Kentico

Ebook

Driving growth and customer loyalty in manufacturing.
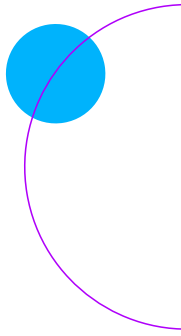
kentico.com

Table of contents.

The new landscape for manufacturers.

The manufacturing industry has faced numerous challenges in recent years, including global economic shifts, geo-political unrest, and supply chain disruptions. However, amidst these challenges, the industry has shown remarkable resilience and adaptability by embracing innovation and digital transformation.

Not only are manufacturers increasingly turning to advanced technologies such as automation, robotics, artificial intelligence (AI), and the Internet of Things (IoT) to streamline operations and enhance productivity, but they are exploring Smart manufacturing initiatives for better agility and responsiveness. They are also investing in sustainable practices to minimize their environmental footprint and enhance their brand reputation.

Digital transformation has become a top priority for manufacturers seeking to optimize their processes and leverage data-driven insights. By digitizing various aspects of their operations, such as production planning, inventory management, and quality control, they can gain real-time visibility into their operations, identify areas for improvement, and make data-driven decisions to enhance overall performance.

Despite the remarkable strides made in embracing digital transformation, it's ironic that many manufacturers still cling to old-school methods when it comes to customer interactions. Some traditional manufacturers still rely heavily on phone calls, manual processes, and paper-based workflows for customer communication, order management, and service delivery. This can lead to inefficiencies, delays, and inconsistencies, ultimately undermining the benefits gained from digital transformation efforts elsewhere in the organization and wasting time, resources, and effort that could be spent on value-added activities (for them and their customer).

In fact, some methods may not even align with current regulatory requirements or industry standards, putting manufacturers at risk of non-compliance and potential legal consequences.

In today's hyperconnected and customer-centric business landscape, where consumers expect seamless personalized experiences, manufacturers who don't modernize their customer interactions risk falling behind competitors who prioritize digital engagement

and responsiveness. It's important to bridge the gap between their internal digital capabilities and their customer-facing processes to truly realize the full potential of digital transformation across all areas of their organization.

In this ebook we'll explore:

- The expectations of today's manufacturing customers

- Why manufacturers struggle to meet these expectations

- The top business benefits of digital transformation

- Overcoming resistance to change

- How to choose the right solution to meet business goals

- Adopting a new platform, step by step

- Successful industry digital transformations

The real reasons D2C is making waves.

One of the major shifts in the manufacturing landscape has been the adoption of a Direct-to-Consumer (D2C) strategy.

By selling directly to the consumer and bypassing intermediaries, manufacturers can capture a larger share of the profit margin while still being competitively priced. They also gain better control over their brand image, messaging, and customer experience, enabling them to communicate their unique value proposition and differentiate themselves more effectively.

They can build direct relationships with their customers, fostering loyalty and engagement and use the valuable data garnered to inform product development, marketing strategies, and business decisions. By interacting with customers directly, they can provide personalized experiences, tailored upsell and cross-sell recommendations, and address customer feedback more effectively, leading to higher satisfaction and retention rates.

It also enables them to expand their brand presence and reach new markets beyond their traditional distribution channels. By using email, e-commerce, social media, multilingual content, and digital marketing tools, manufacturers can reach customers globally and tap into new customer segments, driving sales and revenue growth. Without the constraints of traditional distribution channels, manufacturers can introduce new products, adjust pricing strategies, and launch marketing campaigns, staying ahead of the competition and seizing opportunities as they arise. Those that resist this evolution risk falling behind and missing out on new opportunities.

As manufacturers embrace digital channels to connect with consumers directly, they also embark on a journey to understand customer needs. By using data analytics, artificial intelligence, and real-time communication, companies enhance their D2C efforts and gain insights into customer preferences. This shift from transactions to understanding customer needs is vital for successful digital transformation, shaping the future of customer engagement and satisfaction.

Only 30% of marketers in manufacturing believe they are leveraging their web and social content optimally.

While 88% of manufacturers use content to build brand awareness, only 26% see its ROI.

75% of manufacturing marketers are being asked to do more with the same resources.

The new manufacturing customer.

In today's consumer-driven market, the customer experience has emerged as a critical differentiator. Manufacturers that prioritize customer satisfaction and loyalty are more likely to retain existing customers, attract new ones, and ultimately drive sustainable growth. As technology continues to evolve, so do customer expectations.

Manufacturers must adapt and innovate to meet these changing demands, whether it's through personalized experiences, seamless interactions, or convenient self-service options. By prioritizing the customer experience, manufacturers not only enhance brand perception but also foster long-term relationships that translate into tangible business outcomes. Meeting evolving customer expectations therefore plays a pivotal role in driving success and staying ahead in today's dynamic marketplace.

So, let's explore manufacturing customers' expectations in the digital age.

- **Easy navigation:** Akin to what they get with consumer brands, they want user-friendly websites, intuitive navigation, and hassle-free checkout processes.

- **Self-service:** Convenient online platform to view price lists, place orders, track shipments, and access account information. Somewhere to view FAQs, knowledge bases, tutorials, and troubleshooting guides.

- **Real-time inventory visibility:** Instant access to inventory levels so they can make informed decisions and prevent stockouts or excess inventory.

- **Pricing and details:** Transparent pricing and comprehensive product details, including specifications and features.

- **Personalized experiences:** Tailored experiences and product recommendations based on customer preferences, order history, and business requirements, all in relevant language.

- **Seamless multichannel experience:** One connected brand experience across multiple channels (website, email, social, etc.). Mobile app for on-the-go transactions and access to essential information.

