



# 客户至上 Consona服务理念

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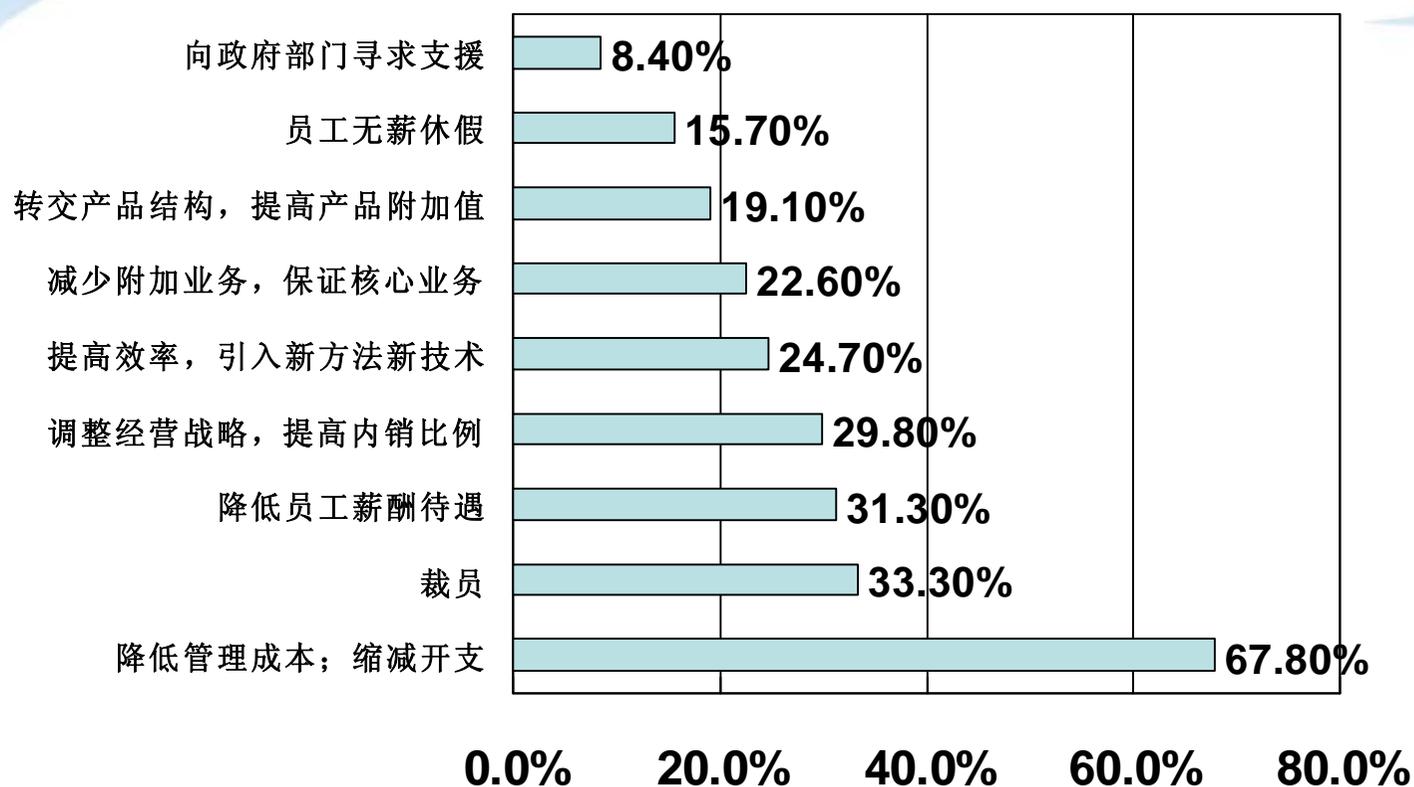
中国区运营总监

2009年7月6日星期一

# 金融危机对中国企业的影响

	有一定影响，但并不严重	影响非常大	没有影响	不清楚
总体	59.9%	24.3%	12.8%	3.0%
500人以下的企业	61.3%	23.5%	12.4%	2.9%
500人以上的企业	57.5%	25.8%	13.5%	3.3%
管理层	62.6%	25.9%	9.1%	2.4%

