

Dramatic Results in a Down Market



"The Valkre team has created one of the first systems I have found that truly allows us to learn what our customer values and use that information in the daily operation of the business, from investments to sales planning and execution. The logic of what they have done is flawless and brilliant. What is even more powerful is that it is all based on an approach that creates tools and capability which will generate benefit for our customers and our company for years to come."

Karel Czanderna

Group President, Building Materials, Owens Corning

Owens Corning Profile

- Founded in 1938, headquartered in Toledo, OH
- Industry leader in glass fiber insulation, roofing and asphalt and glass fiber reinforcements
- Fortune 500 company for 55 consecutive years

Challenge

- Historically measuring "Winning" by looking at their own profitability, making it difficult to compete when the economy softened
- Didn't have a good grasp on understanding how their investments impacted their customers
- Spent lots of time trying to get the most out of their investments, without knowing if they were making the right decisions in the first place
- Even when they did understand customer needs, had difficulty building a case for investment

Solution

- Issued corporate objective to measure the value they create for customers to understand if "our customers made more money doing business with us relative to our competitors"
- Sought out Valkre to innovate and build on past "projects" to reach their goal and sustain their success
- Started Customer Value Creation in 2007. Began using Render® in 2008

Results

- Delivered 600% ROI in first year from share gain and margin retention
- Named "Vendor of The Year" for the first time at numerous strategic accounts
- Changed culture of organization to one that "Wins With Customers"
- Known as thought leader by telling their story in Winning With Customers (Wiley, 2010)

www.valkre.com/owens-corning