- **Data security and compliance:** Appropriate measures to protect sensitive customer information.

- **Responsive customer service:** Prompt and efficient service across multiple channels, including email, phone, and live chat, for inquiries, order updates, and post-purchase support.

However, manufacturers face several challenges in delivering the customer experiences expected of them due to the following:

- **Limited customer visibility:** Lack of customer insights makes it difficult to tailor experiences to specific customers.

- **Inferior security and privacy:** Outdated technology makes it difficult to ensure compliance with data protection regulations (such as GDPR or CCPA).

- **Poor multichannel integration:** Inconsistencies in messaging, branding, or functionality between channels diminish customer experience.

- **Imperfect inventory data:** Inventory imbalances can lead to stockouts, backorders, or excess inventory costs, negatively impacting the customer experience.

Driving growth and customer loyalty in manufacturing.

- **Inaccurate logistics data:** Challenges such as shipping delays, package damage, or inaccurate tracking information.

- **Poorly designed interfaces:** Confusing navigation, slow loading times, and lack of product information drive customers to competitors.

- **Failing to differentiate through CX:** This can result in price-driven competition which erodes profitability and customer loyalty.

- **After-sales support:** A challenge to provide timely and effective after-sales support, such as troubleshooting, repairs, and warranty services.

- **Gaps in internal communication:** This can lead to inconsistencies and frustrations in the customer experience.

Addressing these challenges requires a holistic approach, including investment in technology, process optimization, employee training, and a customer-centric mindset throughout the organization.

While the old-school method may have sufficed in the past, today's customers crave efficiency, transparency, self-sufficiency, and speed. Fortunately, manufacturers can meet these desires head-on through the strategic implementation of cutting-edge technology.

What is digital transformation in customer experience?

The traditional landscape of face-to-face meetings and phone calls is no longer good enough for your customers, who are already used to dealing with businesses seamlessly across various platforms. Embracing digital transformation in how you deal with customers not only elevates the customer experience, but can revolutionize operations, improve the bottom line, and drive sustainable growth.

Digital transformation in customer experience entails adopting digital technologies and integrating them into various aspects of the operation to drive efficiency, innovation, and competitiveness.

So, what does that look like for manufacturers?

1. **Digital marketing:** Using digital channels such as websites, social media, search engine optimization (SEO), email marketing, and online advertising to reach and engage with customers.

2. **E-commerce integration:** Integrating ecommerce platforms and online sales channels to enable customers to browse, purchase, and track orders online.

3. **Customer relationship management (CRM):** Adopting CRM systems to manage customer interactions, track sales leads, and analyze customer data.

4. **Data analytics:** Using data analytics tools across channels to gain insights into customer behavior, preferences, and trends.

5. **Multichannel integration:** Integrating various sales and communication channels, including online, mobile, social media, and physical stores, to provide a seamless and consistent experience for customers.

6. **Customer self-service portals:** Ensuring self-service capabilities (portals or apps) to enhance customer convenience and satisfaction and reduce the burden on support teams.

7. **Personalization:** Implementing personalization to tailor marketing messages, product recommendations, and customer experiences based on individual preferences and behavior.

8. **Customer feedback and engagement:** Actively soliciting customer feedback to understand their needs, preferences, and pain points and to improve products, address concerns, and foster a sense of community.
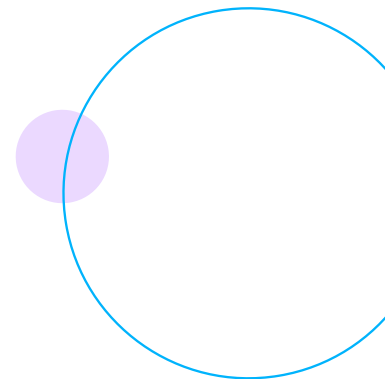
What benefits does digital transformation bring manufacturers?

Let's explore the key benefits of digital transformation for manufacturers.

Meet evolving customer expectations

A customer-centric and user-friendly website can improve overall customer experience, leading to higher customer satisfaction and loyalty. By providing informative product descriptions, intuitive navigation, self-serve areas, and seamless checkout processes, manufacturers can build stronger relationships with customers, encouraging repeat purchases and referrals. A personalized experience, tailored to each customer based on their previous interactions (orders, searches, activities on the site) will further enhance the customer experience, and make relevant upsells and cross sells possible, which ultimately boosts ROI.

Increased efficiency and automation

Automation of processes like order handling, inventory management, and customer support reduces manual labor, minimizes errors, and speeds up processes, resulting in higher efficiency, reduced operational costs, and happier customers.

Data-driven decision-making

By collecting and analyzing valuable data and insights from online interactions, manufacturers can gain a deeper understanding of customer preferences, market trends, and performance metrics, allowing them to make informed decisions that drive business growth.

Expand market reach

Capabilities such as multilingual content, search engine optimization (SEO), email marketing, marketing automation, personalization, and social media, manufacturers can expand their reach and attract new customers from diverse geographic locations, driving sales.

Reallocating internal resources

By enabling existing clients to independently access and manage their needs through a self-service portal, the sales team can concentrate their efforts on acquiring new business opportunities, thereby expanding the customer base and revenue streams.

Increased revenue

Not only can manufacturers cut out intermediaries, leading to higher profit margins and increased revenue, but the accelerated sales cycle reduces friction in the buying process, increases conversion rates, and enables them to capture sales opportunities more efficiently. With the customer data they capture, they can make relevant product recommendations, identifying upselling and cross-selling opportunities and tailoring promotional offers and incentives to maximize sales, driving higher revenue.

Consolidating the tech stack

By centralizing various software applications, platforms, and systems into a cohesive digital ecosystem, manufacturers can eliminate redundancies, simplify IT management, and enhance collaboration across teams for increased productivity.

