



◎ Customer Experience (CX) ◎

The new front in the battle for competitive differentiation, revenue growth and higher profitability.



81%

of companies expect to compete mostly or completely on the basis of CX in 2019

*Gartner, 2017*

Experience-drive businesses grew revenue

1.4x faster

and increased customer lifetime value

1.6x more

than other companies

*Forrester, 2018*

Increasing customer retention rates by 5% increases profits anywhere from

25% to 95%

*Bain, 2014*

# GLOVIA® OM

GLOVIA® OM is a Salesforce®-native, fully-configurable low code order management solution that overcomes the challenges of implementing a D2C model for manufacturers.

The CX gap is bridged by business processes that are integrated, from sales to fulfilment, with unmatched transparency and efficiency.



GLOVIA® OM helps manufacturers maximize the potential of their products and improve the Customer Experience (CX) by:



### Simplifying

Providing an interface between manufacturers and customers

### Modernizing

Delivering a state of the art platform by modernizing existing distribution channels

### Growing

Uncovering new revenue streams by connecting direct to consumers

## Benefits

Leverage investments in legacy system

Empower employees to deliver the best customer experience

Innovate

Improve Productivity

Best customer experience for employees

Improve customer insight

Improve brand loyalty

Integrate systems to gain 360 view of customer

Improve operational efficiency

Reduce Cost

Gather intelligence to innovate



# *Simplifying* the connection between



**Manufacturers**

and

**Customers**

and **masking** the complexity of internal processes and systems.

**Maximizing**

the potential of existing **distribution channels**

by delivering a **modern partner experience platform**

# *Uncovering* new revenue streams

by connecting **direct to consumers**

and delivering **value added services** to augment its products



# Use Cases

## Canon

The leading manufacturer of imaging and optical products leveraged **GLOVIA® OM** to launch a marketplace for its dealers and drive value-added services.



This end-to-end, user-friendly, automated portal enabled Canon to extend benefits such as the ability to *drive software sales more effectively* and *manage licenses and subscriptions, to hundreds of channel partners*.

## Crop Science

A top Life and Crop Science company deployed **GLOVIA® OM** to refine its systems to better meet its customer needs.



Enabling rapid real-time access to data involved transforming how it worked with its Business-to-Business-to-Consumer (B2B2C) channel partners, resulting in a *95% increase in point-of-sale data* (from full and complete B2B2C PoS).



Deliver a quality of service that matches  
the quality of your product with **GLOVIA® OM**

# GLOVIA® OM



Let's keep the conversation going.

Start today by signing up for a **FREE customized 2-hour GLOVIA OM assessment** with seasoned and experienced industry experts.

[gloviaom.com/2hrassessment](https://gloviaom.com/2hrassessment) »