

# Customer Service Growth Solution for Manufacturers



For manufacturing customer service leaders who want to create a remarkable customer experience, that helps retain customers by creating a better customer experience, delivering self service solutions, and creating advocates.

These strategies and technologies are designed to help you scale your customer support, unite your front-office teams, and provide proactive service that delights and retains customers.

## CHALLENGES WE SOLVE:

- ✓ Identify happy customers for targeted outreach
- ✓ Identify unhappy customers for targeted outreach
- ✓ Help customers help themselves with self-serve options
- ✓ Increase web presence to drive new business
- ✓ Visualize all customer interactions to maximize efficiency



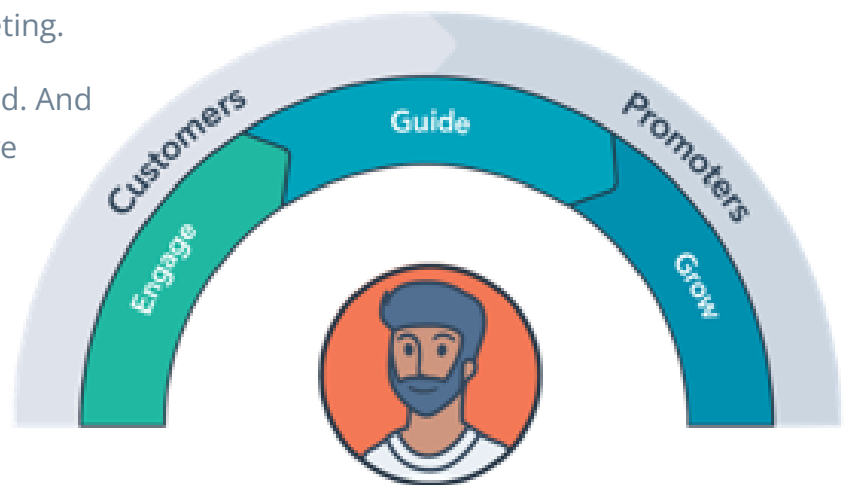
## COMMON PAIN POINTS WE SOLVE:

- ✓ "I feel like we need to sell more to customers (increase LTV) but lack a clear strategy"
- ✓ "I feel like we have limited resources for fielding support questions"
- ✓ "Our customer-facing teams in different systems lack customer content to be most effective"
- ✓ "I feel like we struggle to respond to customer inquiries quickly"
- ✓ "Seems we lack insight into what's working and what's not"
- ✓ "I feel like we could be more productive. I want to automate more of the busy work."
- ✓ "I feel like requests are falling through the cracks"

## Proven Customer Service Growth Principles

The Change. Customers today are less patient, more skeptical, and have higher expectations. They expect you to know them well, answer their questions quickly, and give them the ability to help themselves. They hate friction and notice anytime you make them do something they'd prefer not to. Their voices are louder and collectively more influential than your own marketing.

The new customer is empowered. And in a world where customers have more control, happy customers are the new secret to growth.



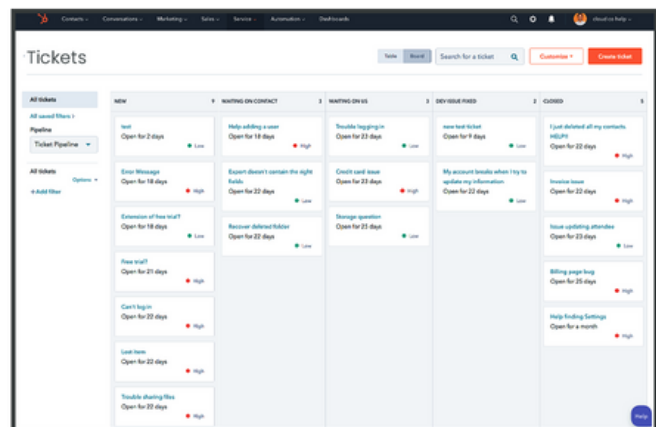
## Why Is Improving Your Customer Experience Valuable?

Customers have a wealth of choices, which means competition is stiffer than ever. Because customers have so many options to buy a product or service, the power is in their hands to decide where they do business.

With this shift in power, there isn't any room to neglect customers or deliver poor experiences. Failure to do so can result in churned customers. Succeeding in customer experience can lead to more growth, without having to acquire net new customers.

## Benefits:

More revenue. Customer service isn't a sunk cost. It's an opportunity. Manufacturing customers with high customer engagement scores achieve 50% higher revenue/sales ([Gallup's Guide to Customer Centricity Report, 2016](#)). You need a proactive approach to helping your customers - and strategies and tools that makes this possible.



Respond faster and better. Using live chat, conversations inbox, and the Professional CRM, you'll have all of your customers' information at your fingertips. Use information about a customer's history, service issues, and more to help guide conversations and support.

Improve team productivity. Use team-wide email aliases that automatically turn incoming emails into tickets, video to record short help videos, customer templates and routing/automation to save your team time.

## Some of the services we provide with Growth Services.

A system that allows teams to intake, triage, troubleshoot, solve, and improve upon customer issues.

### HELP DESK



Knowledgebase  
Single Inbox Setup &  
Training  
Ticket System Setup  
& Training  
Live Chat and  
Chatbot Training

### KNOWLEDGEBASE



Knowledgebase  
Design & Setup  
Create Self-Service  
Content  
Knowledgebase  
Update

### FEEDBACK



Setup Customer  
Listening Posts (NPS,  
CES, 3 Point Survey)  
Analyze and Share Findings  
Develop Promoter Advocacy  
Programs

For more information about our Growth Solutions for Manufacturers contact the Michigan Manufacturing Technology Center – Northeast or Inbound 281.