Cost savings

By simplifying their IT infrastructure, manufacturers can lower operational expenses associated with software procurement, dealing with multiple vendors, complex integrations, ongoing maintenance, and support. These cost savings can go towards innovation, expansion, and other strategic initiatives.

Meet evolving customer expectations

Provide intuitive navigation, self service areas, seamless checkout.

Increased efficiency

Automate order handling, inventory management, and customer support.

Data-driven decision-making

Connect insights for deeper understanding of customer preferences and needs.

Expand market reach

Use digital marketing and multilingual content to reach a wider customer base.

Reallocating internal resources

Allow customers to self-serve so sales team can concentrate on new opportunities.

Increased revenue

Sell D2C for higher profit margin and shorter sales cycle. Encourage larger baskets with personalized up- and cross selling.

Consolidating the tech stack

Bring all technologies under one roof for simplicity, and better efficiency and productivity.

Cost savings

Simplify IT structure to lower operational costs. Savings can go elsewhere.

These advantages not only help manufacturers adapt to changing consumer needs but also pave the way for long-term growth and success in the digital era.

Resistance to change and how to overcome it.

If there are so many reasons for manufacturers to embrace digital transformation, why are so many continuing to rely on traditional or "old school" ways of doing business?

1. **Lack of awareness:** Without a clear understanding of the potential ROI and competitive advantages, some manufacturing companies may be reluctant to invest in digital initiatives.

2. **Legacy systems and processes:** These may be deeply ingrained in the organization's culture, making it challenging to implement changes or adopt new technologies, as they rarely enable seamless integration.

3. **Cost considerations:** Digital transformation often requires significant upfront investment in technology infrastructure, software systems, employee training, and organizational change management.

4. **Complexity and implementation challenges:** Implementing digital transformation initiatives can be complex and challenging, with barriers such as integration issues and data security concerns.

5. **Change management:** Resistance to change is common among employees and stakeholders who may be accustomed to traditional methods and processes.

To mitigate these challenges, firstly ensure good communication around the potential return on investment (ROI) and competitive advantages of digital initiatives, providing training for stakeholders at all levels of the organization. Demonstrate success stories within the industry to illustrate the tangible benefits and inspire confidence and buy-in from decision-makers.
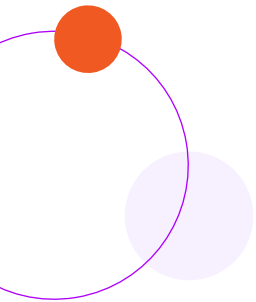
To address concerns about legacy systems and processes, it's crucial to highlight the many ways they often impede the integration of essential technologies, hinder workflow efficiency, negatively impact the customer experience, and restrict adaptability to evolving market demands. However, by consolidating disparate systems into a unified centralized platform, manufacturers can streamline data management, enhance collaboration, reduce complexity and boost efficiency, while ensuring scalability as the business expands and business needs evolve.

It is equally important to foster a culture of innovation and continuous improvement within the organization and to encourage employees to embrace change and adapt to new technologies.

Address cost considerations by partnering with technology vendors who offer scalable solutions and flexible pricing models that can help mitigate financial risks associated with digital initiatives.

Digital transformation requires a holistic approach that encompasses clear communication, strategic planning, and a commitment to fostering a culture of innovation and adaptability within the organization.

How to choose a solution that will ensure digital transformation success.

## Choose a solution that matches your digital maturity

Assessing your current capabilities and understanding your digital readiness is key to choosing the right solution. Whether you're just beginning your digital journey or looking to advance existing initiatives, opting for a solution that matches your level of maturity will help set realistic expectations and ensure smoother implementation.

At Kentico, we believe that selecting a solution that fits your organization's current state is paramount to ensuring you can effectively leverage its technology to achieve your digital transformation goals. That's why we created our Digital Experience Maturity assessment tool to help businesses assess their current level of digital maturity and better understand what sort of solution they should be looking for.
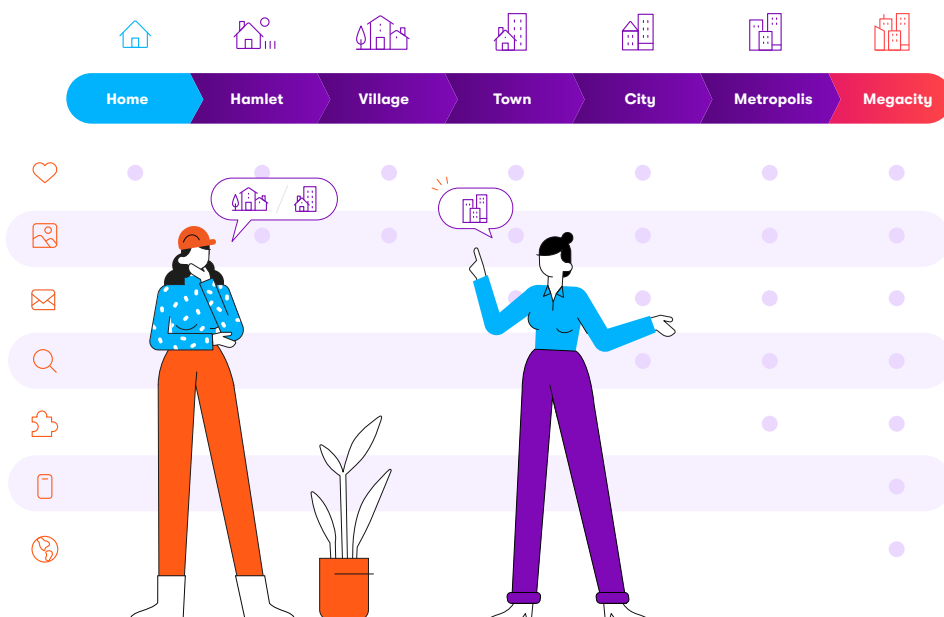
Embrace the low-code movement

