Driving customer loyalty for manufacturers

Meet rising customer expectations at scale with world-class experiences
Expectations are high for manufacturers in the Industry 4.0 age

Smart manufacturing, the Internet of Things (IoT), and other Industry 4.0 trends are creating new opportunities for those manufacturers who can adapt and capitalize. The race is on to gain a competitive advantage through digitization and innovation. A recent McKinsey survey of manufacturing and supply-chain professionals found that 90% plan to invest in talent for digitization.

The winners will be those who can make their operations smarter, more efficient, and less wasteful. This will take transforming every aspect of the business, from the factory floor to customer service, to achieve the real productivity and profitability gains that are possible. To meet the increased delivery expectations of all their customers, dealers, and distributors, manufacturers will need to ensure visibility and coordination throughout their demand and supply logistics. Any performance or service delays can have ripple effects throughout the supply chain and adversely impact the confidence, satisfaction, and retention of customers, vendors, and even employees. If a manufacturer can’t deliver, businesses will simply go elsewhere.
Manufacturers that can digitize their entire value chain can succeed. Unfortunately, siloed data often impedes visibility and coordination, making it hard for manufacturers to find the right people, resources, and information they need to address customer, dealer, or distributor requests and issues. Manual processes and fragmented systems add further frustrations, creating delays and making it hard to automate and scale services.

So how do manufacturers fix their customer service delivery to provide world-class experiences under any circumstance? It starts with a smarter way to workflow. Read on to discover how you can use connected digital workflows to enhance customer engagement, eliminate waste and inefficiencies, and manage location-based work efficiently and safely to meet the rising expectations of customers, dealers, and distributors.

- Enhance customer engagement
- Eliminate waste and inefficiencies
- Manage location-based work efficiently and safely
- Checklist for creating world-class service experiences

Modernize fragmented systems and manual processes
Enhance customer engagement

Make sure you can provide your customers, dealers, and distributors with a world-class experience, no matter what their issue or request. An omni-channel platform can make it easy for everyone to get what they need, when they need it, using whatever device they want. AI-powered chatbots and self-service portals enable you to scale your service delivery, helping customers, dealers, and distributors find answers to common questions and complete requests themselves.

For example, a personalized portal can give customers a single place to go to get order support, including the ability to check status, initiate changes or cancellations, track the payment of invoices, as well as provide feedback. Dealers and distributors can access the resources and support they need to run their businesses—manufacturing reps can be quickly onboarded, authorized service centers can easily find answers (knowledge base), and sales teams can get the pricing lists, SKUs, sales collateral, and samples they need throughout the sales cycle.

Ultimately, an omni-channel customer service platform—offering portal, knowledge base, and online community resources from live and virtual agents as well as peers and experts—gives you the ability to provide a one-stop shop that enhances your engagement by:

• Empowering customers, dealers, and distributors to take care of common questions and requests on their own terms—when they want, from any device
• Off-loading work volumes, so skilled customer service representatives are free to triage more complex issues
• Creating a feedback loop to collect ideas from customers for ongoing improvements and efficiencies
Make sure your customer service is as smart as your manufacturing. By connecting your people, systems, and workflows under a single platform, you can eliminate silos and wasteful redundancies while automating repetitive tasks to improve service delivery, lower costs, and achieve higher revenues.

By connecting your customer service to your middle and back office teams and systems, you can quickly identify potential issues and take action to mitigate any risks or disruptions to your business. For example, if a customer indicates an order needs to be changed, cancelled, or returned; notifies you of a pricing or invoicing discrepancy; or has a problem with a product or service, a workflow can be triggered. This digitized workflow can automatically classify and route the issue, using machine learning, to the right people or groups in your middle and back office to respond. With a single, intuitive workspace, everyone from your customer service rep to your plant manager has access to the real-time information they need to track the status of the problem and ensure its complete resolution. In addition, all activity can be monitored to proactively identify and address potential issues that can prevent costly production problems from happening in the first place. Ongoing analysis of current and past performance across teams can help you identify opportunities for further automation to reduce work volumes and improve overall productivity.

With a single customer service platform that can connect all your departments, workflows, and systems, you can eliminate waste and inefficiencies by:

- Breaking down silos and streamlining processes to lower the costs associated with servicing customers
- Preventing customer production issues in the first place by proactively identifying and resolving potential problems
- Reducing work volumes by identifying additional opportunities for automation and efficiency
Manage location-based work efficiently and safely

Manufacturers are looking to develop new service lines to complement their core product offerings. If you can leverage your field service as a service line, you can deepen your customer relationships and improve profitability. This is possible with connected digital workflows that can ensure your field service management is equipped to handle whatever comes your way.

With a single, unified service platform, you can optimize the assignment process to efficiently and safely dispatch the right person, based on skills, equipment, and location, to fix the problem fast and right the first time. This allows you to provide service and support to meet customer expectations and service level agreements (SLAs). Customers can even initiate and self-schedule service requests, as well as track the status of that request.

In addition, real-time insights into overall performance metrics allow you to monitor trends, proactively diagnose problems, and take immediate action to get ahead of issues and minimize their impact. For example, you can determine when it is best to schedule maintenance to maximize service availability and uptime. You can also automatically create work orders to dispatch a technician as soon as a potential problem is identified, which may enable you to avoid the issue entirely.

A platform that enables you to manage location-based work efficiently and safely helps you to increase profitability by:

- Eliminating unplanned downtime for customers and enabling you to address issues in a planned window
- Allowing you to act on indicators and trends before they impact service
- Improving technician efficiency and reducing future case volumes
Checklist for delivering world-class service experiences

- **Unify** lines of business, departments, systems, and field service under one service platform to streamline operations and eliminate waste and inefficiencies
- **Automate** workflows to reduce work volume and accelerate issue resolution
- **Enable** customers, dealers, and distributors to get the answers and services they need, when they need them, from wherever they are located with an omni-channel platform
- **Use performance and trend analysis** to anticipate and address issues before they become problems
- **Ensure** you can manage location-based work efficiently and safely to maximize uptime
“50% of our company’s revenue comes from support and maintenance fees. Prior to ServiceNow, our customers were demanding that we improve our support experience. We had to transform our systems and processes to provide the best possible customer service.”

— Senior Vice President, Global Support, Epicor Software

Expected Three-Year Results:

$6.6M Improved customer retention

$3.5M Incremental revenue growth

$1.3M Organizational efficiencies

LEARN MORE

A platform for manufacturing

How well manufacturers manage customer, distributor, and supplier relationships directly affects how well the enterprise runs. With a single platform that unites digital workflows, ServiceNow® enables manufacturers to better manage customer and supplier relationships and create a direct feedback loop to improve their product and processes. Ultimately, it enables manufacturers to be more responsive to changing conditions, increasing customer satisfaction, improving performance of the core business, and opening the door to new revenue streams.

With ServiceNow, you gain simplified digital workflows that enhance customer engagement, eliminate waste and inefficiencies, and enable you to manage location-based work efficiently and safely. As a result, you can deliver service that drives customer loyalty and meets rising customer expectations at scale. For more information on how ServiceNow is helping manufacturers like you address their customer service needs, please visit www.servicenow.com/solutions/industry/manufacturing.html.
About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above $1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit [www.servicenow.com](http://www.servicenow.com).