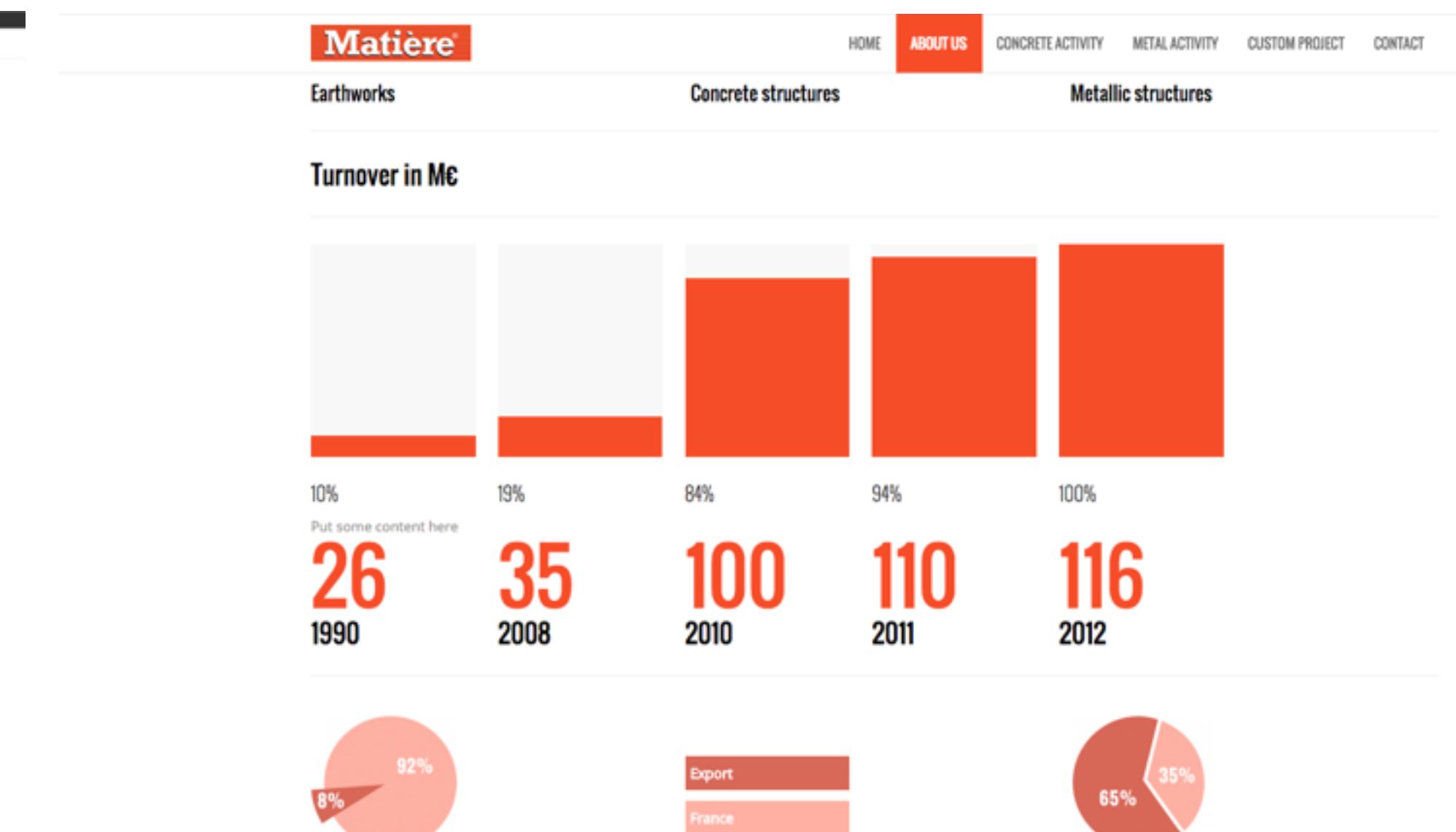
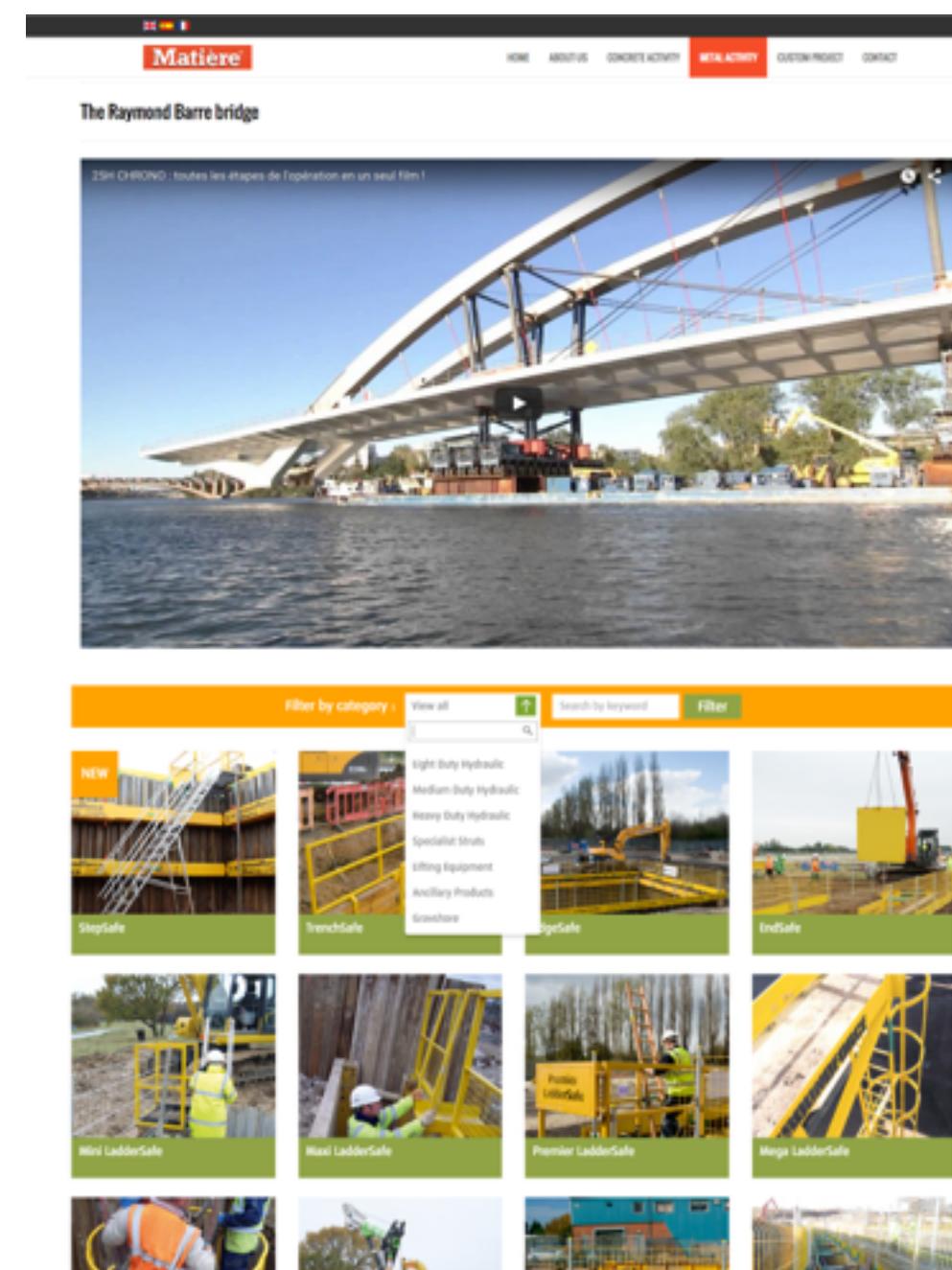
- Top Left:** A world map showing numerous project locations marked with small icons across continents.
- Bottom Left:** A map of Europe with project locations marked by orange dots. Below the map, there is a section titled "Projects" featuring four thumbnail images of construction sites.
- Right:** A screenshot of the Groundforce website. It features a map of the United Kingdom where locations are represented by green squares. To the right is a sidebar titled "Locations" listing various UK cities and towns.

Locations
Harrogate (Head Office)
Aberdeen
Andover
Bridgwater
Bury St Edmunds
Coatbridge
Darlington
Detling
Great Gransden
Harlow
Hilton
Lymington
Milton Keynes
Morley
Northern Ireland
Portlaoise
Port Talbot
Wigan