Low-code and no-code platforms empower manufacturers to swiftly develop customized applications and solutions without extensive technical knowledge. These solutions enhance user satisfaction, automate tasks, streamline workflows, and seamlessly integrate systems for real-time data exchange. Moreover, these platforms are scalable and flexible, enabling manufacturers to adapt and grow their digital capabilities as needed, making them essential for accelerating digital transformation.
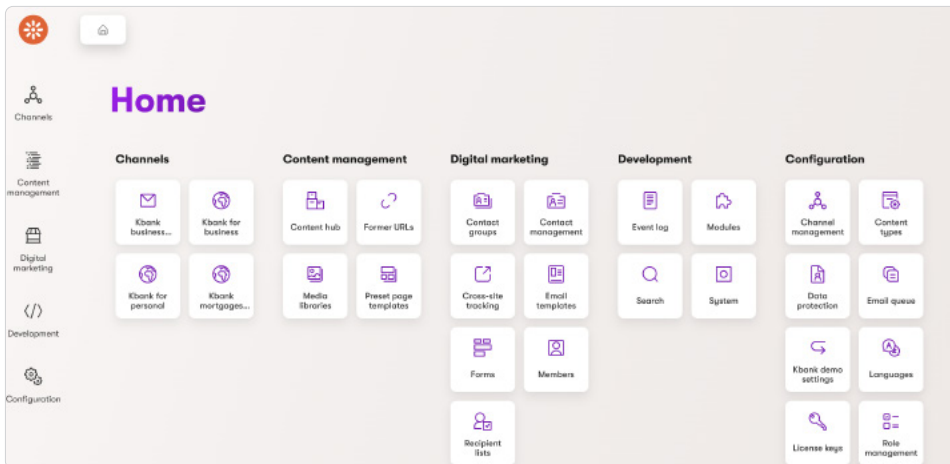
Xperience by Kentico

Assess cost based on TCO, not license price

Opting for a cheaper solution based solely on license costs may lead to unforeseen expenses and limitations that could impede your digital transformation journey in the long term. Assess costs based on Total Cost of Ownership (TCO). Look beyond the upfront expenses and consider factors such as ongoing SaaS fees, maintenance, support, and upgrade costs over the entire lifespan of the solution.

Consider the costs associated with integrating the solution with existing systems and processes (development efforts, data migration, and customization), as well as the platform's scalability and its ability to accommodate future growth and evolving business needs. Also factor in the costs associated with training users and ensuring widespread adoption of the solution across the organization (see low-code, no-code paragraph above).

Additionally, evaluate the solution's innovation capabilities and its ability to provide access to the latest tools and features.

- License/ subscription price
- Implementation services
- Data migration costs

- Integration expenses
- Customization
- Configuration
- Ongoing maintenance
- Vendor support
- In-house training
- Scalability
- Security implementation
- Unexpected vendor fees

Ensure seamless integration with existing tools

Seamless integration ensures that data flows seamlessly between different platforms, minimizing errors and discrepancies that can arise from manual data entry or data duplication. Integrating new software with existing systems streamlines workflows and improves operational efficiency. Employees can access all relevant data and tools from a single interface, reducing the need to switch between multiple applications and saving time on manual tasks. This helps manufacturers avoid the costs associated with replacing or duplicating existing software systems.

Choose a solution that can integrate with tools like inRiver or Salsify product information management (PIM) platforms or e-commerce solutions like BigCommerce and Commercetools to ensure seamless connectivity across your digital ecosystem. This interoperability facilitates smoother data flows and enhances operational efficiency by eliminating silos and reducing manual efforts.

Here are some common pitfalls in integrating new solutions with existing systems, along with strategies to avoid them:

Common pitfalls	Impact	Strategies to avoid
Insufficient planning	Delays, scope creep, and budget overruns.	Conduct a thorough assessment of existing systems, identify integration goals and requirements, develop a detailed integration plan.
Incompatible technologies	Integration challenges, data loss, or system instability.	Select solutions that offer compatible APIs, data formats, and integration capabilities. Conduct compatibility testing before deployment.
Poor data quality	Errors, data loss, and inaccurate reporting after integration.	Ensure data integrity and consistency with data cleansing and validation. Establish data governance policies and standards.
Insufficient testing	Unexpected issues, system downtime, and disruption to business operations.	Develop comprehensive test cases covering various scenarios. Conduct thorough testing before rollout.
Lack of communication	Misunderstandings, delays, and misaligned expectations.	Establish clear communication channels and protocols. Involve all stakeholders and provide regular updates.
Scope creep	Increased costs, extended timelines, and decreased ROI.	Define clear project goals, deliverables, and timelines upfront.
Inadequate training and support	Resistance, adoption challenges, and underutilization.	Develop comprehensive training programs and user documentation. Provide ongoing support and assistance.
Security vulnerabilities	Vulnerabilities, data breaches, and compliance risks.	Implement robust security measures, including encryption, access controls, and regular security audits.
Overlooking scalability and performance	Performance bottlenecks, system crashes, and degraded user experience.	Design and implement integration solutions that can scale with the growing demands of the business.

By being aware of these pitfalls and implementing proactive strategies to address them, organizations can mitigate risks and ensure successful integration of new solutions with existing systems.

Driving growth and customer loyalty in manufacturing. ❄

Plan for scalability and flexibility

Manufacturers rely on software solutions that can scale with their business and adapt to changing needs over time, providing the foundation for innovation and allowing them to experiment with new technologies and business models to meet evolving market demands.

