

# Customer Experience at the Heart of Manufacturing Service

Customer expectations continue to rise. As demand for faster resolutions, seamless digital experiences, and measurable outcomes grows, reactive Field Service Management is no longer enough.

However, many manufacturers are still constrained by outdated systems and transactional service models that fail to meet these evolving expectations, leading to frustration, inefficiencies, and lost revenue opportunities.

To succeed, manufacturers must embrace a proactive, customer-centric approach that automates routine tasks, anticipates issues, and drives service excellence across every channel.

But not all solutions are created equal—delivering exceptional customer experiences requires intelligent AI-powered tools like zero-touch service, chatbots, and virtual assistants that empower both customers and technicians.

71%

say better customer experience is a top benefit of FSM technology

36%

plan to implement customer self-service/self-resolution technology in the next 12 months

29%

struggle with outdated or insufficient service technologies

Source: IFS State of Service in Manufacturing Industry Report, 2023

## Key Customer Experience Capabilities



### Omni-channel contact center

Provides multiple ways for customers to interact with the business post-sale, including phone, online, MMS, and app-based messaging, enhanced by AI. Unified call logs and chat histories are automatically linked to customer profiles for a seamless experience.



### Chatbots and virtual assistants

AI-driven tools for customer communications that provide automated escalation and sophisticated voice recognition capabilities, allowing for zero-touch appointment scheduling without human intervention.



### Customer service CRM

Manages customer profiles and interactions at the firm, business unit, and individual level, automating functionalities for routine service bookings and marketing activities.



### Unified desktop support

Consolidates back-office functionality into a single application, ensuring end-to-end compatibility with all utilities in the service stack.



### Customer self-service

Provides customers with options to resolve issues independently across multiple channels, including phone, online, and mobile. Enhanced by emerging technologies and built-in triggers that escalate more complex service needs to technicians.



### Remote Assistance

Resolves service issues without dispatching a technician through AR-enabled shared views that go beyond telestration to actual collaboration, further enhanced by IoT functionality.

## Why IFS?

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IFS has a proven track record of supporting the core operations of global machinery manufacturers and has a high level of expertise that contributes to the realization of business transformations. [...] We expect it to also have the ability to achieve a high level of responsiveness to expanding global customers.

Hiroyuki Hosomi, Director, Managing Executive Officer, Kobelco Construction Machinery

### Industrial AI-Driven Proactive Service

IFS integrates advanced AI capabilities directly into service operations, enabling manufacturers to automate routine tasks, predict maintenance needs, and personalize customer interactions. With intelligent, context-driven insights, they can make smarter decisions, deliver proactive service, and enhance customer satisfaction.

### Composable Architecture that Evolves with Customer Demands

As customer expectations evolve, IFS's composable architecture allows manufacturers to scale and integrate new capabilities flexibly, without disruption. This ensures businesses can continuously improve service delivery, introduce AI-powered tools, and expand offerings while maintaining a seamless customer experience.

### Seamless Integration for a High-Quality Service Experience

IFS seamlessly integrates with existing systems, enabling real-time data flow and optimized functionality across the organization. By removing service disruptions, disconnected workflows, and data silos, manufacturers can deliver uninterrupted, high-quality service at every touchpoint.

### Deep Industry Expertise

IFS is a trusted partner for manufacturers, offering solutions that enhance operational efficiency and customer satisfaction. With deep industry expertise and cutting-edge technology, IFS helps manufacturers navigate the complexities of service transformation while staying ahead of evolving customer demands and market shifts.



IFS is the only company named as a Customer's Choice in the 2024 Gartner® Peer Insights™ Voice of the Customer for Field Service Management

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