



CASE STUDY

How we boosted Marcos' revenue growth by 42% in twelve months

HARMONISE
By HpD

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OVERVIEW

At Harmonise, we harness the talents and insights of your employees to create processes that improve team alignment, modernize operations, and drive new business growth-



BACKGROUND

Talleres Marcos, a bastion in the forklift industry situated in the historic city of Burgos, Spain, has been an emblem of quality and reliability for over 50 years. Yet, in an era where technological advancements and market dynamics evolve at breakneck speed, this venerable institution faced a critical juncture. The challenge was monumental: to initiate a profound transformation that would not only modernize operations but also redefine the company's strategic direction and cultural ethos.

OUR INNOVATION

Pioneering Transformation at Talleres Marcos

In transforming Talleres Marcos, our innovation was pivotal. We redefined leadership by elevating the Commercial Manager to General Manager, injecting new energy and vision. This was complemented by strategic workshops, not just as brainstorming sessions, but as think tanks to reshape the company's future. These initiatives were coupled with a cultural shift, turning employees into dynamic participants in Talleres Marcos' evolution, fostering an environment ripe for innovation and collaboration.



OUR COMPREHENSIVE SOLUTIONS

Our solutions for Talleres Marcos were comprehensive and tailored. We crafted a strategic roadmap to guide the company into a new era, focusing on aligning their operations with modern market demands. Operationally, we streamlined processes for efficiency and agility, particularly in warehouse management and customer service.

To ensure lasting impact, we established a sustained partnership for continuous improvement, supporting Talleres Marcos in navigating its transformation journey successfully.



CHALLENGES

Amidst the backdrop of a rapidly shifting industry, Talleres Marcos contended with legacy processes and a leadership structure deeply rooted in tradition. This presented a unique paradox: how to retain the essence of their rich heritage while embracing the necessary agility and innovation required in today's competitive landscape. The task at hand was not mere evolution but a revolutionary change encompassing strategy, leadership, and organizational culture.

Modernizing Legacy Processes

One of the primary challenges was updating and streamlining long-established processes that were deeply ingrained in the company's operations.

Leadership Transition

The shift in leadership roles, particularly the elevation of the Commercial Manager to General Manager, presented a challenge in balancing respect for the company's legacy with the need for fresh, innovative thinking.

Cultural Transformation

Cultivating a new organizational culture was a substantial challenge. It involved shifting long-standing mindsets and encouraging a more collaborative and innovative approach among employees.

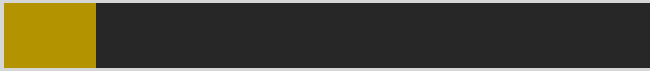
Strategic Alignment

Aligning the newly defined strategic goals with the operational realities of the company required careful planning and execution.

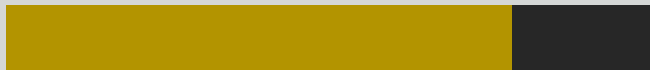
Sustained Evolution

Ensuring that the changes were not just temporary fixes but part of an ongoing evolution of the company posed a significant challenge, requiring a commitment to long-term partnership and continuous improvement.

Revenue Growth



Operational Productivity



Marcos anticipated a significant boost in revenue growth. They aimed for a quantifiable target, expecting at least a 40% increase in revenue. This goal was to be achieved by aligning their long-term vision with a practical, actionable strategic plan, ensuring that their business direction was not only ambitious but also achievable.

Operational excellence was another major expectation. Talleres Marcos sought a 50% improvement in operational productivity, focusing on streamlining key processes and eliminating inefficiencies. They envisioned an operational model that was both agile and robust, capable of handling increased business volume efficiently.

Enhancing customer satisfaction was a critical expectation. They targeted a 30% improvement in this area, looking to significantly elevate their service quality and customer engagement. This was to be realized through improved customer service protocols and a more responsive support system, thereby strengthening client relationships and fostering loyalty.

THEIR EXPECTATION



For the founders of Marcos, with their 50-year legacy, preserving the company's heritage while advancing towards growth was crucial. They were deeply committed to upholding their long-standing traditions, ensuring business continuity, and enhancing both customer and employee satisfaction. This dual focus on respecting their rich history and embracing progress was central to their partnership with Harmonise, reflecting a harmonious blend of past values and future aspirations.

SOLUTIONS

We developed an integrated business transformation strategy for Marcos, which encompassed a detailed operational process overhaul, a dynamic people management plan, and a strategic roadmap focused on aligning the company's core objectives with actionable and sustainable growth initiatives.

