



Kentico

Pick length



0,25m

0,5m

1m



Check stock

metal pipe 0,25m	In stock	●
metal pipe 0,5m	In stock	●
metal pipe 1m	25 left	●

Ebook

Why Do Manufacturers Choose Kentico?

kentico.com

The customer experience is crucial for both B2B and D2C manufacturers as it directly influences customer satisfaction, loyalty, and revenue. By providing a seamless, personalized experience, manufacturers can build stronger relationships with their customers, encouraging repeat purchases and positive word-of-mouth referrals. Customer experience not only becomes a differentiator in a competitive landscape, but also aligns with modern consumer expectations, driving growth and ensuring long-term success.

However many manufacturers are relying on outdated customer interaction methods and manual processes that lead to inefficiencies, higher operational costs, and poor customer journeys. Frustrated or dissatisfied customers are likely to switch to competitors who prioritize digital engagement and user-friendly experiences. Failing to prioritize the customer experience can result in stagnation, decreased competitiveness, and diminished growth opportunities.

In this ebook, we'll explore the expectations of the modern manufacturing customer, the tools manufacturers need to meet these expectations, and why Kentico is the perfect fit for manufacturers looking to transform their customer engagement strategies and achieve sustainable growth.



The new manufacturing customer.

Manufacturers that prioritize customer satisfaction and loyalty are better positioned to retain existing clients, attract new ones, and increase revenue. Below is a table that outlines key customer expectations and the challenges manufacturers face in meeting them.

Customer expectations	Manufacturer challenges
Easy navigation: User-friendly websites with intuitive navigation and hassle-free checkout.	Poorly designed interfaces: Confusing navigation, slow loading times.
Smooth customer experience: Seamless journey from product browsing through to invoicing.	Gaps in internal communication: Causing inconsistencies in customer experience.
Self-service areas: Where they can view prices, place orders, track shipments, and find account info, FAQs, and guides.	Lack of real-time order data: Hinders the ability to provide up-to-date information and efficient self-service capabilities.
Real-time inventory: Instant access to inventory levels to prevent stockouts or excess inventory.	Imbalanced inventory: Resulting in delayed orders, customer dissatisfaction, and lost sales opportunities.



<p>Personalized experiences: Tailored recommendations based on preferences, order history, and business requirements.</p>	<p>Limited customer visibility: Prevents personalizing experiences and tailoring products and services to individual needs.</p>
<p>Transparent pricing: Clear pricing and comprehensive product details to make informed purchasing decisions.</p>	<p>Lack of real-time pricing data: Complex pricing structures and shifting prices hinder the ability to provide real-time transparency and clarity.</p>
<p>Accurate shipping information: Reliable and up-to-date tracking and delivery details.</p>	<p>Inaccurate logistics data: Causing issues like shipping delays and incorrect tracking.</p>
<p>Seamless multichannel experience: Consistent brand experience across website, email, social media, and mobile apps.</p>	<p>Poor multichannel integration: Inconsistent messaging, functionality, and customer experience across channels.</p>
<p>Ensurance of security and privacy: Protection of sensitive customer information.</p>	<p>Inferior security and privacy: Outdated technology impaacts data protection compliance.</p>
<p>Responsive customer service: Timely assistance through email, phone, and live chat to address issues effectively.</p>	<p>Poor after-sales support: Difficulties in delivering efficient support for troubleshooting, repairs, and warranty services.</p>

Addressing these challenges requires investing in technology, optimizing processes, training employees, and fostering a customer-centric mindset. It requires digital transformation.



The benefits of digital transformation.

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

It enables manufacturers to adapt to changing market demands and enhance their overall efficiency, paving the way for sustainable growth and improved customer satisfaction. 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.



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.



Choosing the right technology is crucial in digital transformation, as it ensures that manufacturers can effectively reach and engage their target audience through personalized customer experiences, data-driven strategies, and multichannel campaigns.

By selecting the most suitable and scalable technologies, manufacturers can drive customer engagement, improve lead generation, and optimize their marketing results, leading to sustainable growth and a stronger market presence.



Why manufacturers choose Kentico.

Xperience by Kentico is a digital experience platform (DXP) designed to help businesses effectively manage content across various websites, emails, digital channels, and devices all from one intuitive unified interface. It helps manufacturers meet and exceed their customers' expectations by providing the tools they need to create exceptional multichannel experiences.

Here's how:

- **Easy-to-use tools:** [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 to efficiently create consistent online experiences.
- **Multichannel marketing:** The platform comes equipped with [built-in digital marketing features](#) like personalization, search, AI-powered email writing, and SEO support, managed all from within one user-friendly admin interface. Its hybrid-headless approach supports [multichannel engagement](#), allowing marketers to connect with audiences through tailored messages across any device.
- **Ecommerce integration:** Xperience by Kentico [seamlessly integrates with ecommerce platforms](#), streamlining online sales processes so manufacturers can unify product listings, inventory management, and customer transactions. This integration allows for real-time updates, ensuring that product information, stock levels, and pricing are consistently accurate across all sales channels.
- **Customer relationship management (CRM):** The platform offers robust CRM capabilities through its [built-in contact management tools](#), or allows seamless integration with existing CRM systems. This helps manufacturers manage customer interactions, track sales leads, and gain a unified view of customer interactions. With comprehensive contact management, they can segment their customer base, automate follow-ups, and personalize communications based on customer data.
- **Self-service portals:** Xperience by Kentico enables manufacturers to offer secure and intuitive self-service portals, enabling easy access to exclusive content, account information, and support resources, all while reducing the burden on support teams.

