Zendesk for Manufacturing

Customer service that powers customer lifetime value

The manufacturing industry has seen increasing challenges over the last few years, including facing increasing global competition, disruptions in international supply chains, changing customer preferences, remote work and workforce reskilling, as well as fundamental shifts in product and service offerings. While there are many reactions, one thing is for sure. In order to compete and thrive, manufacturers everywhere are intensely focusing on customer experience improvements.

Yet getting there is not so easy. More than most, service organizations have internal challenges on many fronts, including:

- Gaining visibility into complete customer profiles to strengthen relationships with distributors and consumers

- Managing legacy systems and consolidating systems across acquired companies, brands and regions

- Collaborating and automating across teams and workflows

- Retaining, transferring and digitizing specialized knowledge of complex products into consumable formats for both customers and employees

- Maximizing technology investments while safeguarding privacy, security and compliance

Responsible for the lion's share of customer interactions, manufacturers' service organizations are being challenged to enhance and extend their offerings in order to improve experiences.

Only

16%

of agents in manufacturing feel empowered to do their jobs effectively

A fundamentally better approach to customer service

Zendesk for Manufacturing integrates the power of connected devices, legacy and disparate systems into a customer service solution that empowers agents and strengthens relationships across the supply chain, delivering experiences that drive customer lifetime value. Manufacturers get a foundation for agility, enabling them to mobilize their industry 4.0 transformation and respond rapidly as business models evolve, with little to no developer support.

A Zendesk foundation provides complete customer profiles and enables conversation and experience continuity, no matter what channel the customer chooses. This context improves an organization's knowledge of their customer and with the ability to connect device data for a complete view, it enables rapid and even proactive resolution. Through modern collaboration, centralized repositories and automation it improves field service rep productivity and strengthens partner relationships.

With Zendesk you can

- Improve post-purchase experience with personalized communications, omnichannel accessibility, and rapid support.

- Unify disparate data sources - centralizing regional, brand and support systems to provide unified, global brand experience and leverage customer information across the lifecycle.

- Increase customer self-service by providing high quality, accessible content to help customers get answers quickly.

- Provide proactive support & preventative maintenance by utilizing device info to trigger workflows, actions and communications for troubleshooting, maintenance and issue resolution.

- Get up and running quickly with pre-built apps and integrations that connect to the most common systems or custom integrate with legacy ERP, order management, homegrown systems and more using Zendesk Integration Services.

Use Cases

Omnichannel support
Proactive support
Device management
Preventative maintenance
Product troubleshooting
Remote machine diagnosis
Ecosystem collaboration
Centralized product catolog
Self-service
Upsell

Unified support with system integration for

Order & Returns management
Warranty management
Critical path management
Loyalty program management

How does Zendesk for Manufacturing work?

1 — A distributor has received the wrong order and starts a conversation with your business

2 — Agent has full context into the interaction and order history with this distributor

3 — Within the ticket, the agent can access inventory availability from your OMS

4 — Automation kicks off the backend fulfillment process and sends confirmation and tracking information to the customer

Uniquely helping manufacturer's transform customer service

Transform your CX with Industry 4.0

Connect device data for a complete customer view and masterful resolution

Build brand loyalty

Know your customer and improve post-purchase experiences with an omnichannel support platform

Improve field service productivity

Speed service with skills-based routing, remote machine diagnoses and centralized repositories

Architect for agility

Build a foundation for rapid response as business models evolve-with little to no developer support

Strengthen partner relationships

Enhance collaboration with suppliers, distributors, agents and consumers

SMC

SMC uses Zendesk to process orders and support their customer's technical product inquiries. The manufacturer launched a single global customer support solution out to nine countries in just four months.

15
languages supported

25%
reduction in agent headcount in a single country

1000+
agents globally, working from remote and central offices

Effective operational improvement with ability to identify customer, product or question trends

"In just four months, the SMC team implemented Zendesk across nine countries, none of which had been using Zendesk previously. In this launch, we implemented support in 10 languages, impacting 130,000 end-users."

Patrizia Eberhart
Team leader business systems of global IT for SMC

Why Zendesk?

Zendesk is a complete customer service solution that's easy to use and scales with your business. Built on open, modern standards, businesses have the flexibility they need to deploy the best customer experiences. Grounded in customer experience, Zendesk is the only Gartner Magic Quadrant leader with roots in service. Our data rich environment helps customers harness and make sense of their data from any system. With the best total cost of ownership, manufacturers see fast time to value, require less development and administrative overhead, and receive transparent pricing. It's everything today's manufacturer needs, in one powerful platform.