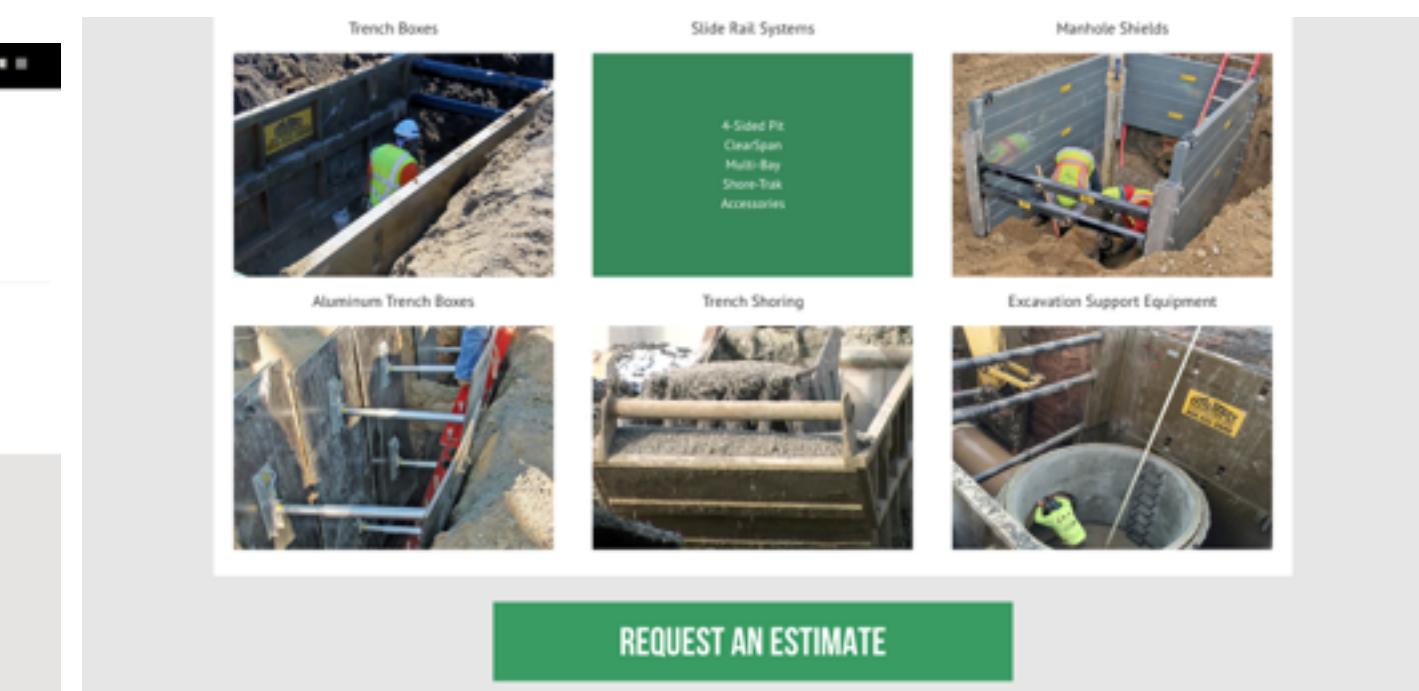
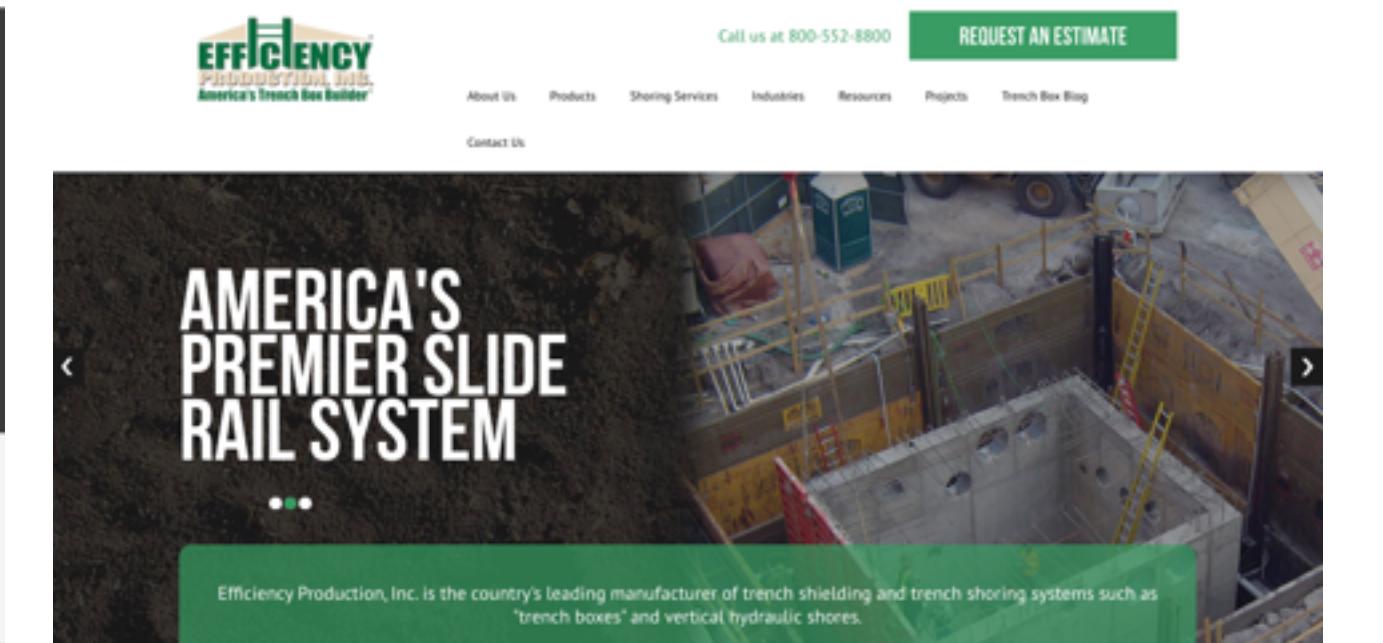
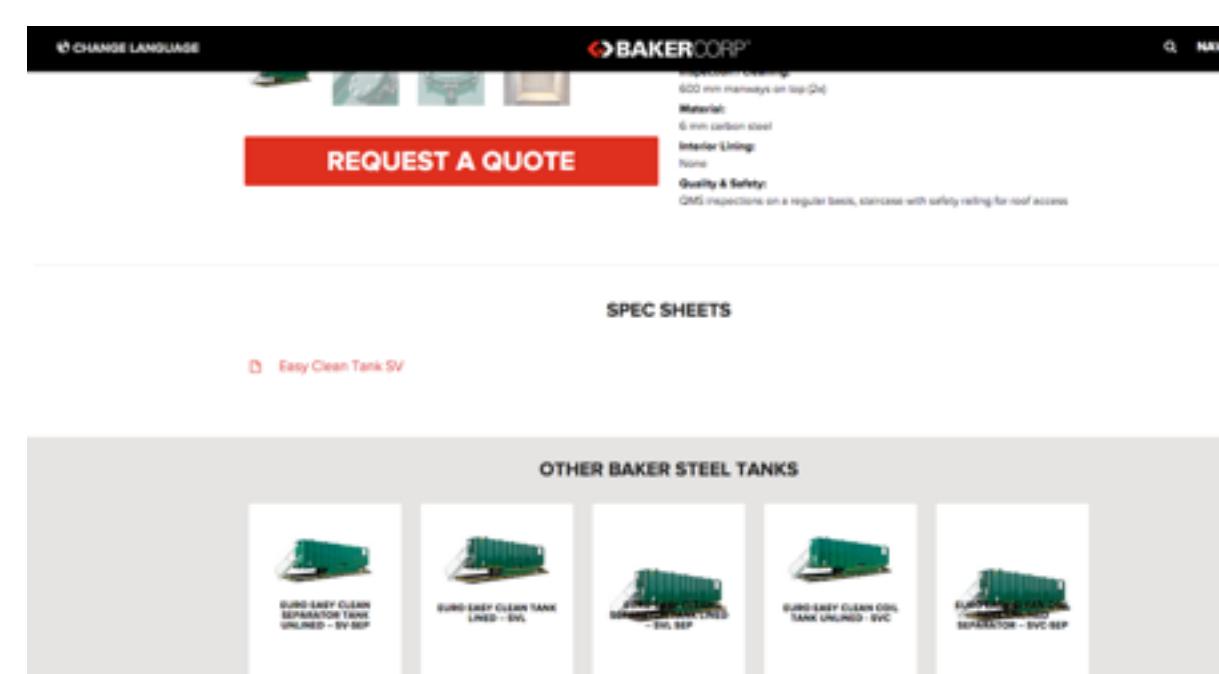
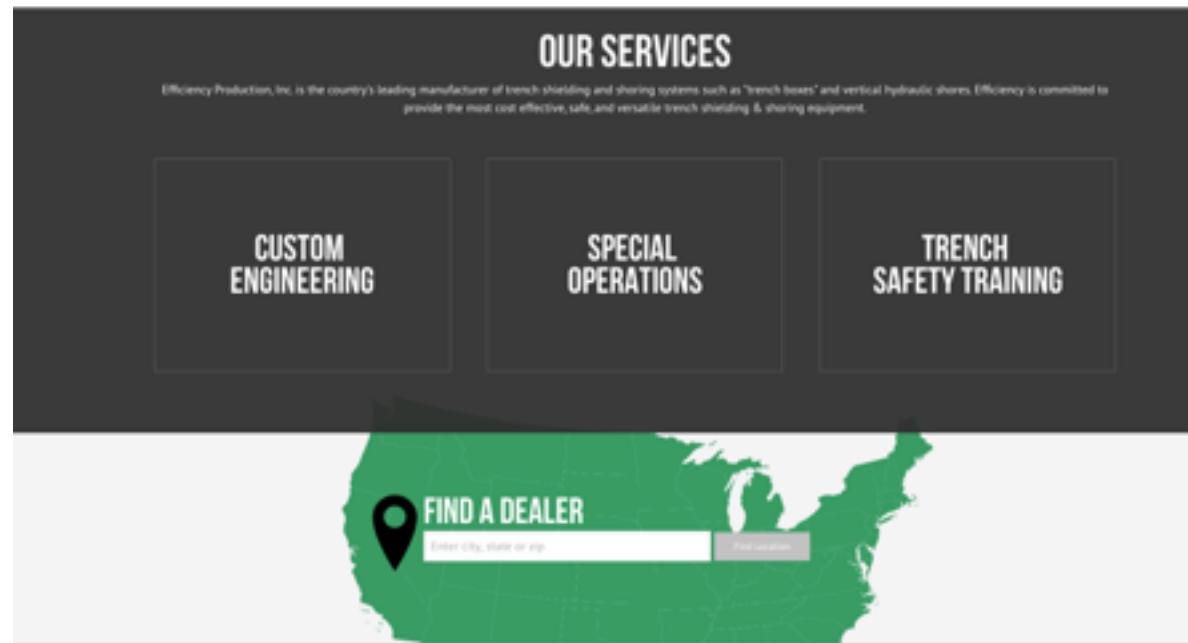
RESPONSIVE SITE



VISUALS OVER TEXT



PROMINENT, TIMELY CTAS



SOLUTION AND PRODUCT FOCUSED IMAGERY AND INFO

The image displays two side-by-side screenshots of a website interface, likely from a Squiz platform, illustrating a focus on solutions and products.