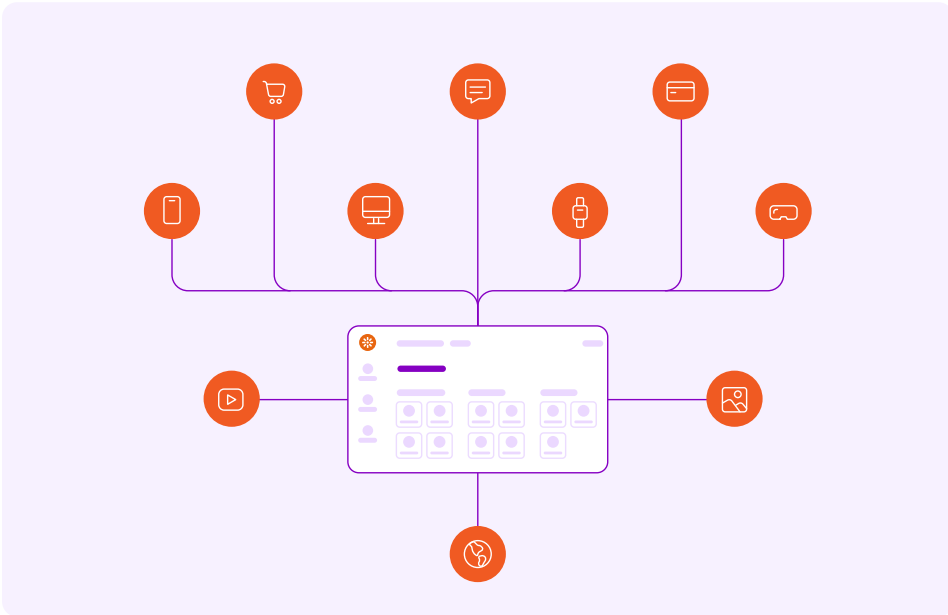


Features like Single Sign-On (SSO) and third-party authentication integrations ensure a smooth and secure login experience, allowing customers to access their accounts and relevant content with minimal hassle.

- **Data analytics:** Xperience by Kentico's [powerful data analytics tools](#) bring deep insights into customer behavior, preferences, and trends. The platform provides comprehensive analytics features that aggregate data from various channels, allowing manufacturers to track key metrics such as engagement, conversion rates, and campaign effectiveness. By analyzing this data, they can identify patterns, make data-driven decisions, and optimize marketing strategies to better meet customer needs.
- **Personalization:** Xperience by Kentico excels in delivering [deep personalization capabilities](#) that enable marketers to create highly tailored experiences for customers based on their behavior, preferences, and past interactions. This [segmentation](#) supports the delivery of customized content, product recommendations, and marketing messages that resonate with each customer's unique needs and interests, enhancing engagement and driving higher conversion rates through upselling and cross-selling.
- **Customer feedback:** The platform provides robust tools for gathering and analyzing customer feedback, such as surveys and [feedback forms](#). By systematically analyzing feedback, businesses can identify emerging trends, address customer concerns, and enhance the overall customer experience. Responding to feedback helps in maintaining customer satisfaction, improving product offerings, and fostering a sense of community and trust.
- **Security and compliance:** Xperience by Kentico places a high priority on data security and regulatory compliance, ensuring that [customer data is safeguarded against breaches and unauthorized access](#). The platform is certified with ISO 27001 and SOC 2 Type 2, recognized standards for information security management and data protection. Additionally, the platform provides tools and features to help manufacturers [manage data protection and privacy](#) in line with European regulations like GDPR.
- **Flexibility and scalability:** By consolidating systems into a single platform, Xperience by Kentico enables seamless connection of technologies, data exchange, and cost savings through a streamlined tech stack. Whether opting for SaaS, on-premises, or self-managed cloud deployment, manufacturers can [scale their CMS according to their needs](#); starting small and adding tools and channels as their needs evolve.



With its user-friendly interface, low-code features, and seamless integration capabilities, Xperience by Kentico enables you to achieve more with less, helping you become the number one choice for your customers.



Kentico: Your key to long-term success.

In today's competitive landscape, prioritizing customer experience is essential for manufacturers aiming for sustainable growth. By adopting new technologies and embracing digital transformation, manufacturers can meet evolving customer expectations, enhance operational efficiency, and drive revenue. And that's why so many are choosing Kentico.

Why not explore how Kentico can support your digital transformation journey? Book a personalized one-on-one demo and see how well our solution meets your precise needs as a manufacturer.



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.

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