

WÜRTH BUSINESS SERVICES

JOURNAL



ISSUE 06/2024

FOREWORD

Dear colleagues,

With this foreword I want to take the opportunity to express my gratitude for your unwavering support, trust and patronage over the years towards WBS. Your business has been the cornerstone of our success and it has been an honour and privilege to serve you. After nearly 11 years in India, I will be transitioning now to a new role within the Wuerth Group. My dedicated colleagues in India will continue to provide you with the exceptional service and support you expect from us. Thank you once again for the cooperation over the last many years and enjoy the read of this WBS Journal.



Best regards,
NORMAN DENTEL
CEO
Wuerth Industrial Services India Pvt. Ltd.



THE RISE OF GLOBAL CAPABILITY CENTERS: A DIVE INTO THEIR ROLE IN TODAY'S BUSINESS LANDSCAPE



Global Capability Center (GCC) is an organization established by the parent organization to support itself in executing various tasks and improving overall efficiency. The aim is to utilize the global talent, lower costs and increase the overall efficiency of operations. This GCC is not a third-party service provider or an outsourcing provider; it is a part of the parent organization. Its sole purpose is to support the parent organization in accelerating operations of different departments while achieving cost savings and utilizing resources efficiently.

In the recent years, GCCs across the world have risen considerably. There are two major reasons for that. The first major reason is security. Organizations do not need to rely on the security measures taken by an outsourcing provider. It can keep the data within its security perimeter with its own GCC. There will be its own security measures and protocols. Another major reason is the company culture. An organization do not need to find an outsourcing provider that aligns with its values and culture. With its GCC following its own values and culture, it becomes easy to collaborate with the workforce from another country and carry out operations as a partner.

By 2030, nearly 115 GCCs will be set up in India every year, with a total number of GCCs estimated to reach around 2,400. - EY

By establishing GCC in countries like India, organizations can avail expertise & support and scale up operations whenever required. All of this while keeping its data secure, following their own culture and leveraging lower workforce costs. The Würth Group has Würth Business Services, its own GCC in India. From the past 7 years, we have been executing non-core operations of various Würth Group companies, while saving a considerable number of hours and achieving costs savings. We support by handling non-core operations of various departments, such as Finance, Logistics, Product Article Master, Sales Operations, Business Support and Purchasing. In this edition, we will look into the services offered by the Business Support Team and how the team added the value to the Würth Group companies. Dive into the next articles to know more.

BUSINESS SUPPORT: GOALS YOU CAN ACHIEVE WITH OUR MARKET RESEARCH SUPPORT



Market research is not just about gathering data; it is about achieving business objectives through that data. By systematically gathering, analyzing and interpreting data about customers and competitors, market research can help you achieve critical organization goals. From identifying market opportunities to gaining insights about competitors, market research can help take data-driven decisions and gain a competitive advantage. The Business Support Team at Würth Business Services helps you achieve your goals by analyzing market conditions, customers and competitors with market research support.

Among different goals that our support can help you achieve is the detailed understanding of the market. We provide insights about customer preferences, competitors and current trends. With thorough market understanding and insights, you can position yourself strategically in the marketplace. Moreover, if you have a goal of achieving the growth, one of the most important steps you need to take is tap on the existing and untapped opportunities.

Leverage our experience in conducting market research and achieving goals of your company. Kindly get in touch with our representative.

This is where our support comes in the picture.

Our extensive research leads to identification of niche markets, unexplored segments and new market avenues for expansion.

Knowing niche markets, segments and new avenues is not enough for achieving goals. Other important factors are company and financial analysis. The Strength, Weakness, Opportunities and Threat (SWOT) analysis proves to be valuable tool for companies in mitigating risks and gaining strategic insights. Once you determine potential challenges and risks, you can overcome them and achieve your organizational goals. Another important aspect of achieving goals involves making appropriate financial decisions. By evaluating financial aspects such as profitability, liquidity, sales growth and others, we help you in making financial decisions backed by data. Overall, we help you navigate the market landscape and achieve your goals with confidence and valuable insights.



