

Grundfos moves closer to customers with specialised and dedicated teams

To enhance customer-centricity, strengthen support and securing easy access to in-depth expertise, Grundfos gears its entire value chain to focus on unique customer needs.

Grundfos organises its sales, marketing, technology and operations functions to serve four different customer segments:

- Commercial Building Services
- Domestic Building Services
- Industry
- Water Utility

This operating model is designed with the purpose of enhancing simplicity and speed, ensuring access to expert knowledge within each customer segment.

While the new way of operating has been in effect since the beginning of 2021, this is now also the case with our internal sales and services in Ireland, where we will group our competencies within each of the customer segments in dedicated cross-country teams.

This will provide all customers with an even higher quality of the support, powered by a structure where the entire value chain is focused on meeting each customer's unique needs.