

A guide to streamlining manufacturing sales and service operations

How to deliver frictionless customer experiences
and reduce cost



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>75%

of manufacturers place a high focus and investment on improving both sales and after-sales service experiences

Source: ServiceNow, [The future-ready manufacturer](#), 2023

Drive growth with seamless experiences and bottom-line benefits

Manufacturers aiming for success in today's dynamic market must prioritize new aftermarket services for recurring revenue while increasing the profitability of existing service models.

Today's customers are influenced by their B2C experiences. They demand personalized interactions, seamless buying experiences, intuitive self-service platforms, and on-demand support for their B2B purchases and increased responsibility of product uptime from manufacturers.

In this ebook, you'll learn how your organization can encourage flawless experiences with speed and reliability across all touchpoints. You'll be able to foster customer loyalty through order management, customer support, quality issue resolution, dealer interactions, and more.

Set the stage for a frictionless customer experience strategy with these transformative tactics:

- **Accelerate adaptability and reduce disruptions.** Nimbleness is key as manufacturers must promptly adjust to customer challenges, particularly in exception handling, to ensure zero disruption to customer operations.
- **Tackle friction for new levels of efficiency.** Complex customer operations often introduce friction, so manufacturers are unable to proactively serve customers and the cost of service escalates. Successful manufacturers embrace the need to improve core processes to increase profitability and agility.
- **Spark a true end-to-end customer experience strategy.** Growing an efficient business requires a laser focus on end-to-end customer experience. Digitalizing customer-facing interactions addresses part of the challenge, but true transformation requires streamlined operations across all internal and external stakeholders.
- **Unleash the duo of automation and AI.** Take advantage of AI-powered innovations to coordinate actions with customers, employees, dealers, and service providers. Manufacturers can proactively manage issues, strengthen relationships, and reduce costs to build a more customer-centric enterprise.

Streamline commercial operations with a single system of action

Siloed systems, data, and disparate collaboration between internal teams and external partners create friction and prevent manufacturers from resolving customer issues quickly and consistently. Customers, employees, dealers, and stakeholders often confront a maze of processes, limited systems, and manual handoffs between customer support, engineering, and suppliers that slow down operations and increase cost to serve.

Manufacturers can remove operational complexity to facilitate and automate commercial operations across the entire sales and service cycle. ServiceNow helps support the business to meet ever-evolving customer expectations for speed and convenience.

One platform, endless possibilities

Say hello to a single system of action that connects employees across systems, helping them work together seamlessly to meet customer needs. Imagine using a unified platform to support all your business processes for order exceptions management, product and quality issues management, and field service management.

By digitalizing and simplifying interactions, manufacturers can maximize the profitability of their existing services while launching new, service-based revenue streams. From client self-service to front-, middle-, and back-office interactions, your business will be streamlined like never before.



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Companies that are leaders of CX achieved more than double the revenue growth of “CX laggards”

Source: McKinsey & company, [Experience-led growth: A new way to create value](#), March 23, 2023

4 steps to transform manufacturing experiences

ServiceNow makes everything easier—for customers, partners, and employees—with a single platform of action. It unites your people, processes, and systems across the value chain.

Transform your sales and services business through four key steps:

1. **Sell:** Streamline order sales and order management to remove friction and increase revenue.
2. **Support:** Proactively resolve product issues to deliver better customer outcomes.
3. **Collaborate:** Enable seamless customer and dealer partnerships to improve experiences.
4. **Service:** Effectively support customers in the field.



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We're not isolating customer experience anymore. Manufacturers need to look beyond the user experience of their product and examine the user experience of their whole ecosystem, which comprises employees, partners, internal and external processes, and also the planet.”

Julia Martensen
Field Innovation Officer, ServiceNow

Step 1: Sell

Streamline sales and order management to remove friction and increase revenue

Orchestrating complex processes across sales, order fulfillment, exceptions handling, invoice dispute management, product installation, and more is challenging. Lack of end-to-end visibility across disconnected systems slows down production, frustrates buyers, and increases cost to serve. Friction and complexity in the buying process can frustrate buyers, slow down customer-facing processes, and drive up costs.