Left Screenshot: This screenshot shows a landing page for a product or service. At the top, there is a large image of a bridge under construction over water. Below the image, there is a navigation bar with links like "Shoring Equipment", "Piling", "Pipe Stoppers", "Utility Equipment", "Temporary Bridges", "Pumps", and "Training". A secondary navigation bar at the bottom includes "Home", "Enquiry", and a "Your Enquiry" section which says "(0 items)". The main content area features three items in a grid: "First Aid at Work Annual Refresher" (image of hands), "Trench Crossing Unit" (image of a green metal structure), and "Mega Vehicle Bridge" (image of a long bridge). Each item has a "Remove" link below it. At the bottom right of this section is a "Proceed" button.

Right Screenshot: This screenshot shows a knowledge center page. The header includes "Bridging structures to life" and "KNOWLEDGE CENTRE >". The main content area is titled "Knowledge Centre - Latest". It features a search bar and filters for "System", "Product", "Structure", "Region", "RESET", and "SEARCH". Below this, there is a "FEATURED ITEMS" section with images of a red steel structure and a blue container-like structure, along with a "Ground Shoring Market Entry Press Release" link. At the bottom, there are sections for "VIDEOS" (with a thumbnail for "RMD Kwikform's Construction News Awards"), "CONTRACTS" (with a thumbnail for "RMD Kwikform's ICIA AWARD NOMINATION, CROSSRAIL PROJECT"), and "NOW AVAILABLE" (with a thumbnail for "RMD Kwikform's ICIA AWARD NOMINATION, CROSSRAIL PROJECT").

