

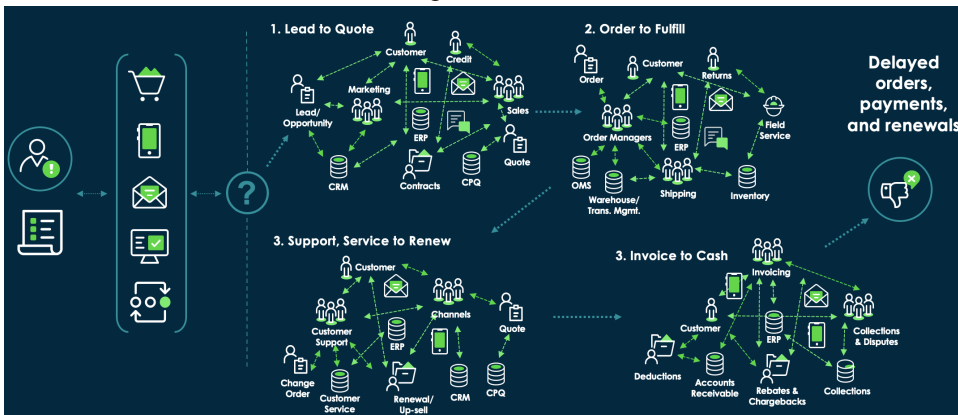
Accelerate Cash, Improve Experiences

Optimize manufacturers sales, support, and service operations to speed-up revenue and reduce costs while improving customer and channel experiences

Manufacturing companies are constantly transforming to meet rising customer expectations and technological advancements. Electrification, vehicle connectivity, and digital engagement are just a few examples of change impacting the industry. Manufacturers are re-inventing their go-to-market business models via product-as-service, subscriptions, and services offerings to accelerate revenue growth while boosting profitability. Additionally, companies are re-thinking their sales, support and service lifecycle operations to improve overall customer and channel experiences.

However, manufacturers are struggling to launch their new products, subscriptions and services offerings, resulting in slower revenue growth and higher operational costs. They are challenged by silos across front, middle, and back-office teams, which not only slow down their sales, but also make it hard to provide seamless support and service to their customers.

Despite heavy investments in ERP and CRM, manufacturers still rely on manual processes to manage order exceptions or changes resulting in heavy order delays and lost revenue. Additionally, companies are not able to provide full visibility to their channels and customers, adding further frustration.



Humans fill the gaps across the sales, support and service operation siloes, lengthening cycle time, increasing costs, reducing revenue, and hindering customer and channel experiences.

Manufacturers need a solution that helps them manage complex products, subscriptions, and services, bridge siloes across teams, and deliver a unified customer journey.

ServiceNow optimizes sales, support, and service lifecycle operations

ServiceNow's solution provides organizations with a single platform to optimize their sales, support, and service processes while optimizing their existing investments in CRM, ERP and other point solutions. It combines process automation, integration with existing systems of records, AI-powered workflows and digital customer engagement to reduce the overall order-to-cash cycle time, enhance operational efficiency, improve OEM-channel collaboration, and increase customer loyalty and satisfaction. Solutions can be implemented in weeks, not months, driving quick value realization.



Company

- U.S. based consumer products company.
- Fortune 500 company with 20 brands serving customers globally.

Challenges

- Streamline order management and customer experience on a unified platform and move away from disconnected systems.
- Manual processes and emails to handle a high number of order exceptions that needed to be handled daily.
- Deliver a platform to provide exceptional customer experience.

Solutions

- Deploy ServiceNow as a single platform enabling employees to align and deliver business outcomes.
- Digital view of the day-to-day order management work, transitioning to a seamless, smooth process.

Results

- 100k Order exceptions processed annually

Launch new subscriptions and services fast with configurable catalogs

Support complex products, bundles, and combined product and service offerings across commercial and technical catalogs. Provide flexible pricing options to maximize revenue, improve productivity, simplify quote generation, and increase customer retention. Use the same sales catalog for opportunities, quotes, orders, and post-sales engagement.

Seamless ordering with system connectivity to deliver a better experience

Fulfill orders faster while reducing operational costs by automating exceptions management. Simplify order changes by creating seamless connections with customers. Connect the order-to-cash ecosystem by integrating ERP, inventory, and other systems.

Simplify order processing and exception handling to speed up time to revenue

Fulfill orders faster while reducing operational costs by automating exceptions management. Simplify order changes by creating seamless connections with customers. Connect the order-to-cash ecosystem by integrating ERP, inventory, and other systems.

Efficiently resolve product and quality issues to reduce costs

Automate processes like AR discounts and disputes by using AI to automatically ingest and compare records, reducing tedious manual work and improving cash flow. Automate other manual invoice-to-cash processes that span teams and systems. Drive zero-touch workflows to speed cash collection.

Streamlined post-sale services management to deliver an exceptional channel and dealer experience

Empower agents to handle post-sales order changes, cross-sells and up-sells to move from a cost to a profit center. Automate change order requests. Prevent cancellations with product catalog visibility. Create quotes or orders from agent workspace without requiring integration work.

ServiceNow automates Manufacturing sales & service processes



Giving the day-to-day order management work a more seamless flow on ServiceNow has given our team more time to help our customers get to where they want to be.

– Stefan Kuester, Senior Manager, GBS Customer Service, Kraft Heinz