




Cisco Customer Experience (CX) Services: Retain Customers, Expand Relationships, Grow Profitability

Services and Vendor Support are Still Critical Components in Attaining High Customer Satisfaction Levels.

A significant and very profitable portion of your sales motion — adoption, expansion, renewal, refresh — happens after the sale. That's why we want to make you aware of the “why and how” of Cisco CX Services.

Why is it Important to Take Advantage of (CX) Services' Renewals Time?

So you can:

|  Retain Customers |  Expand Your Installed Base |  Have Uninterrupted Coverage |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5X More It costs five times more to attract new customers than to retain existing customers. A 5% increase in customer retention can increase a company's profitability by 75%. | 60% to 70% The probability of selling to an existing customer. 5% to 20% The probability of selling to a new prospect. | 4X More Customers are 4X more likely to defect to a competitor if they encounter service-related problems than price or product-related problems. |

Service renewal time is your chance to put a digital engagement practice into motion, enhance cash flow, increase margins, and stand out from the competition by developing your role as a strategic part of your customer's team.




How To Make Accelerating CX Service Renewals Business Easier?

With a solutions approach that includes:

A Step-by-Step Process

- 1**
 Start early by reaching out to customers 90-120 days before service contracts expire.
- 2**
 Assess how your customers' business needs have evolved, and identify challenges.
- 3**
 Prepare a proposal for new hardware, software, and services, including financing options.
- 4**
 Manage objections — we can show you how — and adjust the proposal as required. Close the sale on the new and renewed contracts.

An Extensive Portfolio of CX Service Options

- 
Product Support — like Cisco Smart Net Total Care and SmartNet Total Care Onsite.
- 
Optimization Services — Like Business Critical Services for expertise across technologies.
- 
Software / Solution Support — like Cisco Software Support to maximize software investments and Cisco Solution Support to resolve complex issues fast.



Financing Options

Help customers speed cutting edge, productivity-building solutions into service. Manage customer budget concerns and promote multi-year contracts.

Lifecycle Advantage

Accelerate adoption, simplify renewals, and drive upsells with a digital engagement program for partners that guides your customers through each stage of the lifecycle with an automated series of co-branded emails. Lifecycle Advantage improves customer experience while growing your business at the same time.

Contact Us Today!

We Can Talk You Through This Opportunity.

For more information about Cisco CX Services and about selling services at the very first opportunity, contact your Cisco Affiliate today!