

A large industrial robotic arm is shown in the process of welding a metal component. Bright orange and yellow sparks are flying out from the point of contact between the welding torch and the metal. The background is a dimly lit factory floor with various industrial equipment and structures visible.

7 Ways Liferay Drives Aftersales Growth for Manufacturers



Focusing on Manufacturing Growth by Improving Aftersales

Manufacturers are no strangers to change. But with the changes brought on by the pandemic, disrupted supply chains, and evolving customer demands, manufacturers find themselves needing to adapt and change their business models in order to survive.

If you want to grow your business, you can tap into huge profits by serving your customers past their initial purchase.

Aftersales offers:

- 20-50% [more profitability](#) for manufacturers in comparison to new product sales.
- Higher margins, with the potential to deliver over [50% of a manufacturer's profit](#).
- Up to [2.5 times the operating margin](#) compared to new equipment sales.

But how can you, as a manufacturer, realize the full benefit of aftersales?

In this e-book, discover how a digital experience platform like Liferay can help boost aftersales revenue by streamlining ordering, reducing cost-to-serve, and increasing customer retention.





Improving the Aftersales Experience with Liferay DXP

A customer's journey isn't finished when their purchase is complete. Manufacturers have the opportunity to continue to be a valuable partner for their customers if they are able to deliver compelling, tailored experiences post-purchase.

However, this often proves difficult because of disconnected systems, siloed data, and busy support teams.

You can overcome these challenges by using Liferay's Digital Experience Platform to build a unifying [customer portal](#).

With Liferay's out-of-the-box features and flexible architecture, manufacturers have the tools they need to deliver the experiences their customers want. Learn how Liferay helps manufacturers:

- 1 Minimize Unplanned Downtime for Customers
- 2 Streamline Spare Parts Ordering
- 3 Reduce Support Costs with Self-Service
- 4 Protect Intellectual Property
- 5 Drive Continuous Optimization
- 6 Go to Market Faster
- 7 Integrate Everything in a Single Solution

1 Minimize Unplanned Downtime for Customers

If customers can't run their equipment, they're not making money. If they're unable to operate and generate revenue, they won't want to continue doing business with you. So keeping customers up and running is an essential element of growing your business.

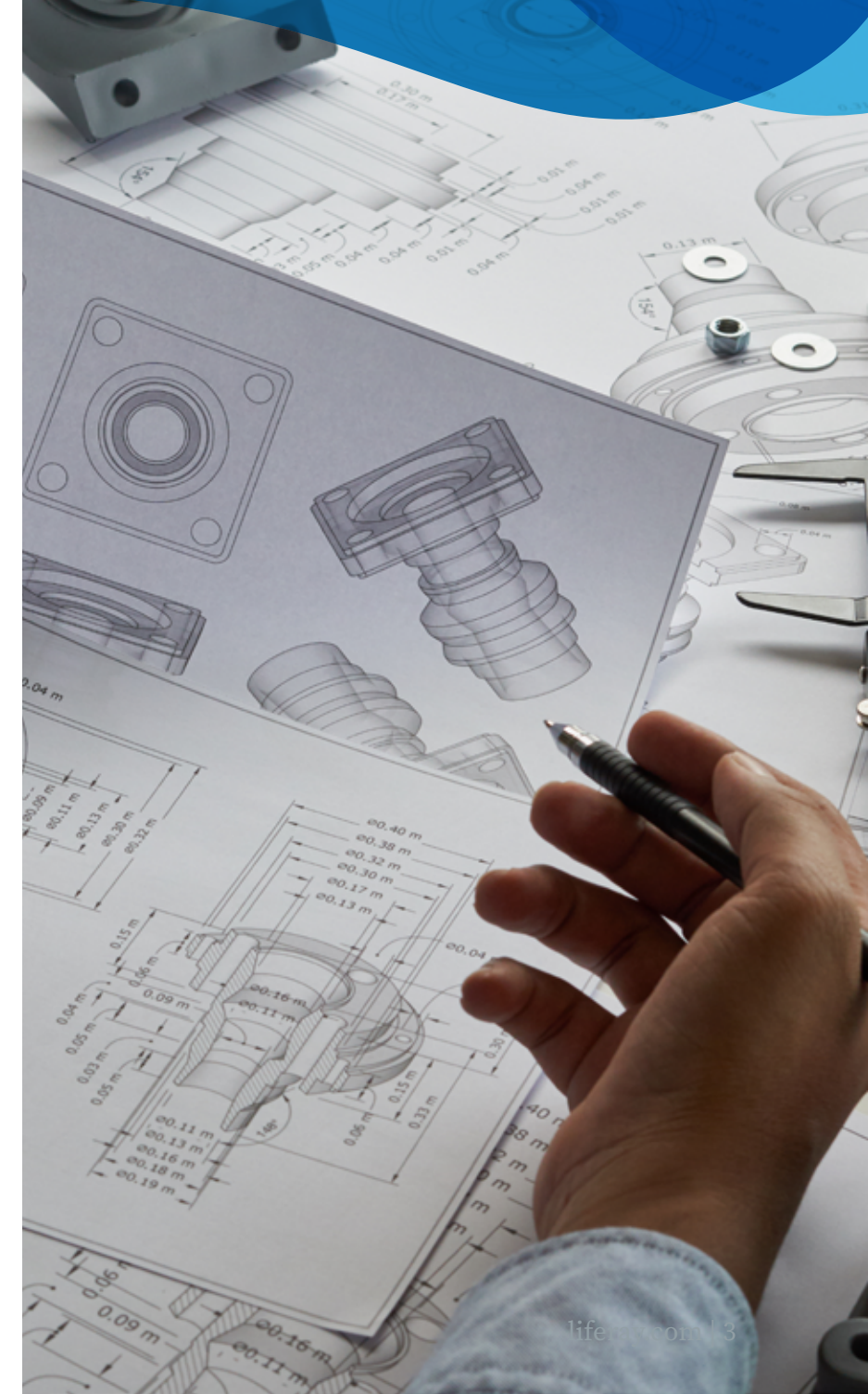
You can help your customers avoid costly downtime by leveraging Liferay's:

