Reliance Alliance
www.RelianceGroupUSA.com

Contract Management

How to best fulfill the expectations associated with a customer contract

How satisfied are you with your contracts?

You win a new customer contract – how do you go about monetizing it?

Historically, what percentage of your customer contracts fulfill expectations?

How many dormant contracts do you have?

How successful are you upselling and cross selling beyond the contracted items?

How do you rate your post-contract customer experience?

Did you improve the quality of the customer's experience?

Did anything change from your customer's perspective besides their supplier?

How does your customer know what to order?

Do you know what products they need and when they need them?

2CLIXZ

Reliance Alliance
www.RelianceGroupUSA.com

digital
DIGITALLY TRANSFORMING
OFFICE PRODUCT LEADERS

How does your customer find contracted items?

- You may already have 50,000+ items in your store

- Does your customer visit your store?

- You probably have the contracted items on a wish list – right?

- Or does your customer call or send an email?

- Can the customer ordering experience be improved?

- If it's a better experience, there will be more transactions … right?

- In the future, what if you have 10x the number of items in your store? Is this likely to make the experience better or worse?

- Most customers already don't have sufficient knowledge to make the optimal purchasing decision

- A broader product selection introduces the risk of making the decision even more difficult than it already is

2CLIXZ

Reliance Alliance
www.RelianceGroupUSA.com

digital DIGITALLY TRANSFORMING OFFICE PRODUCT LEADERS

This is where you and your technology comes into play

- Collectively, as a dealership, you are an expert on the products and services you offer

- This is what sets you apart from the online behemoths who can't provide the personal attention that you can

- But you can't continually babysit customer product selection and order entry

- So, you must improve the customer experience and make it easy for them to select the products they need and then to order them

- You solve this problem, and you will be more likely to monetize the potential in your contracts

- You will then be more likely to expand beyond the original potential by upselling and cross-selling a broader range of products

Three steps to improve the customer experience

- Deploy the DCA – adopt the RS^4 program
  - Introduce asset management – associate devices with users
  - Expand the asset program – no need to stop at printers & copiers

- Get a complete picture of customer requirements
  - Create a price list
  - Create a contract
  - Push the contracted items into the 2CLIXZ mobile App
  - User scans a QR label and orders supplies at contracted prices from the App

- Manage the Supply Cabinet
  - QR label on the cabinet
  - Scan the QR and bring up a list of all the Supply Cabinet SKUs at contracted prices
  - Order items needed directly from the App

2CLIXZ

Reliance Alliance
www.RelianceGroupUSA.com

digital
DIGITALLY TRANSFORMING
OFFICE PRODUCT LEADERS

In parallel – promote spending management

Associate a budget with users

Eliminate spending issues associated with managing remote work locations

Allow orders for contracted items within the budget to be placed

Route orders outside budget or off-contract items to supervisor for approval

2CLIXZ

Reliance Alliance
www.RelianceGroupUSA.com

digital
DIGITALLY TRANSFORMING
OFFICE PRODUCT LEADERS

What's the main web store/portal to be used for?

> We're trying to help you add value at the customer level

> The more value added, the more successful you will be

> We're not trying to dissuade site visits – there will be a time and place

> But, in a B2B environment, the browser-based product catalog and the back-office functions underlying it will be more important to you the dealer, than they will be for your customers

> You must know what your customer's are interested in, and use this information to manage your offer at the right time and to the right person

2CLIXZ

Reliance Alliance
www.RelianceGroupUSA.com

digital
DIGITALLY TRANSFORMING
OFFICE PRODUCT LEADERS
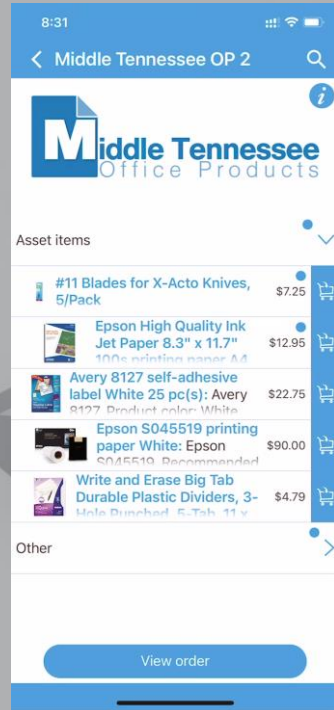
Asset Management

- Mapping Assets

- Associating assets with users

- This association underlies the ability to know:
  - What a user needs
  - When they need it

- It also provides you with an advantage because you accumulate information your competitors do not have access to

- And even more importantly, it means you can provide tangible benefits to your customers that save them money

Mapping Customer Assets

We've shown two examples

- Supplies Cabinet

- Printer & Copiers

- *But don't stop there - the possibilities are endless:*
  - HVAC
  - Breakroom
  - Janitorial
  - Facility Management
  - Computer Hardware
  - Vehicles

2CLIXZ

Reliance Alliance
www.RelianceGroupUSA.com

digital DIGITALLY TRANSFORMING
OFFICE PRODUCT LEADERS

Summary

- You will have a powerful platform designed to help you monetize your contracts
- You will have data that your competition does not have
- Your customer relationships will get "stickier"
- Your customer experience will improve
- Your customer churn rates will go down
- Your customer acquisition rates will go up

Reliance Alliance
www.RelianceGroupUSA.com

digital DIGITALLY TRANSFORMING
OFFICE PRODUCT LEADERS

Thank-you for watching!

Visit our Digital Transformation Resource Page
CLICK HERE

Reliance Group
Reliance Group USA

2CLIXZ

Demonstrate Contract Management/Mobile

- Contracted items filtered to 2CLIXZ App

- Scan QR Code
  - Supply Cabinet
  - Printer/Copier
  - Coffee Machine
  - Etc.
    - Order Supplies / Request Maintenance

- Demo Budget Control

Reliance Alliance
www.RelianceGroupUSA.com

digital
DIGITALLY TRANSFORMING
OFFICE PRODUCT LEADERS

Mapping Customer Assets 2