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BUSINESS SUPPORT: LEAD SEARCH



As mentioned in the previous article, our Business Support Team takes different steps in helping you achieve your organizational goals. One of the important steps involve identifying your potential customers or vendors, also known as lead. It is essential to gather their details to contact them, present your offerings & services and try to convert them from potential to existing customers. This is why the Business Support Team at Würth Business Services executes the process known as Lead Search.

In this process, we understand your requirements related to industry segments, services & products, geographies and the Right Point of Contact (RPC) from those organizations. Based on the specific requirements, we decide the Lead Search methodologies and tools. We utilize advanced tools and databases such as LinkedIn, company websites, official journals, statistics websites, annual reports, product pages, and others. Then we search the relevant leads that closely match your requirements and put efforts in finding the RPCs.

Leverage our experience in searching leads that aligns with goals and growth strategies of your company. Kindly get in touch with our representative.

We conduct a comprehensive search to identify potential customers or vendors that meet your specific criteria.

For RPCs, we include details such as designation, email ID, contact number, LinkedIn ID and others as requested by you. We do not stop after finding the leads. Our meticulous validation process ensures that leads are accurate and relevant to your business goals.

Our Lead Search process serves various objectives, including compiling the data of potential buyers along with respective RPCs for the Sales Teams. Furthermore, we find potential vendors for the Purchasing Teams and conduct in-depth research to identify suitable companies for mergers and acquisitions. This way, you can also unlock the potential of untapped markets while forming meaningful connections. Our assistance will help you meet your targets and achieve the business growth.



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FREQUENTLY ASKED QUESTIONS

Q. How do you ensure the accuracy and relevance of the searched leads?

A. We employ a rigorous validation process that includes cross-referencing data from multiple sources and verifying contact details to ensure the accuracy and relevance of our leads.

Q. Which industries do you specialize in for Lead Search task?

A. We cater to a diverse range of industries, including manufacturing, technology, healthcare, finance and others. Our customizable approach allows us to tailor our services to meet the varied requirements of our customers.

Q. Who are the Right Point of Contacts (RPCs) provided by you?

A. These RPCs are decision-makers, chief executives or the key contacts within a company. We ensure that these RPCs align perfectly with the objectives of the Lead Search campaign.

EMPLOYEE CORNER

Working as an Associate Team Lead - Market Research in the Business Support Team of Würth Business Services, I have been handling responsibilities of team development, performance monitoring and market research while ensuring ISO 9001:2015 compliance. Also, I have been training team members, preparing reports, managing quality audit reports and carrying out documentation for Quality Management System (QMS).

What I value the most about Würth Business Services is the vibrant and inclusive culture, which fosters open communication, a sense of belonging and collaboration. I take pleasure in handling the challenging tasks that require in-depth research within tight deadlines. Furthermore, I have been learning data analysis and visualization tools, notably Power BI and Tableau. My efforts remain focused on improving the quality and efficiency of project execution and helping customers in a better manner.



Safiya Shaikh
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Working as a Market Research Analyst in the Business Support Team of Würth Business Services, I have been handling responsibilities of ensuring accuracy of generated leads, finding potential competitors and searching potential vendors. Furthermore, I specialize in company analysis, competitor analysis and SWOT analysis. I am also instrumental in staying updated with market trends and handling customer queries.

What I value the most about Würth Business Services is the analytical aspects of my job and the training programs & workshops tailored to enhance my skills and competencies. To become better at serving customers, I have been enhancing data analysis skills and learning tools such as Power BI. Furthermore, I am learning about advanced market research methodologies and digital tools that can streamline our research processes.



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EXTRA MILE: COMPETITOR ANALYSIS FOR WÜRTH INDUSTRI SVERIGE AB



Going an extra mile has always been more like a tradition for us than an approach to serve customers. As you had read in previous editions, each of our departments has been going an extra mile for the customers whenever required. We continue this tradition with the Business Support Team also. The team has been taking challenges whenever they arrived and going an extra mile to fulfil customer requirements. One of the challenges arrived from our colleagues from Sweden. They needed a thorough support regarding the competitor analysis for the national market in the minimum turnaround time.

The colleagues needed the direct and indirect competitive analysis. Direct competitors implied the companies that offered the same products and competed to acquire the same customers as of our colleagues. However, indirect competitors implied the companies that offered alternative solutions and impacted the business indirectly. The colleagues also wanted to determine its market position and gain insights about the steps to be taken to drive success.