# 中国企业的应对策略调查



如何降低管理成本，缩减开支？

先进的管理理念  
管理制度的规范以及  
系统化

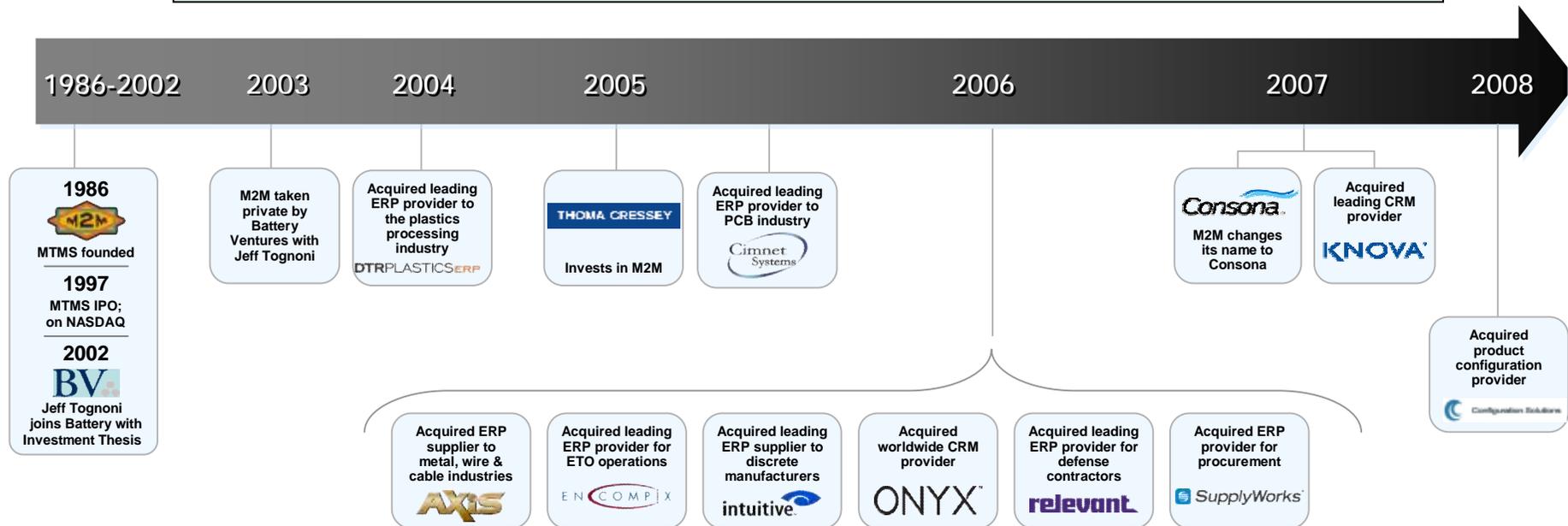
# 授人以鱼不如授人以渔？！

## 授——服务

- 关心一：能否在“饿晕之前”学会？  
— 是否能快速有效实施？
- 关心二：是否能根据对方“因材施教”？  
— 是否能提供个性化本地化服务？
- 关心三：是否能够提供低成本的“传授”？  
— 是否能提供低成本高品质服务
- 关心四：是否能不断传授更高级别的渔的技术？  
— 是否能随着产品升级不断提高客户使用能力

# Consona——一家擅长于“授渔”的公司

*Consona achieves more than 400% growth over 4 years to become one of the most profitable, customer-centric vendors in the industry.*  
*Consona在4年中实现了超过400%的增长，成为行业中最有利润率和客户为中心的供应商之一。*



# Consona与众不同的运行法则

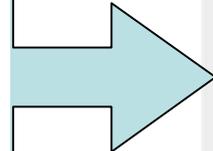
Average Software Company 通常的软件公司	Consona Consona
Organizational structure built for high growth 快速成长的组织架构	Organizational structure built for <u>profitable</u> growth <u>盈利成长</u> 的组织架构
Attracting new customers (market share) 吸引新客户（抢占市场份额）	Servicing <u>existing</u> customers 首先服务 <u>现有</u> 客户
Broad market; “one size fits all” 通用市场“一个产品适用所有行业”	Stronger target market <u>focus</u> & industry expertise <u>专注于</u> 更强大的细分市场经验
Software only 只有软件	<u>Services</u> beyond just software 除了软件之外更多的是 <u>服务</u>
Sales-driven, “next new technology” development 销售驱动，“下一个新技术”研发模式	<u>Customer- and quality-driven</u> development <u>客户和质量驱动</u> 的研发

# Consona ERP-全球前十佳ERP

~ 被美国Top10ERP.ORG评选为全球前十佳ERP供应商

**By Software Vendor:**

- [Bowen-Groves](#)
- [Consona](#)
- [Epicor](#)
- [Infor](#)
- [Microsoft](#)
- [NetSuite](#)
- [Oracle](#)
- [Sage](#)
- [SAP](#)
- [Syspro](#)



**Top10ERP.org**

Software Decision Support for Manufacturers

Top 10: [By MFG. Modes](#) [By Industries](#) [White Paper Library](#) [Case Study Library](#) [Advisory Council](#)

