



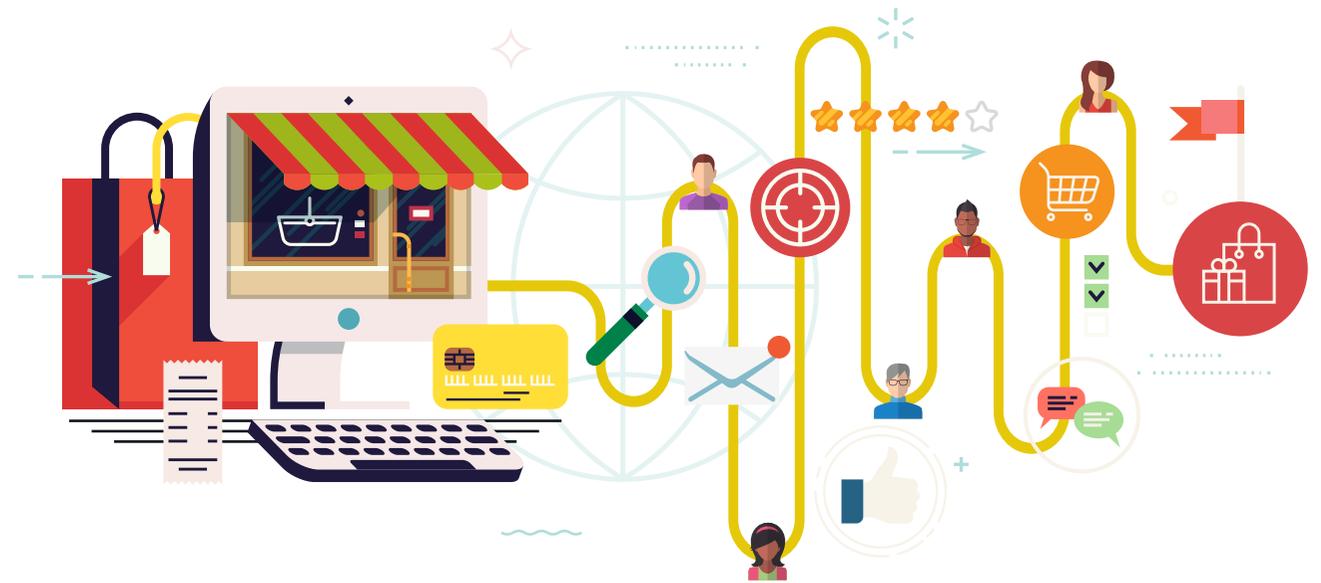
Omni-Experience Customer Engagement for Manufacturers

An IDC InfoBrief, Sponsored by Salesforce | **November 2017**

Digital Mission for Manufacturers

Create experience ecosystems

The digital mission in manufacturing is to create experience ecosystems that transform the focus from designing, selling, and servicing complex products to one where the product becomes the platform through which new digital products and services are delivered.



To achieve this, manufacturers must reimagine the customer journey into a seamless experience that is punctuated with intelligence, immersion, and immediacy.

Omni-Experience Customer Engagement

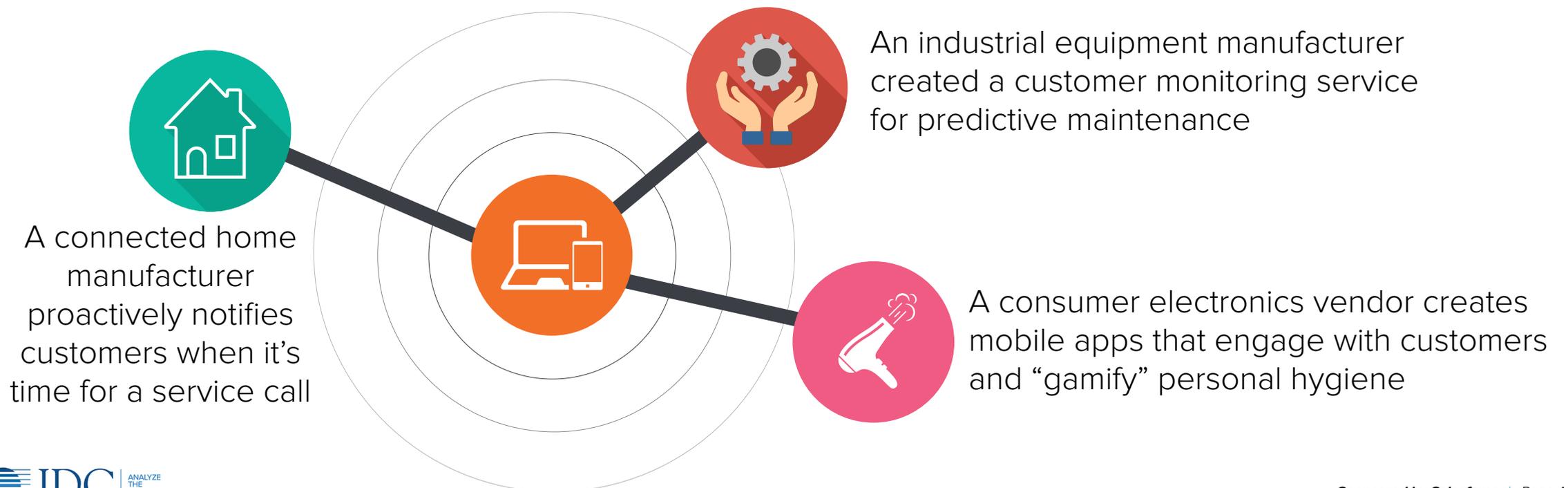
Manufacturers must transform their customer approach to include an infinite combination of interactive experiences with customers, partners, employees, and connected products.

