

# The IoT customer journey – a story of value

Purchasing IoT.nxt products typically should not be a once-off event but rather a journey **from problem to ideation to implementation** of lasting value. So, grab a cuppa, kick back and enjoy this story of what a value-added IoT.nxt customer journey looks like. **This could be you.**

## START

Initially, IoT.nxt will dedicate a **customer success manager** to the task with a dedicated sales and technical team to understand what we like to call the customer's pain points – the issues, problems, and reasons you contacted us in the first place.

### 1. Customer pain points

You have allowed IoT.nxt's team of professionals to have regular sessions with you and your teams to understand the issues you are facing. **Onsite sessions and visits** are often required to fully understand and take a deeper dive into the contributing factors to your problem, your business processes.

The skilled teams from IoT.nxt will gather as much information as possible to present a solution that will address your pain points.



valued customer

customer success manager



### 2. The tailored solution

Once our teams are confident, we engage our solutions and product teams with our findings. Our customer success management, **sales and technical teams** are well versed in our award-winning IoT platform. The technology agnostic so that we can add it to any existing or new technology implemented in your business. Our solutions are interoperable so that we can integrate with new and older technologies, this is where our IoT platform ensures a tailored solution dedicated to your business' needs and unique problems.

You're optimistic about the solution and its personalized focus on your specific problems.

*The benefits realization and pain point reduction are excellent goals we strive to achieve with each implementation of our IoT platform, but of equal importance is the opportunity we have to **create a relationship with our customers**. Long-lasting relationships mean you can depend on our highly skilled **support teams** that operate remotely and our excellent **community resources** that educate the customers on our products and services, updates, and features. In addition, this relationship means our customer success management will ensure the full utilization of your solution so that you can **realize the ROI and see the value** of your purchase.*



sales and technical teams



implementation

### 3. Implementation

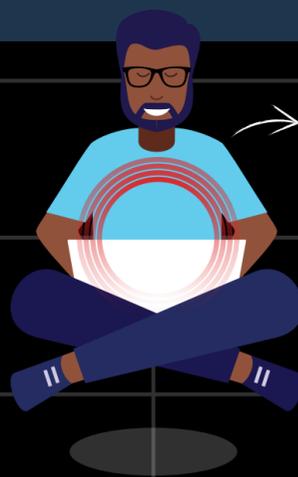
You get a timeous update on the implementation from the project team. Your employees are talking about the data they never knew they had, the power to make decisions with accurate, near real-time information. They are trained to use the platform – the various applications such as the Commander™ Dashboard, which is fully customizable to your needs, the Commander™ Portal where Digital Twins and alarming and other trigger-based events can be configured. Our Raptor™ gateway technology integrates old technology with newer technology, communicates over a myriad of protocols and can be implemented anywhere – onsite or in the cloud – yours or ours. These, and our other IoT technologies are what your employees are talking about. You realize that you can now predict, you can automate, and you can move away from your pain points and move your company into a digital era.



After implementation, your teams report that the new information they have at their disposal has made their jobs more efficient. They praise the technical support and training resources IoT.nxt has provided. Your teams report that the machine learning models they've built can lead to significant savings and efficiencies. Your teams show you views and displays of your company process that leaves you with few words; all you can muster is 'amazing'.

Your teams speak a new language; they use words you've never heard them speak before – value, insight, real-time, savings. They commend you for leaping into the future.

## CONTINUE



content customer

It's still your business. Only smarter.