



MULTINATIONAL MANUFACTURING BUSINESS REQUIRES DIGITIZATION OF THEIR SERVICE OPERATIONS

A MULTINATIONAL MANUFACTURING CORPORATION WITH ANTIQUATED PROCESSES REQUIRES ADVISORY AND BUSINESS INTELLIGENCE TO DIGITALLY EVOLVE THEIR SERVICE STRATEGY

SITUATION

A century old manufacturing business that has been selling its products across the world found itself in a difficult situation. It had antiquated processes for servicing their products for their customers, but realized that it needed to catch up to the digital evolution that was happening within its industry as well as customer demands for easier and more streamlined processes to communicate and interact with the company.

ISSUES

There were many issues that created both barriers and hurdles to move the company into a more digital centric approach

- Due to the large customer base and multinational nature of their business, the company found it difficult to change one process without changing several others. They were also resistant to change.
- The company's mentality was concerned that they would lose the personal touch with their clients by moving to a more digital model.
- The company was out of touch with their service employees, and this proved detrimental as these employees knew what customers wanted.

SOLUTION

Smashbox worked through an advisory engagement to not only advise on the proper course, but drew critical data and information from within the company that provided the executive management team with the confidence to move forward.

HOW

Smashbox executed the following steps

- Smashbox worked with the company to preconceive new concepts as a baseline for the go-forward strategy.
- Smashbox polled on the ground service staff on not only current customer needs, but also about the acceptance of specific new solutions.
- Smashbox provided the team with a full report on the potential go-forward strategy based on the data it had gathered.

BENEFITS

- Exec team learned the evolved needs of the customers
- Exec team learned about the service staff's highly regarded opinions
- Received critical pieces of moving the service business to digital
- Received a substantial amount of data that was collected that can be used for future initiatives and campaigns that span operations, sales and marketing
- Have the baseline for a go-forward strategy

SERVICE PROCESS & OPERATIONS BEFORE AND AFTER

BEFORE SMASHBOX

- Poor customer experience
- No data on what the customer needed
- No data on what the service staff required
- Old processes affecting profitability
- No strategy to digitize
- Lack of confidence to move forward with such a large initiative

AFTER SMASHBOX

- Full data on what the customer wanted
- Full data and suggestions from service staff about what is required for the future
- Replacement for old antiquated processes creating more efficiencies and overall profitability
- Digital strategy with a clear roadmap on what to implement and when.
- Confidence for the executive team to move with data instead of speculation.

Book a Consultation and Learn How Smashbox Can Help Your Business