

# THREE WAYS CLOUD COMMUNICATIONS CAN BENEFIT MANUFACTURING

## IMPROVE CUSTOMER EXPERIENCES, ENHANCE COLLABORATION, AND DRIVE STRATEGIC DECISIONS – ALL WITH ONE COMMUNICATIONS PLATFORM

Manufacturing operations require robust and adaptable communications solutions to coordinate production lines, manage supply chains, and address machinery issues. Whether a manufacturer sells directly to consumers or to other businesses, connecting quickly with the right customer, supplier, or manager for inventory, order, and delivery status helps minimize business disruption.

A robust cloud communications and collaboration platform can provide the necessary scalability and real-time accessibility to support remote quality inspections, facilitate equipment troubleshooting, and enable seamless collaboration across multiple facilities – all while reducing the financial and operational burden of a physical phone network.

Let's look at how a fully integrated cloud communications platform can improve customer service and satisfaction while increasing internal and external collaboration and strategic decision making.



## DELIVER SUPERIOR CUSTOMER SERVICE AND INCREASE SATISFACTION

**Engage through your customers' preferred channels.**

Customers expect to communicate the way they want to, when they need to. When customers reach out, manufacturers need to provide consistent, accurate, and efficient service and response across various communications channels.

Our cloud communications solution untethers your teams from old technology, allowing them to interact with customers across multiple channels, supported by integrated phone, chat, text messaging, SMS, video conferencing, screen sharing, and more. Communicate with customers more efficiently and effectively – all within one platform – and provide the seamless digital service and support your customers expect.

## BENEFITS



### Seamless and personalized engagement

Customers can contact you via phone, email, chat, and WhatsApp to quickly get the answers they need. Employees can quicky identify the customer in context, thanks to CRM and ERP integrations coupled with AI-generated summaries of the last call.



### Improved responsiveness

Modern cloud communications can improve response times by automatically routing customer calls to the right department, such as customer service, technical support, or billing. Interactive voice response (IVR) supports customer self-service for routine issues, providing quicker answers and reducing employee workload during busy periods.



### Proactive issue resolution

AI Sentiment Analysis can gauge customer emotions to help the business identify and address potential areas of satisfaction or dissatisfaction for quick resolution.

## ENHANCE COLLABORATION AND EFFICIENCY

**Communicate from wherever with integrated mobile apps and tools.**

You want your employees at their most productive, whether they're checking orders, maintaining equipment, or arranging delivery. This means empowering them to connect with customers, suppliers, and partners – on any device, through any channel, from any location.

Modern cloud communications empower employees with tools like video conferencing, chat, SMS, and file sharing, facilitating real-time collaboration and quick decision making. This leads to improved operational efficiency, a more cohesive work environment, and rapid issue resolution.

## BENEFITS

### Remote quality inspections and faster troubleshooting

Our mobile app enables remote quality inspections and virtual facility tours, without travel to the site. Instant messaging and video enable administrative staff to quickly connect with production to address inventory levels and safety and compliance issues.

### Automated customer updates

Proactive notifications can help update customers and suppliers about important order and inventory changes, and can send maintenance and invoices reminders.

### Collaborative product development

Teams can securely share documents and blueprints in collaborative product development with R&D teams and external consultants.



## DRIVE STRATEGIC DECISIONS AND GROWTH

**Access and analyze communications records to identify areas for improvement.**
Effective decision making requires accurate business data, including the documentation of customer, supplier, and employee communications for both regulatory requirements and process improvements. An integrated cloud communications platform – including UCaaS and CCaaS with advanced analytics and reporting – provides business stakeholders with the critical data, insights, and coordination needed to make informed decisions and drive growth.

## BENEFITS



### Data-driven process improvements

Reports and analytics surface useful business insights that can lead to process improvements related to call volumes, hold times, and key topics.



### Data-driven customer service improvements

Monitor and analyze customer calls to help identify interaction trends, agent performance, and areas for improvement. Managers can coach agents to improve service delivery, which can increase customer loyalty.



### Regulatory compliance and audit trails

Archived communications – including securely stored records that are easily retrievable – help businesses meet regulatory compliance requirements for audits and legal inquiries.

Contact us today to find out how a fully integrated cloud communications platform can help your manufacturing company thrive and grow.

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