The key is a 360-degree view of the customer—a single view of how the company, partners, and channels collaborate to deliver services and build relationships.



Customer Expectations In These Market Segments Make This Strategy Mandatory

BY 2018, companies with digital business strategies that center on tailored customer centric experiences will realize 35% better NPS



For Manufacturers, Technology Unlocks Engagement



MOBILE

- Improve customer service
- Provide ease of information access
- Eliminate paperwork



INTERNET OF THINGS (IOT)

- Provide ease of information access
- Decrease costs
- Improve customer service



ANALYTICS

- Increase sales/revenue
- Decrease costs
- Improve customer service

Manufacturers Are Building Mobile Apps for Engagement

Engagement needs to be seamless and transparent throughout a customer experience



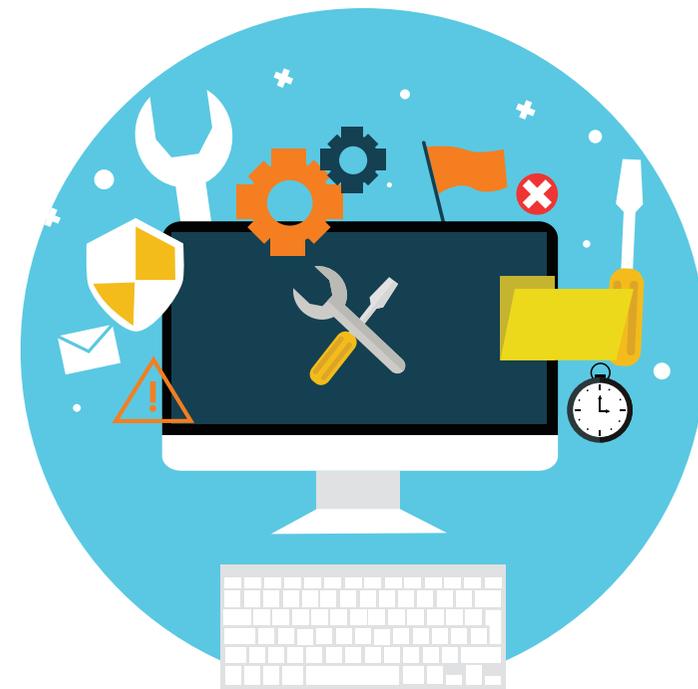
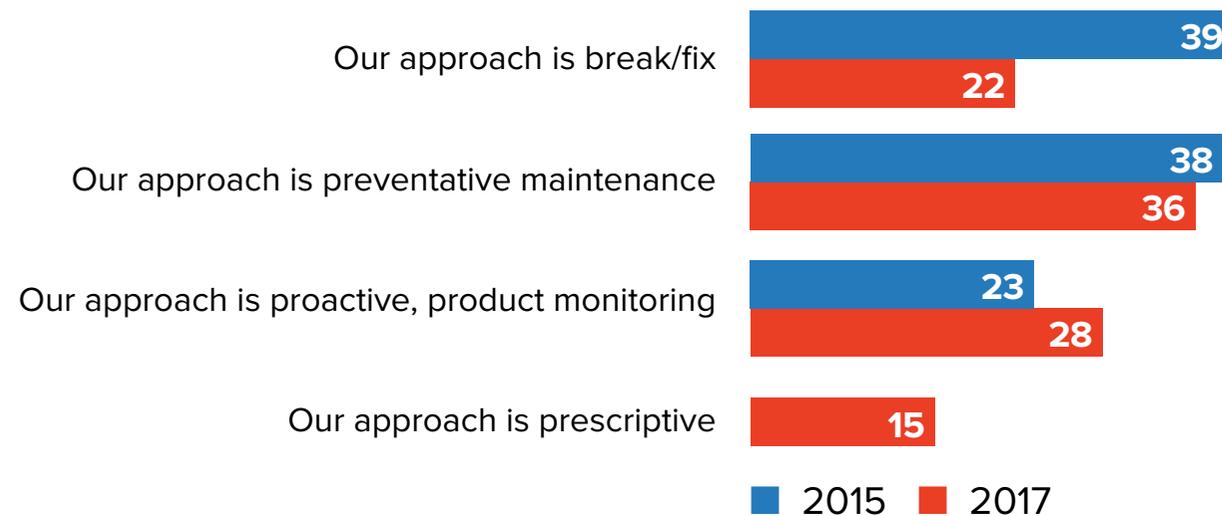
In 2017, 39% will be native, such as those built on the Salesforce Platform. One of the most popular app categories is collaboration tools.

