



Nu-Cork

25+ Countries | 30+ Years Experience | 500+ Customers



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CASE STUDY

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HOW THE STORY BEGAN

Nu-Cork has always held pride in its relationships with clients. Every encounter with our clients has its own story to tell. Today's story is about a most admirable client "PVJ Power Solution Nalagarh" who reached out to us, looking for cork products. Our story underwent slight bumps along the road, but we overcame them through solid communication and sincerity.



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The Client's Dilemma

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Our alliance began just as all business relationships do; when our client sought what we could provide. The problem PVJ Power Solution Nalagarh faced was genuinely worrisome. They were in the transformer manufacturing industry and despite rummaging through a list of sources, they could not find a decent supply of cork sheets.



Running out of time and patience, their pursuit of a good quality cork sheet that checked all their boxes became increasingly exasperating. Ultimately, the PVJ Power Solution Nalagarh took to the encompassing depths of the internet and emerged victorious in their quest upon landing at Nu-Cork. Our products caught their eye.



However, they were slightly concerned about the respective price level. So PVJ Power Solution Nalagarh acquired Nu-Cork's contact information from the internet and contacted us to address this query.





THE CLIENT'S CONCERNS



The PVJ Power Solution Nalagarh called us one day and voiced their hesitation regarding the price of our cork sheets, asking us why our cork sheets are more costly as opposed to the market price of the same product. While it is true that the general price of cork sheets in the market is comparatively lower than ours, we clarified to them that the quality of our product is unrivalled.



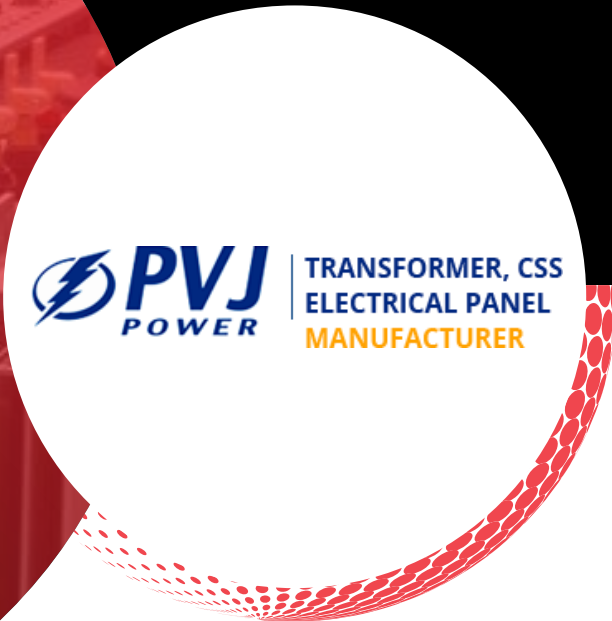
The industry for cork sheets is at its maturing stage, which means that it expands as more and more producers join the market.



Although this does mean that the increased number of producers will make the prices more competitive, it also gives rise to products with less than decent quality being sold in the market.



We courteously guided and explained to the PVJ Power Solution Nalagarh how Nu-Cork never compromises on quality. To meet the world-class standard, Nu-Cork has to make use of superior materials. Adding to the relentless time and effort put into producing our cork sheets, the cost of such determines our prices.



AT OUR CLIENT'S SERVICE



After responding to all PVJ Power Solution Nalagarh questions and concerns, our team explained the technical working as well as the commercial ranking of our product in the market, and soon our client was convinced of its durability and sound performance.



Thus, we assured them that Nu-Cork's cork sheet would be the perfect match for their needs, and they were eager to place an order the very next day, which we promptly delivered to their satisfaction.



Soon, our one-time transaction blossomed into a steady business relationship. PVJ Power Solution Nalagarh had put our product to the test and was delighted with its performance, and we could not have been happier at solving our client's problem. After all, what is our company's purpose if not serving our customer's every need?

CLARIFYING DOUBTS



In the following years, all was bliss. PVJ Power Solution Nalagarh would happily request orders upon orders, and we would delightedly deliver them. Until recently, when we answered the ringing of a bell and instead of an order, we received a complaint. Our client claimed that our cork sheet was falling prey to tears and rips, which led to leakages in the client's tanks.



Consequently, our client decided to excuse himself from our product. Undoubtedly, we could understand their frustration in this situation, and we were devastated that our most esteemed client had to face such an experience.



Regardless, it was hard for us to wrap our minds around the prospect that our product had fallen short of its claims. As previously mentioned, Nu-Cork has built its persona around the exceptional quality of our products.



Therefore, we had complete faith in the longevity of our cork sheets and knew there was some other factor at play.



Hence, our team of specialists decided to pay a visit to PVJ Power Solution Nalagarh's factory the very next day, determined to get to the bottom of this matter. Upon inspecting the situation, we deduced that the problem arose not due to the inefficiency of our product but due to specific issues in the client's tank.



Our team explained the cause of the problem to PVJ Power Solution Nalagarh, who could see and acknowledge that our product had no hand in the issue, and the whole mix-up was settled.



ALL'S WELL THAT ENDS WELL

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The air between PVJ Power Solution Nalagarh and us had been cleared, and we reverted to our prior state of affairs, only with a renewed sense of dedication, with them as our recurring and appreciated customer. Our client is happier than ever with our product, declaring that they had found a supplier with fine quality products to produce their transformers. It is important to note that this happy ending to our story would not have been possible if PVJ Power Solution Nalagarh had not reached out to us with their queries and if we hadn't responded to them with cooperation and consideration.



In the end, let our parting words be a reminder of our fundamental principle; **'customers first.'**



PVJ Power Solution Nalagarh's experience working with us can corroborate this conclusion that Nu-Cork is a company that is true to its word.



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THANK YOU

