

TOOLS

SIP&T

# SIP & T

## Customer satisfaction by design

Customer satisfaction represents the primary purpose of the Italian company, that is becoming more and more customer oriented with efforts aimed at developing a continuous, stable and lasting relationship with customers, through the fulfilling of their needs, desires and expectations

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**T**he starting point is the creation of value for customers, i.e. the satisfaction of their needs and requirements in an effective and efficient way.

The market in which SIP&T operates is very turbulent and competitive. For this reason, part of the company strategy is based on an increasingly service-oriented business model in which the customer is placed in the center.

The company is adopting a more customer-centric and innovative approach, placing a greater attention also to services in order to provide customers the products that best suit their specific needs. The company orientation is to align the design, development and distribution of products and services with the current and future needs of customers including safety, in order to establish a relationship of trust that remains solid over time and maximizes company performance over the long term. The principles that guide

SIP&T start from product design to the way of collecting and use information; from the language used with customers, from the attitude towards them and the efforts made to fully understand their needs and habits, up to the definition of performance indicators that emphasize Customer Satisfaction and are oriented to the customer's life cycle. Product development is structured as a response to customer needs. The Kelly bars, for example, are designed starting from the compatibility with the piling rigs made by the major players in the sector and according to their maximum torques but at the same time they have a series of customizable functional and technical features ranging from the number of elements and therefore the maximum overall dimensions, to the upper and lower shock-absorbing system, to the soundproofing solution, to the geometry of the locks to transmit the torque and thrust, to the terminal attachment for connection with the excavation tool.

The single and double wall casings are supplied with connection joints having the same dimensions as those of the end user, in order to allow the continuity of the column. SIP & T offers two product categories, distinguished by the use of different steel types with different values of yield strength and break point, according to the required diameter and the constraints of the drilling machine and the ground conditions. Furthermore, in the casings segment, thanks to its focus on safety, SIP&T has designed and patented the fully mechanical casing drive adapter which is having enormous success in the market. Rotary tools represent the most customized product range because the only fixed points are the diameter and the connection to the Kelly bar. Here SIP&T shows all of its thirty years of experience which translates into a myriad of technical solutions, difficult to spot even in the eyes of an expert observer. Structurally, the tool is



➤ Automatic Casing Drive Adaptor OD 880/800 mm

designed to respond to all mechanical stresses. The target is always to ensure the customer maximum penetration and the highest productivity. The type of tool, the inclination of the equipment based on the resistance of the ground, the wear protections to increase the useful life of the product, the resistance of the material in case of drilling in the aquifers are just a few examples of the vocation to client that SIP & T shares with its competitors. But the added value is much more and consists in a much wider support to the customer to whom a documented solution is submitted with delivery time, technical drawings, customizations, materials used, estimate of the penetration rate, torque values in relation to compressive rock strength, recommended spare parts, operation and maintenance manuals, benchmarks, all illustrated in a commercial offer that may include the possibility of testing, renting or selling. All the things described till now apply to all other product lines such as CFA (Continuous Flight Augers) manufactured with hexagonal, octagonal and toothed connections and concrete passage as per customer specifications, soil mixing tips and smooth extensions, FDP tools (Full Displacement Pile) which have a profile chosen not by chance and never standard but always in relation to the rig and the stratigraphy of the soil in which

they will drill. The range is completed by tremie pipes with threaded or wire cable joints of several diameters, hydraulic and mechanical clamps to support the casings during the extraction operations, stop ends manufactured with different profiles.

### The user requirements

Good user requirements are one of the key factors leading to successful design. User requirements capture the stakeholders' needs, wishes and

expectations for a product and are the basis for the development of technical specifications, the statements on which a project will be verified. Engineering specifications are used as a collection of criteria that the project must meet in order to satisfy the user requirements that have been solicited by interested parties. SIP&T places a strong focus on this topic and articulates many activities such as the methodical collection of information on the market, close communication with customers using their language, an always ethical attitude, a measurement of certain performance indices such as customer satisfaction and related corrective actions, investments in time, energy and money to fully understand customer needs, practices and habits. The habit of helping drilling companies is a well-known feature of SIP&T, as well-known is its propensity to visit the customer for analyzing the characteristics, criticalities and constraints of the project combined with the rigs to be used so as to have a scenario clear and get the best performance. Requests and results achieved on site are systematically shared with the technical office which prioritizes user requirements and translates them into engineering specifications. The new concept of equipment developed by the designers is initially tested, with



