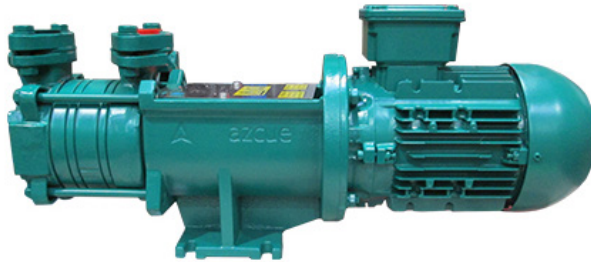




Emergency Pump Replacement - Case Study



Case Study Information

Customer	Ship Repair Company / Subsea Support Vessel
Location	UK
Enquiry Received	17:06 on Friday 13 th October
Order Placed	Monday 16 th October
Order Dispatched	Monday 16 th October (same day carrier)
Order Received	Monday 16 th October

Equipment Supplied:

2 x Azcue Close Coupled Side Channel Pump

Model:	MO19/20
Material:	Bronze
Application:	Hot Water Circulation Pump
Fluid:	Hot Water
Flow:	1.8 M2H
Discharge Pressure:	25M Head
Pump Body:	Bronze
Connections:	1 ¼"

Enquiry:

- ✓ Castle pumps received an enquiry from a large and well known ship repair company who were in urgent need of a pump for their customer on a subsea support vessel. The subsea support vessel required a replacement pump for urgent delivery and installation whilst it docked without any downtime being incurred. The pump the vessel was currently using had suddenly failed, and we later found out that the pump was a cheap replica model which had failed just a year after its installation.
- ✓ The replacement pump they required was to be used for hot water circulation on board a vessel, which at the time of the enquiry was out at sea and due to dock on Sunday 15th October. The pump needed to be delivered on Monday morning, ready for its installation.

Solution:

- ✓ At Castle Pumps we hold a number of our most popular pump models in stock, meaning we are able to supply a pump without waiting for manufacturer lead times, something which often incurs a few weeks vessel downtime. So when the customer's enquiry came through, we were able to see which of our 'from stock' models matched their requirements – this way, their urgent enquiry could be dealt with as quickly as possible so that the pump was delivered on time.
- ✓ The customer's enquiry came through at 5pm on Friday 13th October and as a result we dealt with the enquiry out of hours. Customer service is key here at Castle Pumps and by dealing with the enquiry out of hours it meant we could ensure that the customer didn't have to dock any longer than was scheduled.
- ✓ Three pump options were suggested to the customer which we could offer from stock, and these options were presented to the customer within twenty minutes of their enquiry coming through. The customer went away to discuss the options with the vessel and we awaited further instructions.
- ✓ On Saturday – a day the business is usually closed, but had opened to deal with this emergency enquiry – we received further information regarding specifications from the customer and as a result we offered a different pump from our 'from stock' range within the hour. A few hours later we received the go ahead and the pump was packed in our warehouse equipped with spare seal, ready to be dispatched on a same day delivery service on Monday morning. The pump was collected at 6am on Monday morning and delivered the same day to the customer's customer.
- ✓ The reason behind the urgent requirement was that the vessels original pumps failed – cheap Chinese models that failed within a year of being installed, evidence that buying cheap and/or replica models means repeat purchases of the same product time and time again. People may think that by buying cheaper models you are saving money, but by investing in a higher quality model like Azcue, is cheaper in the long run.