IoT Transforms Service Engagement from Reactive to Prescriptive

Prescriptive service transforms the customer experience and opens up new operating models for manufacturers

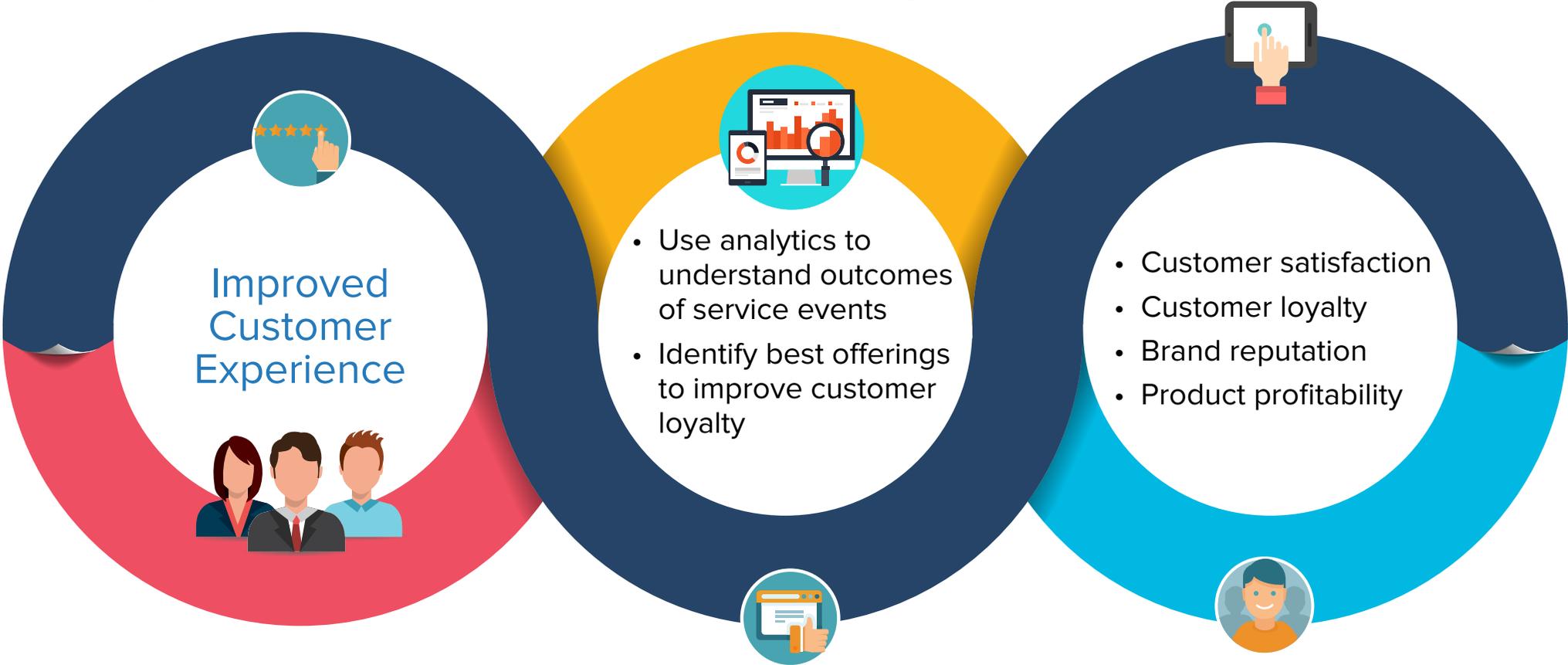
SERVICE OPERATIONAL APPROACH

Q7. Which of the following best characterizes your service operational approach with customers?



