

Customer-Focused Product Development

Our customers are key to our success.

We work closely with them to understand the challenges they face and develop solutions which are tailored to their specific requirements.

Working together

We aim to develop long-lasting relationships with our customers, and are proud to have worked with some customers for more than 50 years. We spend time with them understanding their industry and the challenges they face. Our experienced engineers then develop solutions which are tailored to their exact requirements.

We take pride in improving our knowledge and understanding, to the extent that we become experts in our customers' processes. We can then convert this knowledge into innovation in products and processes.



Brüel & Kjær's new software product, PULSE Reflex, is a major development of its popular sound and vibration platform, extending the measurement and analysis chain to include world-class post-processing.



The Paracube Micro is the latest addition to Servomex's portfolio of innovative gas sensors. Combining world-leading gas analysis technologies with cutting-edge design and manufacturing, the Paracube Micro establishes a new standard for oxygen analysis.



The HBM Academy in Darmstadt, Germany, comprises an application and training centre where seminars, workshops and training courses take place for existing and potential customers.

Our customer-focused product development cycle

05 Feedback

Account managers communicate regularly with our customers and obtain feedback from them, which is incorporated into new product development. Customer satisfaction surveys are also carried out and the results used to refine the next generation of products.

04 Support and services

We offer a full range of services for our products, including installation, training, technical support, calibration and maintenance. An extensive team of support personnel and applications specialists provide fast support, often using remote diagnostic procedures. We also hold training seminars and courses, not only for customers to learn about specific products, but also to help them understand how to use our products to achieve greater payback for their company.

01 Information gathering

We are always seeking ways to improve our products and services. Extensive user studies help to understand what our customers want from the next generation of products. Customer questionnaires and interviews help us to understand work processes and provide valuable guidelines for user design. In addition, our worldwide network of offices means that we have people who are in the best position to understand local markets and customers.

02 Research and development

Research and development is fundamental to our business philosophy and our commitment to constant innovation has resulted in an impressive collection of technical patents. Our products incorporate the very latest in technology, offering advanced benefits. We involve professional users in the design of new products, ensuring that we understand their needs and convert this knowledge into innovation in products and processes. Demonstration systems are often offered to customers to capture customer input to the requirement specification.

03 Product launch

As part of the process of bringing the resulting new products to market, we seek the involvement of potential customers at the final stages of product development and for beta evaluations. Often we will provide a number of customers with a 'mock up' in the form of an application example. Working through the example as though it were a real test enables a more realistic evaluation and provides more precise feedback on improvements.