

Manufacturing Q&A: 5 Reasons Your Business Needs a Customer Portal

Unsure about the benefits of a customer portal for your manufacturing company? Check out this Q&A for answers!

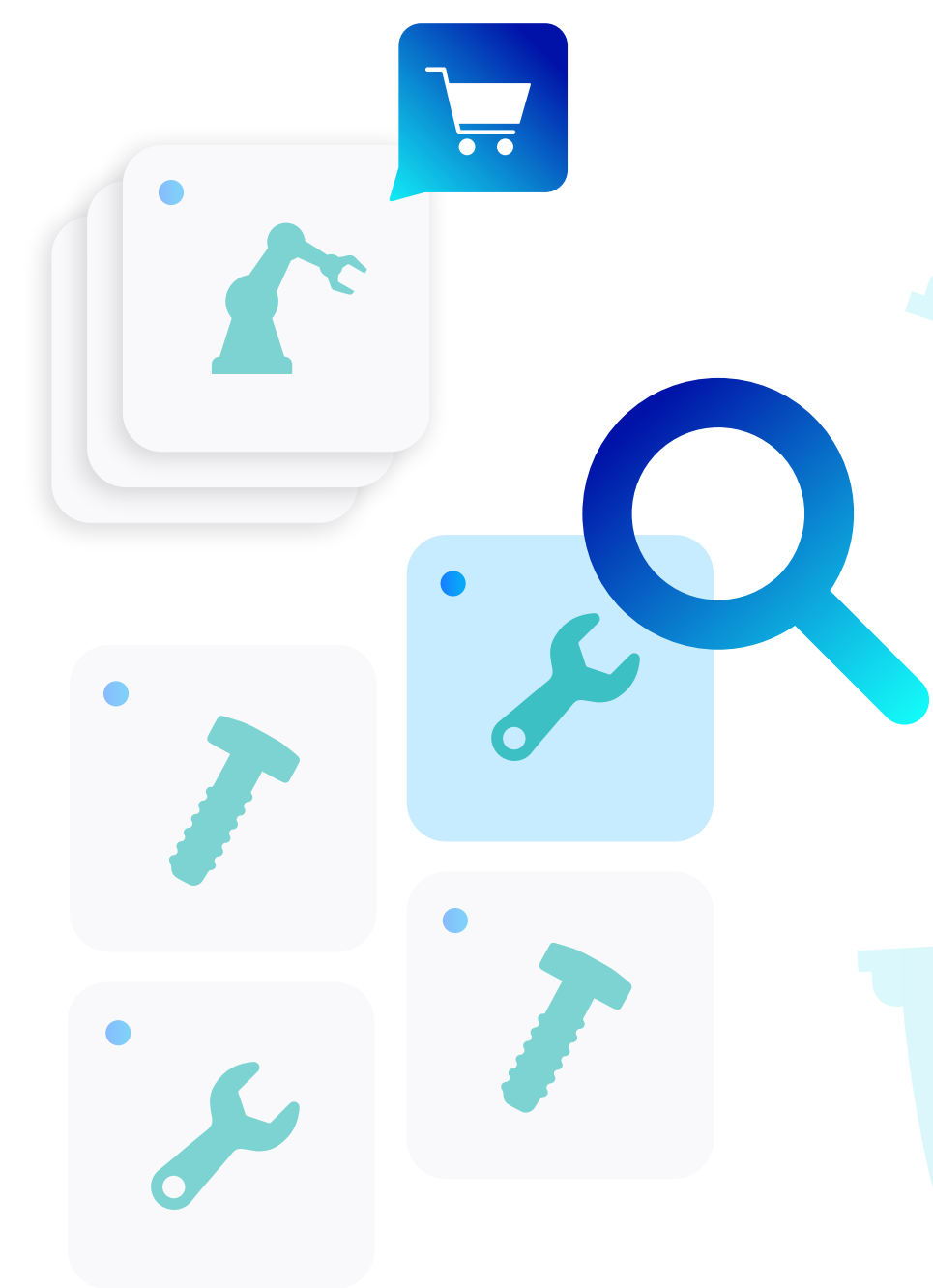
Looking to offer self-service options for customers?