By seamlessly integrating new functionalities or modules into their existing systems, manufacturers can maintain operational continuity and avoid disruptions to their workflows. This future-proofing approach not only prepares companies for future growth but also enhances decision-making capabilities with advanced analytics and reporting features.

Additionally, scalable solutions enable manufacturers to deliver a seamless customer experience by customizing products, managing inventory more efficiently, and providing personalized service. Ultimately, investing in software that can scale and adapt empowers manufacturers to stay competitive in a rapidly evolving industry landscape while driving operational excellence and customer satisfaction.

Driving growth and customer loyalty in manufacturing.

Focus on the customer experience

Choosing a digital solution that prioritizes customer experience across various touchpoints is essential for manufacturers aiming to stay competitive in today's market.

- A digital solution with strong SEO capabilities can improve the manufacturer's online presence, making it easier for customers to discover and engage with the brand.

- An effective email marketing tool allows manufacturers to send personalized messages, promotions, and updates tailored to individual preferences and behaviors.

- Recommending relevant products or services based on past purchases or browsing history enhances the shopping experience and increases the likelihood of conversion.

- Whether it's placing orders, tracking shipments, or managing accounts, an intuitive and user-friendly interface enhances satisfaction and encourages repeat business.

- Providing access to self-service areas with resources such as FAQs, knowledge bases, and online support channels improves efficiency and reduces the burden on customer service teams.

Satisfied customers are more likely to make repeat purchases and advocate for the brand, driving long-term profitability and sustainable growth.

Adopting a new platform: A step-by-step guide for manufacturers.

Adopting a new platform involves several key steps to ensure a smooth transition and successful implementation.

1. **Define goals and requirements:** Identify the specific goals and objectives you aim to achieve by adopting the new platform. Consider factors such as improving efficiency, enhancing customer experience, increasing revenue, or addressing specific pain points. Gather input from stakeholders across the organization to understand their needs and requirements. Document key features, functionalities, and integration capabilities needed to meet these requirements.

Driving growth and customer loyalty in manufacturing.

2. **Conduct market research:** Explore available platforms that align with your goals and requirements. Evaluate factors such as features, pricing, scalability, vendor reputation, and customer reviews. Create a shortlist of potential platforms that best match your needs and conduct a detailed comparison to identify the most suitable choice.

3. **Engage stakeholders:** Communicate the benefits of adopting the new platform to stakeholders across the organization. Gain buy-in and support from key decision-makers, department heads, and end-users. Address any concerns or questions raised by stakeholders and involve them in the decision-making process to ensure alignment with organizational goals and priorities.

4. **Develop an implementation plan:** Create a comprehensive implementation plan outlining key milestones, timelines, and responsibilities. Define specific tasks, dependencies, and resource requirements for each phase of the adoption process. Allocate sufficient time and resources for training, testing, and user acceptance to minimize disruptions and maximize adoption.

5. **Customize and configure:** Work closely with the platform vendor or implementation partner to customize and configure the platform to meet your specific needs. Tailor workflows, user interfaces, and integrations to align with your existing processes and systems. Ensure that data migration processes are carefully planned and executed to maintain data integrity and consistency across systems.

6. **Training and onboarding:** Provide comprehensive training and onboarding programs for users who will be interacting with the new platform. Offer hands-on training sessions, online tutorials, and support materials. Encourage feedback and address any usability issues met during the training process.

7. **Pilot testing:** Conduct pilot testing of the new platform to validate its performance, usability, and functionality in real-world scenarios. Gather feedback and identify any areas for improvement or refinement. Use the insights gained to make necessary adjustments and optimizations before rolling out the platform to the entire organization.

8. **Deployment and rollout:** Execute the deployment plan according to the established timelines and milestones. Coordinate with IT teams, vendors, and stakeholders to ensure a smooth rollout with minimal disruption to business operations. Monitor the deployment process closely and address any issues or challenges that arise promptly to keep the project on track.

9. **Post-implementation support:** Provide ongoing support and assistance to users following the platform's deployment. Establish channels for users to report issues, ask questions, and request assistance. Continuously monitor the platform's performance, user feedback, and adoption metrics to identify opportunities for optimization and improvement.

10. **Evaluation and optimization:** Conduct regular reviews and evaluations of the platform's performance and impact on organizational goals. Measure key performance indicators (KPIs) such as efficiency gains, cost savings, user satisfaction, and ROI. Iterate on the platform's configuration, workflows, and integrations to maximize its value and align with evolving business needs.

By following these steps, manufacturers can adopt a new platform effectively and realize the full benefits of their investment in technology.
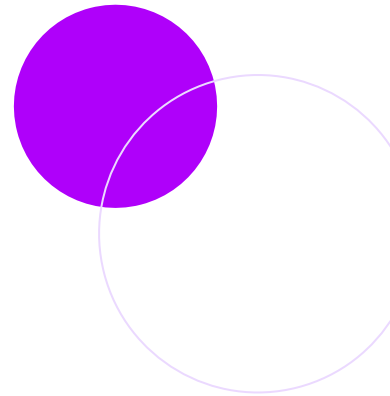
Digital transformation success stories in the manufacturing industry.

AEG Powertools

underwent a complete website overhaul to improve product showcasing, content management, and facilitate global rollout.