In the first step, the Business Support Team gathered a detailed information about the fasteners market in Sweden. The team determined the competitors along with their innovations, revenues and market positions. Then the team studied their strategies, profitability, sales growth, liquidity and financial stability. The next step involved knowing the sales channels through which competitors were selling their products and determining

if these channels can be adopted. Furthermore, the team gathered extensive information about merger and acquisition activities carried out by competitors to expand their presence and raise their market stakes.

Our research identified the gaps between company's product offerings and customer demands, which helped in improving the existing offerings.

The SWOT analysis carried out by the team helped the colleagues in understanding core competencies and areas of improvement. Moreover, it helped in identifying opportunities and threats to devise further strategies. Another factor that helped the colleagues in developing strategies for growth was our valuable insights into Sweden's export destinations and changing market dynamics. In addition, we provided details about Gross Domestic Product (GDP) and associated factors to understand Sweden's economy.

Overall, our competitor analysis helped the colleagues in understanding the factors related to their competitors along with national economic conditions. We carried out the analysis in the fastest turnaround time, which was way earlier than the deadline. The colleagues, happy with our work and ability to go an extra mile, appreciated the efforts that helped them make enhancements in its product offering and devise strategies to outrun the competition.

#WEMAKEITEASY

BUSINESS SUPPORT: TRANSLATION

Localization of content is essential to build a sense of familiarity. It also helps in connecting on a deeper level with the target audience. The Business Support Team at Würth Business Services realizes the importance of localized content and provides multilingual translation services. We assist Würth Group companies in connecting with the existing and potential customers through their native language. We have a team of certified, skilled and competent translators and linguists. We translate the content using the culturally-appropriate phrases, words, and expressions.

Being a part of the Würth Group, we have a thorough understanding of our target audience. Accordingly, we provide accurate, relevant and high-quality translated content. In the Translation process, we receive documents from you and understand your individual requirements. By considering document type and target audience, we translate the content accordingly. Then, we review the translated documents to ensure quality and accuracy, finalize the documents and send them to you.

We offer Translation support for more than 10 languages.

These languages are as mentioned below:

	English		Vietnamese
	German		Norwegian
	Italian		Polish
	French		Swedish
	Danish		Turkish
	Dutch		Czech
	Spanish		Chinese

Our team has an extensive experience in translating various types of documents as listed below:

 Website content	 Intern magazine articles
 Press releases	 Product catalogues
 News	 Brochures
 E-Learning modules	 Flyers
 Newsletters	

With our translation services, you can avail culturally-appropriate and fluent translated content. You will be able to expand brand outreach with content in the native language. Our certified translators and linguists help improve customer experience on your websites and apps with accurately translated content.



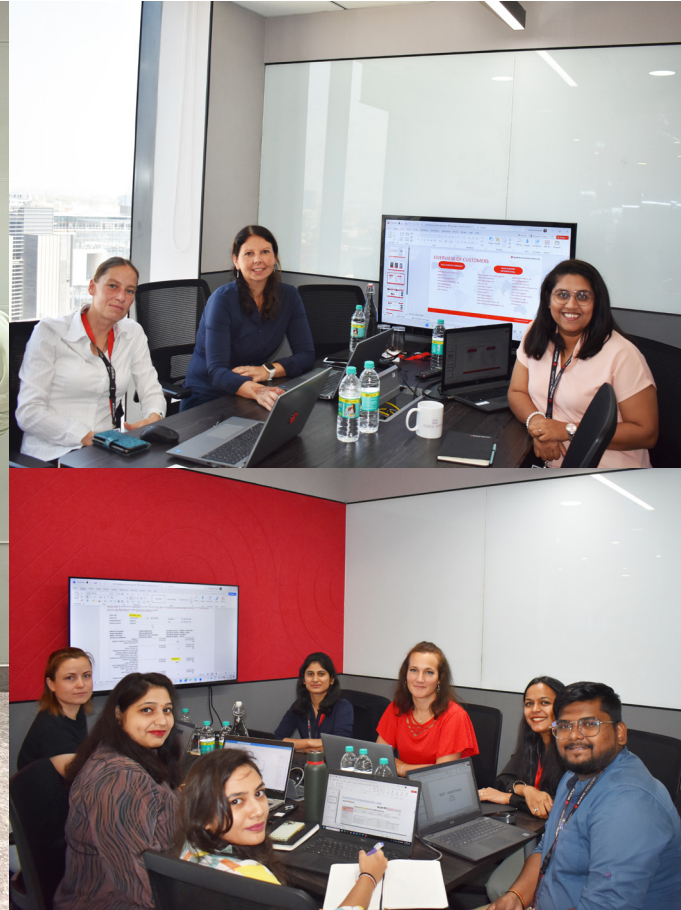
Leverage our years of experience in translating different types of documents in multiple languages. Kindly get in touch with our representative.



