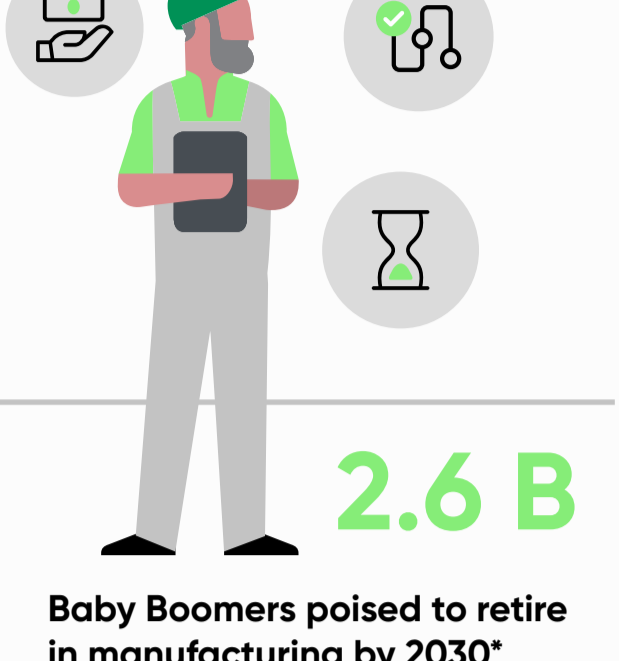
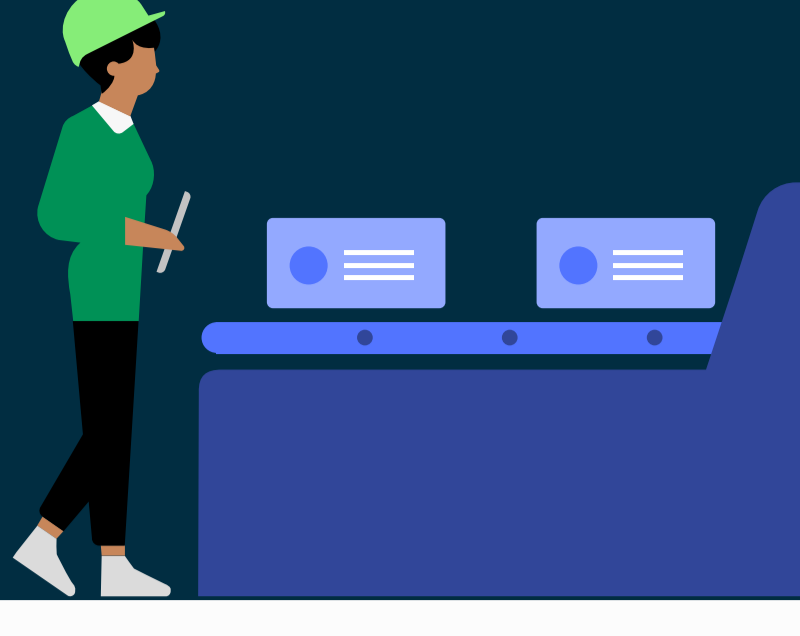


# The value of total experience in manufacturing

The pandemic has ushered a new, digital way of working. To optimize employee and customer experiences and boost performance, we need to rethink what experience looks like. To guide the way, ServiceNow and ESI ThoughtLab conducted a global survey\* to identify the priorities, challenges, and benefits around experience—helping you develop the best strategy for the best outcomes.



Baby Boomers poised to retire in manufacturing by 2030\*

## Reframing your mindset

The pandemic has made digitized customer experiences (CX) an imperative for business success. But many manufacturing firms are behind: only two out of 10 have made major progress on digitizing CX. And, with 2.6 million Baby Boomers poised to retire in manufacturing by 2030\*, manufacturers will need to refine employee experiences (EX) to recruit and retain the talent they need for the modern factory.

**It's no longer enough to focus on just CX or EX to achieve revenue growth. Manufacturing leaders who invest in a unified total experience (TX) strategy help people increase productivity, while meeting the growing customer demands for customized products and personalized services.**

## The hurdles to experience-driven strategy in manufacturing



Employee resistance to change and worries about machines replacing jobs



Uncertain ROI and business case



Lack of shared metrics for CX and EX

### Employee experience



### Customer experience



### The progress

The pandemic accelerated the need to digitize work processes and meet the rapidly growing expectations of employees and customers. Manufacturers are adjusting their priorities to keep up.

52%

of manufacturers are placing priority on maintaining a **safe workplace** due to the learnings of the pandemic.

#### Sound EX strategy can enable:

- ✓ Better planning and decision making
- ✓ Reduced costs and greater efficiencies
- ✓ Improved health and safety

49%

of manufacturers are making **customization and fast, reliable delivery of products and services** a top priority as customer expectations grow.

#### Sound CX strategy can enable:

- ✓ Increased customer satisfaction with products and services
- ✓ Greater revenue by attracting and retaining more customers, and reduced cost of customer acquisition

## The value, together

You can accomplish more when employee and customer services are integrated with seamless digital solutions.

**Manufacturing leaders find that a sound TX strategy sets the stage for faster digital transformation, innovation, and time to market.**



## A virtuous cycle of value between customers and staff

There's a clear relationship between employee engagement and customer satisfaction. Thinking beyond EX or CX—and bringing them together—can supercharge results. As manufacturers advance in total experience, they see greater value and generate a wider range of benefits.

### How to generate the most value from total experience:



Measure the impact of employee engagement on customer retention



Manage CX and EX and mutually reinforcing



Provide more employee autonomy

## Digital is central to total experience

Forward-facing manufacturers are rearchitecting work to prepare their workforce for a digitized future. Digital workflows can help you streamline and automate tasks to minimize errors and increase productivity—driving total experience. In fact, workflow automation will be the fastest growing technology over the coming years, increasing by 13%.

### Top three technologies growing in usage by manufacturers in 2022 and beyond:



Cloud



Internet of things (IoT) and sensors



Industry-specific applications

## Experience for the modern world

To truly elevate experience, go beyond treating customer and employee experience as separate disciplines. When employees are happier and motivated, they provide better service. A good employee experience is directly related to better customer experiences—resulting in increased revenue and profitability.

### With a total experience approach, you can:

- 1** Increase revenue and improve sales outcomes
- 2** Gain greater market share
- 3** Facilitate better planning and decision-making
- 4** Improve health and safety

Discover how executives worldwide are driving total experience with the right digital tools

### Access Workflow Quarterly

\*This study, conducted by ESI ThoughtLab on behalf of ServiceNow, surveyed 900 executives worldwide, 20% of which were from manufacturing.

\*\*from Deloitte and The Manufacturing Institute Manufacturing Talent Study

© 2022 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, Now Platform, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company and product names may be trademarks of the respective companies with which they are associated.