



From assembly line to call centre: the new manufacturing reality

Manufacturing eBook
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INTRODUCTION

CUSTOMER-WORTHY
EXPERIENCE

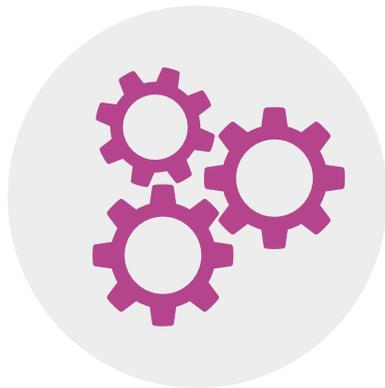
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Introduction



The manufacturing industry is in the midst of a tectonic shift. It doesn't matter whether your product is automotive, electronic, construction or healthcare related – disruption is now the norm. The days of simple assembly lines have been leapfrogged as manufacturers embrace bold new production and design techniques. Automation, robotics, 3D printing, generative design software; innovations that are helping create a wealth of new products in ways which, when powered by the Industrial Internet of Things (IIoT), connected devices drive higher standards for efficiency, as well as creating ever growing volumes of data. At the same time, customers are demanding more, whether it's the end-consumer with ever-growing expectation, or the next stage in the supply chain demanding Just In Time (JIT) deliveries, in turn putting greater pressure on production cycles to create on demand.

Then there's the skills gap – a perfect storm of older generations (and skill sets) retiring and more opportunities being created by technology, resulting in a potential 2.4 million manufacturing jobs unfilled across the next decade¹. While automation and robotics may help fill the labour gap, skilled workers will still be needed to apply problem-solving capabilities, perform analysis and manage production.

Manufacturers cannot stand still – they must go beyond the product, connecting to customers in entirely new ways.

In this eBook, we will look at some of the areas manufacturers need to own in order to deliver that.

Moulding Customer-Worthy Experience



No matter what you manufacture, you will have customers to deal with. They increasingly want high quality service, along with reliable products.

What does this service look like? Increasingly like the one they get when they order their weekly food shop, or use Amazon, or message friends. In other words, intuitive, connected, real-time experiences.

That means manufacturers need to be delivering that too. It might mean a buyer's app; it might be a website that's less a catalogue and more a guide on how buying the product will improve the customer's life. Whatever it is, it needs to be linked and integrated with the buyer's account, contracts and other services.

It needs to be fully end-to-end, with no inconsistency – substance and style, together, for a truly customer-worthy experience.

Building Personalised Service at Scale



Manufacturers increasingly view customer experience as their competitive differentiator, with almost half competing on that basis². Yet as more manufacturers realise this, standing out from the crowd will become a greater challenge. The ones that do are the ones that grasp the power of personalisation – which can only be achieved, and successfully scaled, by having complete control of your data.

70% of B2B buyers fully define their needs before engaging with a sales representative³, yet to do that requires research, most likely online. This means contact with your website, social media and other communication channels, all of which provide data which can be fed into your business and help build a picture to arm sales teams with, when that contact does come.

From a service perspective, information captured and stored in one centralised location means every rep can deliver smarter, more personalised experiences with instant access and background knowledge of contracts and other data.

That same information can be used to engage customers via preferred lines of communication, rather than forcing them to use anonymous contact numbers or addresses. With the right data, manufacturers can deliver the personalised service buyers want, but at a scale that's sustainable and efficient to their own businesses.

Forging a Platform for Partnership



Most manufacturers rely on a mix of dealers, distributors and partners to attract, acquire and serve end customers.

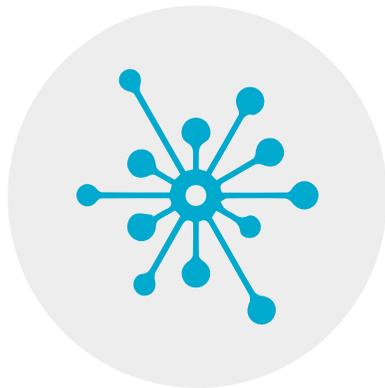
Once, this meant an arm's length relationship – now, however, consumers want to speak to the people that can have an impact as quickly as possible. They do not want to wait for a dealer to speak to someone, to speak to someone else.

Manufacturers are increasingly becoming customer facing.

But at the same time, they need to empower their partners to be successful. This requires collaboration and the constant, secure sharing of accurate data between manufacturer and partner.

Whichever call centre customers contact, they expect a consistent level of service and experience. That's why it becomes a key touchpoint for driving stronger connections between customers and the brand. Not only can issues be dealt with as they arise, but it can also be used to capture insights that would otherwise be a struggle if operating with a partner network.

A Connected Future



As we've established, buyers today have higher expectations than ever. Cumbersome, antiquated systems and processes will not help in this new reality – what's required are tools that help build the experiences those customers want.

Manufacturers that can connect customer data with automation and AI are leading the industry in digital transformation.

In doing so, they are future proofing their businesses by unifying and personalising the customer experience across every touchpoint and channel, from awareness to purchase, to after-sales and service, repeat business and beyond. Not only do these connected journeys better serve the customer, they also drive new opportunities for manufacturers to grow revenue and stay competitive in an evolving landscape. At their core sits the data – priceless information that, when integrated with the right CRM tools, empowers employees to deliver better services.

Combined with completely integrated telephony, manufacturers can offer whatever customers need, across the channels they prefer, in a consistent, seamless experience.

About Natterbox

Natterbox is a global, cloud-based, telecommunications company headquartered in the UK, with offices in London, Chicago and Sydney. Founded in 2010, Natterbox is the world's first global business phone system, 100% embedded and managed entirely within Salesforce.

Natterbox offers the complete telephony solution, including Salesforce PBX, Salesforce CTI, Contact Center, PCI Payments and Call Recording within Salesforce. Encapsulating innovative features that help businesses transform their customer experience and accelerate their employee's productivity.

We invite you to engage with us to learn more about how voice plays an integral part of digital transformation, and why Natterbox is the global telephony solution of choice.



References

¹ <https://www2.deloitte.com/us/en/pages/manufacturing/articles/future-of-manufacturing-skills-gap-study.html?id=us:2el:3pr:skillgap18:awa:er:111418>

² <https://www.salesforce.com/blog/2019/07/ways-manufacturing-marketers-drive-innovation.html>

³ <https://www.millerheimangroup.com/resources/news/study-half-of-b2b-buyers-make-up-their-minds-before-talking-to-sales-reps/>