

BUSINESS GUIDE



**RENEWITY**  
RMA & SERVICE MANAGEMENT

**THE TOP**  
**10**  
**(SURPRISING)**  
**THINGS**  
WE LEARNED ABOUT  
**SERVICE**  
**MANAGERS**



Improving customer service can have a much bigger impact on improving profitability than almost any other action a company can take, such as cutting costs or finding new customers. One research study published in the Harvard Business Review showed that “customers who had the best past experiences spend 140% more compared with those who had the poorest past experience.”

It’s time for businesses to take a closer look at the service manager role and the surprising amount of value it brings to the organization. We’ve worked with service managers across all industries over the last ten years, and we’ve learned some surprising things about service managers.



# 1

## THEY DELIVER SIGNIFICANT NEW REVENUE

Armed with the right tools, service managers are able to capture product life cycle information and improve throughput. As a result, they are often able to provide more and better upsell opportunities to sales managers than even the regular sales staff.

An example: One mid-size manufacturer brought in close to \$2 million in extra service revenue strictly through its RMA & Service Management Automation solution —without the need to add any extra service staff to handle the increased workload. For others, many thousands of dollars in new revenue is common.

## THEY HOLD POWERFUL LEVERS

Service managers who put a first-rate RMA & Service Management Automation process in place with an integrated customer-facing infrastructure—one that reduces costs, builds revenue, and increases customer satisfaction—are able to leverage better value from existing, previously installed Enterprise Resource Planning (ERP) and Manufacturing Resource Planning (MRP) systems. They are also able to successfully leverage prior investment, putting it to work in new and productive ways. As a result, service managers become indispensable.

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## THEY ARE NO LONGER THE COMPANY DUMPING GROUND

Previously, service managers often found themselves in the position of corporate scapegoat, forced to attend meeting after meeting to answer for whatever problems the company faced—service-related, or not. Now, with the advance of RMA & Service Management Automation solutions, service managers find they have a lot more free time. Why? Because they are able to provide highly detailed and thorough reports that tell the true story about product issues and customer complaints and how their teams have addressed them effectively. No more getting called on the carpet.

## THEY KNOW WHAT'S WHAT

Service managers have an unrivaled depth of knowledge of product and service processes. So, when they have access to the right RMA & Service Management Automation tools, they will configure them to be a better and more relevant solution for their organization—one far better than any external provider could ever devise. Service managers are the domain experts and can easily configure a RMA & Service Management Automation solution. Like the oracle on the mountaintop, service managers are the company sages, the place where others go to seek wisdom (i.e., valuable data).

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## THEY ARE NIMBLE

Because service managers are always focused on providing great service, when they have access to the right RMA & Service Management Automation tools, they can implement solutions fast—often in as little as two weeks—compared with the two years or more that it takes IT to create solutions from scratch (sorry, IT), and at a fraction of the cost.

## THEY LOVE STRETCHING BOUNDARIES

Service managers, by definition, have a laser focus on providing great service, which means they'll do everything they can to find the right solution—wherever and whatever it might be. Often, that makes them more willing to go outside the boundaries of where most “service” solutions would typically be. So, rather than putting one process in place, they are able to successfully implement multiple processes—often in areas outside the scope of returns and service management—even in adjacent teams like sales and customer service.

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## THEY KNOW THE VALUE OF CONTROL

Once upon a time, peeved, unhappy customers drove the service process, often because they were kept totally in the dark. Now, it is possible to create highly beneficial external partnerships that keep everyone informed so that issues can be controlled by the company and solved early in the process—before they spiral out of control. And happier customers are more likely to be retained and much easier to upsell.

## THEY KNOW THE VALUE OF AUTOMATION

Tools that automate RSM service processes mean fewer manual touchpoints with customers. Why is that ideal? Firstly, because it reduces human error (no more forgetting to get back to someone). Secondly, the lower the number of labor-intensive connections, the lower the likelihood that something will go wrong. Plus, reducing the volume of one-to-one interactions ensures those conversations that do occur are shorter, less expensive, and more productive.

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## THEY KNOW THEIR WORTH

With the right tools at their disposal, service managers can clearly demonstrate exactly how much revenue they are bringing in compared with what they are costing the company. That favorable expense-to-revenue ratio ensures the C-suite will start looking at the service team in a whole new financial light.

## THEY ARE THE ULTIMATE DRIVER OF SUCCESS

When service managers have the right tools to provide truly outstanding customer service, they can empower and motivate their teams, helping to retain not only customers, but also employees.

As important, the data generated by comprehensive and well-implemented service processes enables companies to truly understand their customers: why they buy, why they remain loyal (or don't), what their needs are now, and what those needs are likely to be in the future.

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The quality of customer service a company provides is often a key indicator of organizational health: when service is lacking, no organization can succeed. But when it's outstanding, the service managers and their teams quickly take their rightful place as one of the company's most valuable assets.

### **ABOUT RENEWITY**

As the global leader in RMA & service management automation solutions, Renewity excels in defining, implementing and automating processes for Returns and Service Management (RSM) for top manufacturing companies with its flagship platform—RenewityRMA.

Renewity continues to work with many of the world's most prestigious brands such as Panasonic, Honeywell, Illinois Tool Works, Ametek, Flex Electronics, FLIR Systems, and Stanley Black & Decker. In addition, Renewity has worked with many small- to medium-size manufacturers. Renewity assists manufacturers to transition from primarily manual processes for service and returns management to an automated system configured to their specific needs and facilitating compliance, brand protection, and enhanced customer experience.

With its in-depth knowledge of RSM—having worked with hundreds of companies worldwide—Renewity's solutions deliver a flexible and easily configured software platform that enables service teams to quickly set up unique workflows and data for exceptional product service. Renewity not only has the software, but it also has the expertise in the RSM domain—a unique combination that ensures the continuous success of its clients' RSM processes.