

Danfoss Drives pays full attention to the customer with New Future Formula's Meet-Listen-Act concept

Danfoss Drives has successfully intensified customer focus by changing its behaviours. This achievement is the outcome of a collaboration with New Future Formula to adapt its Meet-Listen-Act concept to the Danfoss DNA.

The Meet-Listen-Act (MLA) concept has enhanced customer satisfaction and increased customer loyalty, according to Søren Kvorning, Senior Vice President, Head of Global Sales & Service at Danfoss Drives. The seed for the collaboration between Danfoss Drives and New Future Formula was sown three years ago in 2017. Since then, Danfoss Drives has completed thousands of improvement projects for their customers.

- When the team started working with the concept, we quickly established that the purposes of the MLA concept are twofold, but they are intertwined and work together. The first part is about us creating a DNA at Danfoss Drives with the customer as the focal point and ensuring 100% customer-orientation throughout the entire organization. Staff members with no customer contact must go and look customers in the eye and get an insight into their perspectives. The second part is about us wanting to improve customer satisfaction and customer loyalty through the MLA process to solve concrete challenges for our customers, says Søren Kvorning.

The MLA concept creates groundbreaking solutions for customers

New Future Formula's MLA concept is a tool that in all its simplicity is about identifying and solving specific problems and challenges for customers in a 100-day sprint. The first step in the process is a 2-day MLA session attended by a team of 5-10 employees broadly selected from both the customer and Danfoss Drives, which maps the collaborative effort and identifies the specific optimization potentials.

- It's good to see the MLA concept is now fully anchored in the organization, and that we have achieved the desired results. Since our employees and the entire organization at Danfoss Drives adopted the MLA tool, everyone can see that it is an important brick in creating a DNA where we all work in a customer-oriented manner, Søren Kvorning explains. The tool has already created significant improvements for customers and Danfoss Drives alike.

- The concept is one of the main reasons to the increasing customer loyalty proven in Danfoss Drives. I have seen examples of several customer cases where MLA has created groundbreaking and game changing solutions, and this is what the MLA concept can do. We have customers who say they want to copy-paste the concept and use it in their own businesses. This is perhaps the best proof that MLA works and creates success, emphasizes Søren Kvorning.

Facts about Danfoss Drives

Danfoss Drives, member of the Danfoss group, is a world leader in variable speed control of electric motors. Since 1968, it has been a pioneer in the AC drives business. Now one of the largest companies in the industry, it delivers on its passion for development, manufacturing and sale of the

most versatile AC drives in the world. Its VACON® and VLT® drives serve a broad range of industries and applications.

Danfoss Drives is 100% focused on developing, producing and supplying AC drives. Its portfolio consists of high-quality application-optimized products that maximize process performance, save energy and minimize emission levels.

Facts about the Meet-Listen-Act concept as realized by Danfoss Drives

The MLA concept identifies and solves specific problems and challenges in 100-day sprints for a customer. A 2-day MLA session with a team of 5-15 broadly selected employees from both the customer and Danfoss Drives maps the collaborative effort and identifies potential aspects to be addressed.

After the initial 2-day MLA session at Danfoss Drives, each of the company's employees is allocated one or two improvement projects for which they are responsible. Every Friday, progress is followed up on-line. After 50 days, the projects are evaluated at the customer. On day 100, the customer returns to offer feedback on whether the projects have been completed as agreed – also according to the customer's assessment.

Over a period of three years, Danfoss Drives has held more than 140 MLA sessions all over the world. More than 1,000 employees have been project leaders spanning more than 1,200 improvements.

Facts about New Future Formula

New Future Formula is dedicated to working with CBI – Continuous Business Improvement.

Together with its clients, New Future Formula designs, introduces and supports new CBI programs – and inspires, evaluates and improves existing CBI programs.

Through continuous process improvements, employee development and system optimization we create a steady flow of improvements in all corners of the company and its life.

Since 2007, New Future Formula has completed more than 10,000 improvement projects in more than 100 organizations. The documented effect on the bottom line is in excess of EUR 300 mill. In the process, more than 600 people have received training.