Analytics Optimize the Customer Experience

Analytics Use Cases: Customer Engagement



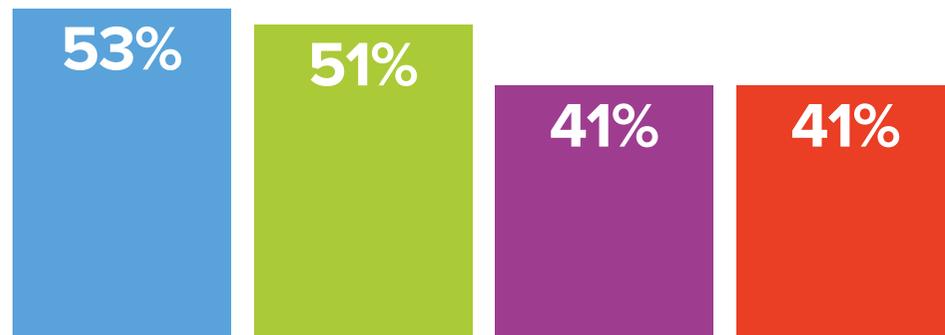
Analytics Optimize the Customer Experience, cont.

Analytics Use Cases: Configuration, Pricing, and Quote Optimization



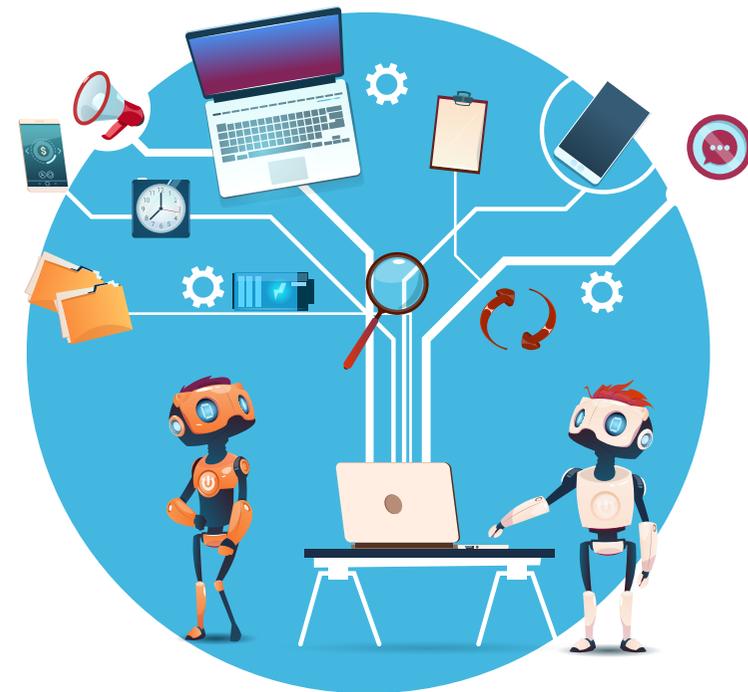
Artificial Intelligence Sparks Innovation and Improves Service

Q18. Does your organization plan to apply Artificial Intelligence (AI) and machine learning for the following?



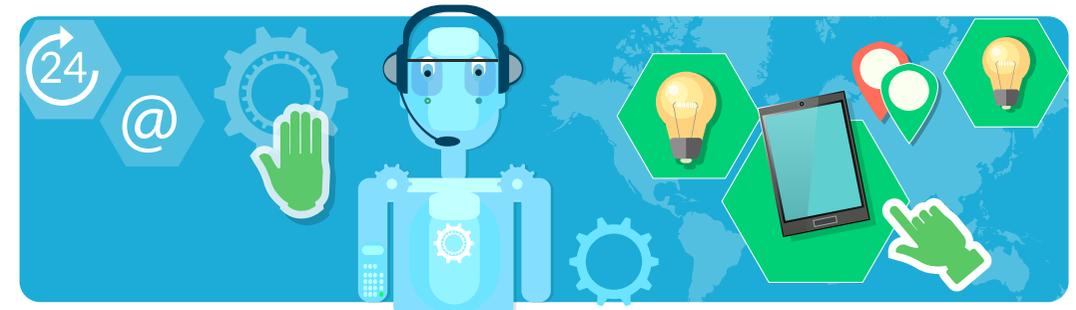
Overall

- Product ideation and design
- Better service planning and execution
- Products in-service that self-heal or suggest preventative maintenance
- Products in-service that suggest design improvements



