

Total Experience for Manufacturing

Embracing a Total Experience strategy to increase innovation, accelerate time to market, and boost engagement



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“By 2024, organizations that have deployed a comprehensive TX strategy will be doing 25% better than their competitors regarding satisfaction metrics.”³

The manufacturing landscape is rapidly shifting due to technological advancements, evolving customer expectations, and global competition. Companies are seeking novel ways to gain a competitive edge. Enter Gartner's concept of Total Experience (TX), a paradigm that transcends traditional customer experience (CX), employee experience (EX), and user experience (UX).

Total Experience, as defined by Gartner,¹ is an all-encompassing approach that integrates customer, employee, and user experiences to create a holistic and seamless journey across all touchpoints. It recognizes that the success of a business is contingent upon the interplay between these three pillars, emphasizing that the alignment and optimization of CX, EX, and UX are crucial for sustained growth and innovation.

In this paper, we delve into why Total Experience is paramount for manufacturing companies looking not just to survive, but to thrive, in the 21st century marketplace.

Industry backdrop

Manufacturing companies are facing a paradigm shift in the way they operate. Traditionally, success was measured by production efficiency, cost control, and product quality. While these aspects remain pivotal, the advent of Industry 4.0 and the rise of smart technologies have ushered in an era where customer, employee, and user experiences are becoming equally critical. A well-developed Total Experience strategy can break down information silos, increase innovation, accelerate time to market, and drive positive customer and employee engagement.

According to Gartner, “Customer and employee interactions have significantly and permanently changed, becoming more mobile, virtual, and distributed. [Firms] must apply a total experience strategy to drive differentiating digital transformation that creates superior interlinked experiences for customers and employees.”²

Embracing Total Experience as a strategic differentiator

As a result of rapid technological advancements and shifting consumer expectations, manufacturing companies must embrace Total Experience as a strategic imperative. The integration of customer, employee, and user experiences not only differentiates a company in a crowded marketplace but also drives operational efficiency and innovation.

As we move forward, the successful manufacturers will be those that view operations holistically, recognizing that every interaction, whether with a customer, employee, or user, contributes to the overall success of the business. Total Experience is not merely a buzzword, but a transformative approach that positions manufacturing companies at the forefront of innovation, adaptability, and sustained growth in the 21st century.

¹ Gartner Research - Top Strategic Technology Trends for 2022: Total Experience
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² Gartner, Top Strategic Technology Trends for 2021

³ Ibid.



Total Experience: A cornerstone in manufacturing

In the manufacturing sector, customer expectations are evolving. No longer satisfied with just a quality product, customers now demand a seamless and personalized experience throughout the entire lifecycle—from pre-purchase research to post-purchase support. A positive customer experience has become a crucial differentiator in a market where product differentiations are narrowing.

Total Experience in manufacturing extends beyond the product, encompassing the entire customer journey. Companies that invest in user friendly interfaces for their products, intuitive customer service platforms, and efficient post-purchase support systems create a more positive overall experience. This, in turn, fosters brand loyalty and encourages repeat business.

Enhancing Employee Experience (EX): The driving force behind innovation

Innovation is the lifeblood of manufacturing. However, the ability to innovate is heavily dependent on the workforce. Manufacturing companies that prioritize a positive EX are better positioned to attract and retain top talent. When employees are engaged, empowered, and motivated, they contribute more effectively to the innovation process.

Total Experience recognizes the symbiotic relationship between employees and innovation. By fostering a workplace culture that values and invests in employee well-being, skill development, and collaboration, manufacturing companies can unlock new levels of creativity and problem-solving. This, in turn, enhances the company's ability to adapt to market changes and stay ahead of the competition.

Optimizing User Experience (UX): From the shop floor to digital interfaces

As manufacturing processes become increasingly digitized and automated, the importance of a seamless user experience cannot be overstated. Whether for shop floor personnel interacting with advanced machinery, or users navigating through digital interfaces, a well-designed and intuitive UX is paramount.

Total Experience in manufacturing extends to optimizing the usability and efficiency of the tools and interfaces used by both employees and end-users. From user-friendly control panels on manufacturing equipment to intuitive software interfaces, a positive UX ensures that the technology enhances productivity rather than hindering it. This optimization not only improves operational efficiency but also contributes to a positive overall experience for employees and users alike.

Driving operational efficiency and cost optimization

While the emphasis on Total Experience may seem centered on the softer aspects of business—customer satisfaction, employee engagement, and user-friendly interfaces—the impact on operational efficiency and cost optimization should not be overlooked. A well-integrated Total Experience strategy streamlines processes, reduces friction in workflows, and minimizes the likelihood of errors.

For example, if employees have access to intuitive software tools to facilitate tasks, it reduces the likelihood of errors and accelerates the production process. Similarly, a positive user experience with a product may result in fewer support requests, reducing the strain on customer service resources and saving costs.



Why OpenText

Achieving a successful implementation of Total Experience in manufacturing demands a sophisticated blend of cutting-edge technologies and strategic considerations. At the forefront is the necessity for an integrated and immersive technology stack.

From design and prototyping to production and maintenance, seamless integration of these technologies ensures a unified Total Experience. Removing barriers enhances collaboration and decision-making across all stages of the manufacturing process. Capturing and managing all the content requires sophisticated content management capabilities, integrated with business applications, to provide one version of the truth.

Manufacturing organizations also require a robust data analytics infrastructure for a successful Total Experience. Harnessing the power of big data and AI, organizations can derive actionable insights from data generated during the manufacturing journey. This approach enables predictive maintenance, quality control, and real-time performance monitoring. Implementing advanced analytics enhances operational efficiency and empowers businesses to make informed decisions, optimize resource utilization, and proactively address potential issues.

As Total Experience becomes a cornerstone in manufacturing, investing in an integrated technology stack and harnessing the potential of data analytics are key technical requirements.

Proposed next steps

Together, we can outline a vision and identify opportunities to address your organization's Total Experience plans. Below are suggested next steps.

- **Introductory meeting:** Bring together your OpenText Global Account Director or Senior Account Representative with your organization's CMO, COO, and/or CIO involved in investments in Total Experience.
- **Joint roadmap exchange:** Hold a day-long information exchange between operational leaders (Directors and above) and OpenText to gather insight into your Total Experience requirements and technical needs.
- **Engage the OpenText Business Value Consulting team:** Assess your current state of readiness and define a vision and roadmap to optimize your move to Total Experience.



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