



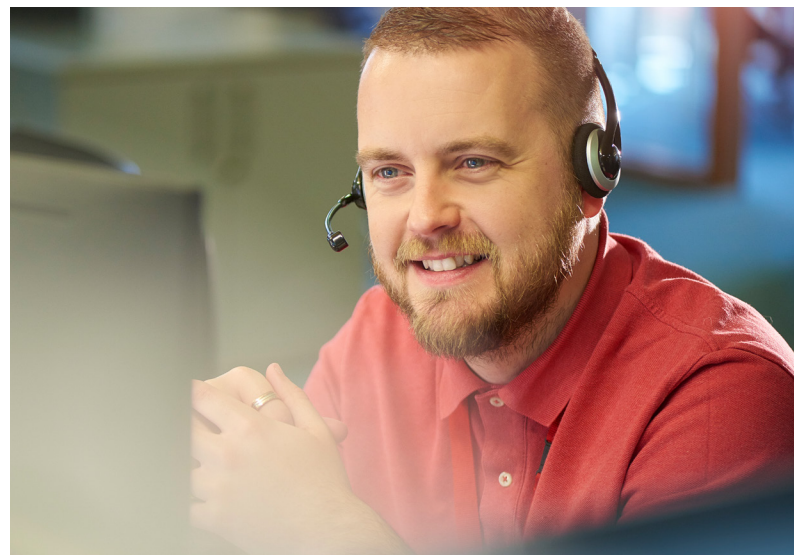
Maximizing your sales team's effectiveness with Conexiom



Managing Customer Relationship Equity for Growth

Looking at your own organization, how do you service your customers? Do you focus more on the transaction the customer is placing or the entire experience and understand what motivates them to do business with you?

A fresh approach to customer service and encouraging customer loyalty is to look at the nature of the relationship between your customer and their touchpoints with your business. Specifically, how your company manages the relationship between your customers and the channels they use to facilitate purchases with your company. Understanding the relationship and how to ensure it is always in a positive state is critical to company profitability and repeat customer purchase.



Customer Purchasing Preferences

The first thing to examine and understand is the buying behavior of customers. Customers currently make up different generations of buyers and buying styles. This list includes boomers to millennials, with an obvious trend of millennials slowly replacing boomers entirely. Regardless of generational group, ultimately customers have different preferences on how and where they place their orders that are personal to them. In the end, all customers have the same needs - purchase fulfillment and customer service.

Companies need to examine internally how to restructure their sales teams to respond to different customers and subsequent buying behaviors and preferences. Not having an accurate view of the needs and wants of customers exposes the company to competitive threats when purchase needs are not responded to in the manner that your customers want. Additionally, profitability is impacted through inefficiencies in operational overhead from a misallocation of resources.

Understanding the cost to serve is a key exercise for distributors and manufacturers. Most companies have a combination of inside and outside sales representatives, as well as internal business processes designed to process the sale. Senior executives need to understand which elements of the customer relationship and customer purchase transactions add intrinsic value to the sale or loyalty of the customer and which are inefficient and may even negatively impact the business.

Traditionally outside sales representatives manage the customer relationship and advocate for the customer at their company to protect the business. However, the nature of this role is changing, as the buying behaviors of customers change. There are many companies that rely on repetitive, loyal business by customers who have no interest in speaking or seeing a sales representative until they have a need - an issue with their transaction or a product inquiry. These types of customers want their needs addressed immediately.

Companies must determine how to respond to customers' changing needs, while scaling operations in a way that doesn't impact the profitability of the company. Sometimes a less obvious place to begin are business processes in the sales transaction that are inefficient.



Why The Current Model Needs Improvement

Looking at how customer service representatives manage customer transactions reveals that up to nearly 80% of customer service reps are manually keying in orders. These orders come in via electronic channels like punchout, web portals, e-commerce, and still a clear majority via email. Customer service reps have no choice but to print the purchase order, and manually input this into the company's ERP system.

There are many challenges with this process. Firstly, the order requires a much longer order processing time. A representative must physically take the time to key in the order. Despite the channels the customer placed the order in, the current B2B marketplace has elevated the transaction and fulfillment expectation. Orders must be processed quickly, no matter the time of day. During high volume seasons, or at the end of the day this becomes incredibly challenging for customer service rep teams to manage.

Additionally, manual processing is by nature prone to errors. Customer service reps that are manually keying in orders will make a mistake at some point regardless of the complexity of the order.

Rushing to key in orders during high demand seasons so that sales can be processed quickly compounds this problem. Mistakes with order fulfillment creates threats for customers to switch where they do business, in addition to increasing costs to serve for the company.

One of the biggest issues with a business process that functions this way is that many senior executives do not realize that these tasks do not add any incremental value to the sale. Simultaneously, they burden the day of the customer service rep and do not allow them to be nimble in response to customer problems. Customer service reps are a key sales touchpoint that should be available to customers who want to speak to a company representative. To maintain customer loyalty and preserve relationships, they should be available to help with managing customer transactions. This may include answering questions about the actual order or questions about a specific product.

By freeing up time previously spent on manual entry, customer service representatives can offer companies a competitive advantage over their competitors in the market - particularly those participating in e-marketplaces. Customer service reps also have the opportunity to foster and maintain customer loyalty by assisting a customer who is requesting service or problem solving, as well as have an opportunity to cross-sell on other products or options. When not assisting customers, employees can deliver additional business value by making time for data analysis to understand how accounts are performing across volumes, margins, and pricing.

