

# LAUNCHPAD

## Minimize Manual Work, Maximize Human Potential: Put the "Customer" Back in "Customer Service Rep"

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In a recent survey conducted by Conexiom, survey respondents were asked to rank the most important factors to differentiate themselves from competitors. Customer service ranked number 1, with 95% of respondents indicating that customer service moderately to significantly impacts revenue.

However, in many organizations, customer service reps (CSRs) are primarily seen as order entry processors and data enterers, rather than the face of the company. CSRs are experiencing an identity crisis, and in return, customers are underserved. This results in lower customer satisfaction and increases the risk of customer churn.

Repetitive and mundane tasks are sapping a whopping 48% of CSRs' time each day, and although these touchpoints offer no value to customer experience, they also open the door to costly delays and errors, lost business, and customers feeling undervalued.

Join Alex to discover how to set your customer service team up for success and address the root causes of low staff productivity and low customer satisfaction. Order processing automation can free up to 6,000 hours per year to re-invest in customer relationships. That could mean an additional 60,000 sales calls or 36,000 customer service calls per year. Imagine how this simple change could drive revenue growth, improve customer loyalty, and streamline business operations.

### Speaker Bio:

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Alex Witcpalek  
Director of Sales



Alex has spent the past 10+ years bringing technology solutions to distributors and manufacturers. With an emphasis on digital transformation, Alex has helped thousands of organizations to become profitable with unique go-to-market and customer experience strategies.

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