



## OIL & GAS CASE STUDY

**Client Profile** - Company located in Texas that specialized in providing software for oil pumping contractors. Software was multifaceted, but handled equipment location, manuals, and inventory; accounting component to handle royalties; monitoring production from each pump; and projecting when tanks would need to be emptied.

### Challenge

With our present economic situation, all businesses should be concerned with increasing their efficiency in operations. This software allows them to increase their overall efficiency and thus, reduce overhead and production cost.

### Solution

Our Client decided to implement a program that allowed the account representative to provide an online demo to new prospects. The demo provided detailed information about the software and provided for one-on-one consultation. Over time, the account rep. was able to create credibility, establish cost savings, and close new accounts.

Based on the impact and success of the program in its first month, the Client continued their program for many months. For this particular client, their market size was limited so the program duration was also limited.

### Results

The benefit to the Client was penetration of its existing customer base while increasing their sales pipeline and gaining customer retention.

### For more information

The oil and gas industry is diverse in nature. Please reach out to us 888-443-5247 to discuss your specific needs.



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