As a result of the overhaul, AEG Powertools saw an impressive **59% increase in page views**, proving the success of the project and the effectiveness of Kentico's solutions.
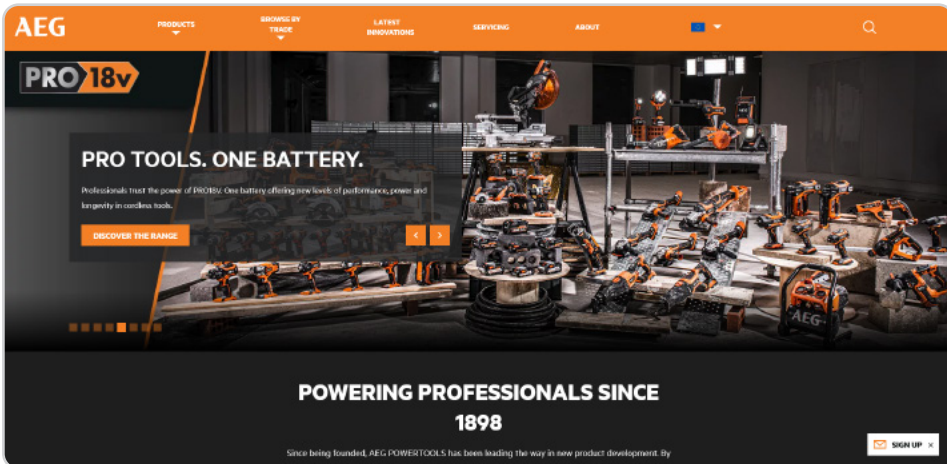
- Kentico's flexible content management capabilities allowed AEG Powertools to effectively manage and showcase their products.

- The platform's performance capabilities enabled AEG Powertools to create a fast and responsive website likely to improve user satisfaction and engagement.

- Kentico's multilingual support facilitated the global rollout of AEG's website, allowing them to reach customers in multiple regions and languages.

- The platform's third-party integration capabilities allowed the company to seamlessly integrate with other tools and platforms, enhancing the overall functionality and effectiveness of their website.

- AEG were able to refine their website's information architecture to improve navigation and usability, ensuring that users could easily find the information they needed.

- They also set up a clear product structure, making it easier for users to browse and compare different products.

- Kentico enabled the integration of sophisticated search functionality focused on products, further enhancing the user experience and helping users find relevant products more easily.

Driving growth and customer loyalty in manufacturing.

- Kentico's integration with Agility Multichannel PIM enabled seamless product management, streamlining processes and ensuring consistency across product information.

- AEG incorporated product videos and optimized imagery to bolster visual impact and brand promotion, enriching the overall user experience.

- Leveraging Kentico's Content Personalization and Marketing Automation tools, the AEG team can now nurture customers and deliver enhanced experiences, increasing engagement and conversion rates.

Driving growth and customer loyalty in manufacturing.
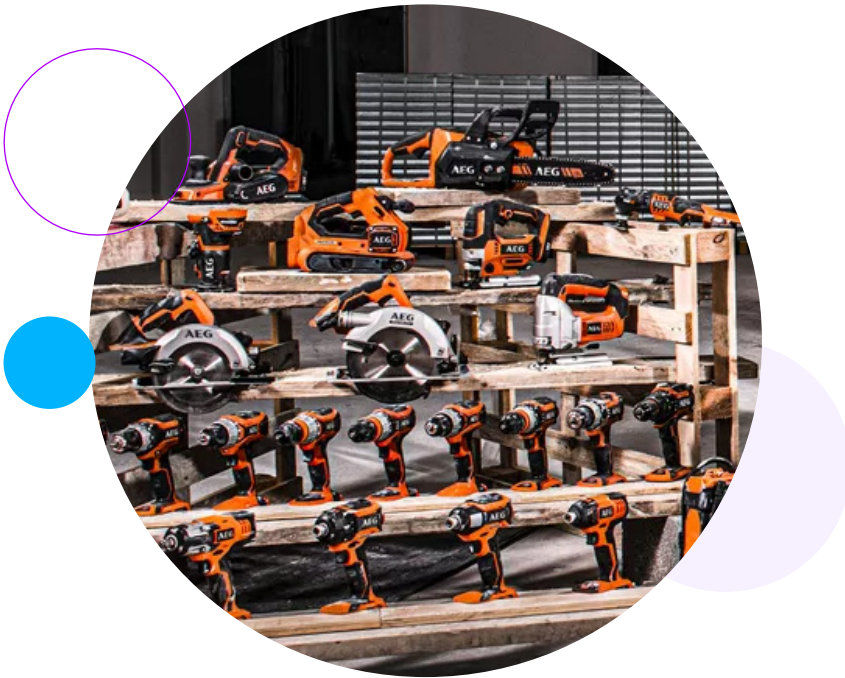
Smiths Interconnect,

a leading global manufacturer of electronic components, initiated a comprehensive business [transformation project](#) to consolidate seven distinct business units into a cohesive, user-centric commerce website.

Since its launch, the new website has experienced significant **increases in overall traffic (75%)**, **new visitors (78%)**, and **returning visitors (30%)**.
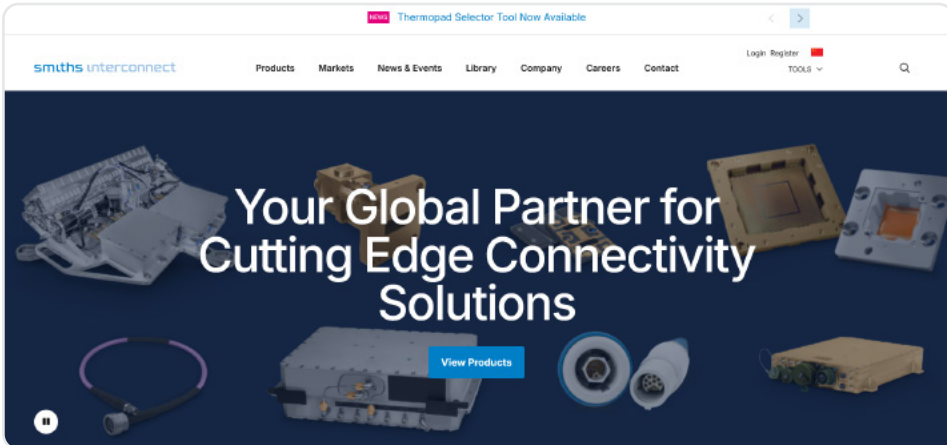

- Kentico facilitated seamless integration with Smiths Interconnect's existing systems, ensuring that the new commerce website could effectively communicate with other business units and tools.

