



Tailored CX Solutions for Value-Added Resellers & System Integrators

The world of business is like a constantly evolving organism. Over the past few decades, we've seen how companies have moved from a "one size fits all" approach to personalized experiences that create and maintain loyal customers. And this doesn't just apply to B2C transactions, B2B customers have come to expect the same capabilities and experiences they receive in their personal transactions.

For Value Added Resellers (VARs) and System Integrators (SIs), the opportunity to succeed and flourish depends on the experience you deliver to your customers. Since most VARs and SIs sell and deploy the same or similar technologies, it is nearly impossible to compete solely on price. You differentiate your company based on the quality of the technical design, facilitation of the ordering process, installation, configuration, deployment of the solution, and ongoing support.

As a VAR/SI, you are acutely aware of this and undoubtedly consider your business customer-focused. However, you may struggle to identify the areas of friction that inhibit your ability to grow. Going beyond personal interaction and email feedback loops is a requirement for firms seeking to accelerate growth

An industry-leading Customer Experience (CX) program can propel your business to the next level. Research shows that CX leaders outgain the laggards by greater than a 3:1 margin. Implementing listening at all customer touchpoints enables you to get real-time feedback and visibility into areas of concern from your customers. And in the VAR/SI world, these touchpoints are many. Your customers and prospects navigate your website to look for content and collateral, have personal interactions with your technical, sales, support, and operations teams plus seek finance options from your sales or leasing personnel. Each of these interactions present an opportunity to exceed expectations, increase your CSAT score, and develop a loyal customer.

Companies that deliver exceptional customer experiences reap significant financial rewards:

3.2%

Gain in top-line revenue for a 1-point increase in CSAT

16%

Pricing premium CX leaders can charge over laggards

5%

Reduction in customer churn with industry-leading CX

"You've got to start with the customer experience and work back toward the technology, not the other way around."

— Steve Jobs, Co-founder, Apple

At VistaXM, our team has deployed CX solutions for some of the world's leading technology providers. We deploy an enterprise-grade CX program on day one and deliver actionable insights in as little as 90 days. And we do this for less than you can build a program yourself.

Schedule time with VistaXM today to discuss how we can help you implement an industry-leading CX program and deliver the results you seek.

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