Self-service features save time for your team and customers. That's why

88% of B2B buyers prefer using customer self-service portals.¹



Independently completing key tasks like managing their accounts or setting up maintenance reminders also boosts customer satisfaction.



Want to make ordering easier for your customers?

Traditional procurement commonly involves error-prone manual processes. But

80% of B2B buyers expect the same **seamless ordering** experience as in B2C.¹

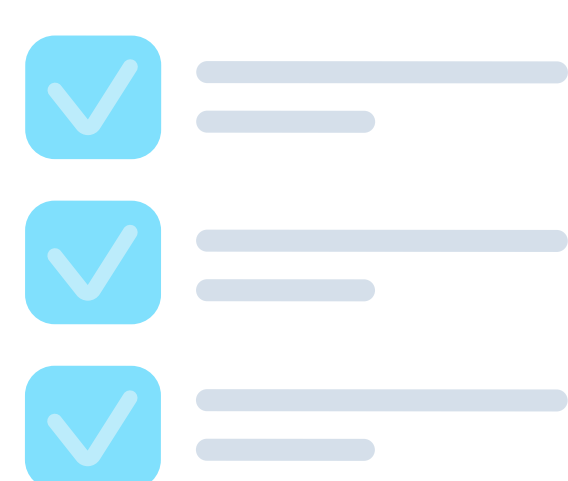
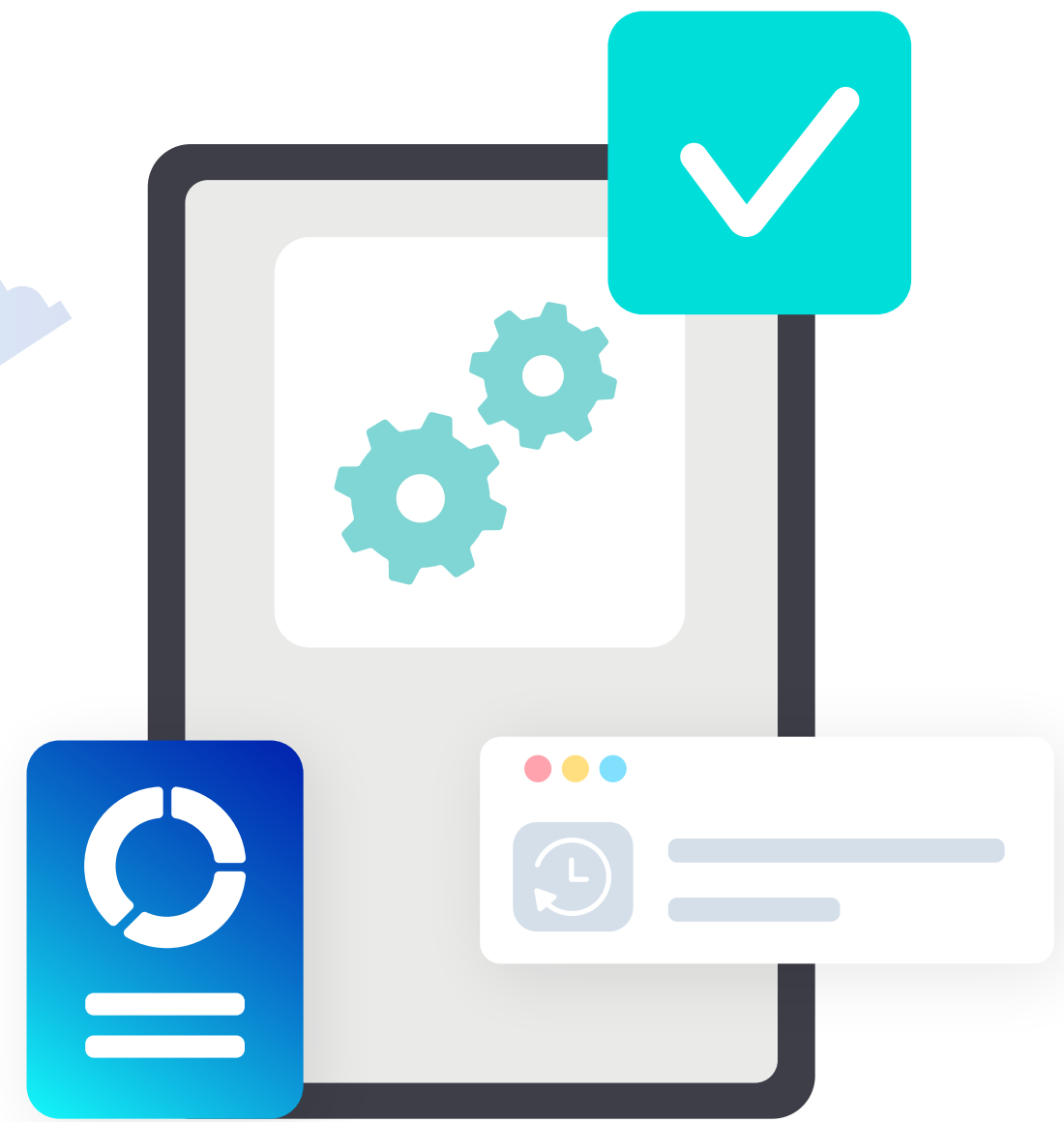
Customer portals streamline purchasing by simplifying complexity and offering customers their preferred buying experience. For example, features like personalized catalogs, bulk ordering tools, or setting up approval workflows help them find and purchase products more quickly.