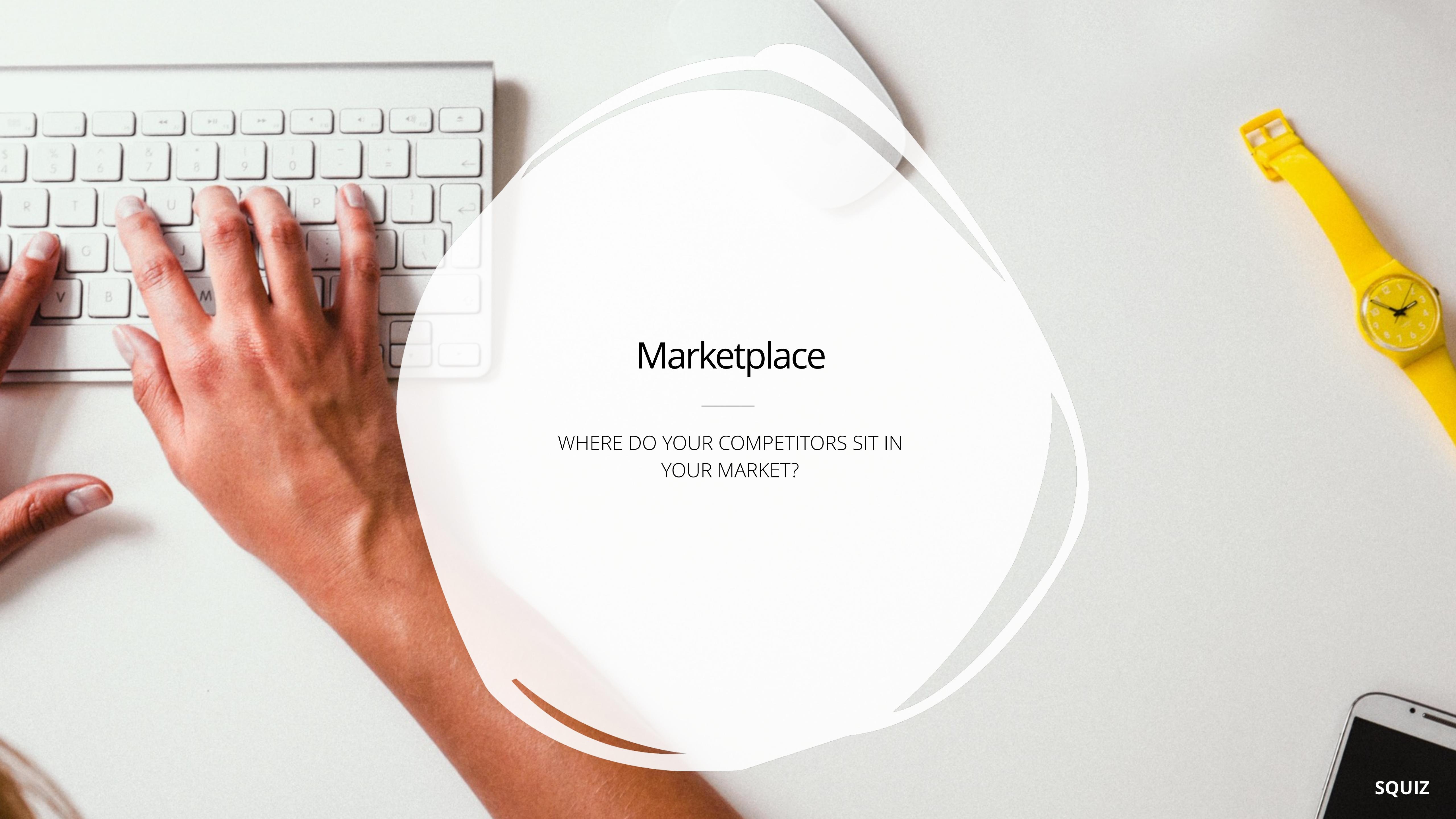


Features Overview

A COMPARISON BETWEEN COMPETITORS

FEATURES OVERVIEW

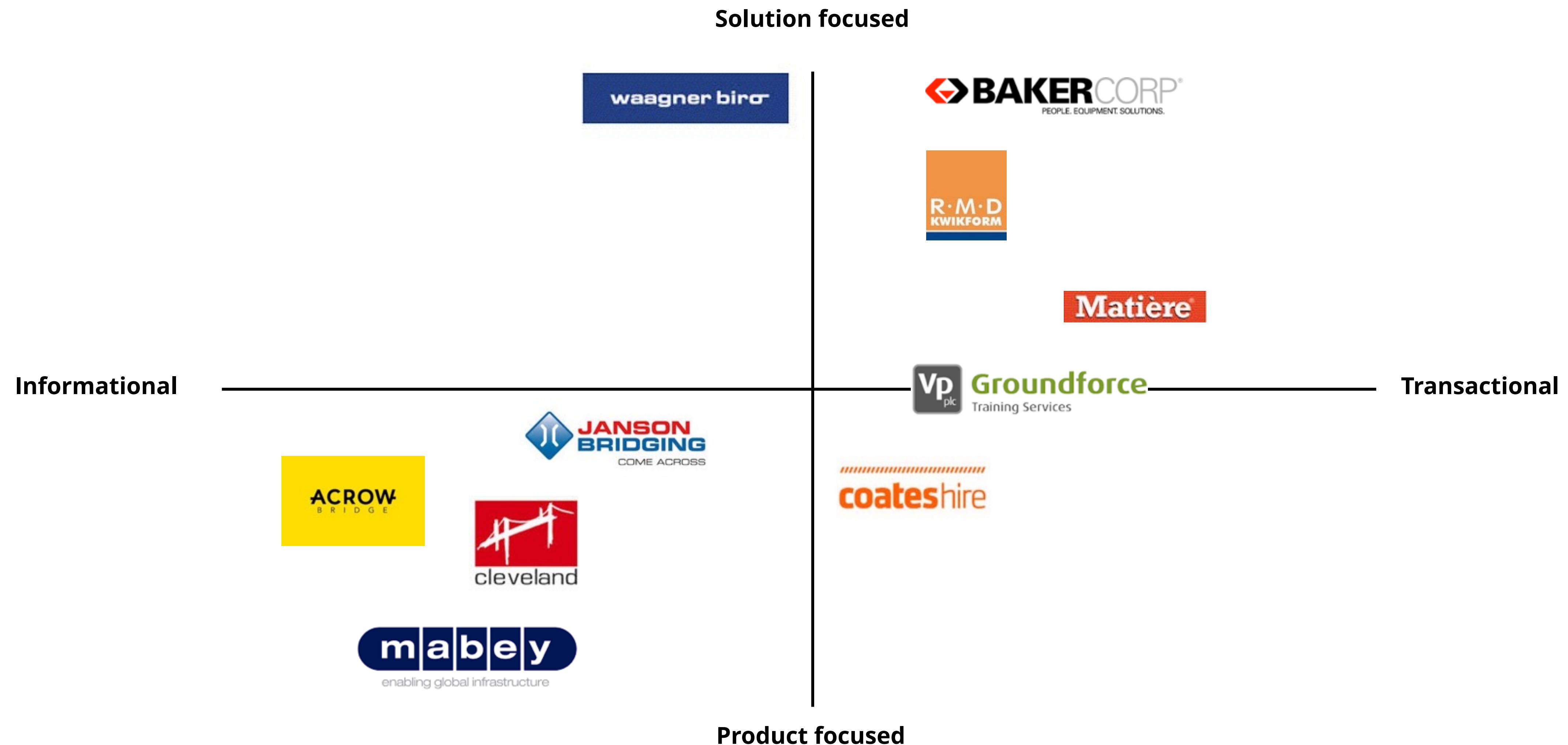
										
Case studies	✓	✗	✗	✓	?	✓	✓	✓	*very limited	✗ *links to external sources
Media Hub/ Knowledge Centre	✓	✗	✓ *requires filing in a form	✗	?	✓	✓	✗	✓	✗
Interactive map	✓	✓	✗	✗	?	✗	✓	✗	✗	✗
Depot locator/ branch finder	✗	✗	✗	✗	?	✓	✗	✓	✓	✓
Enquiry basket/ Shortlist	✗	✗	✗	✗	?	✓	✓	✗	✗	✓
Dedicated Training Section	✗	✗	✗	✗	?	✓	✗	✗	✗	✓
Videos	✗	✗	✗	✓	✓	✓	✓	✗	✓	✓
Certifications/ accreditations info	✗	✗	✗	✓	?	✓	✗	✗	✗	✗
Responsive site	✗	✓	✗	✗	✗	✓	✓	✗	✓	✗
Blog	✗	✗	✗	✗	?	✓	✗	✗	✓	✓
Careers section	✓	✗	✗	✓	?	✓ *part of the group platform	✓ *part of the group careers portal	✓	✓	✓



Marketplace

WHERE DO YOUR COMPETITORS SIT IN
YOUR MARKET?

COMPETITIVE LANDSCAPE QUADRANT



Transformation





Relevant Technology Trends

WHICH TRENDS MATTER TO MABEY?



APP-CENTRIC WORLD



STUDIO TO

★★★★★ 2 Reviews

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15:02 in **Design Dilemma**

What style of kitchen?

By Trisha Goodwin

[Like](#) [Bookmark](#)

27 Comments

We have just bought this house, it is ten years old, individually built in a Scottish village, based on a fairly traditional look. The kitchen is going to be knocked through to dining room to make a larger kitchen/diner, which we have always preferred. Any ideas for a kitchen style in keeping with the house? Please note - the decor and belongings are previous owners! We are stripping out the house at the moment, ready for new work. Image 1 (See below) Image 2 (See below)

[Home](#) [Photos](#) [Shop](#) [Find Pros](#) [More](#)

- Planning and inspiration
- Community-based
- Reviews and ratings
- Message-based
- Storytelling



IKEA

12-13

This family gets creative with its rubbish. And in the 'green space', the children grow herbs and tasty veg to learn where their food really comes from. [See more](#)

01 HELMER drawer unit on castors £25 Powder-coated steel. 28x43, H69cm. 602.961.26

02 OXAR storage combinations £58/ea Galvanised steel. 92x36, H84cm. 698.290.83

03 BODHOLMEN washing-up bowl £9 Polyethylene plastic. 40x23, H17cm. 502.025.38

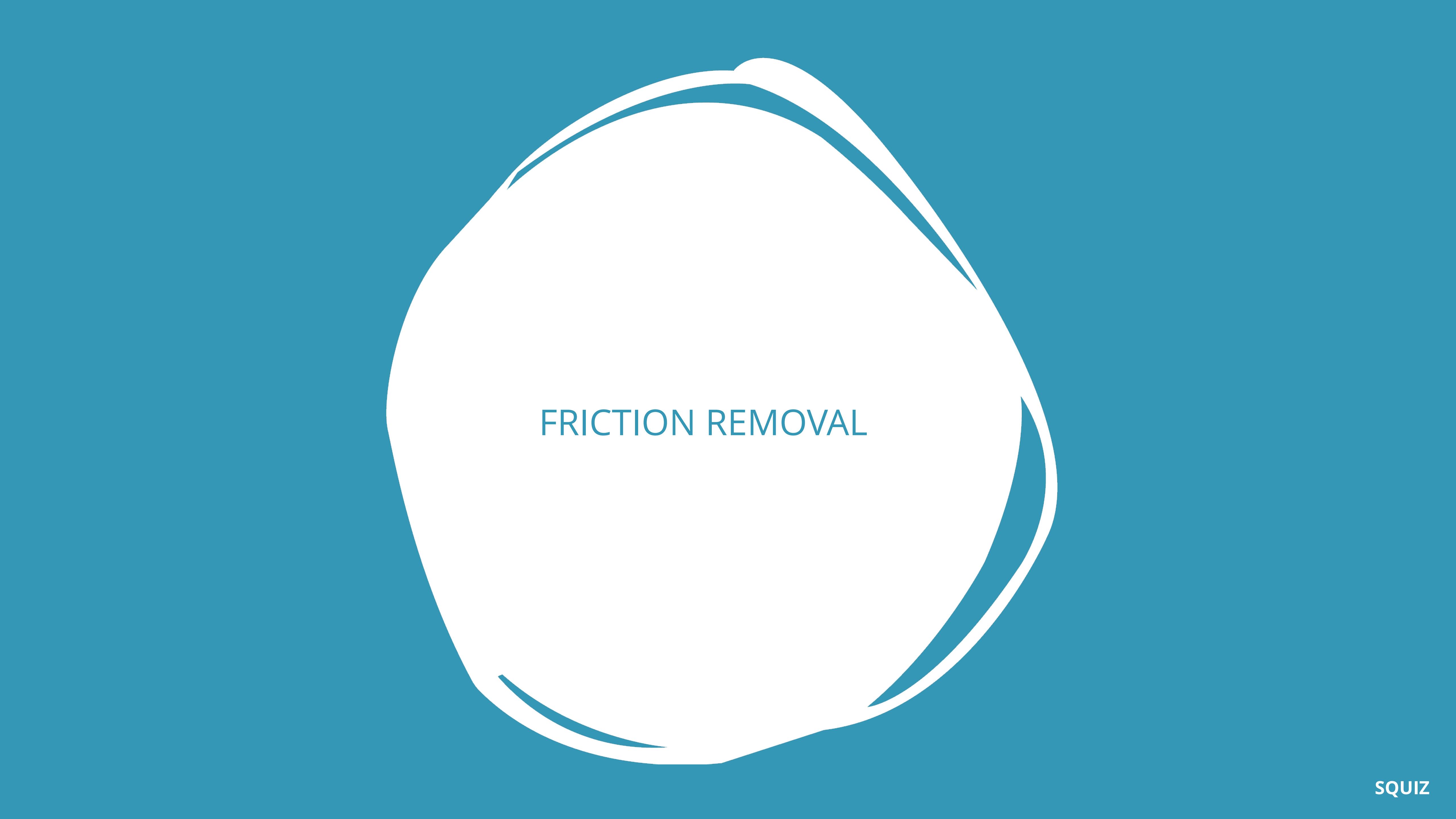
04 KORKEN jar with lid £1.75 Glass. Ø12, H16.5cm. L: 362.135.46

05 METOD kitchen with EKETAD oak doors, drawer fronts and MAXHEDA soft-close drawers £4750 METOD cabinet frames in white melamine foil. EKETAD doors/drawer fronts in clear lacquered oak veneer and solid MAXHEDA drawers in powder-coated steel and melamine foil. Styled with ORRNÄS handles, knobs in stainless steel and MÖLLEKULLA oak worktop.

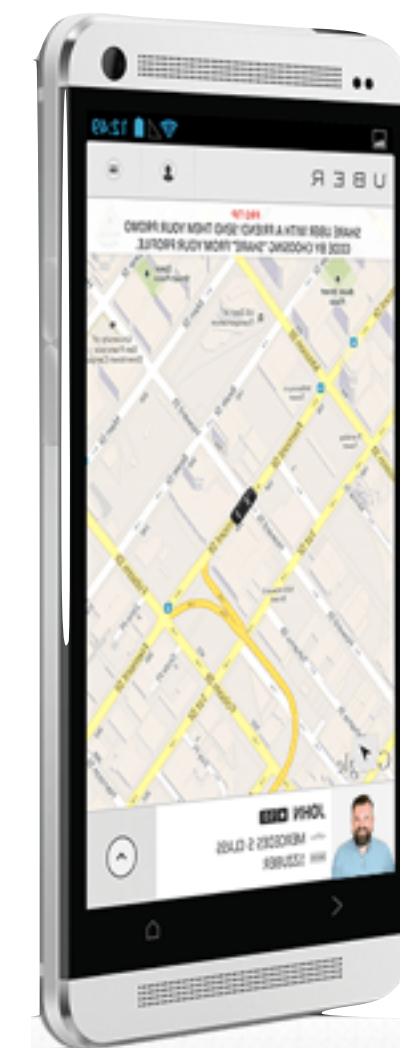
02 OXAR storage combinations £58/ea

[View](#)

- Storytelling
- Solutions-based nav
- Drill to product info
- Video (product in situ)