- Content knowledgebase to provide onboarding, training, and maintenance materials for technicians to help them easily find and access critical information to keep production going.
- Personalization features to recommend products and services specific to purchased machines and components to prevent issues early.
- Preventative and predictive maintenance alerts to let customers know about scheduled and recommended services.
- Automated workflows to schedule service techs and report issues when necessary.

Build long-term loyalty by giving your customers the tools and timely information they need to keep production lines up and running.

Getting Customers Up and Running Faster

By providing modern, user-friendly, and easy-to-access portals built on Liferay, a leading aerospace manufacturer helped their customers keep their aircraft in a good condition.



Streamline Spare Parts Ordering

If ordering is painful, why would customers order again, even if they need the spare parts?

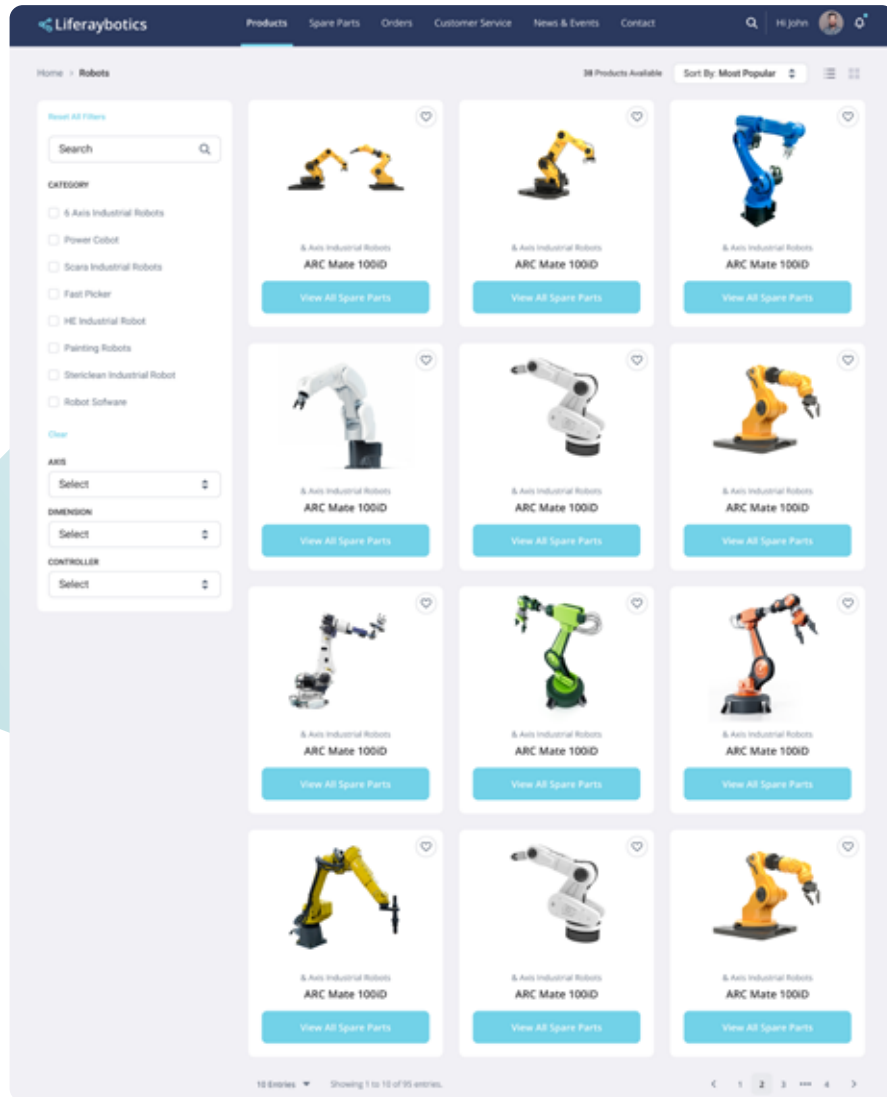
Supporting spare parts sales, especially for manufacturers with large equipment portfolios, can be very costly. But when spare parts ordering is seamless and easy, manufacturers can not only increase their after-sales revenue, but also raise customer retention as customers continue to order and stay with the business.

Liferay equips you with the tools you need to make spare parts ordering easy for different types of buyers by enabling customers to:

- Filter catalogs and parts to ensure compatibility with purchased machines.
- Find and purchase specific parts visually through exploding diagrams.
- Order parts in bulk by uploading a CSV file, importing SKUs from previous orders, or requisition from wish lists.
- Move orders quickly through the approval process with automated workflows tailored to specific organizations and roles.

Identifying Products Quickly and Easily

The world's fifth largest construction machinery company used Liferay's shop-by-diagram functionality to present an exploded parts view to help their customers quickly identify the parts they need. They were able to reduce the number of returns and give their sales teams time for more productive activities.



3 Reduce Support Costs with Self-Service

If customers can't find the parts or materials they need, then they will either give up or reach out to a support rep. Either outcome means lost profits for the manufacturer.

If your customers are able to manage more of the aftersales process on their own, your sales teams will have more time to close new deals or focus on other high-value activities.

With Liferay, manufacturers can build a customer portal that empowers customers to:

- Place orders independently with self-service, reducing the level of support needed to close sales.
- View quotes, invoices, and orders on their own.
- Update account information and user roles without needing to ask a support rep to make the changes.
- Search for the products they need with highly configurable faceted search and filtering capabilities.

Self-service not only saves time for support teams, but also results in improved customer satisfaction, as B2B buyers increasingly prefer self-service interactions. Allowing customers to handle more on their own can streamline the sales process while customers control over their own experience.

Finding the Right Information and Products

With Liferay's powerful search capabilities, a leading car leasing company empowered its customers and fleet managers to select the right vehicle based on their needs and requirements.

