



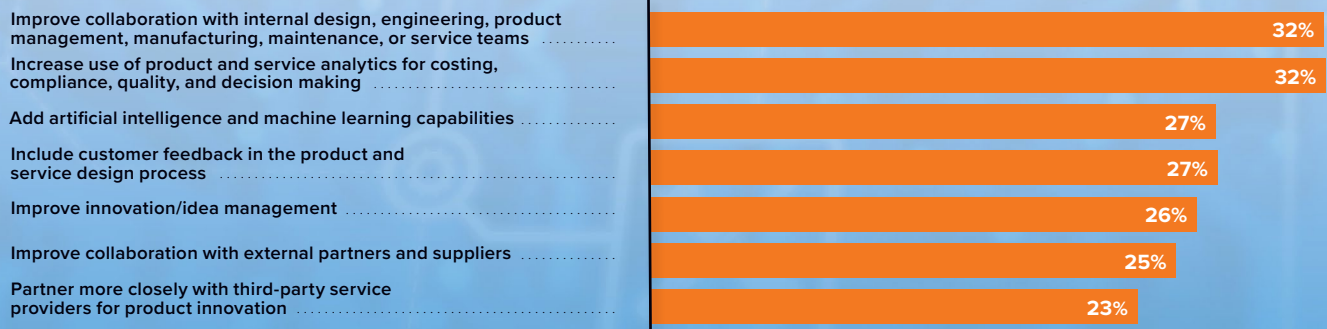
# Achieving Excellence in Service and Customer Experience in Manufacturing

## Top Drivers for Service Life-cycle Management Efforts



Source: IDC's Product and Service Innovation Survey, May 2021

## Initiatives in Service and Product Transformation



Source: IDC's Product and Service Innovation Survey, May 2021

## Service Experience Evolves from Service Requests to Relationships

Manufacturers and service organizations have been disrupted over the past two years which has accelerated a shift to more customer-centricity and experience-driven engagements with customers and operators. The ability to transform and deliver an enhanced set of outcomes for customers demands organizations establish a new perspective on how digital technologies can support outcomes and not just the completion of a service call. The challenge is in prioritizing rapid innovation and value alignment, moving beyond siloed investments to technologies that help achieve value across the organization and the life cycle of the customer.

## Those seeking to achieve excellence in service and customer experience should look to:

### ► Establish new service product offerings/business models.

According to IDC's *Product and Service Innovation Survey*, organizations plan to offer remote monitoring (46.1%), service analytics (43.8%), revenue-based contracts (40.1%), risk sharing contracts (39.6%), and training services (38.1%) products in the next 12-24 months.

### ► Focus on service worker engagement.

In order to deliver on new service products and customer outcomes, organizations need to prioritize the engagement of their service team. Companies must not just deploy new technologies and applications for the service team to do more work, but ensure the team is equipped with the tools to deliver personalized value to customers efficiently. The service team wants to solve customer issues and deliver valuable experiences and not be bogged down by application overload or administrative paralysis.

### ► Move from volumes of data to on-demand insights for action.

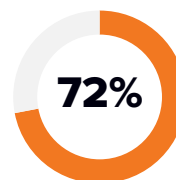
As more assets, equipment, and customer behaviors become smart, monitored, and tracked, the volume of data at the fingertips of the enterprise is becoming overwhelming. Service data must be accessible and actionable for teams beyond service, like sales, marketing, engineering, quality, and supply chain. Service organizations need to enable actionable insights for the specific work at hand and not fall prey to data for data's sake. The ability to quickly access relevant, quality data to make the right decisions to wow customers has become THE differentiator for service organizations and manufacturers.

### ► Enable a streamlined buying and customer experience.

Provide customers with the visibility and heightened level of engagement which makes buying products and services from order to cash a seamless and effortless endeavor. The buying experience plays a critical role in establishing a partnership which will transcend any single purchase to extend the customer life cycle and help build brand loyalty.

### ► Ecosystems of excellence.

As businesses look to achieve agility, resilience, and action, the ability to establish an ecosystem of partners is critical to enable excellence at scale. Rapid innovation at scale rarely can be achieved alone and requires organizations leverage best practices and shared risk of partner ecosystems.



of manufacturers and service organizations have shifted to a proactive, predictive, or prescriptive service business model with customers, equipment, and assets.

## Message from the Sponsor

ServiceNow helps manufacturers to complete their digital transformation journeys, driving action across the entire value chain to deliver great customer experiences and achieve operational excellence.

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