

**3Spheres UK**  
**Press Release - July 2013**

**3Spheres UK helps US company AWT to plot its strategic route ahead**

3Spheres UK, the Somerset-based marketing research and business development consultancy, has successfully completed a world-wide project for US company Applied Weather Technology Inc.

Applied Weather Technology (AWT), head-quartered in California is a market leading supplier of on-board ship routing products, fleet optimization and management systems, and ship efficiency and performance measurement services.

The research project measured customers' satisfaction with AWT's services, assessed existing and potential customers' brand perceptions, and set out suggestions for improvements to existing services and areas for development.

"We are delighted to have undertaken this work for such a highly regarded company within the shipping industry," said Ian Stock, Director of 3Spheres UK. "The report of the results of the study included practical suggestions for improving AWT's service to its customers and to help the company develop a winning business strategy".

Commenting on the work, Haydn Jones, AWT's Director of International Operations said: "I have worked with Ian Stock before and, as previously, 3Spheres have done a first class job, interviewing a wide range of our actual and potential customers both ashore and at sea. I was very pleased to see that AWT as a brand is perceived as *responsive, customer-focused, service-orientated, and is based on a good relationship offering help and support*. The report of course also provided guidance on where we can improve our services and we shall now concentrate on providing still better service and customer satisfaction."

It has been a busy 2013 for 3Spheres UK. The contract with AWT has followed the completion of projects on building materials, packaging and transportation services, as well as on-going marketing and business development activities for Docking Solutions, the Devon-based manufacturer of pontoons, access bridges and walkways for harbours and marinas.

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For more information about the contents of this press release, please contact Ian Stock – 44 (0)1823 673245 or [ian@3spheres.org.uk](mailto:ian@3spheres.org.uk).

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**About AWT**

AWT ([www.awtworldwide.com](http://www.awtworldwide.com)) is a leading provider of fleet optimization services and onboard voyage management software designed to help ship owners, charterers, operators, fleet managers and captains identify the safest, most time-efficient or fuel-efficient routes for their fleets, as well as reduce fuel consumption, costs and carbon emissions. AWT is focused solely on the maritime industry and staffed by world-renowned experts in ship routing, meteorology, IT, and maritime science, as well as former ship captains. Founded in 1996, AWT is privately held and headquartered in California's Silicon Valley, with worldwide offices located in the UK, Hong Kong, Shanghai, Singapore, Japan, Korea, Germany, New York, and New Jersey. More information is available at [www.awtworldwide.com](http://www.awtworldwide.com) or by calling 1-408-731-8600.