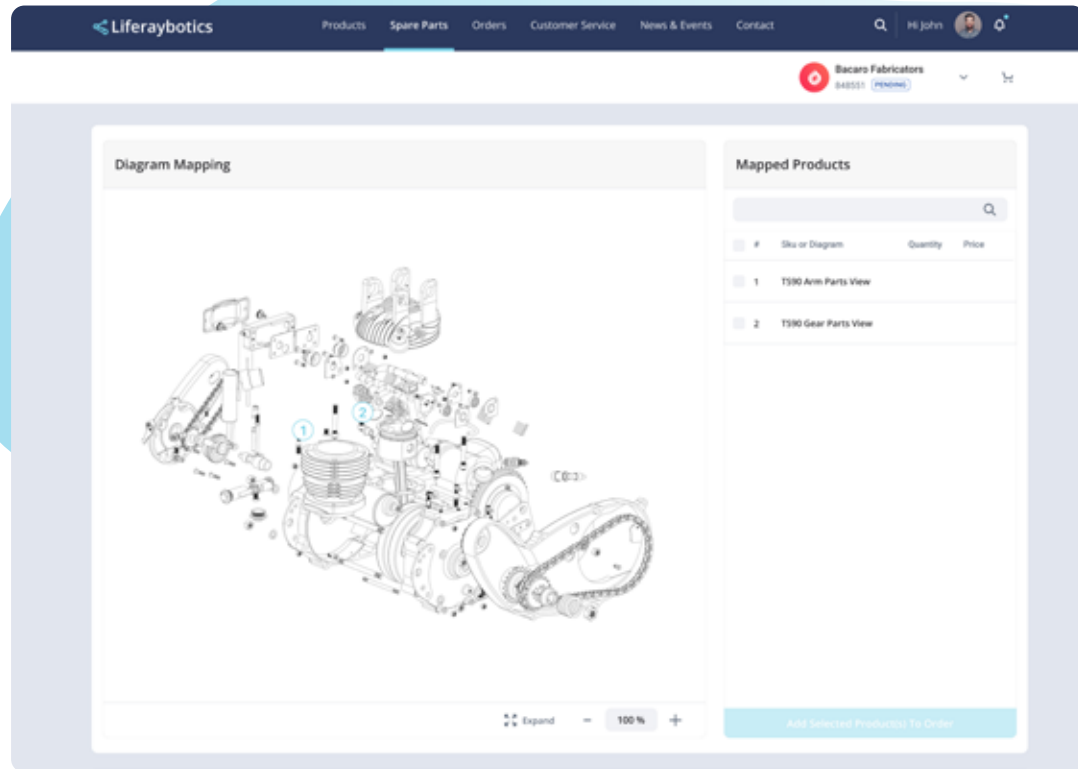
4 Protect Intellectual Property

Moving customer experiences online means that sensitive and business critical information could be vulnerable to the prying eyes of competitors. But ensuring the security of vital information and delivering the best digital experience for customers are not mutually exclusive.

Liferay enables manufacturers to build authenticated, secure portals that are only accessible by their customers. This not only protects important technical information and intellectual property, but also protects sensitive customer data.

With Liferay, you can:

- Define fine-grained permissions and grant access to only authorized users according to organization, group, or individual roles.
- Access user management functionality to create and manage users, organizations, user groups, roles, and password policies.
- Use data protection tools to help address privacy regulations and maintain control over how the platform manages user data.
- Leverage self-healing processes, high availability performance, and automated disaster recovery to meet the most demanding enterprise security requirements.



5 Drive Continuous Optimization

Customer experience is not a one and done job. Manufacturers that want to tap into after-sales revenue will need to continually improve and update their digital experiences to meet their customer expectations.

But, without the right data, you won't be able to assess the effectiveness of the digital experiences. Unless you can track the performance of your content and site, you won't have the information you need to improve the experience for your customers.

With Liferay's built-in analytics capabilities, you can view:

- Content analytics to analyze the engagement level on specific assets and see if customers are finding them useful.
- Page analytics to measure page performance and understand how customers are interacting with these pages.
- Traffic and path analytics to track and visualize paths for easy source identification. This allows manufacturers to display assets and filter interactions on each asset by touchpoint.

Equipped with relevant data, manufacturers can use this to identify areas of improvement and update their solution to deliver the best customer experience.



Go to Market Faster

With so many changes in the industry such as the rise of IoT and Equipment-as-a-Service, manufacturers must be quick to roll out new solutions.

You can overcome the obstacles of legacy technologies and disjointed systems and accelerate your go-to-market by leveraging the many out of the box features of Liferay's Digital Experience Platform.