By using digital workflows to connect the systems where people do their work. Employees are enabled to reduce order delays and quickly solve customer requests.

Generative AI empowers agents to solve customer exceptions faster. By providing frictionless experiences, manufacturers can shorten the buying process and elevate customer retention. The result: order values go up and loyalty increases.

Key benefits

Unlock automation to work faster and smarter. Connect siloed systems and processes across the value chain—from requests to fulfillment to delivery—to boost service efficiency.

Eliminate bottlenecks. Use insights to remove tasks that take up too much time, then tap into generative AI to automate mundane tasks and supercharge productivity.

Manage exceptions with speed and confidence. Enable touchless management for order and invoice processing to lower costs for orders and invoice exceptions operations.

Provide transparency on order status to customers and employees. Ensure visibility for everyone—customers and employees alike—with access to real-time order status through a centralized portal for clarity across the value chain.



Step 2: Support

Proactively resolve product issues to deliver better customer outcomes

Sometimes the best kind of customer experience is when there is no experience at all. Your customers want products to function with ease and efficiency—and they hold you accountable to make sure that's the case.

Seamless support helps build aftermarket revenue and customer loyalty while enabling new connected products and services. Yet, often, product maintenance or quality issues are neither fixed on-time or tracked, due to manual handoffs between dealers, tech support, engineering, and suppliers. The result is low product reliability and poor customer experience.

Identify and solve product issues earlier and faster with intelligent monitoring tools, then automate resolutions using a single platform. Increase service revenue, improve customer uptime, and improve customer loyalty.

Key benefits

Efficiently resolve customer issues. Use intelligent monitoring tools to pinpoint potential issues and proactively resolve them—before customers even notice—so you can meet service level agreements (SLAs) with speed and ease.

Empower agents with real-time intelligence. Continuously improve services with current information and intelligence, so employee collaboration is strengthened and teams can resolve customer issues faster.

Improve product reliability. Capture critical product data and feedback to channel into engineering to continuously enhance product design, build quality, and enable proactive and preventive maintenance.

Automate product and quality issues management processes. Save costs by resolving poor quality, non-conformance, and warranty issues faster.



Step 3: Collaborate

Enable seamless customer and dealer collaboration to improve experiences

To grow revenue and boost customer experiences, manufacturers must optimize and expand distribution models. However, dealers and distributors struggle with inconsistent communication and support from manufacturers.

A single platform coordinates and automates efforts across your entire channel, ensuring that customers—no matter where they are—receive the same frictionless resolution. Everything happens faster when you give customers, dealers, and field service teams easy access to the data and tools they need. Reduce cases, speed up time to resolution, and free up your manufacturing workforce from routine or repetitive requests.

Key benefits

Streamline communication with customers and dealers.

Use real-time collaboration and data to optimize experiences for resellers and dealers, so they can adopt new ways of working and communicating with customers for all related support functions.

Enable customers with self-service. Combine virtual agent technology with AI-powered search and natural language understanding, so customers can experience self-service with a human touch. Provide a visual catalog of common requests and services that customers can review and select.

Empower your dealers and resellers to serve. Close the loop with dealers and resellers by automating channel workflows—such as vehicle handovers and proactive communications—with standardized and easy-to-deploy service models, so buying and customer service processes run smoothly.



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Your partner and resellers are an extension of your brand. Setting them up for success is critical. You have to give them a great service so they can, in turn, provide an exceptional service to your end customers.”

Allen Hackman
AVP, Head of Manufacturing Industry, ServiceNow

Step 4: Service

Effectively support customers in the field

Use the transformative capabilities of digital workflows to enhance scheduling efficiency within your operations. By harnessing the power of streamlined digital processes, you can ensure that the most qualified individuals with the appropriate tools are consistently deployed for each job.

