



# NEWS LETTER

## MARCH 2019



# METROLOGY

2019 is all about continuous learning and improvement for our Metrology department.

Hardik Mavani recently stepped up to the metrologist role. He has been studying background calculations and also he is improving template with the help of Jurgen and Esther. He worked on internal calibration together with continued service work while slowly understanding the budget uncertainty. He recently got training on hydrometer,

mass calibration and understanding NATA and its procedures.

## Challenges in the metrology

department was also faced by Hardik as he is working in 3 different field altogether: quality metrology and service.

For the upcoming quarter, they will be a NATA audit on metrology. Hardik is currently preparing all required documents beforehand for the audit.

# SALES

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We had some great success this

quarter with the sale of Brabender equipment and with Kurt bringing in more leads and clients. Jon is slowly finding his feet with great conversion rate for his first 2 months. We have also embarked on trials for extrusion, with Brabender sending out one of their extrusion experts to assist with trials and this in itself has sparked more interest. We also will be placing our first Brew Meister NIR in the country and also our first Olive machine. LUM also came to Australia with Professor Lerche visiting clients and training James, who has now truly embraced the role of external sales with his speciality being in Brabender Rheology for food and plastics and particle dispersion for LUM.

This quarter, our sales-team gave us a great show of their achievements as they

faced some challenges as well. Finding time to train Jon and James in their new roles. Finding time to visit clients with Kurt and to help role our new system out to more clients. But our greatest challenge is the price pressure being brought on by the Internet and the ease at which people can price shop. In addition to this, marketing being able drive in enough leads from the Web and having the website still requiring more work to polish this side of things. Teaching the team how to deal with certain objections in the sales process to improve the conversion rate.

On the next quarter, we can expect the following for our sales team: NIR trials for olive at DPI and also new potential clients. James will be traveling to Germany for training at LUM and Brabender. Live webinars are lined up for Frigortec and Zeutec and taking on our own range of pressure calibrators and bringing these to market.