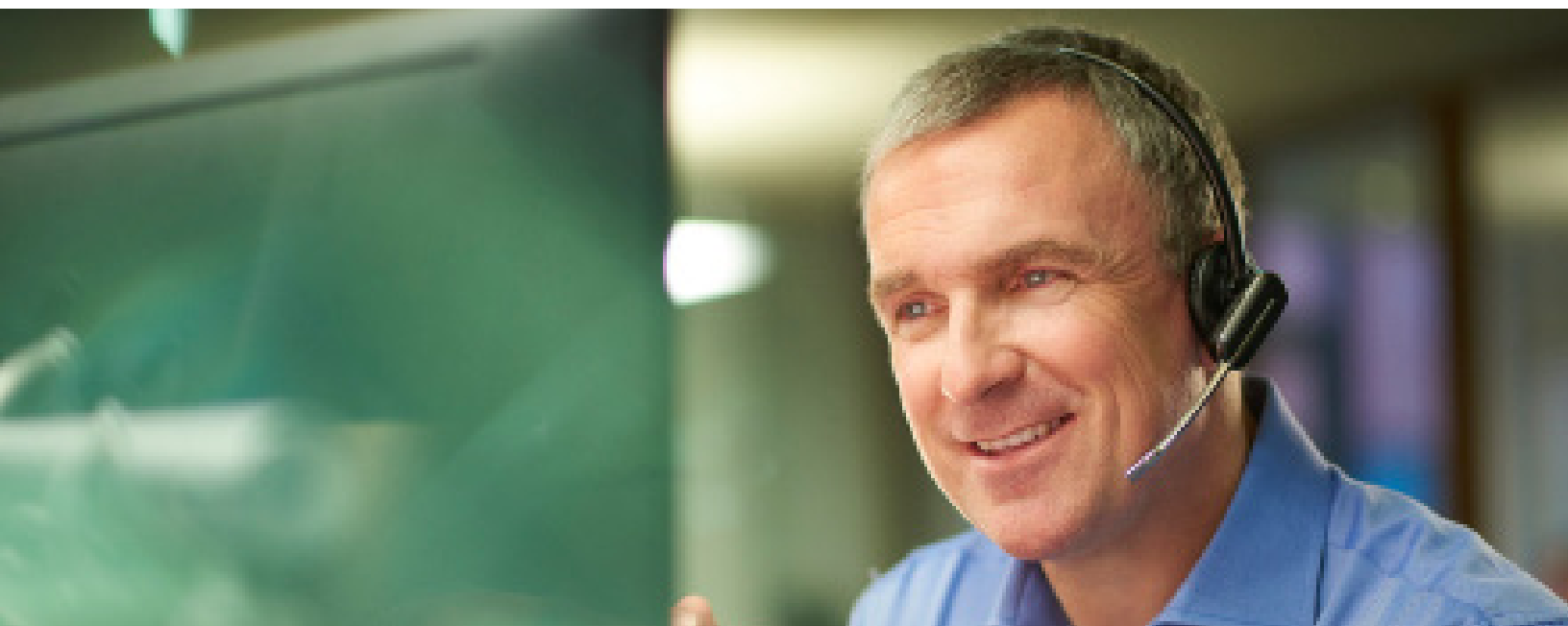


Increasing Customer Satisfaction as a Competitive Edge

Freeing up time for customer service reps to connect and interact with customers can deliver enormous gains. There are other easy to implement improvements that can be implemented with your sales team that can also increase customer satisfaction. Transforming business processes that elevate the transaction experience is another competitive edge that companies are unaware can drastically increase customer satisfaction. Sales order automation with 100% data capture accuracy enhances customer loyalty.

Getting orders right the first time, every time, means happier customers, while saving companies considerable time and money. Even a 1% error rate is too high. If one customer sent in an order with 300 line items and received three wrong products, the resulting frustration and time spent reconciling the errors begins to erode the customer relationship equity that has been previously built. By translating order data directly from the purchase order into your ERP system with sales order automation, it bypasses the opportunity for introducing human errors. It can also do so in minutes meaning customer orders are processed quickly and elevate the purchase experience. With the right sales order automation solution, companies can confidently rely on processing orders with 100% data accuracy rather than relying on older and inaccurate optical character recognition technology.

Sales order automation allows you to do more with less. Productivity skyrockets with the ability to process more orders in less time without hiring additional staff. The ability to do so is critical to continued success. The single most important benefit of sales order automation is the capacity it creates for future growth. Doing more with less allows companies to simplify their business and become more agile. In turn, this helps maintain a competitive edge and a leadership position in the industry, ready for future expansion.



About Conexiom

Sales order automation is easy with Conexiom®. It enables printed or emailed customer purchase orders to be converted into electronic sales orders automatically, eliminating manual entry and allowing you to focus on serving customers, not entering orders. Conexiom works by capturing and transforming computer generated purchase orders sent by customers in their own unique formats directly into your ERP system. By reducing human intervention, Conexiom saves both time and money. Conexiom is easy to use and incredibly accurate thanks to its intelligent 100% data capture accuracy. Delivering instant ROI, Conexiom enables you to do more with less by processing more orders in less time without increasing staff. The patent-pending Conexiom Sales Order Automation solution was created by ecmarket, a cloud solutions developer. Conexiom enables printed or emailed customer purchase orders to be converted to electronic sales orders automatically, eliminating manual entry and allowing companies to better serve their customers.

For more information visit www.conexiom.com

