

A large, vertical photograph of an oil pumpjack (jackal) in silhouette against a bright orange and yellow sunset sky. The pumpjack is the central focus of the background image, with its long arm and curved counterweight clearly visible. Other smaller pumpjacks and industrial structures are visible in the distance.

# Accelerate CMO

## Case Study


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Creating Clarity: How We  
Transformed the New  
Customer Experience at  
Kimray

Melanie Harr-Hughes

# THE CLIENT

## WHO ARE THEY?



Kimray, Inc. is a leading global manufacturer of oil and gas control equipment with a \$300 million annual revenue and a strong international presence across multiple markets.

## WHERE WERE THEY BEFORE WORKING WITH US?

Kimray's transformation story begins with a \$200 million operation standing as one of the last American-owned control valve manufacturers in the United States.

Although Kimray maintained a strong brand name in the industry, years of neglecting internal customer experience tools and processes left customers susceptible to easily fall through the cracks.



# THE PROBLEM

## WHAT PROBLEM WERE THEY FACING?

For more than 70 years, Kimray had built a reputation for reliability and excellence. But for new customers, the onboarding experience told a different story. Instead of a smooth, welcoming process, they were met with confusion. Sales would hand off accounts to accounting, but with no shared visibility, neither team knew what the other was working on. Customers were left in the dark, unsure of the next steps, and when they reached out with questions, they often felt ignored.

## WHAT DID WE DO TO SOLVE IT?

To fix this, we launched the Customer Experience Program, and one of our first priorities was mapping the entire customer journey. By interviewing both customers and sales team members, we uncovered the root of the onboarding problem. From there, we partnered with sales and accounting to design a seamless, transparent process.

- **New website landing page:** Created a structured and consistent intake process for new customers.
- **Streamlined approval process:** Connected all moving pieces behind the scenes, eliminating communication gaps.
- **Automation alerts:** Notified sales reps as soon as customers were ready to move forward.
- **Regular customer updates:** Ensured transparency and replaced confusion with clarity.

# THE OUTCOME

## WHAT RESULTS DID WE ACHIEVE?

The results were transformational. What was once a 60+ day onboarding process became fully transparent, allowing teams to track every new customer's progress. More importantly, **the average approval time dropped down to 27 days, with 45% completed in under 10 business days, meeting our target goal.** This not only accelerated revenue opportunities but also provided a smoother, more positive experience, strengthening customer trust from day one.

By replacing chaos with clarity, Kimray turned its onboarding process into a competitive advantage—one that set the tone for long-term, successful customer relationships.



### TESTIMONIAL

The structure and processes that she developed allowed her team to produce exceptional content efficiently and timely. She has the **ability to cover all the details, ensuring the messaging is consistent and clear,** while also leading multiple projects simultaneously in a common direction.

*- Andrew Schuermann, Kimray*

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