



## THE CLIENT: Fortune 20 Manufacturer

International U.S.-based photo-chemical manufacturer.

## THE SITUATION

The relationship with a critical customer had soured. This customer, a Fortune 250-sized retailer, operated 1,400 stores across 16 states that utilized the Client's extensive equipment and photo services. The customer's sales were stagnant, and the overall relationship was in decline.

## THE SOLUTION

The Client engaged Dynatos Global to lead a customer revitalization intervention to strengthen relationships and breakthrough relational stagnation. Through a combination of Client and customer situational analysis, Dynatos Global led a series of actions including a Client/Customer off-site retreat.

## THE RESULTS

The intervention broke down barriers that were inhibiting the communication and partnership between the Client and their customer. Dynatos Global helped create new strategic links where both organizations reestablished a mutually profitable partnership with established operational benchmarks for their industries. As the Client's leadership expressed, the interventions were "one small step for immediate sales, one giant leap for future business."