

# Achieving World-Class Sales and Service with Customer Relationship Management

Creating *World-Class* Manufacturers



World-class customer relationships generate trust, referrals and repeat business. These kinds of business relationships are built on certain values: Quick responses. Reliable follow-through. Correct answers. Fulfilled needs. Attention to detail. No surprises.

Whether build-to-order products or commodity goods, creating a compelling customer experience is critical for manufacturers. And any tool that can help you exceed customer expectations is an investment in the continued growth of your organization.

For world-class manufacturers, MAPICS Customer Relationship Management (CRM) is just such a tool. MAPICS CRM was designed to support manufacturers specific needs across the entire customer lifecycle, from marketing through to sales, service and analysis:

- Converting more leads into sales more quickly
- Building business through customer satisfaction and service
- Collaborating more efficiently with business partners
- Improving the internal processes of your sales organization

## Integrated CRM

In a market characterized by the threat of overcapacity and the need for precise control production volumes and inventory, MAPICS integrated approach to CRM takes on added significance. Increasingly, manufacturers of all types need the back office to link to the front office functions that fill the sales pipeline. MAPICS CRM application works with your manufacturing-centric enterprise resource planning (ERP) platform.



## The Right Tools to Make the Sale

MAPICS CRM's sales force support and automation features assure access to the information and tools your representatives can use to close more sales.

Integrated with your enterprise systems, MAPICS CRM enables fast, online access to your latest, most accurate pricing options. And it has the built-in flexibility to accommodate your sales channel requirements, special discounts, commission schedules, various currencies and other fast-changing variables. You'll be able to give highly accurate cost and delivery estimates to your customers, and you'll be better equipped to command the best price on a regular basis.

MAPICS integrated CRM includes highly sophisticated order configuration and processing tools that yield fast, accurate answers to customers' questions about capacity, availability, customization and delivery.

MAPICS can also improve your opportunity management, including proposal generation, lead distribution and overall sales account management. As a central, convenient source for presentations, demonstrations and other multi-media resources, MAPICS CRM assists at the point of sales as well.

## Relationships Built on Better Service

Excellent service encourages customer loyalty, and MAPICS CRM supports a broad range of premium services, adapted for use by manufacturers, that enhance your after-the-sale functions.

## Equipment and Warranty Tracking

Use MAPICS CRM to initiate service contacts by equipment type or family, manage customers'

equipment and component data, and access warranty details such as serial numbers or warranty expirations.

With key customer information that's organized and up-to-date, you'll be able to easily and quickly match work orders with service contracts, determine appropriate charges, bill back to component suppliers properly and conduct recalls.

## Contact Center Support

With MAPICS CRM's intelligent customer interaction capabilities, you'll get a head start on your repair and maintenance service activities. MAPICS supports Web-based initiation of service requests, for example, and integrated approval processing is based on the dollar value of the work to be performed.

According to the symptom of the equipment or product in question, service work orders include possible problems and recommended actions.

## Return Materials Authorization (RMA)

With integrated CRM from MAPICS, you'll spend less time managing your return materials authorization (RMA) program and more time improving your customer satisfaction. Upon request, the system identifies the type of return, relevant symptoms, and the customer's issue. MAPICS CRM allows service representatives and technicians to easily create RMA orders, track status through to resolution, initiate shipment of replacement parts, and determine return requirements. And the system automatically verifies whether replacement parts are billable and what confirmations necessary, saving your staff time and effort.

## Service Workforce and Resource Management

The MAPICS CRM application includes powerful functionalities designed to help you make the most of your service team's personnel and equipment. Track the availability of technicians and service vehicles. Schedule and dispatch workers based on appropriate skill sets and equipment availability. Handle ongoing fleet and equipment maintenance scheduling. Let MAPICS CRM support workers' mobile computing needs, so technicians can record their activities and materials used on PDAs or laptops, later synchronizing that information for accurate record-keeping and billing.

## Customer Service Knowledge Base

The service quality side of MAPICS CRM is further enhanced by its knowledge base feature. By tying symptoms, problems, and resolutions to call center activities and capturing that data, the system builds a convenient reference resource for help desk representatives. The knowledge base enhances troubleshooting capabilities—and your company's customer relations.

## Collaborate More Closely with Partners

Just as MAPICS CRM gives your sales force tools to help them work smarter, it gives your customers tools that make it easier for them to conduct business with you.

MAPICS customer self-service functionality creates a Web-based storefront especially designed for manufacturers' customers to place their orders, view project status, submit changes, and gain visibility into billing.

MAPICS boosts your sales channel, whether you sell direct or through distributors: Respond quickly to partner or customer requests for the most current marketing materials. Assure capable to promise. Turn raw leads into new business. With a better understanding of customer requirements, and tight coordination of your extended sales organization, you'll more profitably manage relationships with customers as well as distributors and resellers.

## Improve Your Internal Processes

MAPICS CRM even helps you improve the sales and marketing operations within your organization. Its best-practices orientation enhances your productivity, helping you respond more quickly, capture better prices and accomplish stronger results with fewer dedicated resources.

## Campaign Management

MAPICS CRM powers technology-enabled marketing to give your sales force new tools for comprehensive, coordinated campaign management. With access to MAPICS CRM—and in-depth enterprise information—you can author and track campaigns, monitoring responses and lead conversion rates in real time. By automating opportunity management, price quoting, proposal generation, order processing and reporting, your team will improve its sales capacity.

## Guided Selling and Customer Self-Service

In addition to the external customer relationship benefits of guided selling and customer self-service solutions, your sales force can use these applications to find more time for more profitable business development activities.

## Creating *World-Class* Manufacturers

# WORLD CLASS

With guided selling, MAPICS CRM leads salespeople through the sales cycle, providing all the rules-based structure and detail they need to generate accurate quotations for complex products. The system reduces mistakes, accelerates sales and helps secure deals.

Already a valuable service feature, MAPICS Internet-based, direct-to-customer self-service capability adds another dimension to manufacturers' internal processes. By automating a high volume of configuration and order processing, your representatives will have more time to turn their efforts toward generating new business.

### Sales Analytics

MAPICS CRM is much more than a point-of-sale and point-of-service application. The system also leverages order, production and delivery data to provide business intelligence and sales forecasting.

Use MAPICS analytical tools to identify successful sales practices, recognize purchasing trends or predict future buying based on historical information from your ERP platform. Capture all service-related revenues and costs for realistic reports that detail your sales and service margins. Get comprehensive views of all corporate sales activities as well as perspectives on the lifetime value of each of your customers.

## Creating World-Class Manufacturers

To be world-class, manufacturers require world-class tools. And MAPICS CRM is a mature, proven technology that can deliver on that promise: Converting more leads. Building business through customer satisfaction. Collaborating more efficiently. Improving your internal processes. It's all possible with the intelligence of MAPICS CRM.

MAPICS is the largest, global solutions provider focused exclusively on manufacturing. Building on more than 25 years of industry experience and proven success, MAPICS helps manufacturers be world class by gaining market share, operating at peak efficiency, and exceeding customer expectations.

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