

Modern ERP is Essential to Better Customer Experience

How can you improve the customer experience?



Why should I care?

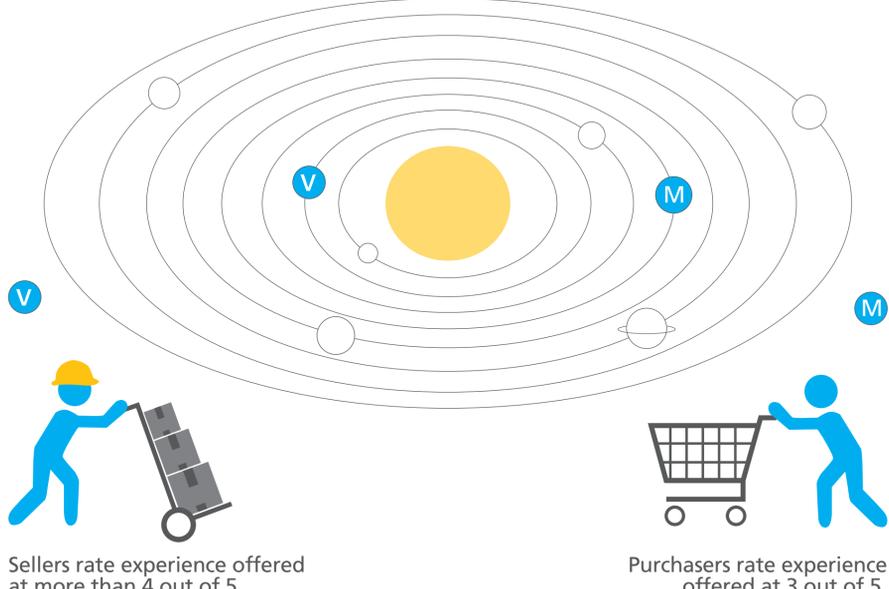
When asked, manufacturers listed the following top 3 perceived benefits:



Many fail to grasp that delivering a good customer experience can positively impact:



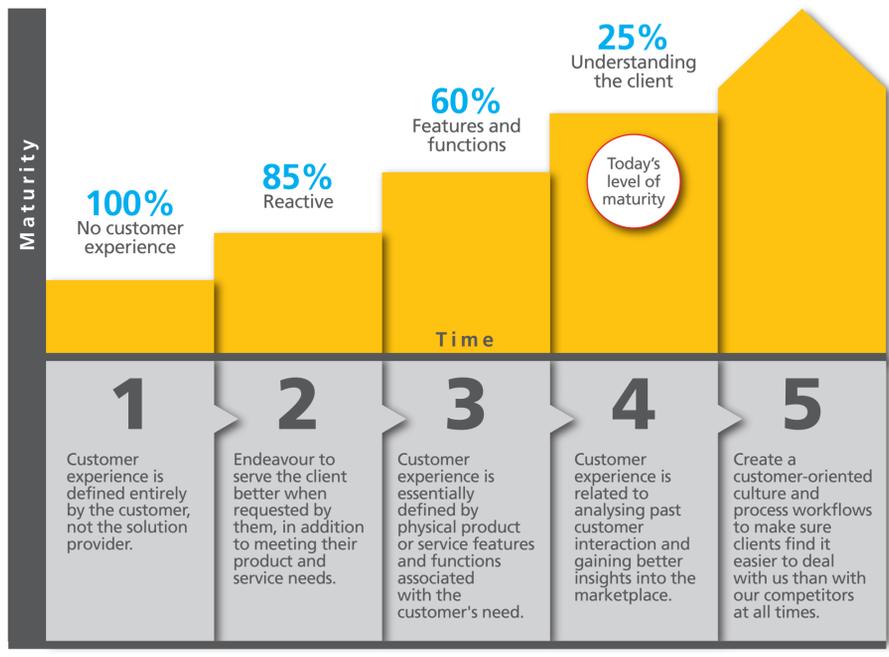
Purchasers are from Mars and Sellers from Venus



Why the disconnect?

Service represents less than **40%** of our reason to buy, yet is **90%** of our perceived sales process value.

Where are you on the customer experience maturity model?



ERP is crucial to improving customer experience.

The top 5 customer enablers are all helped by ERP:

1. Adapt your IT to react and serve customers better
2. Improve visibility of accurate and timely information along the value chain
3. Speed up decision/making capability
4. Analyse past customer interaction data
5. Simplify or automate business processes

Nearly **75%** of large manufacturers with **5,000 employees** or more

indicated that their ERP is a vital platform for delivering a good customer experience as it connects the back and front office operations.

An Opportunity for SMB

Nearly **40%** of manufacturers with **100-1,000 employees**

indicated they have homegrown systems or no ERP. This creates a lack of timely information as data is stored in too many different IT systems that are loosely connected, making it difficult to influence customer satisfaction even at the most basic level.