FRICTION REMOVAL



- i tap hailing
- Cashless
- Fare splitting
- Luxury choice
- Peer to peer
- 100% message-based

giffgaffTM

We're online only



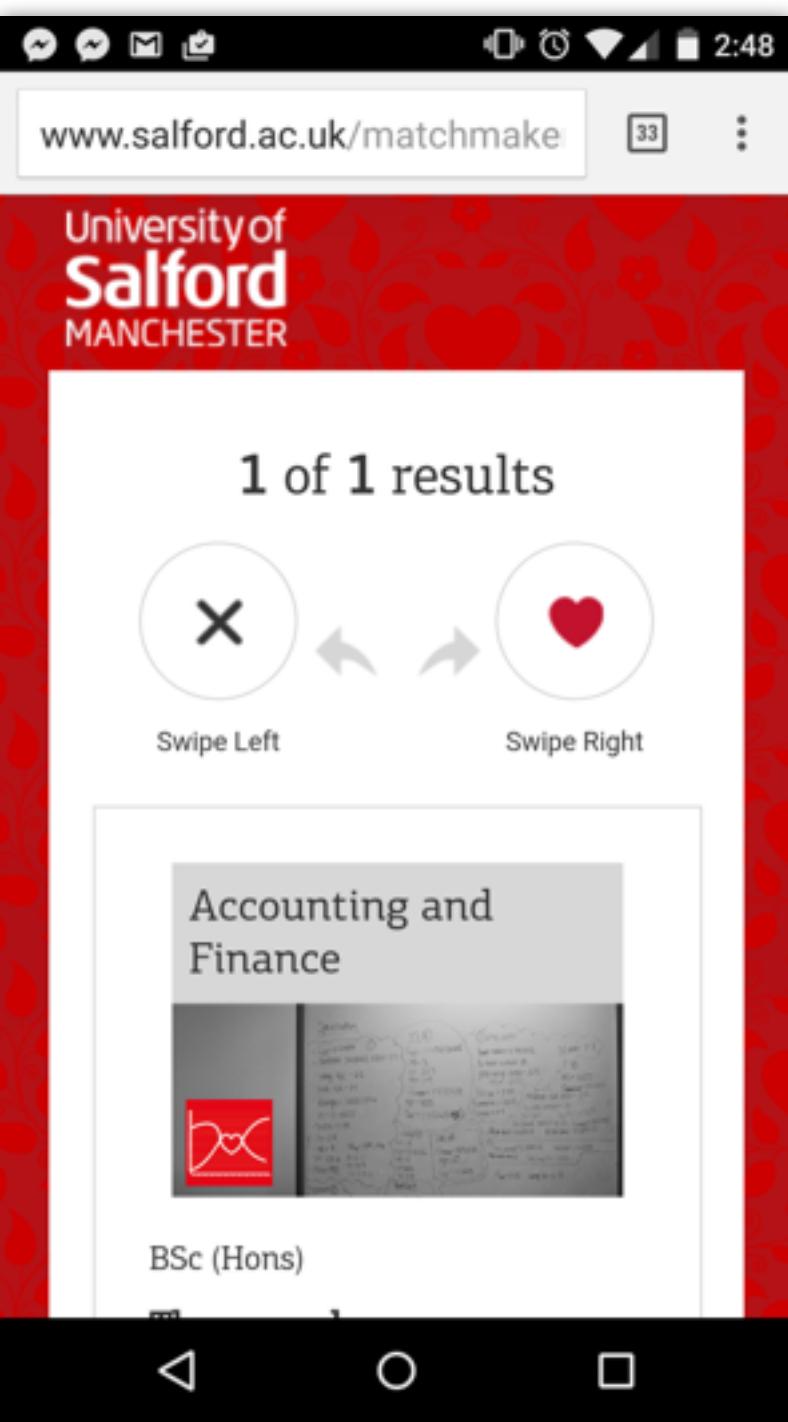
Instead of a call centre we have an active community which is answering member questions 24/7. Search [here](#), or test our speedy support and ask your [question here](#).

- Web-only
- Expert insights
- Community-delivered support
- 100% message based

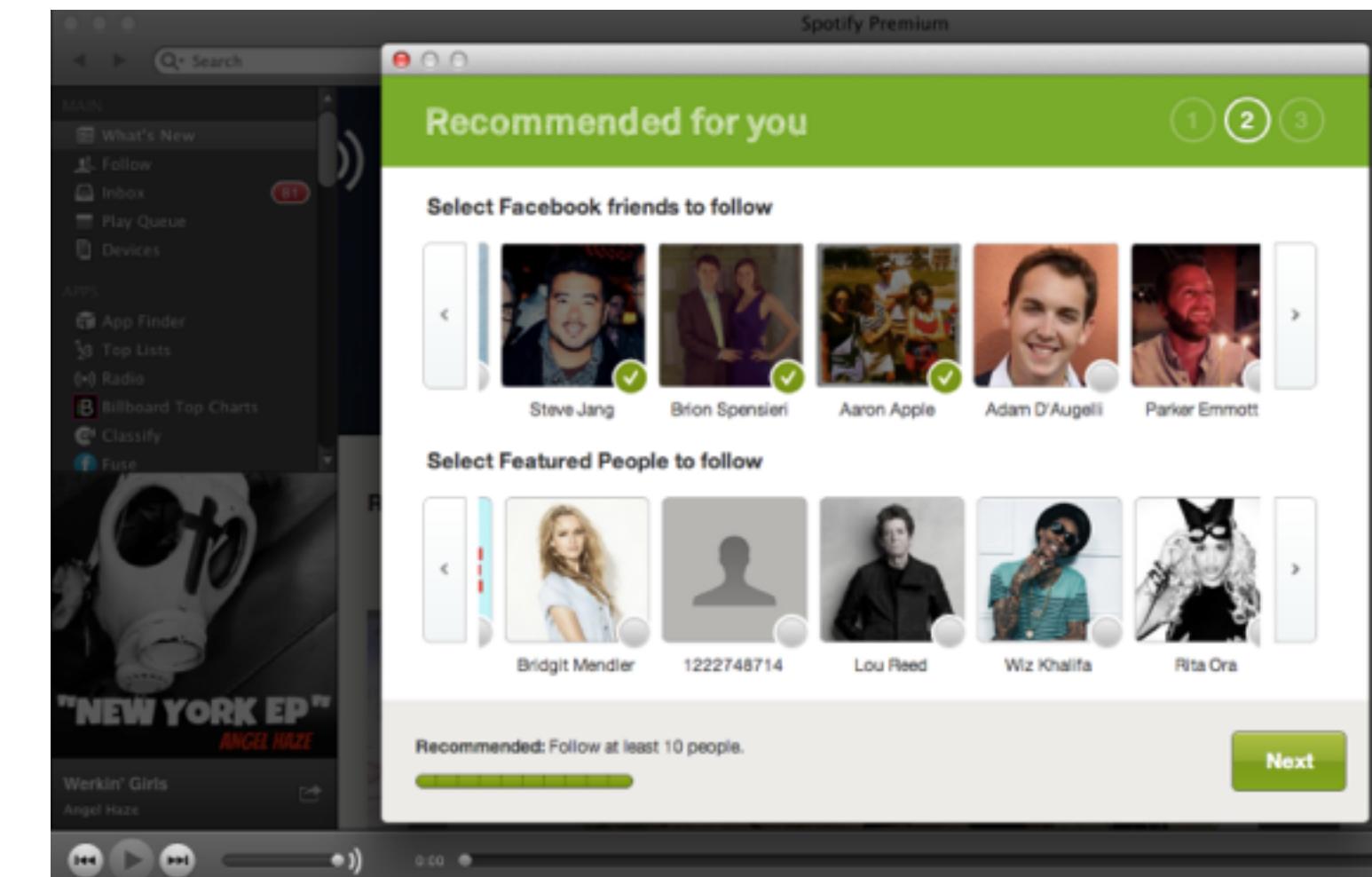


PERSONALISATION

University of **Salford** MANCHESTER



- Clearing app
- Match-making courses
- Swipe left / right
- Recos based on prefs
- Inspired by Tinder



- Input music you like, output more music you might like
- Machine learning
- Community recommendations



MESSAGING



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June 24, 2015 2:36 pm

Atom Bank approved as UK's first digital-only lender

Emma Dunkley

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Atom Bank has been given the green light by the Bank of England to launch as a digital-only lender and is considering a tie-up with Apple Pay as customers flock to mobile banking.

The branch-free bank, founded by Anthony Thomson, who created Metro Bank, and Mark Mullen, former chief executive of First Direct, will offer services through mobile, internet and ultimately wearable devices when it launches this year.

- End-to-end health service via mobile
- Message doctors
- Make video appointments
- 100% app based - via phone or tablet
- On-demand basis

- New breed of digital bank
- No branches
- No opening times
- Talk to your bank 24/7 through IM
- 100% app based - via phone or tablet
- On-demand basis
- Machine learning for finance tips and recommendations



REMOVING REAL TIME
CONVERSATIONS

"Text me. Email me. WhatsApp, Facebook, iMessage, Skype, DM me, or send me a heartbeat from your Apple Watch. I don't care. Just don't call me."

THE VERGE TRENDING NOW Amazon Prime Day is live —here are the best deals 28 NEW ARTICLES

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PREVIOUS STORY Apple Music launching at 11AM ET tomorrow

NEXT STORY Tim Wu accuses Google of degrading search results to favor its own products

TECH FIRST CLICK 86 COMMENTS

First Click: Please stop calling my smartphone

June 29th, 2015

By Thomas Ricker on June 29, 2015 07:30 am [@Trixxy](#)



f Share on Facebook (2,629) t Tweet (629) in Share (108)

P Pin

Text me. Email me. WhatsApp, Facebook, iMessage, Skype, DM me, or send me a heartbeat from your Apple Watch. I don't care. Just don't call me.

How self-centered are you to think you can inject yourself unannounced into my life whenever you want, causing me to drop everything just to focus on you? In the age of multitasking your calls are inefficient, requiring my full undivided attention lest I appear rude. Other forms of smartphone communications are more concise and asynchronous allowing me to prioritize my attention in real time.

