



Somero Enterprises, Inc.

Automating Post-Sales Follow-Up for a Global Manufacturing Leader

Customer Overview

Company: Somero Enterprises, Inc.

Industry: Manufacturing – Advanced Concrete Placing Equipment

Founded: 1985

Scope: Global

Somero Enterprises, Inc. is a world-renowned manufacturer of advanced concrete placing equipment and associated machinery. For nearly four decades, Somero has supported construction projects around the globe with highly specialized, precision-engineered equipment. As the company continued to expand its global footprint, maintaining strong customer relationships beyond the point of sale became increasingly critical.

Situation

Somero's success is driven not only by innovative machinery, but also by long-term customer relationships that extend well beyond the initial equipment purchase. Each machine sale represents an ongoing commitment to support, service, and follow-up throughout the customer lifecycle.

As sales volume and geographic reach increased, Somero needed a more consistent and scalable way to manage post-sales interactions. The organization recognized that relying on manual reminders and informal processes would not support future growth or deliver the level of customer experience Somero is known for.

Pain

Prior to Issuetrak, post-sales follow-up activities were difficult to standardize. Key challenges included:

- Manual tracking of follow-up tasks after machine sales
- Inconsistent timing and execution of customer outreach
- Limited visibility into which customers had been contacted and when
- Risk of missed follow-ups as sales activity increased

Sales and service teams wanted to remain proactive and engaged with customers, but without adding administrative overhead or creating notification fatigue for customers.

Impact (Desired Outcomes)

Somero set out to achieve several critical outcomes:

- Create a repeatable, structured post-sales follow-up process
- Ensure no customer follow-up was missed
- Maintain internal control over customer communication
- Support growth without increasing manual workload
- Enhance the overall customer experience after the sale

To achieve this, Somero needed a solution that could automate follow-up creation while still allowing teams to review, manage, and coordinate activities internally.

Critical Event

As Somero continued to scale globally, the organization reached a point where manual follow-up processes were no longer sustainable. Ensuring consistent post-sale engagement across regions, teams, and customers required a systemized approach.

This moment highlighted the need for a centralized platform that could tie follow-up activities directly to each machine sale, provide visibility across teams, and support proactive customer engagement at scale.

Decision

Somero selected Issuetrak to bring structure and automation to its post-sales follow-up process.

Using Issuetrak's Scheduled Issue Creation, Somero configured issues to be automatically generated at predefined intervals following each machine sale. These issues include relevant details such as the machine sold, purchase context, and associated accessories, giving teams immediate visibility and context.

To maintain quality and control over customer communication, Somero also leveraged:

- Suppress Email Notifications, allowing teams to review and refine issues internally before any customer outreach
- Task Manager, enabling reminders, task assignments, and coordinated follow-up across teams

This combination allowed Somero to automate what mattered, while keeping people firmly in control of the customer experience.

Results

With Issuetrak in place, Somero established a scalable and repeatable post-sales follow-up process that supports both operational efficiency and customer satisfaction.

Key results include:

- Automated generation of post-sales follow-up issues tied to every machine sale
- Improved internal visibility into customer engagement and follow-up status

- Reduced reliance on manual reminders and individual memory
- Better coordination between sales, service, and operations teams
- More timely, relevant, and consistent customer outreach

By standardizing follow-up workflows, Somero ensures that customer engagement remains proactive and dependable—even as the business continues to grow.

Looking Ahead

Issuetrak has become a foundational part of Somero's post-sales engagement strategy. With structured workflows and automated follow-ups in place, Somero is well positioned to scale its customer support processes alongside future growth.

The result is a stronger, more consistent customer experience that reinforces Somero's commitment to long-term partnerships—well beyond the initial sale.

About Issuetrak

Issuetrak is a flexible issue tracking and process management platform that helps organizations improve visibility, accountability, and execution across complex workflows. From post-sales follow-up to compliance and corrective actions, Issuetrak enables teams to work smarter and stay aligned.

