



CX Maturity in Manufacturing



88% of manufacturers list customer loyalty and retention as a top priority

Yet

Only 39% of today's manufacturing brands are experience-driven¹

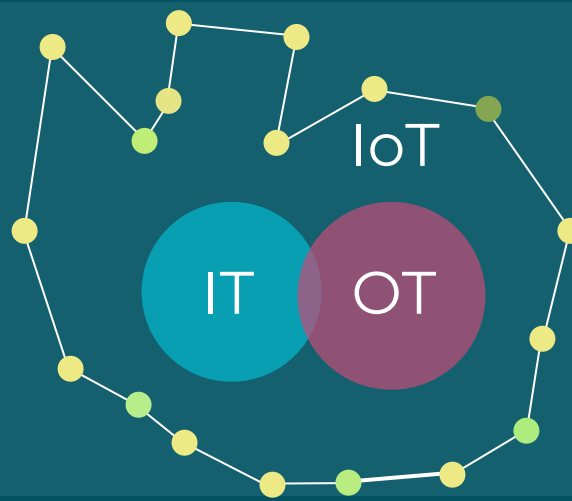


Those that do receive an average **12% boost in sales - 1.6 times** as many as brands that aren't CX-driven²



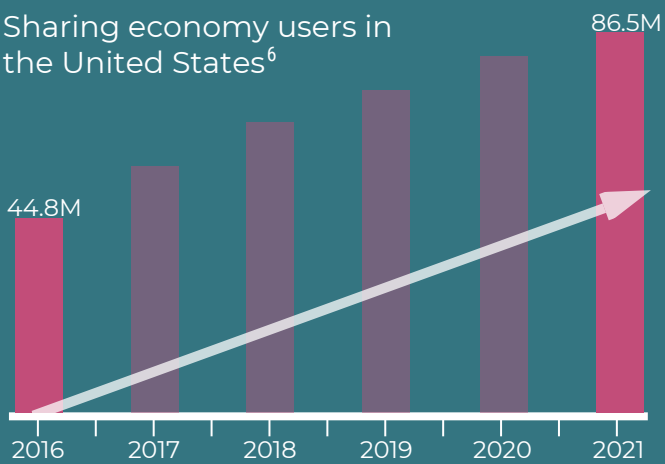
You've already made big digital investments

Whether you're among the **31% of manufacturing firms planning to implement intelligent systems over the next year** or the **83% for whom AI is a strategic priority**, the cost of bridging the IT/OT divide is huge³



23% of US Businesses are also starting to employ Blockchain which promises huge savings (70% on central finance reporting and 50% on compliance and business operations) but only with **significant capital investment**⁴

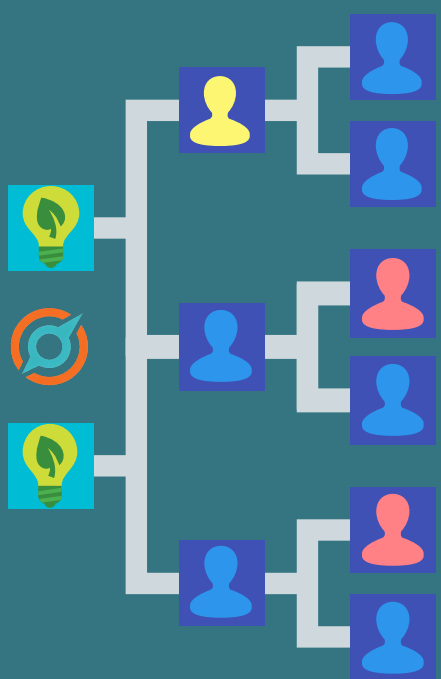
Sharing economy users in the United States⁶



But as **threats** to manufacturing continuing to cause instability through:

- Proliferation of the U.S. "sharing economy"
- Uncertainty over continued open access to markets
- Increased anxiety over trends like industry convergence and the rising cost of raw materials⁵
- Products and brand experiences increasingly indistinguishable from each other

B2B is changing, courtesy of inter-connectivity and informed consumers, both on a global scale. In its place? **B2B2C**



As manufacturers re-evaluate their value chain, **investing in the customer experience transforms the brand-customer relationship into an unbreakable bond, resilient to pitfalls**⁷

By **making the right CX investments and actions, at the right time**, manufacturers **can optimize** their **return on investment** and re-position themselves as industry leaders that anticipate rather than react to customer needs

Taking greater control of the distribution process, manufacturers can finally begin to leverage their significant (IoT) data advantage, using it to enable **real-time inventory and status checks** that will satisfy the **58% of consumers who said they wanted to be able to view them online** and enable true cost-to-market streamlining.⁸

1, 2 Forrester, (2018) The Business Impact of Investing in Experience: A Spotlight on Manufacturing, 2
3, 4, 5 Microsoft (2018) 2019 Manufacturing Trends Report, esp. 31, 53-55.
6 eMarketer (2017) U.S. Adults Sharing Economy Users and Penetration, 2016-2021.
7 ONR (2019) Pan-Industry U.S. Customer Experience Maturity Survey.
8 IDC (2017) IDC FutureScape: Worldwide Manufacturing, 2018 Predictions.



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