

Knowing today what customers will need tomorrow is the key to lasting success

The current challenges in the international markets demand innovation and excellence on the part of the Mikron Group. Not just in the area of technology, but also and especially in customer relationship management. Relationships based on partnership are a crucial factor for lasting success – both for customers and for the Mikron Group itself. This applies to the capital equipment made by the Mikron Automation and Mikron Machining divisions and to the cutting tools made by Mikron Tool.



In all three divisions, Mikron offers its customers far more than just a product. More than systems, machinery or tools. Mikron delivers solutions tailored to the needs of each individual customer. Solutions that help customers become more efficient and increase productivity.

This is only possible because we understand our customers' needs in precise detail. Because we know what drives them, in what direction they want to pursue their development, and how they propose to hold their own in the future markets. The preconditions for this are intensive exchanges, cooperation based on partnership and the ability to evaluate and process information analytically and put it to use in project work.

Personal contact remains key

To manage customer relationships on a targeted basis, Mikron relies on state-of-the-art Group-wide CRM systems. Digital applications help organize customer relationships efficiently, ensure knowledge transfer in project teams and simplify exchanges of information. However, those in charge of CRM in all three divisions agree on one thing: personal contact is and remains crucial for the quality of customer relations and lasting success.



Lorenz Buri,

Sales Director at Mikron Automation Boudry

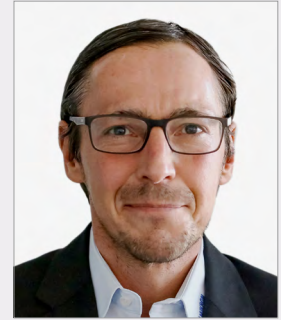


For us, every customer project is an exciting journey that we embark on as a project team together with the customer. From the initial contact and the required needs assessed to the close support in the

early product and project phase with individual solutions and services throughout the production life cycle. A project has only really been successfully completed when the client comes back to us with a new project.

Axel Warth,

Head of Marketing and Business Development at Mikron Machining



The investment in setting up our CRM system has paid off. Today we're extremely efficient, which gives us more time for in-depth personal analyses and assessments of the situation with the customer. We still read

our customers' wishes from their eyes.

But increasingly frequently from our CRM system too.

Marco Cîrfeta,

Head of Marketing & Sales Europe at Mikron Tool



Efficient customer relationship management is an indispensable tool for the professional management of our company's relationships and interactions with existing and potential customers. Our database is

continuously and systematically updated and helps us to build an efficient customer relationship, from the first contact to the customer satisfaction survey. Thanks to efficient CRM, we have much more time to focus on the real needs and requirements of our customers. This helps us achieve our ultimate goal of having an excellent relationship with our customers and distribution partners.

The following examples from the three divisions show how targeted customer relationship management helps Mikron win new customers and projects and develop new market services.

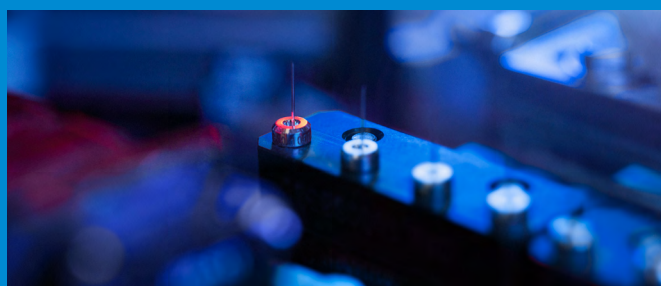
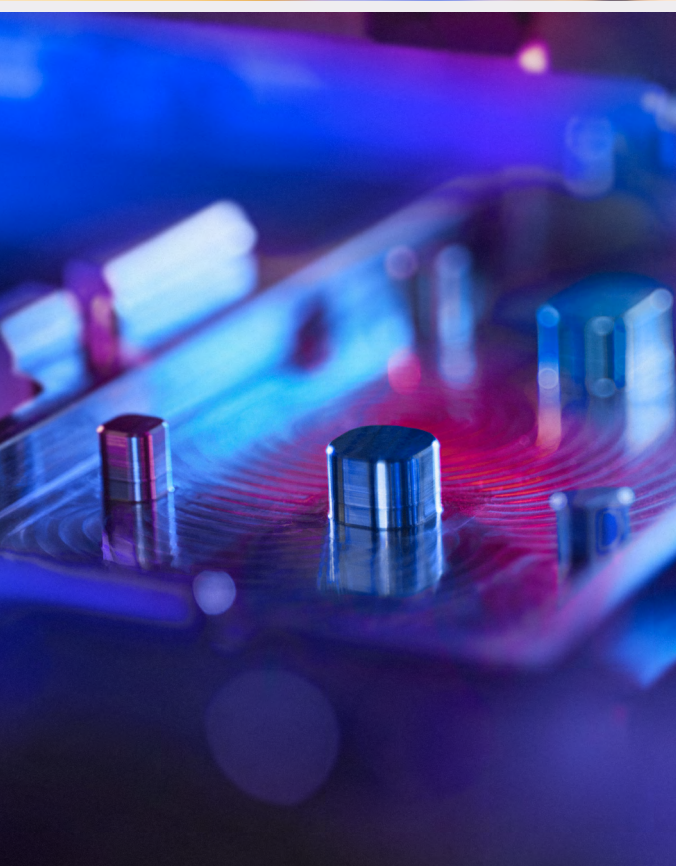
Mikron Automation – opening up new market segments with good customer relationship management

Between 2017 and 2021, Mikron Automation implemented various automation solutions in a European country. The task: to assemble medical valves.

The customer: the subsidiary of a major US medical technology group.

The result: five successfully completed projects and a fully satisfied customer.

