



Transforming Customer Experience to Drive Competitive Advantage



Rapid acquisition-fueled growth created a cryptic labyrinth customers were left on their own to navigate. With their customer asset at risk, headcount increasing to meet basic customer needs, and missed cross sell revenue mounting, the leadership team decided to act...

Lenati led the charge to help Inovia define and implement scalable industry-leading customer experiences.

About Lenati

Lenati is a professional services firm offering strategic methods for clients to have meaningful connection with their customers in order to elevate performance, revenue, and market share. Lenati offers a variety of solutions to help companies effectively develop products and experiences that are valuable to their customers. Based in the Pacific Northwest, Lenati is well-known for intellectual rigor, practiced expertise, and an uncanny ability to perceive and meet clients' needs.

About Inovia

Inovia specializes in optimizing supply chain pieces. They focus on managing disparate systems, solving day-to-day communication issues and synchronizing the multiple standards and formats of B2B trading partners. By removing the burden of managing supply chain communication, they allow enterprises to do what they do best – grow their business.

The Inovia Business Community Management suite unifies the various communication components to fully optimize supply chain communication. Inovia creates sustainable value for their clients through:

- Increasing end-to-end supply chain visibility: Creating a proactive synergy of visibility and actionable intelligence to increase revenue opportunities
- Reducing B2B complexity: By providing a real-time dashboard view of B2B collaboration across formats and technologies
- Automating the entire trading community: Increasing partner adoption with on-demand solutions to optimize communications



Lenati Case Study:



Business Challenge

Like many companies that have experienced rapid growth, Inovis found themselves over investing to maintain a less than ideal customer experience. As a result of acquisitions and minimal investment in integration, the Inovis leadership team was faced with challenges on multiple fronts:

- **Overhead growth just to “keep the boat afloat”** – Additional investment was required just to support the disparate, underperforming processes and systems invented and inherited over time.
- **Customer attrition** – Easy engagement with Inovis was becoming more difficult and Inovis had no way to provide easy access to an integrated and holistic experience to customers. Eager competitors were aggressively marketing to an at risk customer base.
- **Investors required accelerated benefit realization from acquisitions** – Operational efficiency and acquired company integration had to become a core competency for Inovis to keep investors satisfied.

The Solution

Our charge was to define compelling customer experience improvements across the lifecycle that would:

- Cultivate customer acquisition, retention and share of wallet growth
- Provide Inovis with competitive advantage in the marketplace
- Optimize marketing and sales effectiveness

Over the next 4 months, we designed a strategic customer experience roadmap using the following approach:

- Customer lifecycle assessment including strategic touch point analysis, customer dissatisfaction drivers, competitive landscape
- Customer experience scenario development by key customer segments
- Dependency (organization, process, tool, data) mapping to drive development of Customer Experience Optimization (CEO) roadmap and business case
- CEO Scorecard with executive commitments cascaded to line management

The Results

Upon completion of the process and technology implementation (CRM), the business case forecast included the following results:

- 25-50% increase in qualified leads through the web via a) improved online awareness and evaluation experiences, b) more aggressive search ad placement, and c) real time integration to inside sales/partner lead sales qualification processes
- 25-50% improvement in sales productivity and opportunity velocity through proposal—quote—pricing—finalize contract experience improvements
- 25-30% reduction in customer support calls volume through the introduction of web based and email support