Want to help your customers minimize downtime?

Maintenance issues can quickly become a serious concern. In fact, unplanned downtime is a

\$50 billion-a-year problem for manufacturers.²

A customer portal proactively streamlines equipment maintenance and helps prevent disruptions by alerting customers when a service is due or when components need to be replaced. Self-service portals can also provide IoT-based predictive maintenance recommendations to maximize customer uptime.

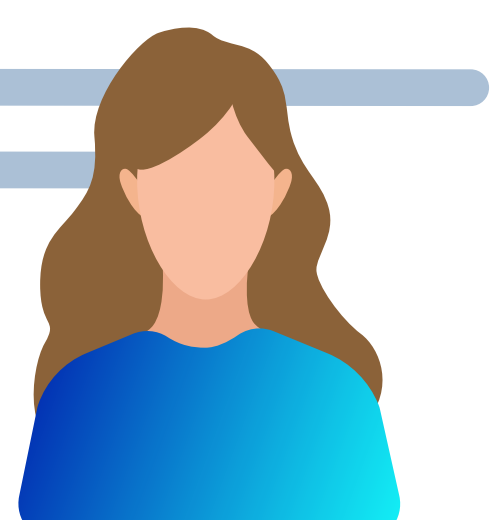


Want to automate business processes like warranty claims?

Automating business processes saves your team and customers time. Surveys show that

65% of customers **expect automation** at some point during their customer journey.³

Whether this means auto-filling data fields in claims processing or gaining actionable insights via process analytics, a customer portal offers out-of-the-box tools to increase your support team's efficiency.



Looking to provide personalized, seamless customer experiences?

Using a customer portal to personalize content, search, and dashboards not only enhances efficiency and reduces costs — personalization also builds stronger customer relationships. In fact,

78% of customers are more likely to make a repeat purchase when offered a **tailored experience**.⁴



This quick Q&A demonstrates how using the right customer portal can maximize process and cost efficiency while creating a better, more personalized customer experience.

Sources

1. B2B Ecommerce Statistics And Trends in 2023
2. Predictive maintenance and the smart factory
3. 23 digital customer experience stats to know for 2023
4. The value of getting personalization right—or wrong—is multiplying