And you can forget about leaving a voicemail — I never set it up when I bought this new phone.



"I am focused on me and my day, not you and yours. I'd rather interact on my terms."

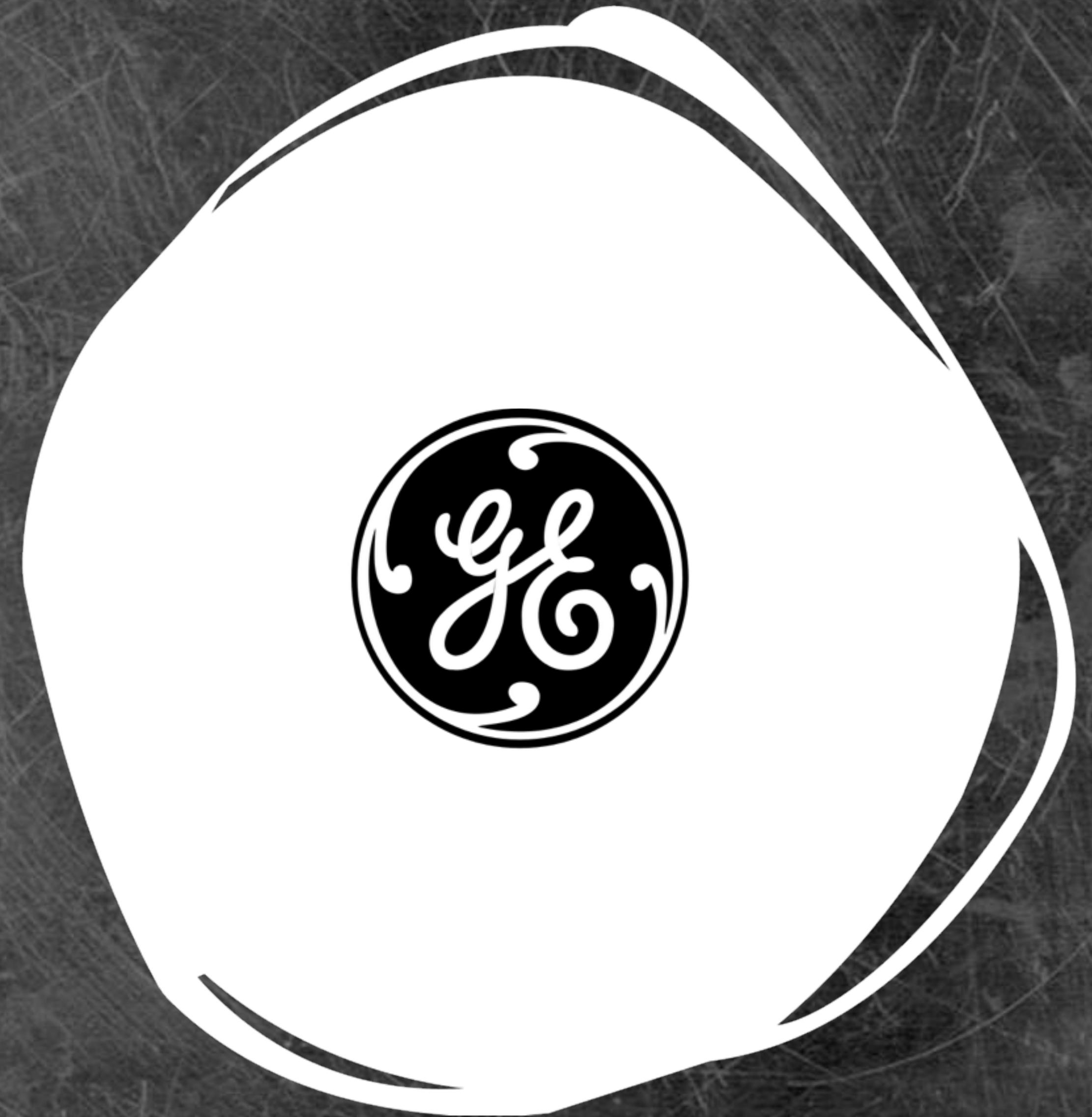
"In the age of multitasking your calls are inefficient, requiring my full undivided attention lest I appear rude. Other forms of smartphone communications are more concise and asynchronous allowing me to prioritize my attention in real time."

- CLOSER TO THE CUSTOMER, CLOSER TO THE SERVICE PROVIDER
 - PERSONALISED VIA MACHINE LEARNING
- CONTENT IS COMMUNITY-PRODUCED AND PART OF THE SERVICE
- NO FRICTION: MESSAGING REMOVES 'SOLD TO' EXPERIENCE
 - ON DEMAND, ON YOUR TERMS
- EXPERT-BASED: KNOWLEDGE & LEARNING AS A SERVICE
- PEER-BASED REVIEWS AND SUGGESTIONS



Storytelling and Communicating in B2B

WHAT DOES GOOD LOOK LIKE?
CREATING ORDER OUT OF CHAOS...



SQUIZ



GE imagination at work

Select Region

NYSE ↑ 25.93 +0.63



for business for consumers products about us news investor relations careers

In remote villages, getting to a hospital isn't easy. With our **HANDHELD, BATTERY POWERED ULTRASOUND**, help is on the way.

Learn more



Story-based

Appliances for Business

GE is the contract industry leader serving builders, remodelers, property managers, architects, and designers.

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Aviation

We have a rich aviation legacy and a commitment to inventing the future of flight.

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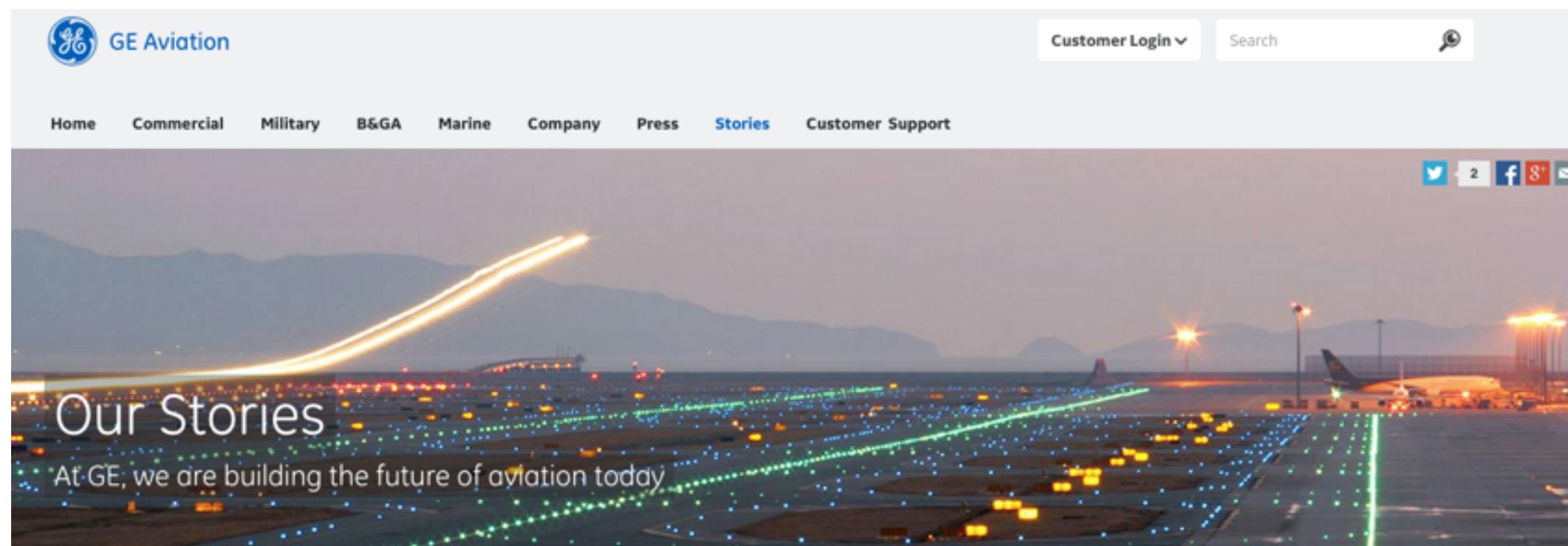
Capital

The middle market businesses we finance are the power centers of the global economy.

+ More

SQUIZ

Application-driven



GE Aviation

Customer Login Search

Home Commercial Military B&GA Marine Company Press Stories Customer Support

Our Stories
At GE, we are building the future of aviation today

Magnificent Technology Advanced Manufacturing Industrial Internet

Magnificent Technology

From hardware to software - and everything in between - GE's technology is changing the game in aviation.

Magnificent Technology Advanced Manufacturing **Industrial Internet**

Industrial Internet

Combining big data with key insights, GE is helping customers around the world realize the full potential of vital information.



GE Software
Watch as GE merges intelligent machines, advanced analytics and people at work to lead the next Industrial Revolution.

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See how the Industrial Internet leverages sensor data to save airlines worldwide over \$2 billion a year.

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The Perfect Flight
Get an inside look at the technology behind the perfect flight experience.

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Magnificent Technology **Advanced Manufacturing** Industrial Internet

Advanced Manufacturing

With breakthroughs in everything from additive processes to composite materials, GE's investment in manufacturing proves that innovation in the sky starts on the ground.



Additive Manufacturing
See how GE is using 3D printing technology to grow innovative parts from the ground up, changing the face of manufacturing forever.

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Ceramic Matrix Composites
Find out how Ceramic Matrix Composites are manufactured, resulting in a lighter, more durable engine core and significant fuel savings.

