



Cisco Smart+Connected Manufacturing

Customer Intimacy

Create a differentiated customer experience to grow revenue and gain competitive advantage

Cisco Smart+Connected Manufacturing

Cisco® Smart+Connected Manufacturing solutions provide intelligent, timely information and collaboration in context to transform manufacturing businesses through continuous innovation, a differentiated customer experience, supply chain agility, and operations excellence. Close interrelationships between these areas mean investments in one area drive further improvements in the others. The result is more efficient operations with successful new products and loyal customers that drive higher revenue and sustainable competitive advantage.

Customer Intimacy

Customers' differentiated and positive experiences with your company are core to customer satisfaction. To gain and retain your best customers and turn them into advocates, your business must be responsive, acting on requests quickly using accurate and up-to-date information. Cisco Smart+Connected Manufacturing solutions give you real-time access to people and information worldwide, so you can respond to customer issues swiftly and accelerate your sales cycles. With enhanced collaboration and integrated service, manufacturers can achieve better responsiveness, alignment, and interaction with customers.

Close communication and collaboration with customers during product development, sales, delivery, and usage aligns your organization and value chain with market needs to elevate the customer experience.

Cisco Customer Intimacy Solutions Key Benefits

- Grow revenue and create competitive advantage
- Respond quickly and knowledgeably to customer orders, product issues, and service requests
- Create a consistent, differentiated customer experience across organizational silos
- Accelerate sales cycles
- Become more market-driven by increasing customer relevance in R&D processes
- Identify and correct potential issues early to improve quality
- Create lean sales and service offices to provide cost-efficient presence near customer sites

"When it comes to customer relations, Cisco understands the issues and solutions. They helped us put a vision in place and then act on it."

—Rosemary O'Malley, Manager of Customer and Dealer Contact, Ford Motor Company

Smart+Connected Manufacturing Customer Intimacy Case Studies

Ford

Challenge: Open new communications channels to customers and improve the customer experience while lowering costs

Solution: Cisco Unified Communications and Cisco Internet Business Solutions Group (IBSG)

Result: Achieved an estimated annual savings of 20 percent on dealer support calls, improved company image and products, and tripled visits to their website while reducing costs 5 percent

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Challenge: Too much time spent locating resources and information to answer customer questions and requests, resulting in lost sales productivity

Solution: Cisco Unified Communications integrated into customer service portal

Result: 40 percent increase in customer interactions and a 22 percent increase in sales productivity

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Challenge: Partner sales required sales intervention and access to Cisco executives for discount approval

Solution: Cisco Unified Communications integrated into partner deal registration tool

Result: \$30 million in increased sales productivity, \$15 million in increased partner productivity, faster revenue recognition, and improved customer experience

Grow Revenue and Improve Your Competitive Position

Getting products to market that meet the needs of your customers better than the competition is a key competitive advantage. Cisco Smart+Connected Manufacturing solutions help you increase customer relevance and alignment throughout the value chain in R&D, manufacturing, delivery, and post-sales. By collaborating with customers early in development processes, you can avoid unnecessary late changes and better ensure new products meet market needs. Including customers in these processes also builds loyalty and makes it more difficult for customers to switch to competitors.

Accelerate Sales Cycles

Sales professionals can spend 50 percent or more of their time in a sales cycle getting answers to customer requests, trying to reach experts, or tracking down executives for deal approvals. With Cisco Smart+Connected Manufacturing solutions, you can improve the availability of expert resources for real-time, mission-critical collaboration across the enterprise, reducing or eliminating delayed access that slows the sales cycle and erodes customer satisfaction.

“Each branch is now part of a virtual contact center with an incredible array of resources. The local (branch) customer service agent can now act as the quarterback for the customer contact.”

—Pat Davidson, SVP of Customer Service, Grainger



Create a Consistent, Differentiated Customer Experience Across Organizational Silos

High customer satisfaction ratings result from fast, accurate responses and great products. Cisco Smart+Connected Manufacturing solutions enable connectivity and collaboration with customers and partners across the value chain for improved responsiveness, quality products that meet market needs, and real-time access to information and experts for quick answers. Cisco Unified Communications integrates with your existing customer relationship software for visibility to resource availability and ‘click to call’ functionality.

A customer’s experience with your company is dependent on responsive, integrated sales and service organizations that have the information and access to resources they need to outperform your competition. With Cisco solutions, you can create low-cost sales and service offices near your customers using leading edge virtualization technologies that easily connect to the rest of the company.

For more information, please go to www.cisco.com/go/manufacturing

Smart+Connected Manufacturing Customer Intimacy Solutions and Services

Solutions

Collaboration

Cisco Unified Communications for Manufacturing

Cisco TelePresence™ for Manufacturing

Cisco WebEx

Borderless Networks

Secure Remote Access for Mobile Employees

Virtualization

Lean Sales/Service Office Architecture

Services

Cisco Internet Business Solutions

Cisco Business Transformation Optimization Services

Cisco Business Transformation Services



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Asia Pacific Headquarters
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