



MAKING AFTERMARKET SALES A HABIT

We are dedicating this tip sheet to sharing information with you about how your organization can make Aftermarket Sales "a Habit"

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Monthly Tip

Leverage technology and advanced analytics to anticipate your customer's needs.

We would like to thank you for being a valued subscriber! We hope you are enjoying our tips to help Make Aftermarket Sales a Habit.

In our previous tip we talked about putting added attention on Aftermarket by evaluating your Aftermarket revenue goals. The added attention helps to make Aftermarket Sales a Habit. Assigning specific Aftermarket goals to your organization will sharpen your focus on the journey to Making Aftermarket A Habit.

Best-in-Class companies leverage technology and automation to improve their customers' service experience. Service interruptions and product/part failures are costly for both end-users as well as manufacturers. Using data analytics, companies can anticipate product/part failures before they happen, which is crucial to happy customers. The level and quality of customer experiences will be a key consideration in who wins share of wallet.



Organizations struggle with knowing when equipment or assets will fail, which technician to send out on a call, and what service parts are needed to resolve the issue. Customers no longer accept this type of reactive, inefficient service experience.

Source: Aberdeen Group, October 2015

Get the full Aberdeen Report [The Evolution of the Service Model: Analytics Drive Resolution and Revenues](#)

Automation combined with analytics becomes paramount if you want to stay one step ahead of the needs of your customers. Understanding customers and their buying behaviors and patterns will enable companies to forecast future service demand and failures. Best-in-Class companies leverage advanced analytics to improve sales efficiency, predict service needs, anticipate product/part failures, and improve their customers' productivity by averting asset downtime.



In 2016, leaders will understand and anticipate individual needs to deliver personalized experiences, sharply increasing their lead in the market.

— Forrester Research

TIP

This leads us to our tip:

Leverage technology and advanced analytics to anticipate your customers' needs. By turning your data into actionable insights, you can reduce your customers' service interruptions, reduce the stress on your service technicians from disgruntled customers and improve your bottom line.



Contact info@entytle.com to find out how Entitlement Automation can help you today!



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