STRATEGY ROADMAP

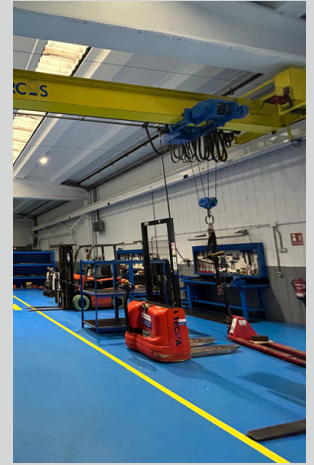
At Harmonise, we initiated our collaboration with Marcos through an extensive exploration of their strategic vision, delving into the company's long-term objectives, core values, and aspirations. This set the stage for a series of interactive strategy workshops with key stakeholders. In these sessions, we thoroughly examined and reimagined the company's existing strategy, focusing on aligning their vision with tangible goals, integrating core values into their operations, and fortifying partnerships. These collaborative efforts were pivotal in shaping a new strategic direction for Talleres Marcos.

The culmination of this strategic process was a refined and revitalized strategy plan for Talleres Marcos. Our team at Harmonise synthesized the insights and discussions from the workshops into a coherent, actionable strategy. This new roadmap was tailored specifically to Talleres Marcos, focusing on aligning operations with their reimagined strategic vision. The plan was designed to not only guide the company in the immediate future but also to provide a flexible framework to adapt to evolving market conditions and internal growth objectives.



PROCESS OPTIMIZATION

In tandem with strategic reformation, Harmonise dedicated efforts to refining the operational processes at Talleres Marcos. Recognizing the integral role efficient processes play in the actualization of strategic goals, our approach was to align these processes with the newly formed strategic objectives. We conducted an in-depth analysis of existing workflows and systems, identifying areas where efficiency and effectiveness could be enhanced. This operational revamp was not just about streamlining; it was about ensuring each process was a cog in the strategic wheel of Talleres Marcos, driving the company towards enhanced productivity and market responsiveness.



PEOPLE MANAGEMENT TRANSFORMATION

By fostering a culture of engagement and collaboration, we aimed to transform the workforce into proactive drivers of change, fully equipped and motivated to navigate Talleres Marcos towards its new strategic horizon. This people-centric transformation was crucial in building a cohesive, empowered team, integral to the sustainable success of the company's strategic endeavors.

Concurrently, Harmonise placed a significant emphasis on the people aspect of Talleres Marcos. Understanding that the heartbeat of any strategic change lies in its people, we embarked on a journey to realign the workforce with the refreshed organizational goals. This involved evaluating team dynamics, redefining roles, and aligning them with the company's strategic vision.



RESULTS

Our hard work paid off with a 50% increase in Operational Productivity, a 42% increase in Revenue, and a remarkable 30% increase in Customer Satisfaction in just 12 months.

