

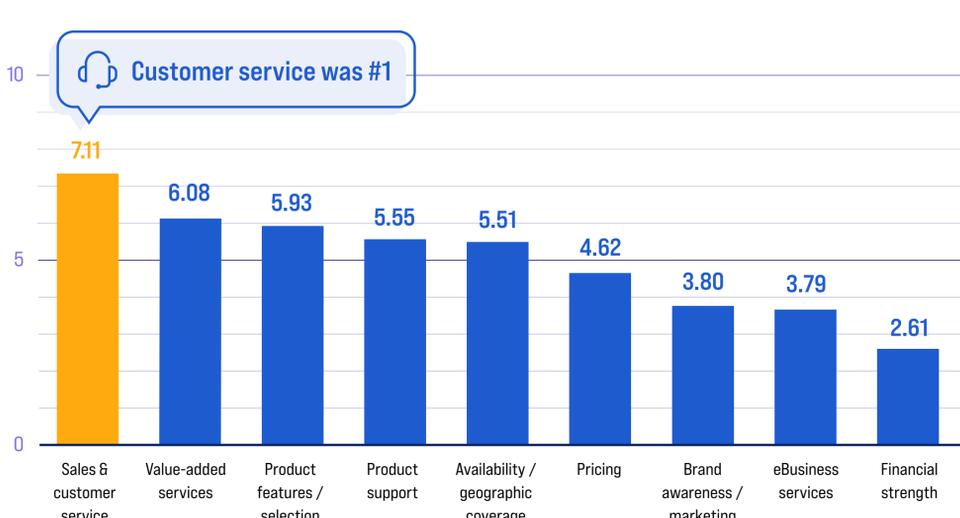
Distribution Industry Insight: Making Time for Customer Service Is Key to Success



A recent survey conducted by Conexiom reveals why improving customer service should be a high priority — and why time is a precious resource for distribution customer service teams.

How Does Customer Service Impact Business Success?

When survey respondents were asked to rank the most important factors to differentiating themselves from competitors,



Most distributors also say customer service has a significant impact on revenue:



What Are the Biggest Roadblocks to Improving Customer Service?

When survey respondents named their most difficult customer service challenges, three factors stood out.

Top 3 challenges

3



Staffing

Teams can't deliver best-in-class service while understaffed and pressed for time.

2



Resistance to cultural change

It's difficult to change the status quo when teams don't have time for training and skill building.

1



Market forces / supply chain disruption

Unexpected disruptions require teams to perform more reactive and fewer proactive activities.



Competitive Customer Service Takes Time

Respondents said spending more time on proactive activities and less on reactive activities is key to achieving best-in-class customer service.

Average ratio of proactive to reactive activities



Ideal ratio of proactive to reactive activities

Proactive Reactive



The best way to reduce the future need for reactive activities: give customer service teams **more time to take on proactive activities** — while handling current reactive needs.



Automation Delivers Customer Service Opportunities

By automating data entry for purchase orders, Conexiom helped a major distributor unlock **over 6000 hours per year** to re-invest in customer relationships.

What could that extra 6000 hours mean?



A potential **27,692** customers who won't have to wait on hold
Assuming average call center hold time of 13 minutes
Source: Hubspot

OR



36,000 more customer service calls
Assuming average customer service call time of 10 minutes



60,000 more sales calls per year
Assuming average sales call time of 6 minutes



Outstanding customer service takes time. Conexiom helps you reclaim that time.

Learn More



"We've seen a marked improvement in both cycle time for order processing and order entry error rates."



—Alex R.
Electrical/Electronic Manufacturing, 10,001+ employees