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The CFM LEAP Fuel Nozzle
See how additive manufacturing makes production of the CFM LEAP fuel nozzle possible.

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Magnificent Technology Advanced Manufacturing Industrial Internet

Magnificent Technology

From hardware to software - and everything in between - GE's technology is changing the game in aviation.



GEaX - Delivering Performance
See how the GEaX is changing the face of aviation with new technologies, greater efficiency and better testing.

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Electrical Power Capability
Find out how GE Aviation is helping our customers navigate today's technological challenges and develop the all-electric aircraft of tomorrow.

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Find out how GE Aviation's \$40 million annual investment in repair technologies is paying off.

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GE Renewable Energy: Making a Global Impact



Click on the map to learn more about GE Renewable Energy around the world.

Local and relevant

GE Renewable Energy: Making a Global Impact

Shifting the Winds in Your Favor with Energy Storage



Hear from GE engineers in Tehachapi, CA on the development of GE's wind turbines and integrated battery storage applications. These two systems are working together to revolutionize wind energy storage in Tehachapi and around the world.

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Accessible and personal





Mobile and social

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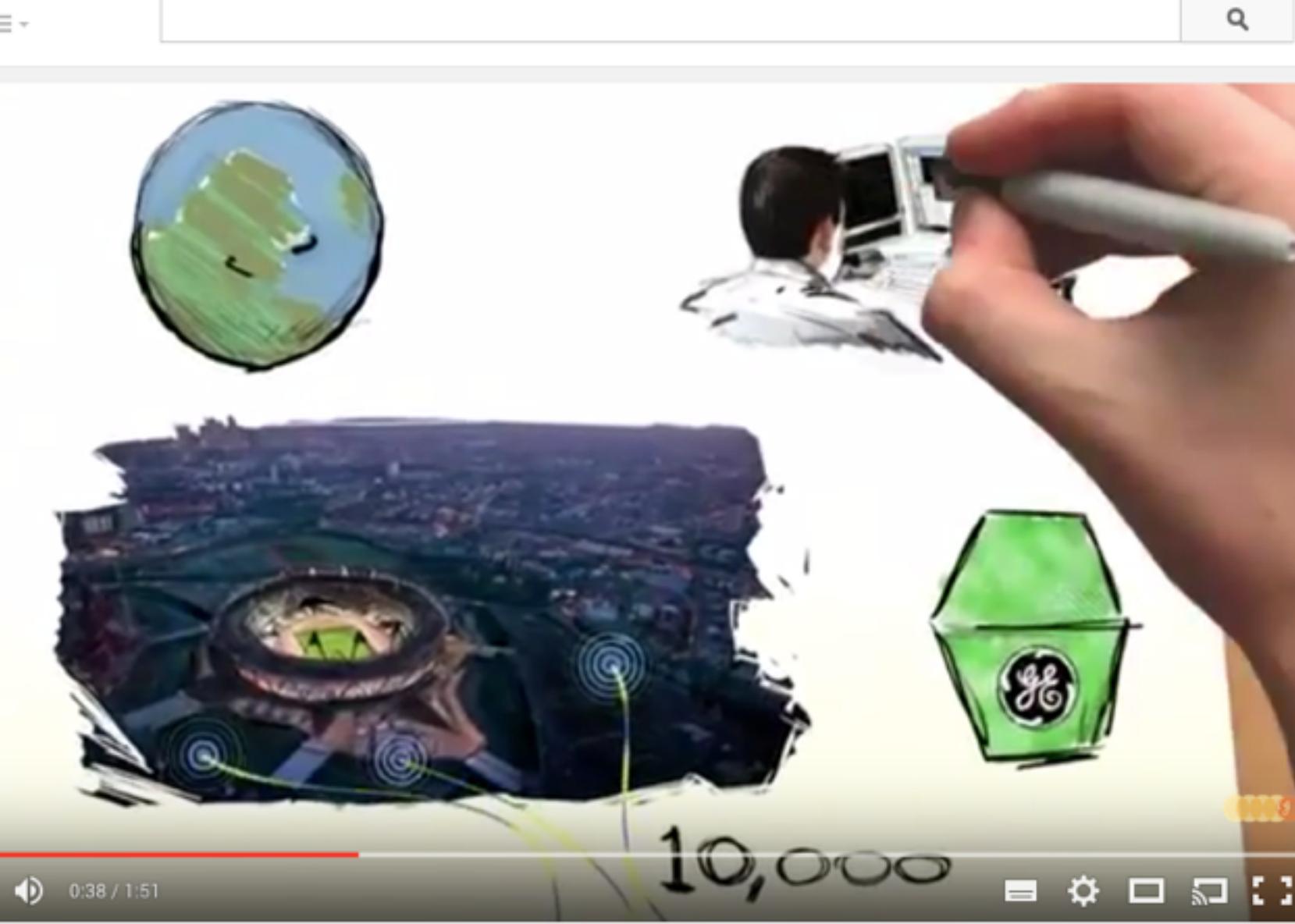
Autofill this form by signing into your social network:

LinkedIn

Customer Information

* First Name:

* Last Name:



London 2012 Olympic Games - GE UK



GE Europe

Subscribe 738

132 views

Building the Games

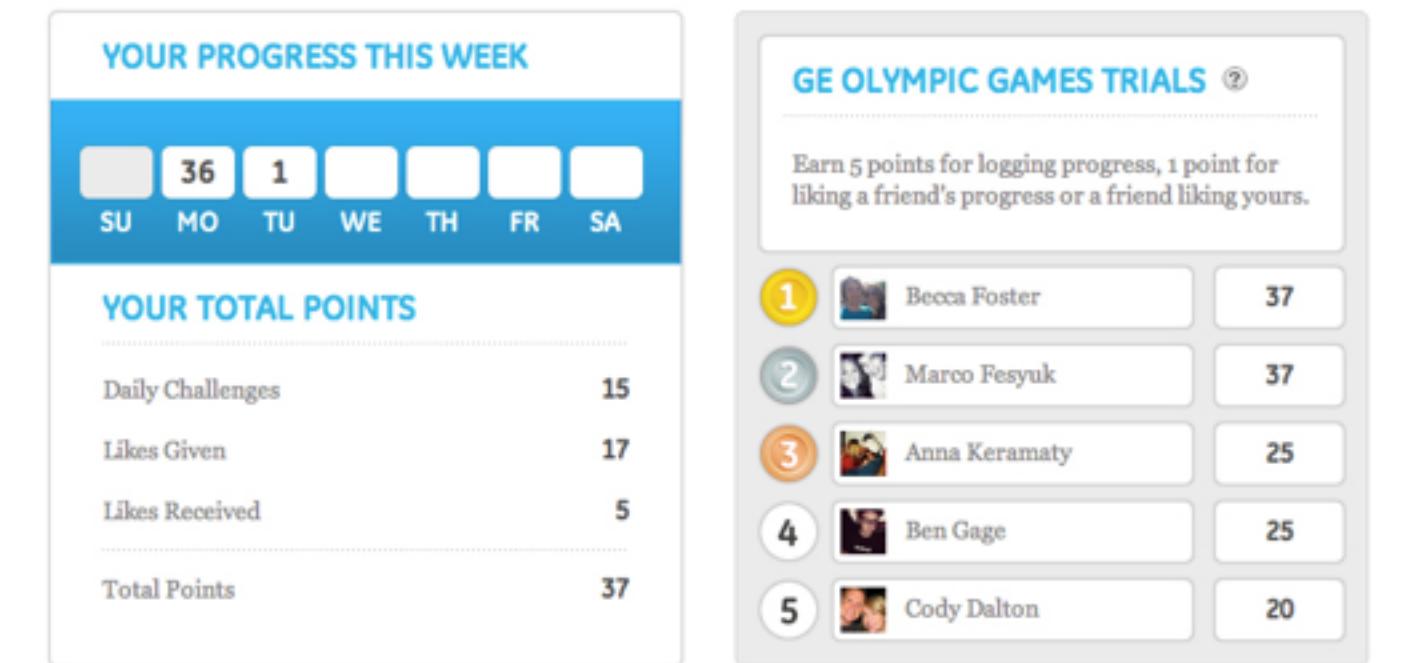
GE Works. We've developed technology around the world to build, move, power and cure the London 2012 Olympic Games as well as the entire world. Explore where certain GE products were manufactured that have been used to create the infrastructure for the Games and where else they will be distributed.



imagination at work

HealthyShare
Friends are good for your health.
Worldwise partner

Olympians inspire us. And we inspire each other. Whether it's doing push-ups like Kevin Durant or going for a swim like Summer Sanders, join a GE Olympic Games challenge below and let's get healthier together.



TAKE THE GE OLYMPIC GAMES CHALLENGE

	TAKE MICHAEL JOHNSON'S GE OLYMPIC GAMES CHALLENGE	<small>GET STARTED →</small>	<small>Becca Foster and 37 others started this</small>
	TAKE KEVIN DURANT'S GE OLYMPIC GAMES CHALLENGE	<small>GET STARTED →</small>	<small>Becca Foster and 30 others started this</small>
	TAKE ALEX MORGAN'S GE OLYMPIC GAMES CHALLENGE	<small>GET STARTED →</small>	<small>Becca Foster and 13 others started this</small>
	TAKE SUMMER SANDERS'S GE OLYMPIC GAMES CHALLENGE	<small>GET STARTED →</small>	<small>Becca Foster and 15 others started this</small>
	TAKE THE EAT HEALTHIER CHALLENGE	<small>GET STARTED →</small>	<small>Becca Foster and 40 others started this</small>
	TAKE THE GET MOVING CHALLENGE	<small>GET STARTED →</small>	<small>Paul Adams and 47 others started this</small>

Engaging and playful



Presentation and Organisation

WHAT DOES GOOD LOOK LIKE?
GIVING PEOPLE WHAT THEY NEED...





