

**CUSTOMER SURVEY REPORT 2024** 

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



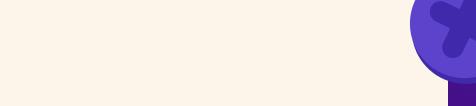


The vast majority cite the following concerns for 2024:

- 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.



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

believe they'll stay flat or shrink this year

expect double digit growth in the next 12 months

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 ...

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

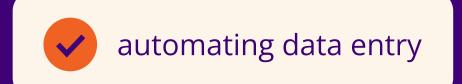
In fact, half of Spiro customers believe they saved more than \$100k in business that they would have lost unexpectedly, with 18% saying they've saved hundreds of thousands in business in the last 12 months thanks to using the Spiro platform.

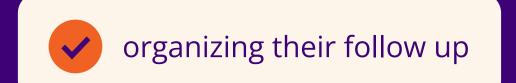
AND, 7% OF CUSTOMERS BELIEVE SPIRO HELPED THEM SAVE OVER \$500K IN BUSINESS THEY OTHERWISE WOULD HAVE LOST.





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







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.** 

