



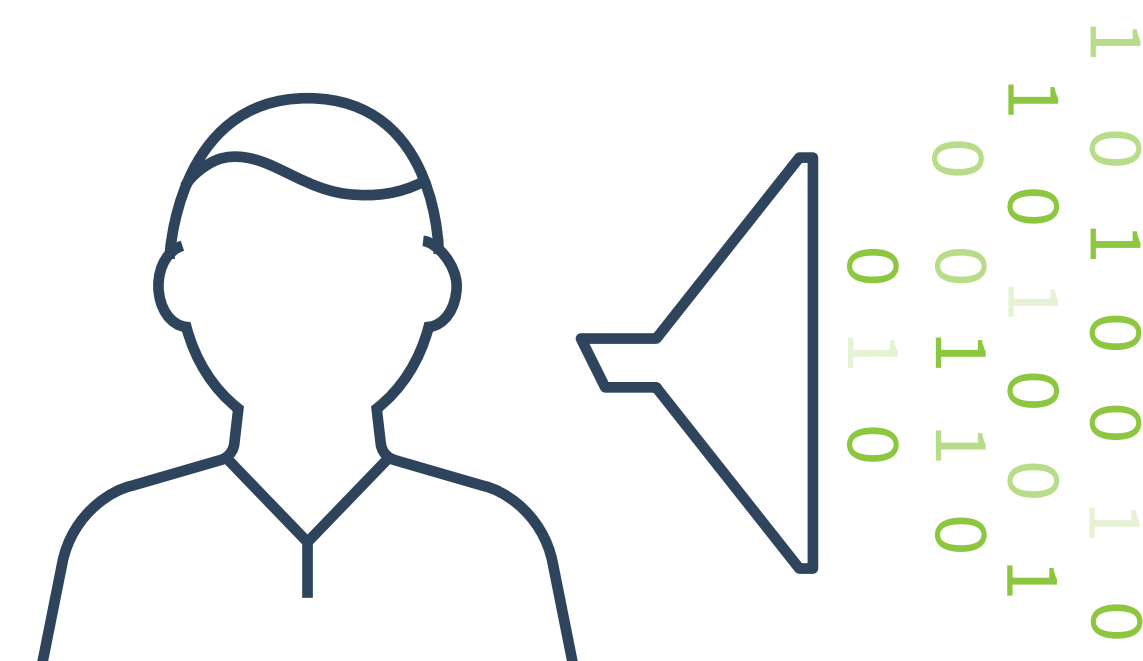
Manufacturers are recognizing the need for superior digital tools for forecasting, stabilizing the supply chain, 360-degree data, and delivering higher-quality customer experiences (CX). Adapting to these needs have been challenging as supply chains deplete and consumer buying patterns shift.

Connecting with customers and delivering products in a timely manner are now more important than ever to recoup the losses from the pandemic. As we gear-up for a new year, keeping pace with trends and upgrading your technology will give you the competitive advantage.

Here's a step-by-step guide for enhancing the success of your manufacturing business:

1

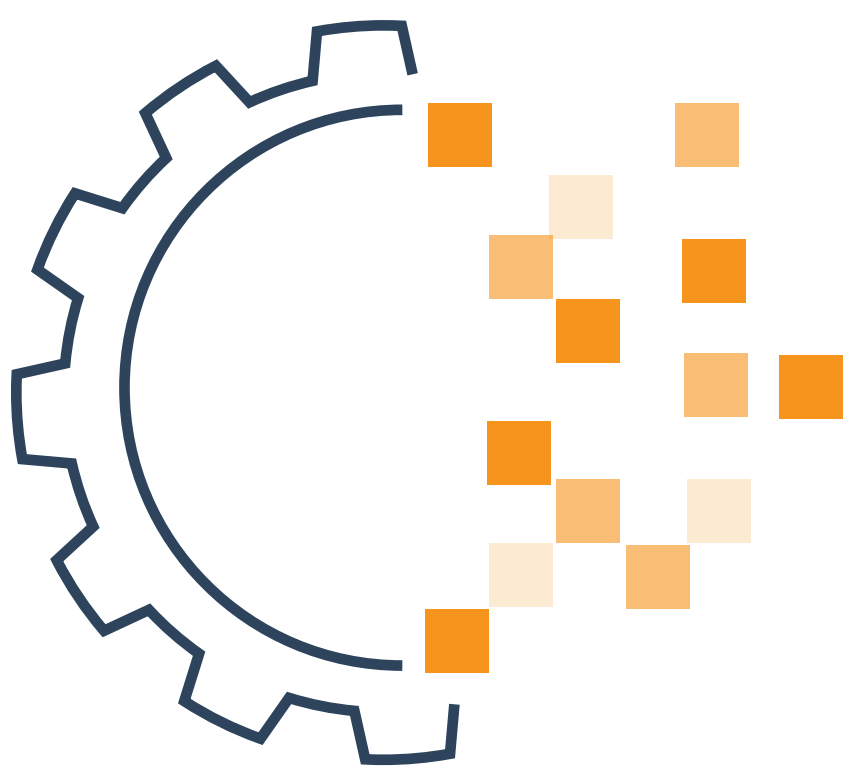
Data Driven CX



For manufacturers, the word customer can be diverse. It could mean partners, retailers, suppliers, or distributors. No matter which, CX is a competitive need for connecting with customers on a personal level. With a connected system, manufacturers have access to clear and usable information to support customers, make smart decisions, and eliminate blind spots in the supply chain.

