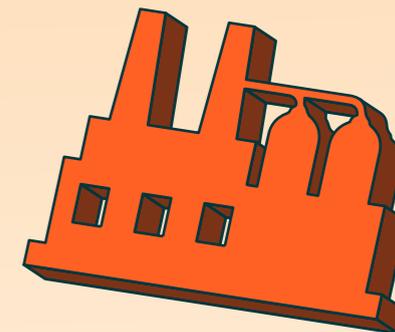


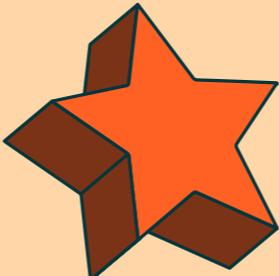
Manufacturing

Manufacturing leaders agree – customer service impacts the bottom line. But many companies are missing the mark when it comes to giving their agents the training and support they need to be effective.

To jumpstart growth in this new business reality, manufacturing businesses need only look to their own customers. Customer service has emerged as a key differentiator between companies, a top consideration for customers and a profit-generating force in its own right. Some 61% of customers globally say they now have higher customer service standards after this past year’s crisis. And an equal number would now defect to a competitor after just one bad customer experience.



Delivering exceptional customer service can mean the difference between standing out or falling behind, but manufacturers have to move quickly to avoid common traps that may derail their growth plans:

	<h3>Customer service isn't wowing customers</h3> <p>Although 65% of manufacturing companies gave themselves high marks for the quality of their service, what they're offering is lagging behind what customers expect. In fact, 54% of consumers report that customer service feels like an afterthought for most of the businesses they buy from. That's a problem for those looking to impress customers and keep them coming back.</p>
<p>Solution: Focus on reducing customer effort, delivering speedier resolutions and boosting the quality of every customer service interaction.</p>	

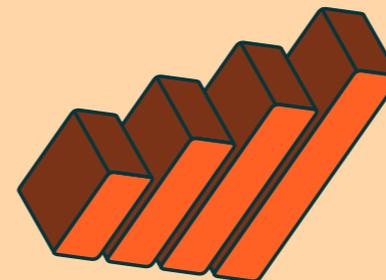
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Leadership is all talk, but it's the doing that counts

Going all in on customer service requires buy-in at the top. But whilst 72% of manufacturing leaders agree that customer service is a critical business priority, 33% report that it's still not owned by the C-suite. What's more, only 20% report viewing customer service metrics on a daily basis.

Solution: Infuse a customer service-first mindset across the company with active engagement from leadership.



Current investments aren't enough to support a standout team

Customer engagement is on the rise, with 30% of manufacturing businesses expecting a budget increase of at least 25% over the next two years. But budget expectations are falling short of predicted demand, with only 29% of respondents strongly agreeing that they're adequately investing in support initiatives.

Solution: Go beyond CSAT and track the metrics needed to make the business case for customer service.

72%

of manufacturing leaders agree that customer service is a critical business priority.

29%

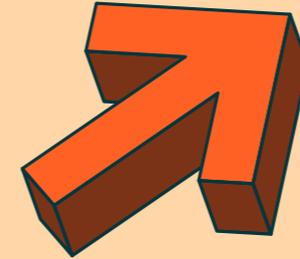
of respondents strongly agreeing that they're adequately investing in support initiatives.



Agents are burnt out and feel undervalued

Agents' roles have become more important and strategic, but just 16% of those working for manufacturing companies feel empowered to do their jobs well. What's more, 44% feel like they aren't treated as well as others in the organisation. It's a slippery slope: unhappy agents can quickly turn into dissatisfied customers.

Solution: Take care of your agents by giving them the training, tools and flexibility they need to deliver better experiences for customers.



Disjointed systems confuse customers and halt growth

When agents have to juggle multiple tools, it's incredibly difficult to capture a single view of the customer. It's a missed opportunity – as 90% of customers are willing to spend more for personalised experiences, but just 28% of manufacturing agents say they're very effective at finding the information needed to meet those expectations. To get there, 29% of manufacturers say they'll need to design and implement new work processes or risk more frustration for everyone involved.

Solution: Connect agents to the information they need to resolve issues more efficiently and grow the business.

16%

of those working for manufacturing companies feel empowered to do their jobs well.

90%

of customers are willing to spend more for personalised experiences.

Don't let these common customer service traps hold you back. Benchmark your performance against your peers and see how high-performing companies deliver best-in-class service every time.