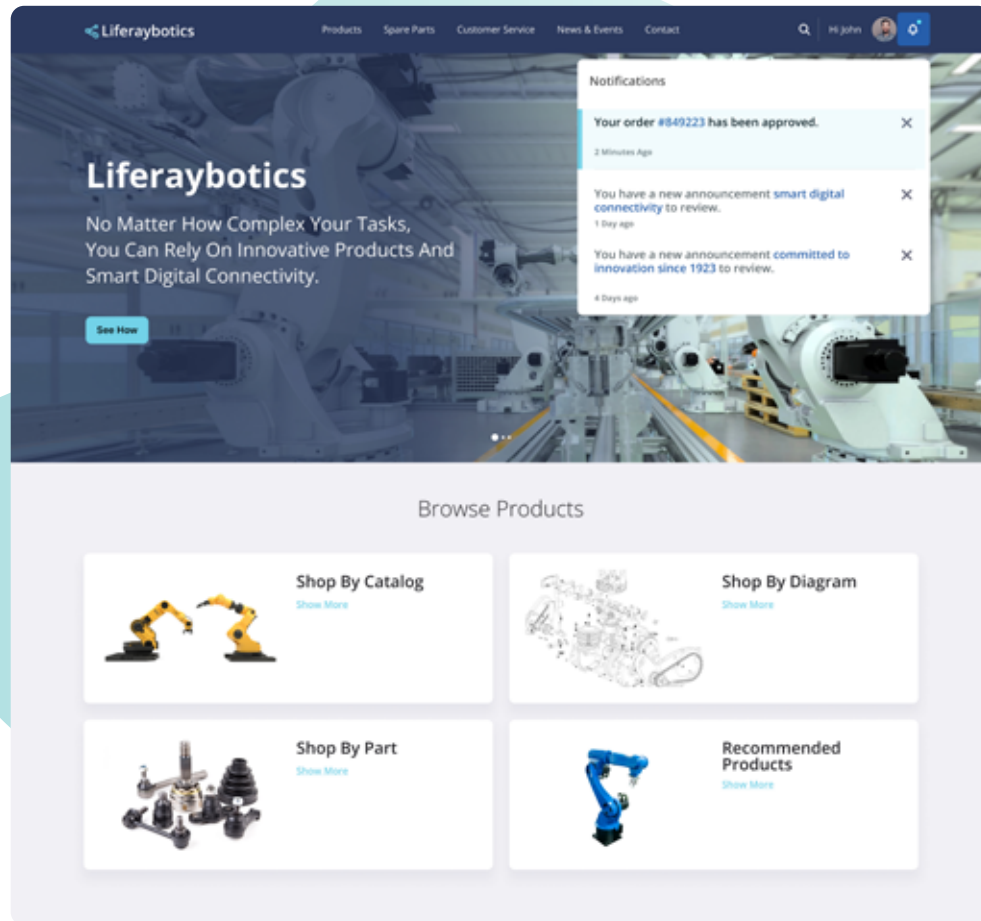
Liferay's platform helps manufacturers deploy solutions faster while offering time saving features like:

- Low-code/No-code capabilities that enable business teams and non-technical users to quickly make updates without needing to write a line of code or use IT resources.
- Fragments that make it easy to build and edit content pages with reusable components.
- Style books and advanced templates that help your business stay on brand while quickly creating new pages and sites.

Being able to go to market faster means you can meet your customers' needs more quickly while proving your value as a vendor and committed partner.

Accelerating Time-to-Market with Liferay

A leader in agricultural and harvesting equipment was able to save time by leveraging Liferay's design templates and reusable functionality to quickly build a customer portal that fit brand guidelines.



7 Integrate Everything on a Single Solution

There are many aspects to the aftersales customer experience, some of which require the functionality of different components of your IT ecosystem. However, customers don't want to order on one platform, then log into another system to view the catalog, and then talk to support representatives through yet another channel. This type of experience is confusing and frustrating for customers and ultimately costly to maintain for manufacturers.

With Liferay's integrated architecture, manufacturers can unify data, systems, and applications together to build a single view for customers to access everything they need.

You can save time and resources for both employees and customers by using Liferay's Digital Experience Platform to:

- Integrate and unify legacy systems and silos to bring together needed information and applications in one easy experience.
- Unify account information including owned products, order history, product catalogs, and spare parts ordering onto one solution.
- Differentiate from competitors with a superior unified customer experience.

Bringing Everything onto One Platform

One of the largest car manufacturers in the world is able to integrate their different business applications providing access to over 100 internal and external tools using Liferay.





Drive Aftersales Profitability with Liferay

Manufacturers can no longer compete on price and product alone. To grow and expand your business, you need to improve the customer experience, especially post-purchase.

With the right tools, you can not only easily improve the aftersales experience, but also do so efficiently. See how Liferay can help you drive aftersales growth with an effective customer portal.

[Learn More Here >](#)



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.

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