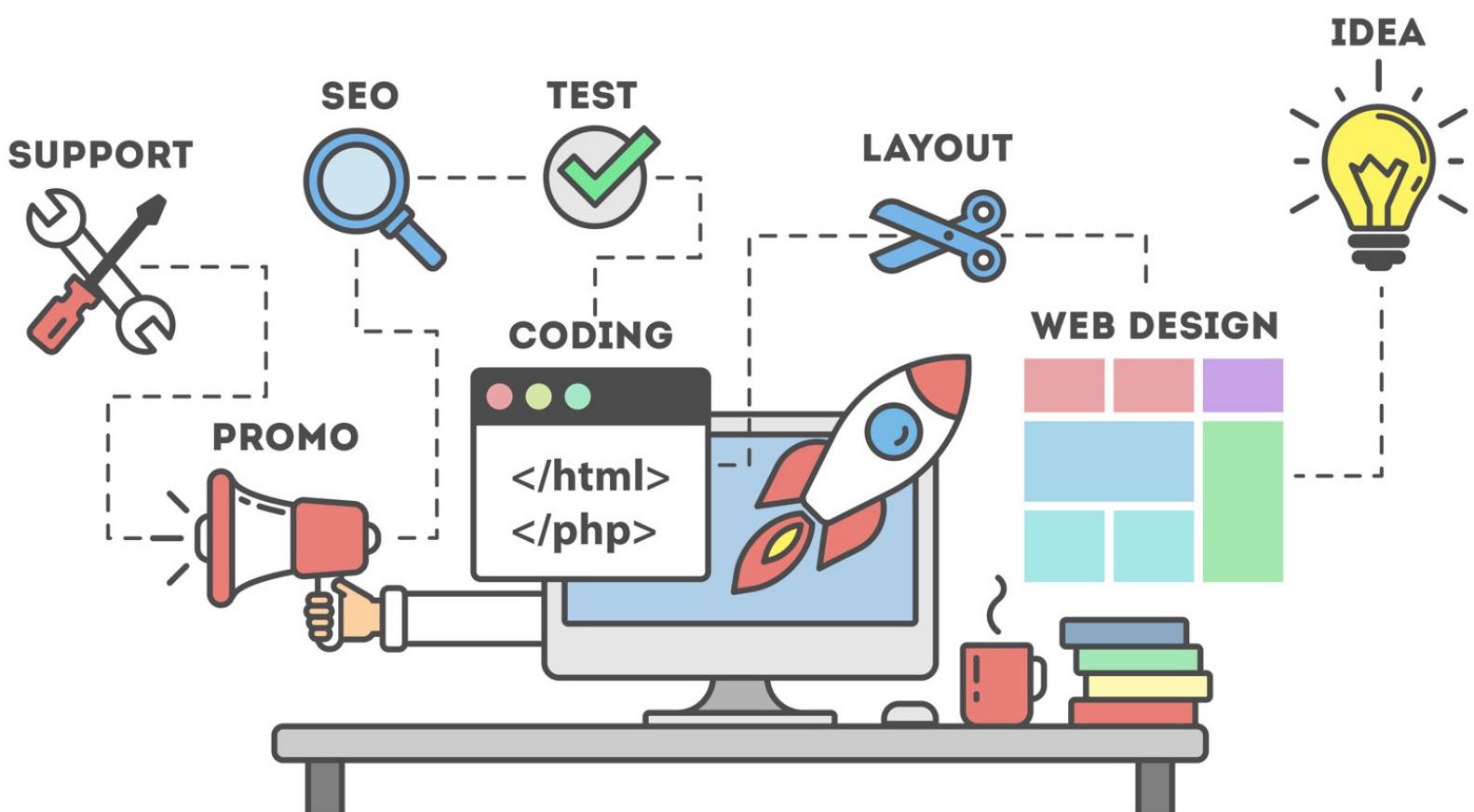


# WEB DEVELOPMENT

This quarter, we get the chance to dispatch our recently structured site. It took a great deal of experimentation yet it was certainly worth as we persistently improve its substance making it more beautiful and eye candy to our site guests. Dale refreshed our BigCommerce site to house adjustment and administrations. This quarter, we have discharged variant 1 of the CI Learning Management System.

Our web designer has likewise confronted a few difficulties this quarter, Dale experienced troubles with codes that should be avoided into our Bigcommerce site. Before long, we will have another stage under web based business to make altering, coding and redesigning simpler for our site.

This coming quarter, Dale is doing innovative work for our new ecommerce stage.



# MARKETING

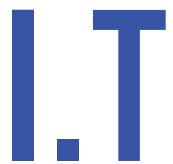
Ci Scientific released their first 2019 promo which generated more website sales and traffic. We optimized our Autoclave Australia campaigns that generated more impression compared to last year. Our first clump of SEM for Ci Scientific offered traffic to pages that generally doesn't have site visits. We have expanded our online nearness by reliably presenting on our Internet based life conveying email campaigns. This year, we also launched our Loyalty program and we have generated nearly 50 sign ups. We finally get to push through our webinars for our suppliers. We finally have referral voucher, email footers and email campaign templates for our customers. We have released our Ci Scientific 50 years time line which now available in our social media page. We currently have ongoing campaigns for this quarter to assure that we get to generate leads and convert them into sale.

Challenges are experiences we get to learn from. We experienced challenges in tracking leads from our ads. Google Ad shows a higher number for possible leads comparing to the ones we have in our CRM. Autoclave Australia website is generating

more bounce rates as shown in our Google Ad analytics. Suggested solution is to add more content than just providing as simple landing page as per feedback from a customer. Webinar for our partners were moved further as they respond slow. Now that we got an update from them regarding the matter, it's still taking time for them to send the needed details like the presentations, invitation contents and more. Still having a lot of trial and error for the keywords we will be putting to our Google Ad campaigns. It is generating a lot impression and leads but some are irrelevant even though our Google campaign is already detailed enough. Traffic and leads for Victoria is less and still needs a much more creative marketing strategy.

For this coming quarter, we will release our second quarter promo focusing on our online promo and general promo for our calibration. We will be releasing webinars for our partners. Create a footer template for our purchase order confirmation to make use of this space to promote. We will be redesigning for our Autoclave Australia website to make it more engaging.





Chris, our IT Developer had the capacity to release calendaring and booking for Filemaker. Chris had the capacity to release the adaptation 3.4 for our filemaker where he included calendaring and booking and adjustment of tankers. The past settings for readings currently default in for a similar explicit hardware for a similar organization and he persistently fixed the bugs we have in our filemaker. He additionally actualized a push over notification to our technicians for a much faster turn around time and better experience for our customers.