- The platform enabled the development of a robust product catalog tailored to meet the diverse needs of Smiths Interconnect's various divisions. This allows for efficient showcasing of products, enhancing the user experience.

- Kentico's smart search functionality empowered users to quickly and easily find relevant products and information on the website, improving navigation and usability.

- Kentico allowed for custom configurations to be implemented, ensuring that the website could be tailored to specific requirements and preferences, further enhancing its effectiveness.

- The new platform served as a scalable repository for Smiths Interconnect's global businesses, consolidating seven distinct business units into a cohesive, user-centric commerce website.

Driving growth and customer loyalty in manufacturing.

Konica Minolta, Inc.,

a multinational technology company, looked to improve its European eshop for printers due to various shortcomings hindering conversions. They addressed these issues by implementing Kentico as a headless solution. In a headless CMS architecture, the backend content management capabilities are decoupled from the frontend presentation layer, allowing for greater flexibility and agility in content delivery.

The solution, delivered in seven months, **reduced running costs by 70%,** and provided a fast, secure website.
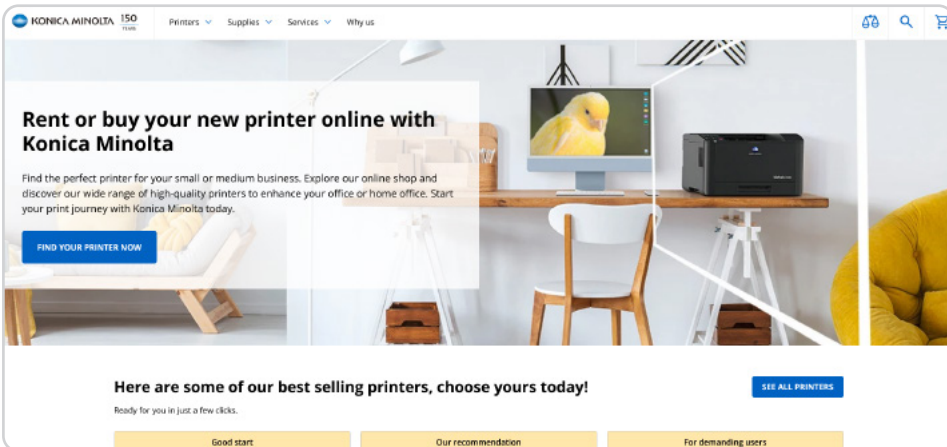
- Leveraging a headless approach with Kentico enables Konica Minolta to manage and deliver content more efficiently across multiple channels and devices while maintaining consistency and quality.

- The decoupled architecture also allows for more dynamic and personalized user experiences, enabling Konica to deliver content tailored to individual preferences and behaviors, resulting in a more engaging and relevant user experience.

- Konica Minolta can centrally manage and maintain content, ensuring consistency, accuracy, and relevance across all touchpoints. By integrating with existing tools and systems, they can use data-driven insights to optimize content quality and effectiveness.

- The company can efficiently localize content for different markets and regions, ensuring that content resonates with local audiences and meets cultural and linguistic preferences.

- The eshop now offers transparent pricing, simplified purchase processes, and supports both sales and rentals. Each European state can now customize content and pricing, enhancing market responsiveness.

Driving growth and customer loyalty in manufacturing.

Why do manufacturers choose Kentico?

Xperience by Kentico is a content management system (CMS) designed to help businesses effectively manage content across various websites, emails, digital channels, and devices all from one intuitive unified interface.

The platform comes equipped with built-in digital marketing features, while also being extensible to enable seamless API integration with any tools that you have now or plan to use in the future.

Marketers can harness AI-powered email writing, personalization, contact management, forms, search, and SEO support within a user-friendly admin interface, empowering them to create consistent online experiences efficiently. The platform's innovative hybrid-headless approach enables them to connect with their audience through tailored messages across any device. Low-code tools like the drag-and-drop visual editor Page Builder (where creating a page is as easy as filling in a form) and the Content Hub (where all content and assets are stored in one place ready to be shared across channels) streamline website creation and channel management, empowering marketers to work independently and create personalized multichannel experiences.
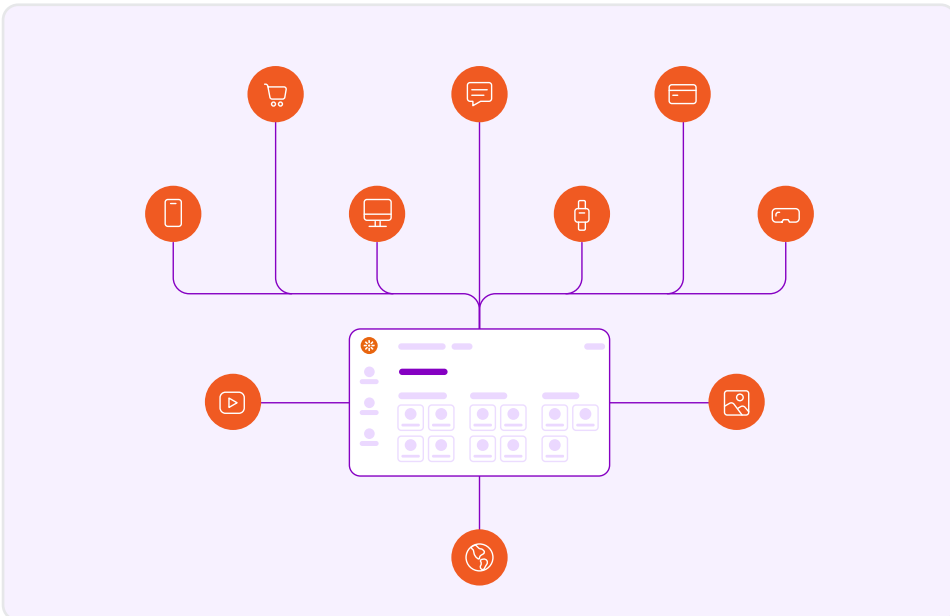
Furthermore, Xperience by Kentico offers secure portals, facilitating the provision of exclusive content and streamlining authentication processes with features like Single Sign-On (SSO) and third-party authentication integration. Prioritizing data security, the platform holds ISO 27001 and SOC 2 Type 2 certifications.