Automated Assistance in Customer Engagement

- Blending AI-based chatbots within first line customer support processes can reduce costs and improve customer satisfaction.
- On-demand customer support is the new norm, and automated chatbots allow service centers to handle up to 5x more capacity without increasing costs.
- Bots can help schedule service calls, by “speaking” with the customer or the machine.
- Intelligent self-help knowledge resources that also provide on-demand customer support.



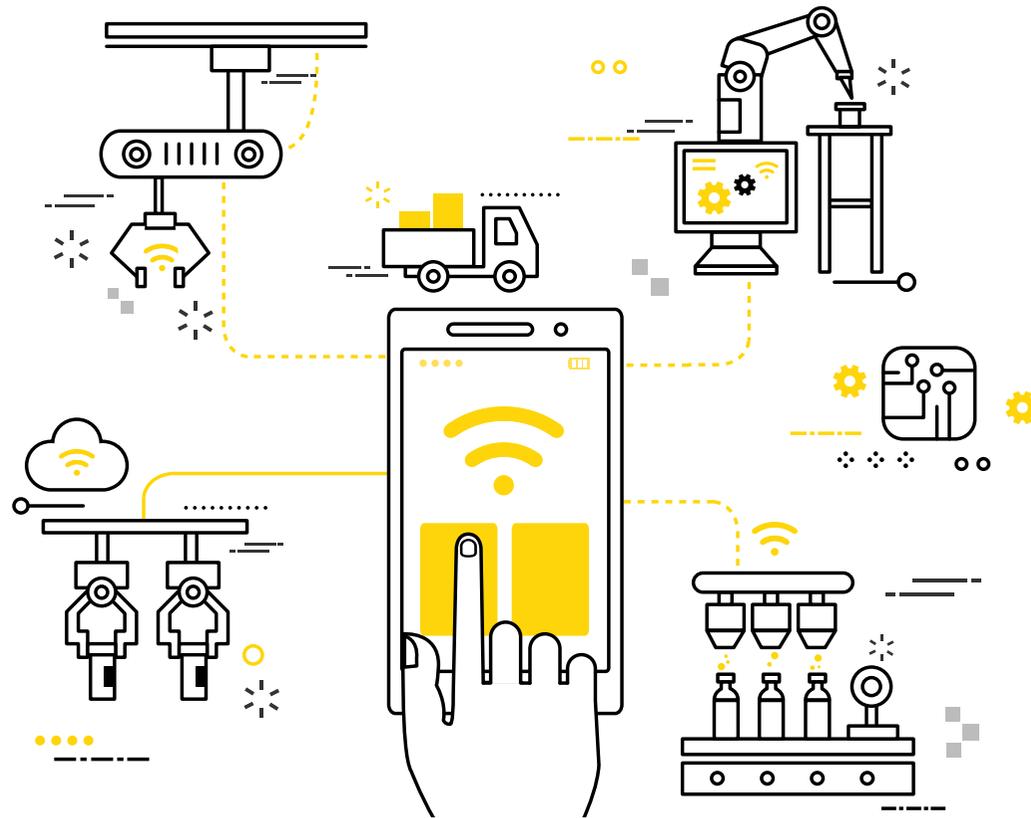
By 2018, manufacturers that use automated assistance technology in the service life cycle will see a 25% productivity gain.

Spotlight on Field Service to Support Omni-Experience Customer Engagement

Field technicians become stewards of ensuring consistent customer experience

Engaging customers with innovative technologies

Opens new pathways for increased loyalty, new revenue



Single 360° view of the customer, the assets, contracts, entitlements, and service history

Automation that frees up service technicians to add greater value

Technologies support service technicians to foster greater experiences

AI-driven technology to enhance service technician performance on-site

The Path Forward

Align your Business With the Customer Journey

- Model the customer journey from discovery through selection, fulfillment, and support
- Identify the triggers along the journey where you can influence behavior (purchase, upgrade)
- Build an Omni-Experience Digital Engagement Platform that has cloud, mobile, and analytics at its core
- Add IoT and Artificial Intelligence to transcend competitors

