Wipfli Connect
for Manufacturing

Improve all points of the customer experience

Manufacturing relationships have changed. Customers have more resources to research suppliers and obtain peer reviews, putting your competition a mere click away. To stand out, it's vital to meet the ever-rising bar of customer expectations.

A quality product, short lead times — these are no longer enough. Thriving manufacturers know it's time to foster strategic partnerships and deliver customer experiences marked by ease, convenience and proactive support. But that's tough to do without the right technology.

That's where Wipfli Connect for Manufacturing comes in. While traditional systems were built for sales, modern CRMs reach across the customer lifecycle. With Wipfli Connect, you can predict customer needs and provide the kind of seamless, high-quality service that builds lasting relationships and vocal fans.

Data to drive your business

Wipfli Connect for Manufacturing provides fresh insight into how your business works. Get visibility into customer and product lifecycles. Link customer data, service contracts, product warranties and sales records in one system.

Identify your most profitable relationships, improve cross-sell and up-sell opportunities and uncover new ways to optimize your business.

WIPFLI

Solve your biggest challenges

Get predictive insight and move from **selling** to **solutions**.

Quoting

Increase your quote speed and improve your win rate. Capture dynamic pricing elements and automate the quote approval process. Sales can quickly view customer accounts, meeting notes, open issues and more to help guide conversations and provide accurate, efficient quotes.

Sales tools and portals

Provide your sales channels with accurate, current customer information to capture leads and drive performance. Make product information available and create modern self-service portals that give your sales networks the tools they need to succeed.

Reduce churn by predicting customer needs. Identify customer trends, buying patterns, related products and peak order times. Market to customers with targeted, timely campaigns and personalize your outreach, at scale.
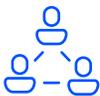
Service management

Service after sale can be a differentiator. Give service reps and field techs easy access to customer history so they can provide informed service and resolve issues faster. Help them collaborate with your sales team with mobile tools to report opportunities and critical issue areas.

Relationship management

Get a complete view of every customer in one central system. Link sales and service history and put it in the hands of those who need it.

Reports and dashboards

Visualize complex data and keep track of key metrics. Wipfli Connect for Manufacturing comes prebuilt with intelligent reporting tools that help you cut through the noise and focus on what matters most.

Mobile

Cloud-based tools allow your team to work remotely from any device. Empower a mobile workforce with visibility and real-time information.

Integration

Built on the Microsoft Dynamics CRM, Wipfli Connect for Manufacturing integrates with the entire Microsoft suite and many third-party applications. Get a familiar interface that works with the tools you already use.

Let's get started

Find out how to wow your customers and increase profitability with Wipfli Connect.

wipfli.com/WipfliConnect