By consolidating systems into a single platform, Xperience by Kentico enables seamless connection of technologies, data exchange, and cost savings thanks to the lower operational costs of a streamlined tech stack. Whether opting for SaaS, on-premises, or self-managed cloud deployment, you can scale your CMS according to your needs.

Xperience by Kentico has been designed to allow you to start small and add tools and channels as your needs evolve. With its easy-to-use interface, low-code features, and seamless integration capabilities, it allows you to get more done with less, maximizing ROI, minimizing overhead, and putting you on track to become your customer's number one choice.
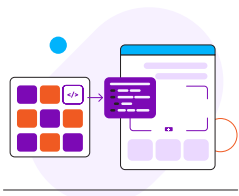
SOC 2 Type 2 certifications
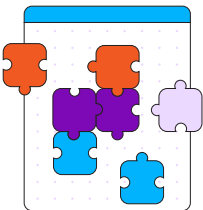
Seamless connection of technologies

Scale your CMS according to your needs

Easy-to-use interface, low-code features

Time to graduate from old school.

In today's fiercely competitive landscape, prioritizing the customer experience is not just a strategy but a necessity for manufacturers, whether they serve B2B or D2C markets. As consumers increasingly demand seamless, personalized interactions, nurturing the customer journey becomes pivotal in fostering brand loyalty, encouraging repeat purchases, and driving positive word-of-mouth referrals.

The traditional methods of face-to-face meetings and phone calls no longer suffice in meeting the expectations of today's digitally savvy customers. Embracing digital transformation not only enhances the customer experience but also revolutionizes operations, improves the bottom line, and drives sustainable growth.

Meeting evolving customer expectations requires a customer-centric and user-friendly approach, particularly through websites that offer intuitive navigation, informative product descriptions, self-serve options, and seamless checkout processes. By providing personalized experiences based on earlier interactions, manufacturers can enhance customer satisfaction, encourage loyalty, and boost ROI through relevant upsells and cross sells.

Moreover, the benefits of digital transformation extend beyond the customer experience. Automation of processes, data-driven decision-making, expanded market reach, reallocation of internal resources, increased revenue through online sales channels, consolidation of the tech stack, and cost savings in IT infrastructure all contribute to driving growth and efficiency in manufacturing operations.

By embracing digital transformation and prioritizing the customer experience, manufacturers can position themselves at the forefront of their industry, compete effectively with larger rivals, and create personalized omnichannel experiences that drive customer engagement and loyalty in today's dynamic marketplace.

If you're interested in learning more about how Kentico can help you up your game in the customer experience arena, then schedule a free live online 1-on-1 demo during which our experts will walk you through how Kentico helps you acheive your specific goals.

About Kentico.

Kentico is an award-winning provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources by delivering multichannel digital experiences using a hybrid headless approach. Its digital experience platform (DXP), Xperience by Kentico, minimizes overhead by focusing on real customer needs. With a wide set of capabilities, it empowers teams to deliver better customer experiences through multiple channels faster.

Thanks to Kentico, marketers can craft consistent personalized customer journeys from awareness to advocacy using built-in low-code, no-code tools. They can experiment with new marketing channels and improve the maturity of their marketing ecosystem, while enhancing business and marketing agility. Kentico offers excellent Time-to-Market and Total Cost of Ownership (TCO), market-leading support, SaaS or on-premises deployment, and is backed by a global network of implementation partners.

Kentico was founded in 2004 and is headquartered in the Czech Republic with offices in the US, UK, Germany, and Australia. Kentico has more than 500 digital solution partners and powers over 35,000 websites across 120 countries. Customers working with Kentico include Allergan, Ingram Micro, Konica Minolta, Land O' Lakes, PPG, Red Cross and Williams F1.

MEET OUR EXPERTS

H.Q
Kentico software s.r.o.
Nové sady 996/25
602 00 Brno
Czech Republic

CZ
Kentico software s.r.o.
FLEKSI BETA
Beta Building
Vyskocilova 1481/4
140 00 Praha 4-Michle

US
Kentico Software, LLC
15 Constitution Drive,
Suite 2C
Bedford, NH 03110
United States

UK
Kentico Software Ltd
One London Square
Cross Lanes
Guildford, Surrey,
GU1 1UN
United Kingdom

APAC
Kentico Software Pty Ltd.
83 Mount St, Level 4
North Sydney, NSW 2060
Australia

Germany
Kentico Software GmbH
c/o Schnorbus Helmhold
Wardemann PartGmbB
Kanalstraße 2
41460 Neuss

kentico.com