**Increase in
Revenue**

42%

**Customer
Satisfaction
Increase**

30%

**Operational
Productivity**

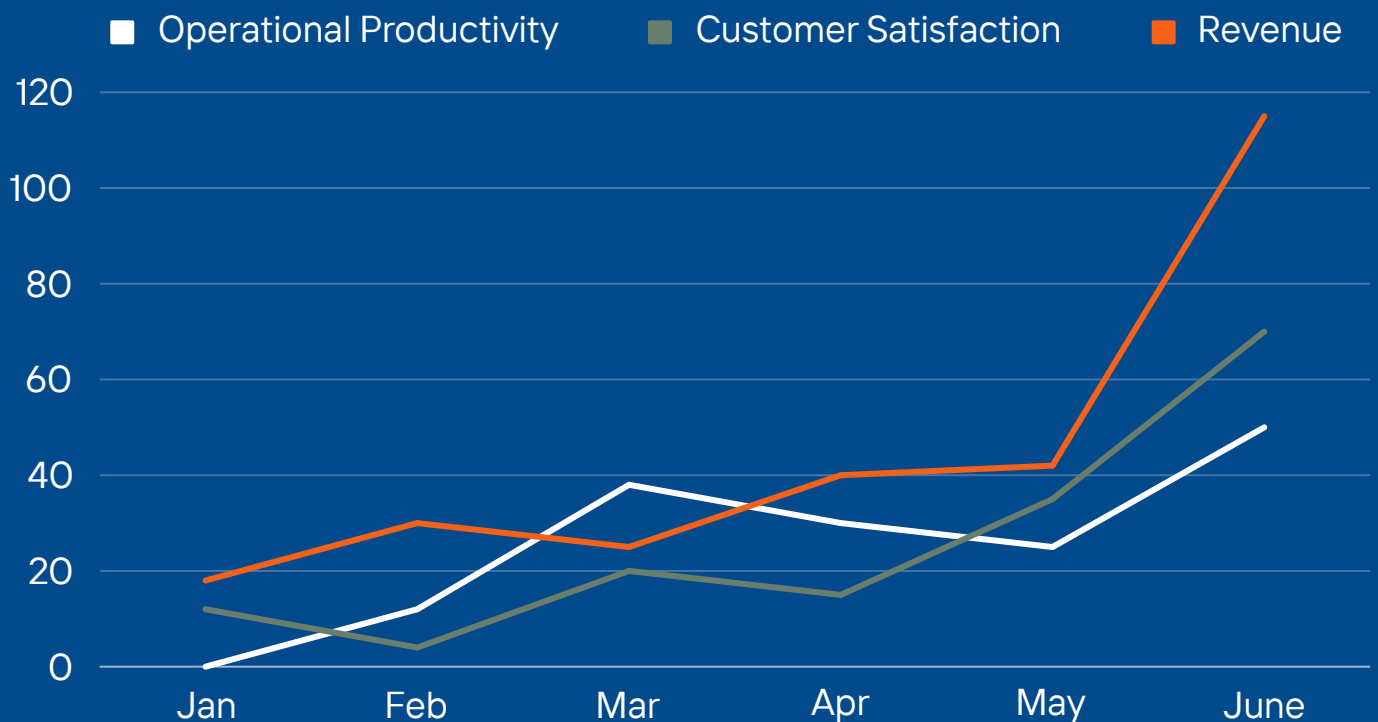
50 %

The collaboration between Harmonise and Talleres Marcos stands as a powerful testament to the impact of strategic, operational, and cultural transformation. The results achieved through our comprehensive approach speak volumes about the effectiveness of the changes implemented.

Here, we present the key indicators that highlight the successful outcome of our collaboration, showcasing the significant strides made by Talleres Marcos in its journey towards business excellence. These results are not just numbers; they represent the hard work, dedication, and vision that went into reshaping a well-established business for a new era of success.

TWELVE MONTHS PROGRESS

Twelve months following Harmonise's partnership with Marcos, the transformation journey has yielded substantial results, clearly reflected in key business metrics. The standout achievement is the remarkable 42% increase in revenue, indicative of the successful strategic realignment and enhanced market engagement. This growth transcends mere sales figures, reflecting a broadened market reach and customer base, fueled by innovative strategies and an in-depth understanding of customer needs. The financial upswing is a testament to the effective integration of new business approaches and a deeper market penetration strategy, marking a significant milestone in Marcos' business evolution.



In tandem with financial growth, operational productivity at Marcos experienced a significant leap, improving by 50%. This surge in efficiency stems from the optimized processes and streamlined operations implemented. The focus on embracing technology, refining workflows, and eliminating operational inefficiencies has not only increased the company's capacity to handle more business but also laid a solid foundation for scalable growth. Additionally, a 30% improvement in customer satisfaction highlights the success of the customer-centric initiatives introduced. Enhanced service quality, improved customer engagement, and responsive support systems have collectively strengthened client relationships, leading to higher satisfaction rates. These achievements mark just the beginning of Marcos' continuous journey towards excellence and innovation.

CLIENT FEEDBACK

Our partnership with Marcos exemplifies the transformative impact of an integrated business strategy. Harmonizing their 50-year legacy with innovative practices, we focused on revamping their strategic, operational, and people management approaches. This collaboration not only rejuvenated their business model but also led to significant improvements in revenue, operational efficiency, and customer satisfaction, truly redefining what it means to evolve while honoring a rich history.

TESTIMONIAL

When our founding partners at Marcos Carretillas entrusted me, Andres Lopez, with the role of General Manager, it marked a commitment to both honor our 50-year legacy and propel our company into a new era of growth. This pivotal decision was driven by a passion for our business and a readiness to embrace transformative change.

Our collaboration with Harmonise has been a cornerstone in this new chapter. They guided us in adopting modern business practices that align with our values and history. The result has been a significant 50% increase in our Revenue growth, reflecting not just financial growth but also a stronger, more resilient Marcos Carretillas.

I see our journey with Harmonise as a 'Growth Accelerator Partnership', one that has built a solid foundation for our future. It's a testament to the effective blend of preserving our legacy while embracing innovation and change."

ANDRES LOPEZ, GENERAL MANAGER