The close contact and good customer experience opened new doors for Mikron at a second Group subsidiary operating in a completely different sub-sector of medical technology. In 2021, Mikron received an order for an automation solution for the assembly of medical devices that are implanted under the patients' skin.



The fact that Mikron Automation had the opportunity to bid for this project in 2021 in the first place was thanks to its good customer relationship management.

Mikron Machining – good customer relationship management leads to award-winning innovation

The innovative Mikron MultiX rotary transfer machine has already won several international awards and is rigorously tailored to the needs of the customers. Customers can easily retool the machine and have almost unlimited options for machining parts – whether they want to produce small batches or 5,000,000 units per year.

Good customer relationship management was not just the basis for the development of the Mikron MultiX. It was also decisive in ensuring that customers can easily assemble various configurations of the Mikron MultiX themselves.

Virtually, with the Oculus headset. Want to know how this works?

Follow this link: <https://2021.report.mikron.com/mikron-oculus>



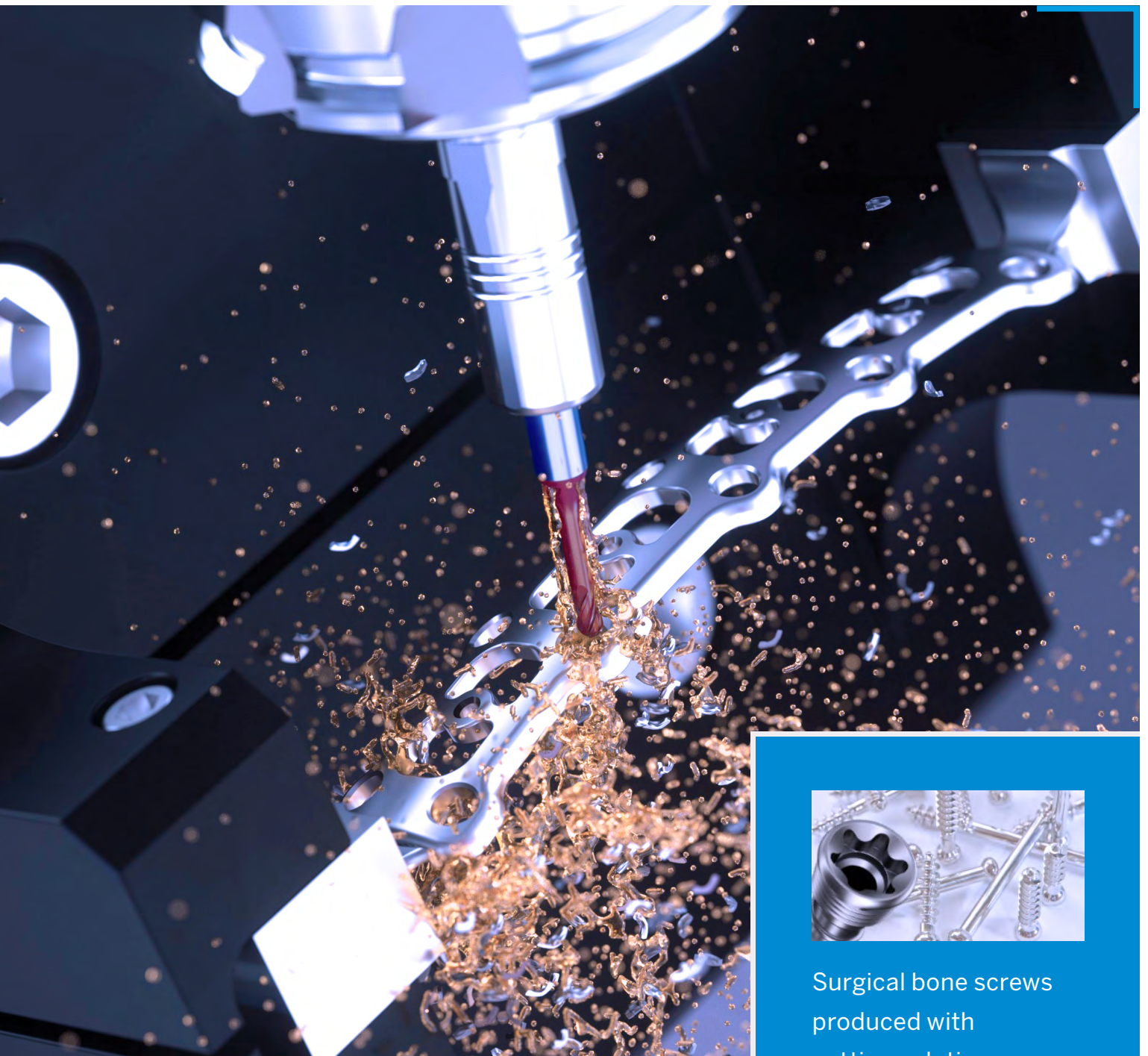
Oculus headset



Mikron Tool – targeted customer relationship management for the perfect bone screw

Meeting the customer's needs in a targeted manner. This is exactly where the CRM system can provide valuable services. Mikron Tool also benefits from this.

The initial situation: Thanks to the high quality of the customer data entered in its CRM system, Mikron Tool was able to invite the right customers in a targeted manner to an event that concerned the latest technology developments. The implementation: At this event in 2019, Mikron Tool presented its latest technologies, products and services live to a top-class audience. On this occasion, an Italian manufacturer of titanium and stainless-steel surgical bone screws and bone implants pointed out that the production of such high-precision medical components was challenging and that he needed to improve. The result: Mikron Tool captured this important information from the customer in the CRM system and considered it in a development project already underway. The success: Since 2021, the manufacturer of surgical bone screws and bone plates is now producing with cutting solutions from Mikron Tool saving up to 50% of cycle time.



Surgical bone screws
produced with
cutting solutions
from Mikron Tool.

