

## CUSTOMER SUCCESS STORY:

res mechanica and tractionwise



RES MECHANICA

res mechanica was founded in 2019 by Hannes Lüling, Frank Elsner and Felix Kunzweiler. The now 6-headed startup developed a software service for personalized customer interaction. The AI-based technology behind it received the prestigious EXIST-Founder Scholarship from the Ministry of Economic Affairs and Energy.

In cooperation with tractionwise, res mechanica managed to sharpen the profile of its product and start negotiations with renowned pilot customers.



**Dr. Hannes Lüling**  
FOUNDER & CEO

### It all started with technology: the challenge of customer development

*You developed an AI-based technology for personalized customer interaction - what can one imagine by that?*

goodmoves, as our product is called, offers the possibility to perform personalized campaign management in a completely automated way. Personalized in this case means that the software service takes into account all available information about individual customers in order to offer them tailored campaigns. In this process, the system constantly learns through feedback and improves itself.

*Where can such a technique be applied?*

That was exactly the issue in the beginning. There was a technology and an idea, but not yet a concrete product. We invented a wheel but didn't know whether we were going to make a car, a bicycle or a millstone out of it. We had to find out more precisely what the concrete application was, where our product would fit. Where can our product really create value? Where is the market not yet saturated with solutions?

*This is where tractionwise came into play?*

Exactly. I came across tractionwise through the recommendation of a contact who also worked with André and Manuel. It all worked out right away from a personal perspective. And also, professionally. Together with tractionwise we agreed on an individual approach: An intermediate form of customer development and sales. As it turned out, this was a sensible strategy.

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### The individual strategy of Customer Development and Sales

***Why did this approach make sense?***

We had to sharpen our product profile. Interviews are great for this, but pilot customers are worth much more. We then combined the two: First, we presented our solution to companies and interviewed decision-makers about it. This gave us an indirect route to potential pilot customers.

***How did tractionwise support you on your way to the product?***

We were in a constant, very agile, but also personal exchange. Together, we considered the potential industries which our solution could be suitable for. Iteratively, we arrived at something concrete: We worked out that our product is aimed at customers with long-term end-customer relationships: In other words, banks, insurance companies, energy providers and telecommunications companies.

***What happened next?***

We then tried our hand in precisely these sectors: tractionwise worked closely with us to identify contacts, made phone calls and arranged appointments. First, we made the product verbally appealing. We communicated that we had developed technology to help optimize long customer relationships through appropriate, personalized communications. In the process, we realized that our focus was on termination.

### Change of perspective for product and customer development

***So you carved out a niche?***

More like a key problem. There is no industry in the service sector that does not have a termination problem. Our approach was: You have a termination problem? - We'll help you. And why do we do it better than others? Because we understand terminations as the consequence of previously wrong decisions.

***You put on the customer glasses?***

Right. An example: A customer consumes his data volume on his cell phone, enters throttling and has to unlock it by upgrading. This is extremely expensive, but he now absolutely needs Internet and does it - reluctantly and annoyed, but he does it. In three months, when the contract renewal is then due, he cancels. If the provider had been more generous or at least more favorable beforehand, this would have created added value three months later. That is, if the customer had not cancelled.

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### The Collaboration with tractionwise

***Keyword customer centricity: Is this what characterizes the work of tractionwise?***

Yes, I think that tractionwise's service is quite unique. To help a company with the entire customer development and not only in the area of sales: The concept convinced me. tractionwise really cared. I never had the feeling that we were a number or that something was being processed here. We received extremely individual support.

***Did you achieve the desired success together - are you satisfied?***

André Wehr asked me at the beginning when I would be satisfied and what had to happen for me to be enthusiastic. At that time, I answered: I'm satisfied when you help us to sharpen our product profile, identify contact partners and create the right approach. I would be thrilled if we find customers for the product. Now that we are in concrete talks, I am happy.