In field service, you need agile teams equipped to swiftly and proactively service products or address issues on the initial visit. Excellent service and prompt issue resolution play a pivotal role in customer satisfaction and loyalty.

By incorporating digital workflows, you not only increase operational efficiency but also elevate the quality of service delivered to your customers. This helps you establish the all-important reputation for reliability and customer-centricity.

Key benefits

Streamline operations and reduce costs. Manage and deploy resources when and where needed by joining internet-of-things (IoT) operations with field service and by having a clear overview of all field assets in one place.

Maximize asset uptime with preventive maintenance. Use insights to predict issues and give your assets the care and support they need.

Enhance the mobile experience for field teams. Provide field service teams with the real-time data they need to work faster and safer by using intuitive, effortless mobile app experiences.



Case Studies

Dräger

Dräger creates a fast, secure customer service portal

Dräger saw enormous potential in moving its service catalog and service booking processes fully online, so customers could easily order services for the company's products.

ServiceNow helped Dräger create a bespoke Digital Customer Service Center—a secure, self-service, functionality-rich customer portal—accessible on any device. Now customers can browse product and service ranges, commission services, and arrange maintenance and repair appointments all in one place, at any time.

Results

24/7

availability of fast, simple customer service support

50%

reduction in lead times

100%

digital service management achieved

KraftHeinz

Kraft Heinz improves service with seamless order management

Kraft Heinz saw an opportunity to change its approach to order management, which relied heavily on Excel spreadsheets and emails.

ServiceNow helped Kraft Heinz consolidate the whole process onto one platform that provides current, correct order information. The order management team can now go to the platform, see a problem, hit a button to get a recommendation, and automatically contact the customer.

Results

Consolidated order management process

Real-time, accurate order information

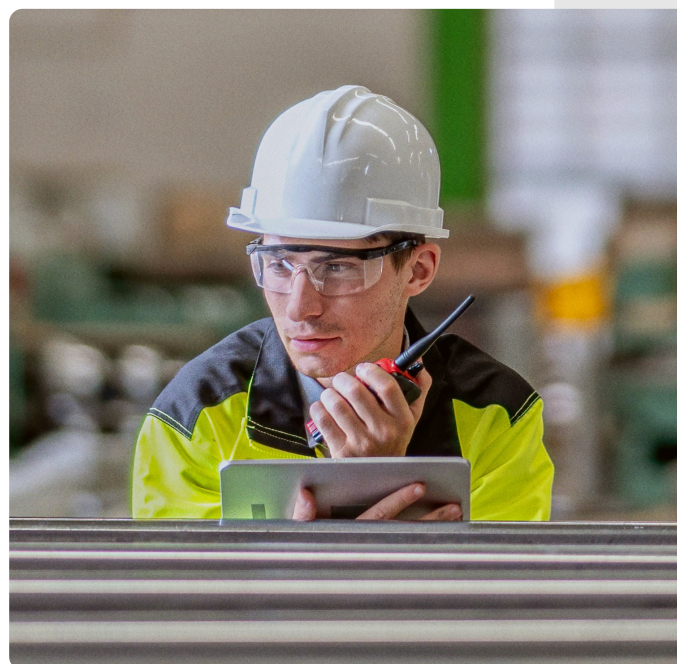
Reduced number of manual touches and exceptions

Become a manufacturing marvel: Say **YES** to seamless sales and service

With ServiceNow, manufacturers can accelerate their digital transformation journey and say “yes” to seamless selling, reduced costs, and improved aftermarket sales. Streamline customer operations with a single system of action, automate end-to-end order management, and support and service operations to reduce cost to serve.

