



Vessel

SMART ASSESSMENTS

VESSEL SMART ASSESSMENTS FOR
IMPROVED MEP CLIENT RECOMMENDATIONS
& RELATIONSHIPS

2024



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VESSEL SMART ASSESSMENTS 2024:

Helping Equip MEP Centers to Best Serve Local Manufacturers

Manufacturing Extension Partnerships (MEPs) are integral to the resilience and re-shoring of U.S. manufacturing. MEPs play a crucial role in enhancing the competitiveness and innovation of small and medium-sized (SMB) manufacturers.

It is typical for an MEP Center's first client engagement to focus on high level discovery through a manual assessment or an initial discovery conversation. The **traditional assessment methods are overly time-consuming and inefficient**, requiring up to an estimated 25 hours to complete using manual entry across a myriad of tools.

The MEPs face additional challenges pertaining to client onboarding, collecting feedback from a client leadership team and tracking the best possible recommendations to build into client presentations.

The solution to these challenges lies in the adoption of **Vessel's Smart Assessments** system, which continues to revolutionize the MEP assessment process through a suite of features and benefits designed to streamline operations, enhance client service, and maximize organizational efficiency.

By integrating an MEP's unique assessment with their CRM for seamless data sharing, and leveraging AI for precise client recommendations, the Smart Assessments system can reduce time and effectiveness exponentially.

This dramatic improvement in efficiency enables MEPs to focus more on delivering value-added services, fostering client improvements over time, and expanding their capacity to assist more clients.

Additionally, the system's ability to cater to industry-specific assessments and its robust reporting capabilities promise to elevate the strategic visibility for leadership and policymakers, thereby enhancing the overall impact of MEPs in the manufacturing sector and furthering their state's economic impact.

The challenges of lack of initial insight and inadequate data integration significantly hinder MEPs.

The value of conducting "Smart Assessments"

1. Client Experience:

- Professional initial contact with a clear approach.
- Managed relationships with ability to show greatest opportunities.
- AI-integrated mapping of recommendations with pre-populated resources to equip the MEP client manager with tools to perform a deeper dive.
- Making connections more effective between programs, services, expertise, partners, and education.

2. MEP Efficiency:

- Automated intake and custom reporting to provide dramatically more efficient assessment methods by removing the requirement of manual, time-consuming, and archaic methods.
- Longitudinal tracking to surface operational improvements as well new recommendations.

3. Improved Impact:

- A uniform method to eliminate reliance on manual entry using a myriad of tools.
- A fully automated process to organize recommendations.

Often bypassing early assessments or entering deep dives without prior data, MEPs miss critical early insights that could refine initial CRM engagements and resource positioning. Coupled with disjointed data collection and analysis systems, valuable information remains underused, limiting **MEPs' strategic decision-making and personalization capabilities**. This dual challenge restricts MEPs' operational efficiency and effectiveness, undermining their potential to optimize client engagements and outcomes.

The absence of a unified system for data collection and analysis means that valuable information remains siloed within different tools or unutilized. This disjointed approach results in missed opportunities for leveraging client data to drive strategic decisions and personalized recommendations.



“DRIVING FORTITUDE & DOMINANCE FOR U.S. MANUFACTURERS”

MISSION: Driving fortitude & dominance for U.S. Manufacturers through supply chain clarity & operational alignment resulting in agility & resilience in the face of global supply chain turbulence.

Vessel is a shoulder to the wheel, Veteran-owned company committed to efforts focused on reshoring U.S. Manufacturing and bolstering economic impact at the Federal, State and local levels. We offer a comprehensive supply chain program with a full suite of technology that seamlessly integrates into U.S. Manufacturing partner's existing software and operations.

- **100+ Years of Supply Chain & Technology Experience**
- **99% Referral Rate**
- **50+ Manufacturing Customers**
- **6+ Years of Dedicated Partnership with MEP Centers across the U.S.**
- **Veteran Owned & Minority Operated**
- **Culture of Service & Philanthropy**
- **Affiliations: GSA, UN, MEP, U.S. Department of Commerce**

MANUFACTURING ASSESSMENTS

SUPPLY CHAIN ECOSYSTEM & INTELLIGENCE

SUPPLY CHAIN OPERATING SYSTEMS

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