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BUILDING RAPPORT AND SHARING KNOWLEDGE – A VISIT BY WÜRTH INDUSTRY, SPOL. S R.O. COLLEAGUES



Würth Business Services (WBS) is committed to collaborate with colleagues from various Würth Group companies to deepen the understanding of their needs and lay a foundation for a lasting relationship. Our commitment was demonstrated recently. We hosted the representatives of Würth Industry, spol. s r.o. from the Czech Republic to our office premises in Pune, India. We had an honor of welcoming the colleagues, Olga Ondryasova, Martina Vesela, Andrea Votrubova and Gabriela Marankova.

Customer visits enhance the collaboration and the understanding of each other's cultures.

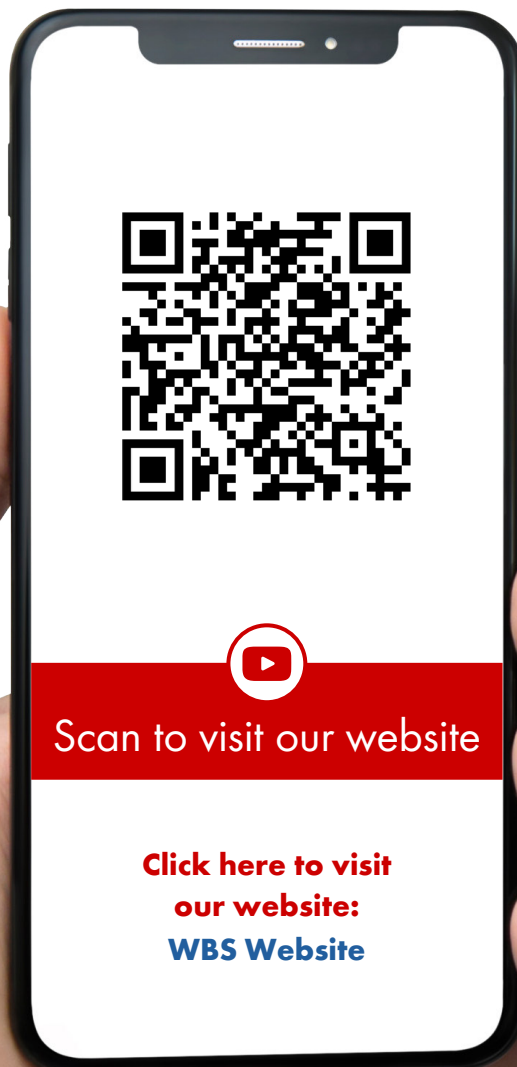
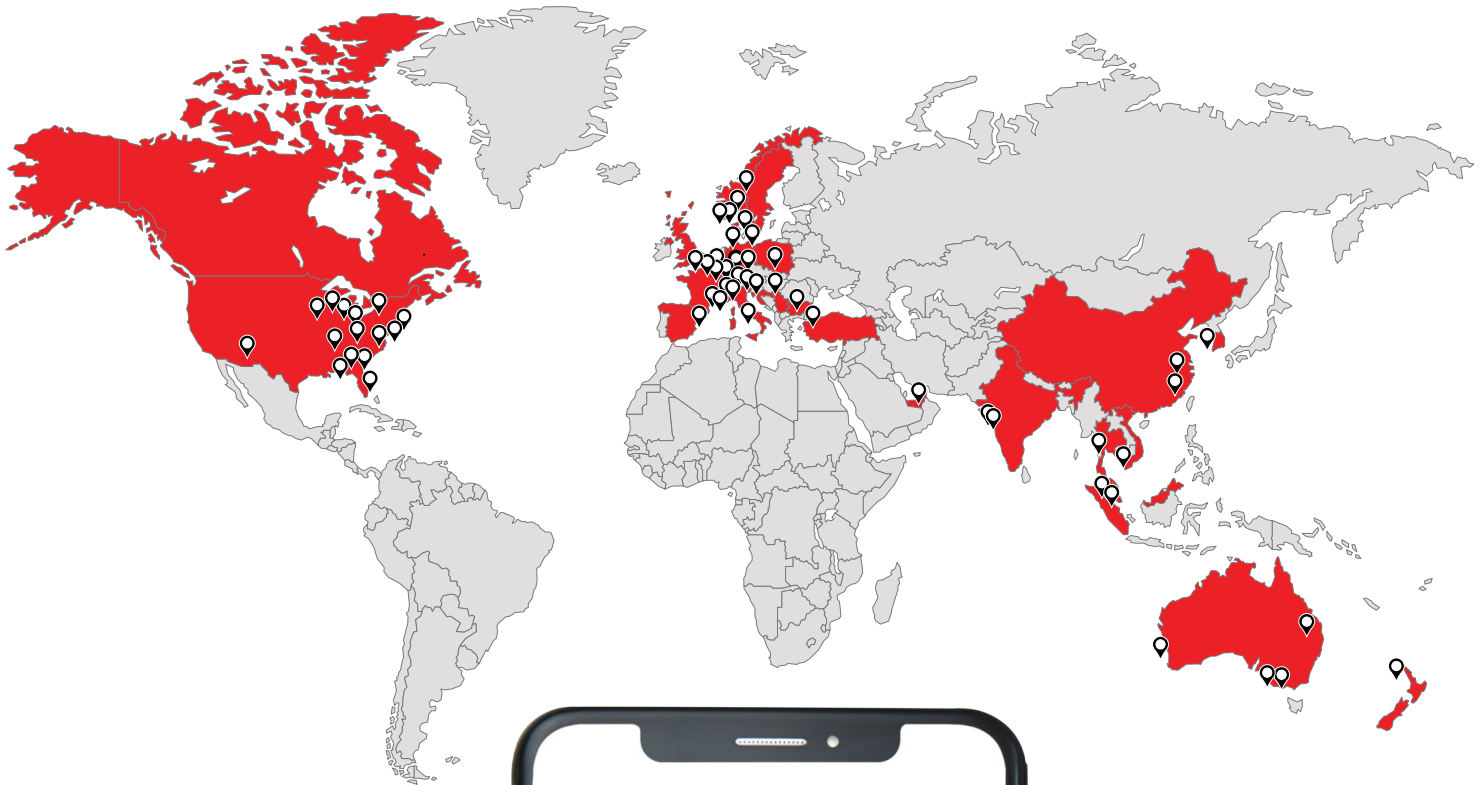
The Management Team at Würth Business Services welcomed them and conducted a short introduction meeting as they arrived in our office premises. Then we held extensive meetings of different department representatives with the colleagues from the Czech Republic. Miss Olga and Miss Martina conducted discussions regarding different processes of the WBS Sales Operations Department and how we can potentially support their daily business operations with.

On the other hand, Miss Andrea and Miss Gabriela carried out discussions on various processes that the WBS Finance Department can potentially support them with. They also held discussions with representatives from Purchasing and Logistics Departments to determine the potential for collaboration and transfer of processes. These discussions led our visiting colleagues to understand the capabilities of WBS colleagues in a better manner.

The visit was not only meant for streamlining the existing process execution and determining the potential for transfer of more processes. It was also meant for getting acquainted with each other's culture and improving collaboration & communication. Following these meetings, colleagues from WBS took the responsibility to show historical monuments and attractions in Pune to our visiting colleagues over the weekend. Along with this, they indulged in a local cuisine. We express our gratitude for time, dedication and guidance toward our colleagues from Würth Industry, spol. s r.o. We look forward to hosting more visits and continue our collaboration.

#WEMAKEITEASY

OUR WORLDWIDE CUSTOMERS



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