

How Customer 360 enabled a company to increase customer engagement while driving new service revenue

Global Fortune 50 Technology Service Provider

An OEM with a global footprint offering a portfolio of post-sales services to its customer base required ability to track assets, contract expiry dates and renewal opportunities, and offer services to its customers to detect and proactively fix failure issues and security vulnerabilities.

PROBLEM

- Asset meta-data not available in one system
- As-sold, As-maintained and As-reported asset records needed to be reconciled continuously
- Lack of a single place to monitor service delivery performance (Response Time, First Time Fix, etc.)
- No consistent visibility across customers and sites to contract expiry and renewal opportunity

RESOLUTION



Customer 360 Portal

- Customer 360 solution provided a single "portal" for collaboration between the OEM and its customers
- Curated operational service information based on permissibility guidelines made available to end customers
- Replaced manual effort in collecting and presenting information to manage SLAs



Asset data management

- Asset data management (Asset Radar™) enabled tracking of assets across various stages of their life cycle such as As-Sold, As-Maintained, As-reported and As-Detected (by IoT)
- Workflow to accept / reject and manage asset records

WHY ENTERCOMS

- Cloud based Customer 360 Solution deployed in 120 days
- Integrated data across disparate systems (asset records, CRM, and several ERPs)
- Enabled client to win new deals and service contracts

IMPACT



>\$50M New service contract wins attributed to Customer 360 solution



Enabled creation of high quality asset and installed base data



Replaced and automated voluminous manual effort to track performance metrics