# ACCOUNT MANAGEMENT

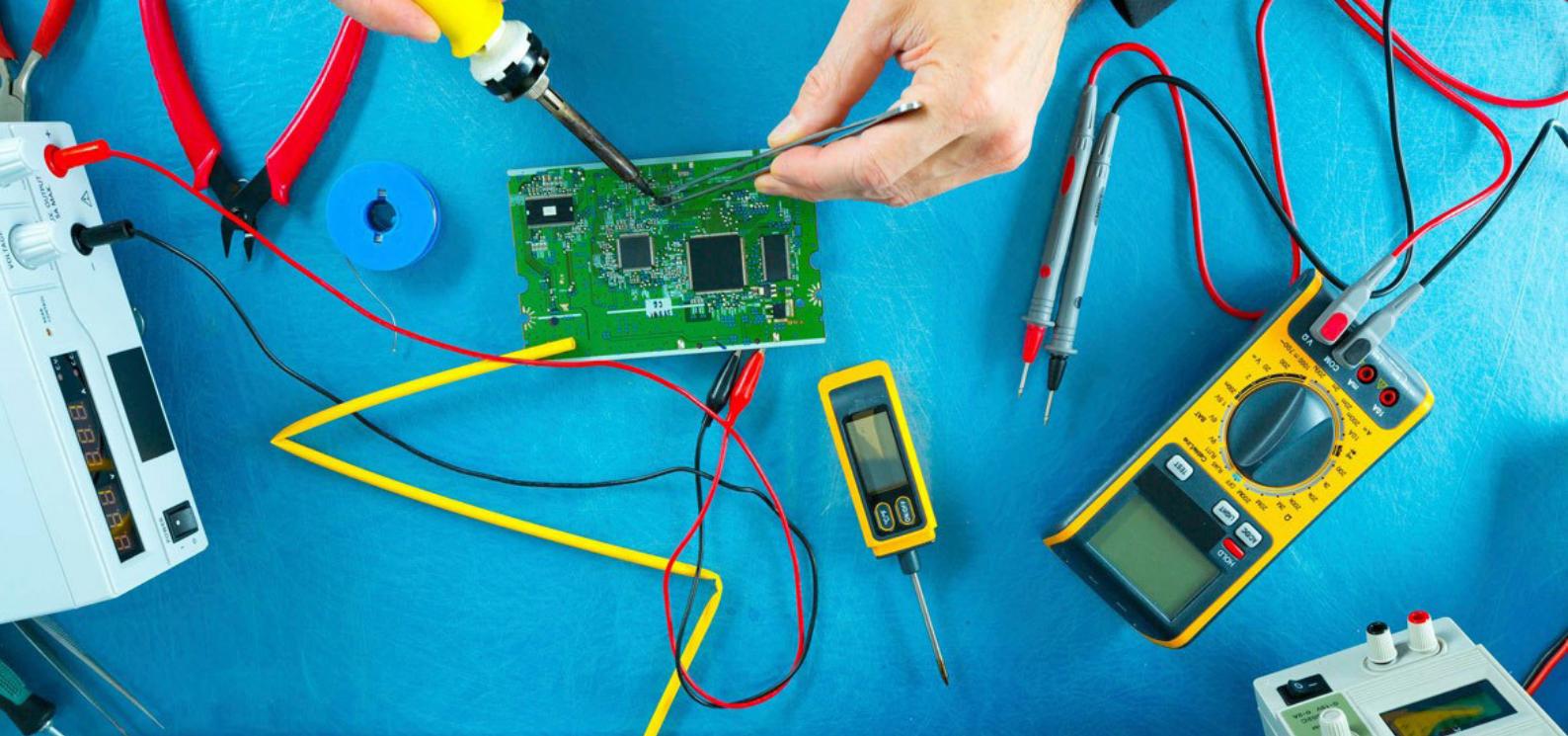
Kristina has played the administrator job with Kylie and they are gradually getting a routine working for CI Scientific. They at-long-last get the opportunity to have a quick procedure for service invoicing. Records has at last left anything to do with quality previously, because of Esther and Hardik.

Taking up the administrator job with Kylie was somewhat of a challenge for they need to do a lot of adjustments. Had a touch of trouble discovering time

in the day to finish all parts of records. Composing fix solicitations was a test as there isn't sufficient data hands on cards. Having challenges with CI Scientific Victoria clients as they whine a great deal. Getting overwhelmed with email notices after it was cleared.

Chris and Kristina are cooperating to get the purchase number and the invoicing number the same. They are looking at getting interns in for accounts and admin.





# SERVICES

Michael has joined the service team as their service manager. Our service department made the system more efficient which is a great improvement in the team. Our service team completed calibrations for DPI. CI Scientific Victoria finalised their move into new factory and completed calibration consultants integration and have been asked to quote for balances at Victoria DPI. Implemented push over application so the technicians can get instant notifications of their jobs. We have been credited with positive feedback on our portal and the efficiency and how much time it saves our customers during audit. We received a lead by Kurt which is Jurox and so have started a quotation and a complete proposal. Tismore is happy with the level of service and also the technicians technical knowledge spe-

cifically mentioning Robert and Benjie.

This quarter, we needed more technicians in New South Wales who are committed to the position and is eager to more learning and development. The service department had some challenges with Icancalve's warranties. The training program has been created but not yet implemented. Time management has been a very big struggle this month due to lack of technicians. Checking in equipment has been difficult to find who it belongs to, raising a job cart and also keeping the customer updated.

This coming quarter, we can expect finalising all calibration test sheets onto the app, Jurox calibrations, Tismore calibration and new check in systems to be released in the next quarter.



# CI SCIENTIFIC

"WHERE MEASUREMENT IS PARAMOUNT TO SUCCESS"

