

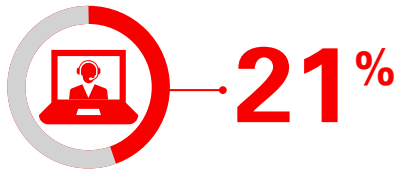
# Is Manufacturing Leading the 'Back of the Pack' in Modern Customer Service?

## PERCEPTION VS. REALITY



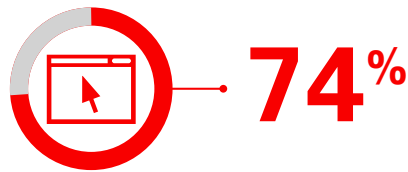
of manufacturers think they **provide better service** than their competitors

But



of them are just getting started with **modern customer service**...  
...does performing better than laggards really make you a leader?

## OMNI-CHANNEL SERVICE



say they provide seamless service across channels, and 77% say they offer self-serve online

But



their investment in self-service (**28% vs. 47%**) and mobile (**34% vs. 50%**) lags behind, as they focus on phone and email...

...resulting in customers having **limited channel options**.

## MEASURING MANUFACTURING SUCCESS

21%

say **service is key to their marketing message and brand**, and 10% track brand perception

But only

26%

monitor service's **contribution to sales revenue**, despite its importance to future growth.

## MANUFACTURING SWOT ANALYSIS

(Manufacturing vs. cross-industry average)

**Strength** – can consolidate data for consistent service (84% vs. 71%)

**Weakness** – behind in social (36%), mobile (34%) and self-service (28%)

**Opportunity** – using service to produce more with less (36% vs. 25%) and track Customer Effort Score (44% vs. 37%)

**Threat** – competitors that invest in modern channels and use service to drive revenue



FOR A DETAILED ANALYSIS OF THE FORBES SURVEY FINDINGS ON CUSTOMER SERVICE IN MANUFACTURING, [DOWNLOAD THE REPORT](#)