

Coaching a Customer Success Story –

Manhattan Associates

By Diane Dooley

Manhattan Associates, Inc. is the global leader in providing supply chain execution solutions. They enable operational excellence through their warehousing and distribution, transportation and trading partner management applications. These integrated solutions leverage state-of-the-art technologies, innovative practices and our domain expertise to enhance performance, profitability and competitive advantage. Manhattan Associates has licensed more than 870 customers representing more than 1,300 facilities worldwide, which include some of the world's leading manufacturers, distributors and retailers.

Manhattan Associates success has and continues to be its people, innovative products and commitment to excellence. This commitment extends to providing all the tools available to our associates to enhance their skills and abilities resulting in higher client satisfaction and loyalty and continued business growth. Manhattan Associates and InfoMentis worked together to create and develop a unique blend of customer centric business applications designed to:

- Be the **Strategic and Tactical Trusted Advisor** to our clients. More than a vendor or partner.
- Focus on **repeatable, easy to understand education** that can be leveraged across all business units.
- **Validate intuitive concepts** resulting in increased confidence levels of the associates and business expansion.
- **Mentorship** among and across teams.
- **Focus on the client** across organizations. Common techniques - **Eye of the Buyer, Customer Centric Management**.
- **Common understanding** on client transitions - setting each team up for success resulting in **higher client satisfaction**

These tools and concepts have given their associates a deep reservoir to draw from to help grow their business, their associates and their culture. The more an organization can continue to evolve to meet and exceed the requirements of its customers the greater the opportunities for their clients and their company.

Manhattan Quotes

The focus and deep understanding of not only the core strategies but relationship strategies encompassed in the InfoMentis Customer Centric Relationship Management Training and the Value for Maintenance module has provided a definable road map for our associates. This roadmap and tools combined with our ISO process is critical in these very competitive times.

Patti Tessendorf, Director Account Management

Manhattan Associates has the most highly regarded team of supply chain consultants in the industry; but the company wanted to increase its understanding of, and response to, our customers' needs and strategic objectives with respect to their supply chain initiatives. The wide-ranging and continuous process improvements derived from our ISO certification enabled the company to shift the focus of our services practice from a methodology-driven delivery organization to that of an experienced team of trusted, value-based advisors. And the InfoMentis High Value Consulting workshop has given us the specific tools to make this shift and achieve results far beyond our original expectations. The initial benefits include greater customer satisfaction, improved ROI for our customers, higher percentages of repeat business, and larger deal sizes.

Rick Franke, VP Professional Services

The greatest benefit between Manhattan Associates and InfoMentis is that they truly understand our business. They research and investigate the issues, challenges and opportunities that confront us cross functionally. In so doing, they provide business centric solutions that enable our organization to function as a partner to our client base and transcend the typical vendor relationship.

Tony Arndt, Director Client Relations and KTG