Welcome to IKEA United Kingdom.

 Search

Newsletter Sign Up

Your local IKEA store

IKEA FAMILY

Store Shopping List

Login

My Account

Basket

Outdoor | Living room | Bedroom | Bathroom | Kitchens | Storage | Dining | Children's IKEA | Textiles & Rugs | Home Office | All departments

IKEA UPDATE: Important safety notice: IKEA Recalls PATRULL nightlight



University Essentials

We've put together a handy university checklist of everything you'll need to kick start your term>



Topical and trend-driven

SQUIZ

Right now at IKEA



People and the Environment

We want a sustainable future and a positive impact on the people and the environment.

[Find out more >](#)

New collections

These collections are a way for us to explore the unknown. Here you'll find the latest collections from IKEA. Enjoy!

[Browse New IKEA products >](#)

We do more than just meatballs

In our reasonably priced menu has something for all tastes. Which is your favorite?

[Read more and see the current menu >](#)

Promotion led

Service oriented

Our services, for you

Shopping with IKEA always saves you money and it can also save you time and effort. We offer a range of services to help you with everything from putting it together to getting it home.

[How can we be of help? ▾](#)

Plan before you shop

We offer a range of planning tools to help you customise some of your favourite products online before your visit to store.

[What would you like to customise? ▾](#)

Useful shopping tips

Check out some quick tips for a great shopping experience.

[Select a tip ▾](#)

Welcome to IKEA. We believe everyone deserves to have a beautiful home filled with well-designed furniture. And still have money left over for other things to enjoy in life. That's why we offer our home furniture at prices so low as many people as possible will be able to afford them. Here you can find inspiration for your home, and shop our range of home furnishings – including [beds](#), [sofas](#), [sofa beds](#), [curtains](#), [oak furniture](#), [rugs](#), [bedding](#) & [blinds](#).



Which style is your dream kitchen?

Our kitchen system METOD, is Swedish for method, because it's a great system, designed to give you total freedom to personalise your kitchen layout, style and functionality, whatever the size of your home, or your budget. Our kitchens come with a free 25-year guarantee you can rest assured quality is taken care of.

Inspiration



Kitchen ideas



Kitchen brochure



Our services



Start planning

Tools and services

HOW TO BUY A KITCHEN

Your 4-step guide to buying a kitchen

Our 4-step guide to buying a fitted kitchen is here to help you get the kitchen of your dreams. From measuring and planning, to ordering and installation it is with you at every step of your fitted kitchen buying journey. But of course, if you can't or don't want to do it all yourself, our measuring, planning, financing, delivery and installation services are designed to make your life easier.

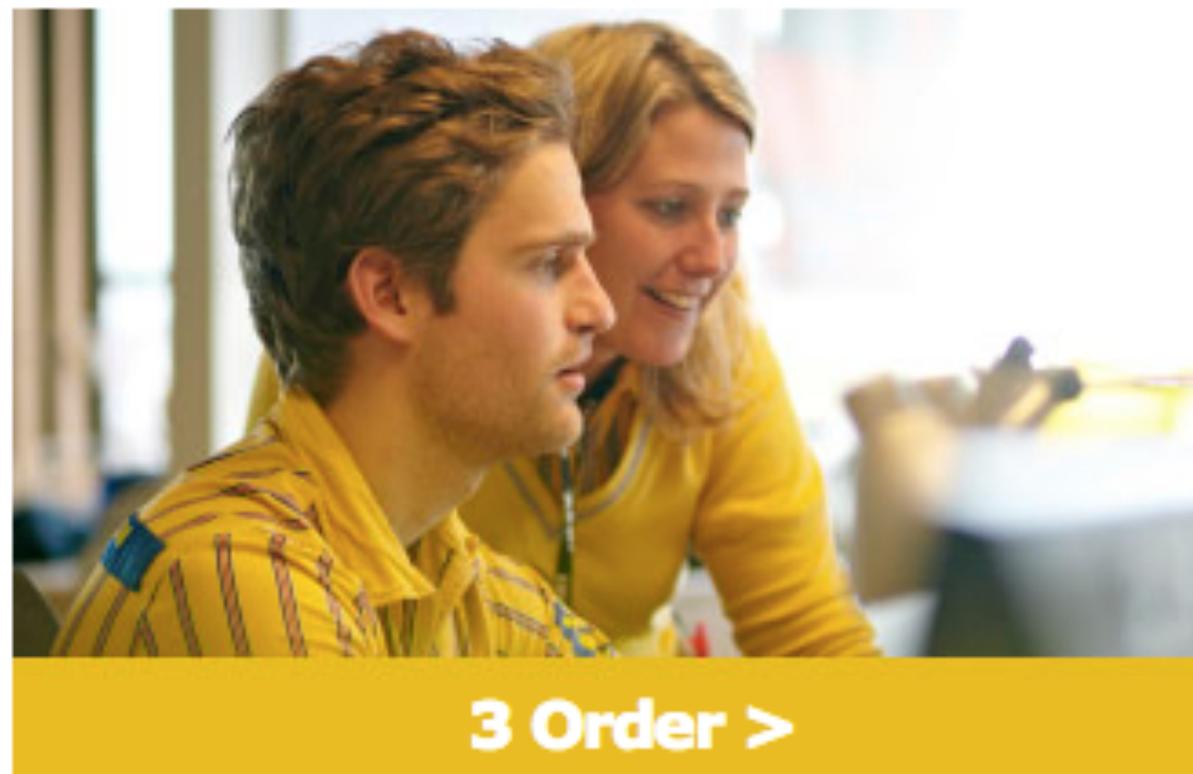
[Read our 4-step how to buy a kitchen guide](#)



1 Measure >



2 Dream & plan >



3 Order >



4 Install >

Already measured up and ready to start planning?

Go directly to the [IKEA Home Planner 3D Tool](#) and start planning your dream kitchen.

PERSONALISED SOLUTIONS

Make it work for you

There's more to a great kitchen than good looks. Check out the videos and information we have to help you make your beautiful kitchen useful too.



APPLIANCES

Together with Electrolux and the Whirlpool Corporation we've developed a range of appliances rated energy class A to A ++, which will help you achieve that affordable kitchen and it's good for the planet. Get tips for choosing the right ones for you by watching the video or downloading the appliances buying guide.

[Appliances buying guide \(PDF\)](#)

[See all appliances](#)



STORE & ORGANISE

A great kitchen solves those everyday problems, like how to fit loads of stuff into a small space. And how to find it again. Check out the video or the buying guide and brochure for some great ways to get the most out of your kitchen storage.

[Kitchen buying guide \(PDF\)](#)

[See all interior fittings](#)



LIGHTING

When it comes to kitchens, good lighting is essential. That's why we've designed affordable integrated lighting to perfectly compliment METOD. Light up cabinets and drawers with LED bulbs that use up to 85% less energy than incandescent ones.

[See all kitchen integrated lighting](#)

Customisations



Delivering Good

HOW TO SHAKE THINGS UP





Understanding the 'phases' that your customers experience is the first step toward creating an exceptional customer experience

Awareness of these phases is key to placing yourself in the customers shoes.

Most organisations view themselves by department - a view that is removed from the customer - which creates silos that are not aligned to great customer experience



EXPECTATIONS

MOBILE
PERSONAL
SEAMLESS



Comms @ Work



WEB SITES



PRINT OUTS



PHONE CALLS



MEETINGS



Comms @ Personal



What Customers Want:

“

people
solutions

pictures mine

advice me names help
 stories

show tailor
animations see

visual

images relationships

personal

NB: taken from interviews

What Customers Get: Mabey Corp Home Page

Mabey construction engineering has been at the forefront of innovation in the industry for over 50 years. The company's commitment to safety, quality, and customer satisfaction has earned it numerous awards and accolades. Mabey has received recognition for its innovative civil engineering solutions, state-of-the-art equipment, and exceptional customer service. The company's expertise in bridge-building, shoring, and industrial applications has made it a leading provider of temporary structures and rental equipment. Mabey's global reach spans across continents, with operations in Australia, New Zealand, and the UK. The company's success is built on a foundation of tradition, dedication, and a focus on safety. Mabey's philosophy is to "bridge the gap" between clients and partners, creating a network of support and collaboration. The company's commitment to safety and quality has resulted in a strong reputation for reliability and performance. Mabey's success is built on a foundation of tradition, dedication, and a focus on safety. The company's commitment to safety and quality has resulted in a strong reputation for reliability and performance.

NB: ‘you’ and ‘your’ is absent

Values Customers Require

CONFIDENCE

ACCESS

RELATIONSHIPS

INSPIRATION

EMPATHY

TRUST

THE CHALLENGE

Mabey carries the reputation of the contractor - if Mabey goes wrong, it's the contractors' problem. They carry all the risk.

THE REALITY

Mabey provides modular products in a solutions business . Every use case is unique and challenging, but Mabey's answer must be simple. Customers want elegant, simple answers - one less problem to worry about

The customer challenge is **not** the bridge or the hire equipment

The bridge or the hire equipment should be **simple** - they are known, proven products

The **customers' concern** is the wider construction challenge and how they need to solve it

We need to demonstrate **understanding, empathy and expertise** in order to engender **trust**

Solution must be **simple, intimate and elegant**

Innovation lies in communication: show understanding of the need, demonstrate value, deliver access to right products and experts (quickly)



Q&A