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CUSTOMER SURVEY REPORT 2024

**We surveyed our existing
manufacturing and
distribution customers,
and this is what we learned...**

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Like most manufacturers and distributors, Spiro customers are facing tailwinds in the economy.

The **vast majority** cite the following **concerns** for 2024:

✘ Not having enough new customers

✘ Unpredictable order flow

✘ Not having enough repeat business

✘ Losing information from an aging/retiring workforce

✘ Unexpectedly losing a customers' business due to external factors

✘ Not spending enough time on their best customers

While they're worried about the macro trends impacting their business, the good news is **Spiro customers are in a better position.**

85% believe they have enough customer/business data to make the decisions they need

ONLY 5% believe they'll stay flat or shrink this year

47% expect double digit growth in the **next 12 months**

61% expect double digit growth over **the next three years**

How has Spiro helped?

The majority of those surveyed (65%) view their customer relationships as their **top competitive differentiator**. Specifically, that breaks down into three core areas:

29%

cite their **direct relationships** with customer contacts

21%

cite the **customer service** they provide to ensure happy clients

14%

cite the **reputation** they've built with their customers

In addition to gaining better visibility into the sales team's activities,

84%

of customers reported they also gained better visibility into their customer service teams' activities.



Combining those **strong relationships** with **Spiro's AI platform** that alerts account managers to low orders and highlights tier one customers who need to be connected with ...

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70%

are more **confident** in their company's ability to identify at-risk customers since using **SPIRO**

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In fact, half of Spiro customers believe they saved more than \$100k in business that they would have lost unexpectedly, with 18% saying they've saved hundreds of thousands in business in the last 12 months thanks to using the Spiro platform.

AND, 7% OF CUSTOMERS BELIEVE SPIRO HELPED THEM SAVE OVER \$500K IN BUSINESS THEY OTHERWISE WOULD HAVE LOST.

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Using Spiro has also made teams **more productive** by:

✓ automating data entry

✓ organizing their follow up

✓ providing AI-generated draft emails

In fact, having a singular view of customer activities has saved end users about

4 hours per week.

25.7%

of users report saving more than **5 hours per week.**



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