➤ Interlock Kelly bar 4 sections, 26 meters long, 96 m depth



> Progressive Rock Auger OD 2800 mm

subsequent modifications, and then moves on the production, marketing and market introduction phase. The enormous advantage is to have a clear responsibility between the parties, limited risk management, better coordination & planning combined with adequate compliance and more fluid communication. All of these issues, allows the SIP & T team to handle the various companies needs with best practices, i.e. a set of activities, procedures, behaviors, habits organized in a systematic way and taken as a reference and which, when reproduced, favor the achievement of the best results desired by the customer. On the wear parts front, SIP & T has always been very attentive to the most specific supplies but always in accordance with the wishes of the customer who very often prefers one brand over another. SIP & T has linked its name to Betek becoming its official distributor for the Italian market. Betek is a very high-end German brand that offers a complete range of teeth, casing accessories, wear parts such as the Tungstuds regularly applied on SIP & T tools. However, on specific indication of the customer, it is also possible to use other brands but always high-end. From tests on the jobsite, we have verified the excellent combination of SIP & T-Betek made up of continuous exchange of information and product development aimed at increasing the penetration rate. This means that the performance level is equal if not higher than the top players and is 90% higher than players who use low quality wear parts. It is easy to understand that using SIP & T products on which Betek equipment is assembled is reasonably more expensive but with a very high level of pay back that it is far more convenient.



> Soil mixing Tip OD 3000 mm

### Must have: auto CDA

The Automatic Casing Drive Adaptor made and patented by the SIP&T represents an interesting locking system for casings that can be used on all piling rigs and can increase the safety and productivity in the execution of cased piles, by avoiding any damages and time loosing caused by the manual locking phase. The system is directly controllable from the rig cabin and all the manual operations carried out so far by the site personnel can become a distant memory, with undisputed advantages both for the safety and for the casing arrangements and the piling rig itself. The connection system represents an innovation in the cased piling construction. It is widely used in job sites all over the world, its feedback is extremely positive and we can state that nowadays it is recognized as a must-have tool. The application can make a significant contribution to improving safety in special deep foundations and, above all, in drilled piles. This particular locking system



> Double Wall Casings OD 1300mm

increases productivity as the various elements of the casing column can be assembled and disassembled faster than mechanic standard operations. Furthermore, in presence of very long casings sections, the automatic driver is the main faster solution (the connection of long elements is not possible with the use of a simple ladder, a wheel loader or a harness). Lastly, the cost savings are evident, the personnel that can be used elsewhere on the site. The remote and management control is a great example of technical innovation that increases safety and productivity in special foundations.

Manufacturing high quality tools that allow operators to have high safety standards and excellent production performance is the core business of the Italian company. SIP&T offers a very wide range of solutions characterized by specific applications on job site and is recognized as one of the world leaders in the industry. This is how the "best product" is born, from a day-by-day direct comparison with end users. ■



## ITALIAN ABSTRACT

### OBIETTIVO: SODDISFAZIONE DEL CLIENTE

Il principale successo del produttore campano sono gli investimenti in ricerca e sviluppo, la personalizzazione delle attrezzature, la loro affidabilità e la continua espansione sui mercati mondiali. Oggi SIP&T è un'eccellenza nel comparto delle attrezzature per perforazioni verticali di grande diametro, con un'ampia gamma di prodotti suddivisa in svariati modelli. La propensione dell'azienda campana è quella di mettere al servizio degli operatori tutta l'esperienza maturata negli anni in diverse aree geografiche, costruendo insieme a loro "best practice" che, organizzate in modo sistematico, possono essere prese a riferimento e riprodotte per facilitare il raggiungimento dei migliori risultati. È in questo contesto che nasce la sfida più importante: progettare e realizzare prodotti personalizzati per ogni tipologia di terreno e per ogni gamma di perforatrici. Questo è il modo per ottenere dai prodotti le migliori prestazioni in termini di velocità di perforazione, resistenza, efficacia e durata, nonché un ideale ritorno sull'investimento.