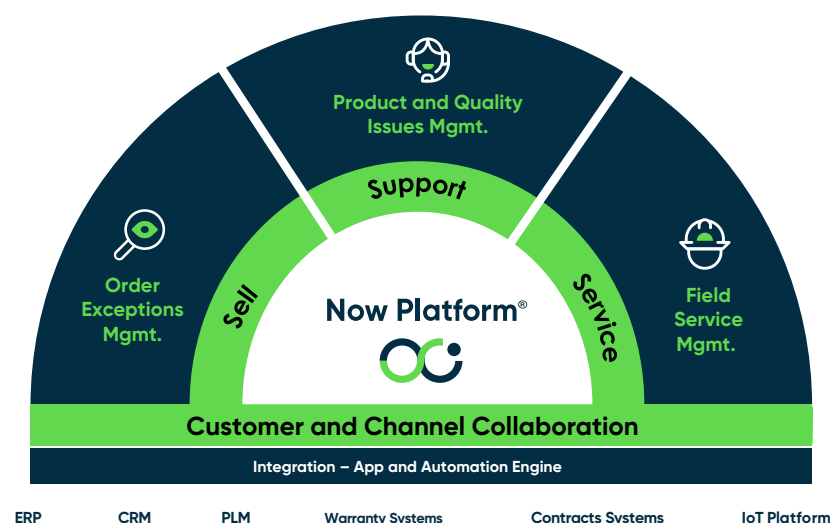
ServiceNow helps you:

- Decrease order delays and costs, and improve aftermarket sales and services revenue
- Enhance transparency, visibility, and traceability of order and product issues to all stakeholders
- Create touchless order processing to reduce order errors, lead times and costs
- Automate the management process for quality issues, including root-cause analysis, preventive actions, and exceptions
- Seamlessly collaborate with dealers, resellers, and service providers



ServiceNow Manufacturing Sales and Service

Automate **end-end order management and support and service operations** to enable new business models and reduce cost to serve.



Unified

A single system for an entire customer journey

Simplified

Less complexity means reduced order delays, higher product reliability, and a reduced cost to serve

Experience

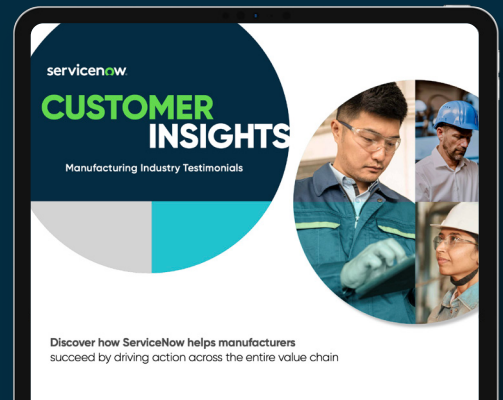
Seamless experiences for customers and dealers and the ability to pivot quickly to new business models

For a deeper exploration of ServiceNow solutions, we recommend the following content:

Customer insights: Manufacturing industry testimonials

When manufacturers spur action across the entire value chain, they succeed. This ebook uncovers how Mars, Milwaukee Tool, Xerox, and more are working with ServiceNow to do just that.

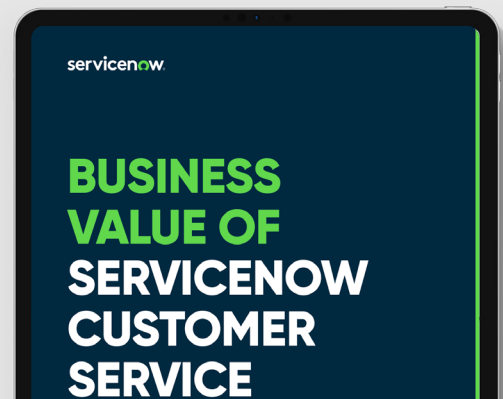
[Read Ebook](#)



Business value of ServiceNow Customer Service Management

Can you simultaneously say yes to reduced costs and seamless customer experiences? This ebook calculates the savings of a connected, cohesive digital platform and ServiceNow® Customer Service Management.

[Read Report](#)



About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit www.servicenow.com.

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