

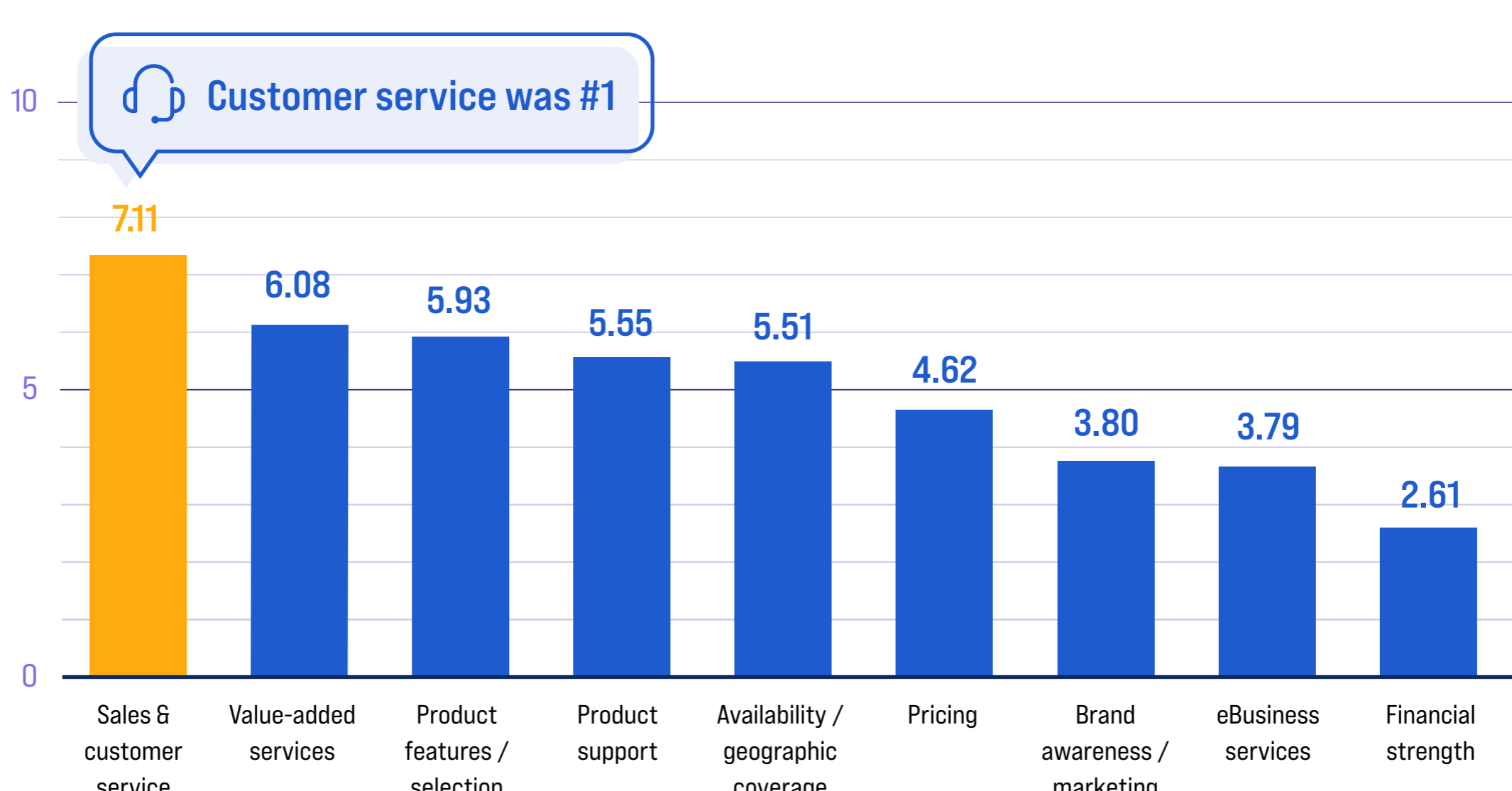
# Distribution Industry Insight: Making Time for Customer Service Is Key to Success



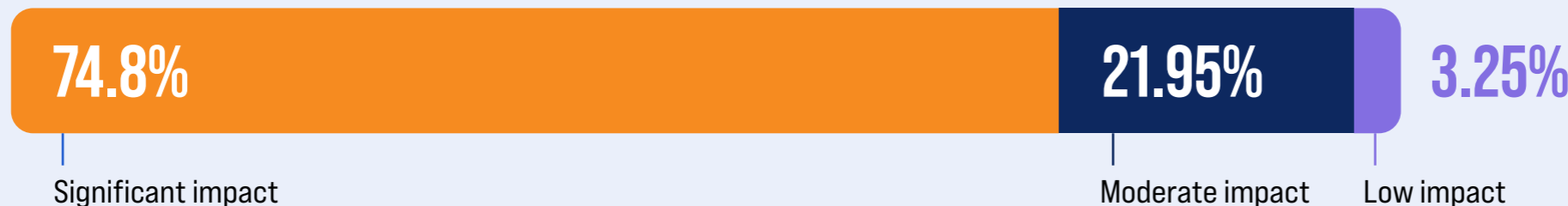
A recent survey conducted by Conexiom reveals why improving customer service should be a high priority — and why time is a precious resource for distribution customer service teams.

## How Does Customer Service Impact Business Success?

When survey respondents were asked to rank the most important factors to differentiating themselves from competitors,



Most distributors also say customer service has a significant impact on revenue:



## What Are the Biggest Roadblocks to Improving Customer Service?

When survey respondents named their most difficult customer service challenges, three factors stood out.

### Top 3 challenges

3



#### Staffing

Teams can't deliver best-in-class service while understaffed and pressed for time.

2



#### Resistance to cultural change

It's difficult to change the status quo when teams don't have time for training and skill building.

1



#### Market forces / supply chain disruption

Unexpected disruptions require teams to perform more reactive and fewer proactive activities.



## Competitive Customer Service Takes Time

Respondents said spending more time on proactive activities and less on reactive activities is key to achieving best-in-class customer service.

Average ratio of proactive to reactive activities



Ideal ratio of proactive to reactive activities

Proactive Reactive



The best way to reduce the future need for reactive activities: give customer service teams **more time to take on proactive activities** — while handling current reactive needs.



## Automation Delivers Customer Service Opportunities

By automating data entry for purchase orders, Conexiom helped a major distributor unlock **over 6000 hours per year** to re-invest in customer relationships.

What could that extra 6000 hours mean?



A potential **27,692** customers who won't have to wait on hold  
Assuming average call center hold time of 13 minutes  
Source: Hubspot

OR



**36,000** more customer service calls  
Assuming average customer service call time of 10 minutes

OR



**60,000** more sales calls per year  
Assuming average sales call time of 6 minutes



Outstanding customer service takes time. Conexiom helps you reclaim that time.

[Learn More](#)



"We've seen a marked improvement in both cycle time for order processing and order entry error rates."



—Alex R.  
Electrical/Electronic Manufacturing, 10,001+ employees