Digital Transformation

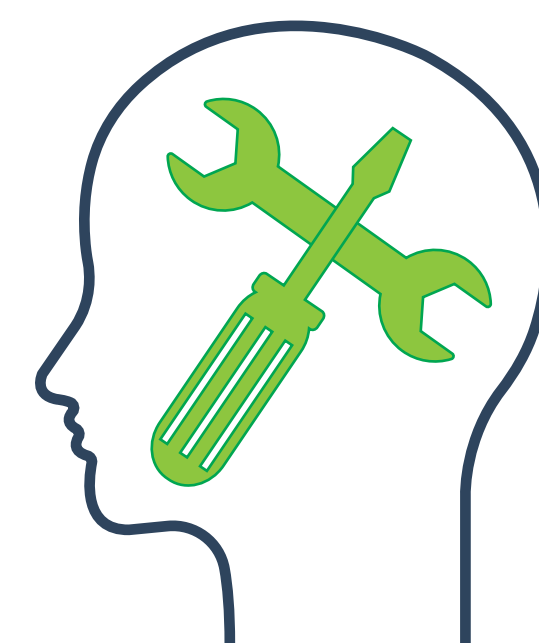
2



Replacing legacy systems and establishing a single source of truth is necessary for the future success of a business. Adding automation, personalization, and innovation to business processes is significant to manufacturers. Businesses with automation are able to process orders quickly to meet demands. Digital also enables reps to engage with customers in a way that cultivates an ongoing relationship even when remote, including videoconferencing, instant messaging, social channels and more.

3

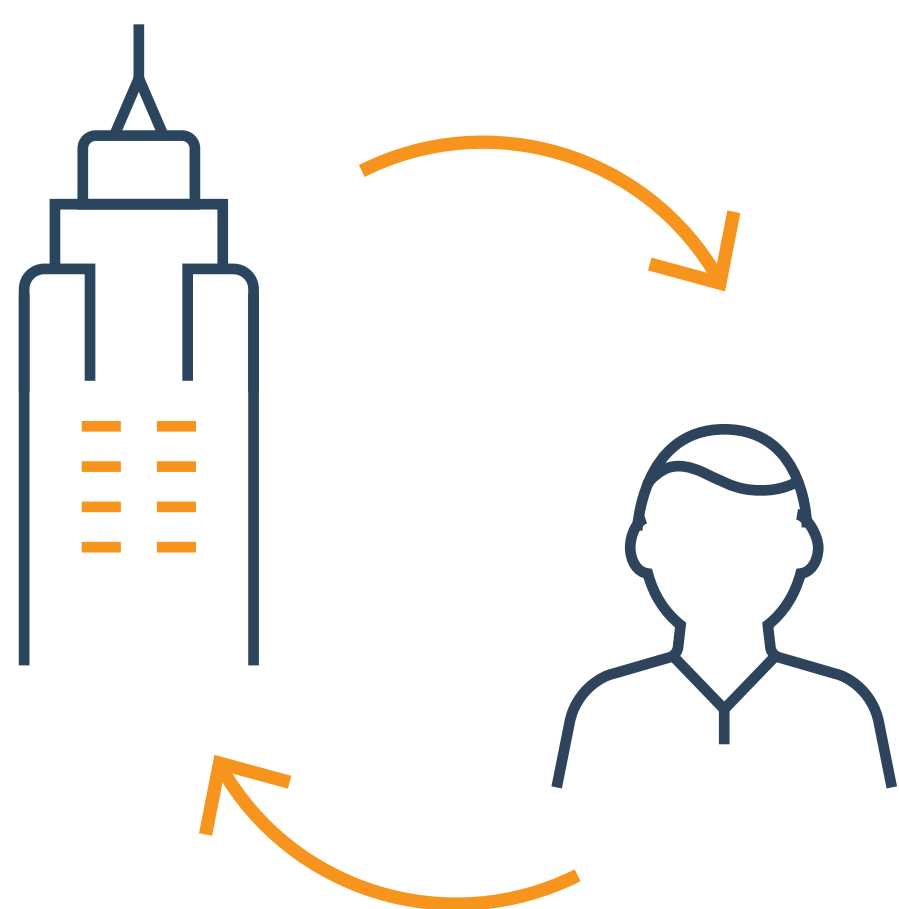
Predictive Maintenance



Predictive maintenance avoids unexpected downtime, predicts disruption, and overall saves businesses money. Outages add expense, decreasing margins. Just recently, Facebook's unexpected downtime of six hours cost them nearly **\$100 million** in revenue. In addition to profit loss, unplanned downtime negativity impacts customer satisfaction and drives your customers to competitors.

4

Shifting to B2B2C Model



Shifting from B2B to B2B2C comes with many benefits; brand expansion, improved customer data, and connecting with customers on a personal level. Many manufacturers are taking advantage of these benefits and are building meaningful relationships with consumers.

> [Schedule A Call Now to Begin Your Journey to Success](#)