Software Comparisons side by side

Top 10 ERP Systems by Manufacturing Mode

- [Discrete Manufacturing](#)
- [Mixed Mode Manufacturing](#)
- [Process Manufacturing](#)
- [Engineer to Order](#)
- [Make to Order](#)
- [Job Shop / Shop Floor](#)
- [Distribution](#)
- [Light Assembly](#)
- [Services \( Non-MFG\)](#)

By Software Vendor:

- [Bowen-Groves](#)
- [Consona](#)
- [Epicor](#)
- [Infor](#)
- [Microsoft](#)
- [NetSuite](#)
- [Oracle](#)
- [Sage](#)
- [SAP](#)
- [Syspro](#)

“With little effort, we took a giant leap forward in our ERP software search,...Thanks for saving us much time and frustration.”

*Brett D. ZD Wines*

Free Demos

Best Pricing

Free Advice

Find the Right Enterprise Resource Planning System For Your Business...

Match and compare the top ERP Software solutions to your specific production, industry and technology needs using the objective “Best FIT” Comparison Tool below.

Refine your shortlist through powerful side by side ERP software system comparisons.

Request multiple demos, pricing, or whitepapers from the highest rated ERP vendors in one fast step.

**Best Fit Comparisons** Find and Compare Systems that Best Fit Your Business

Select Industry and/or Select MFG Mode and/or Select Technology Platform

# Consona独特的客户服务之一： Consona客户专家网



Home Site Map Customer Login Contact Us Request Info

Find a Solution >>

Products

Company

Services

News

Events

Customers

Contact

By Product Line  
By Business Need  
By Manufacturing Industry  
By Service Industry

Case Studies

Expert Web Support

User Conference

Consona : Customers : Expert Web Support

## Expert Web Support

Consona (formerly M2M Holdings) is recognized as a leader in delivering Web-based support and services. The company's Expert support Web site has received the SSPA Webstar Award for outstanding Web-based support and has been named to the "Ten Best Web Support Sites" three times by the Association of Support Professionals. We continue to enhance our Web-based service offerings for all our business units and solicit customer feedback on how to make Expert Support more useful.

- Downloads, such as service packs, technical updates, and user manuals
- User-to-user networking functionality
- Product feedback channels, including a change request management system
- Information on products and services meant to enhance your existing software and business processes
- Online user education
- And much more...

Web-based Expert support web sites are available for the following solutions:

- [AXIS Expert](#)
- [DTR Expert](#)
- [Encompix Expert](#)
- [Intuitive Expert](#)
- [Made2Manage Expert](#)

Web support for our other business units are also available:

- [Cimnet Online Technical Support](#)
- [KNOVA Support Portal](#)
- [Onyx Customer Central](#)
- [Relevant Customer Access](#)

### The Industry Leader in Customer Care

Consona is the only vendor in the industry with operations in place to truly support a commitment to your ongoing satisfaction and business process improvement. Here's a few examples of how we do this:

*Customer account management program*

*100 percent customer-driven product development processes*

*Award-winning customers-only Web sites*

*Unlimited education and training for customers*

*Industry-leading support metrics based on Service & Support Professionals Association benchmarks*



# Consona独特的客户服务之二： Consona ERP培训大学

Downloads | Virtual Course Login | M2M Feedback | Logout

Home: [M2M University](#): [New Course Lookup](#)

**Home**

**Customer Resource Center**

**M2M University**

**User2User**

**Products**

**Services**

**Account Maintenance**

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Feature  
Feedback

## Course Search

To find a Made2Manage Course, enter your search criteria, and then click Show Courses, or review the [M2M University syllabus](#). If you have an idea for a new course, be sure to [submit your suggestion to M2M University](#).

*New Users* - Take a look at the M2M University [Fast Track](#) to see what kind of classes you should take for your job type.

**Available for Download**

- Take full advantage
- Production and Finance** classes, but in a course

**View Style**

List of Courses  
 Calendar

Show Courses

Expand All

<p><a href="#">16</a> Accounts Payable (113D) Shipping (111_80)</p>	<p><a href="#">17</a> Production Planning Part 1 (151D) Production Planning Part 2 (152D) Intuitive CRM/Service (157D) Items (104_80D)</p>	<p><a href="#">18</a> Return Material Authorization (115D) Inventory Management (204D) Receiving (110_80)</p>	<p><a href="#">19</a> Request for Quote (121D) Location and Lot Tracking (154D) SQL Server Database Maintenance (206D)</p>	<p><a href="#">20</a> Bill of Materials (105_80)</p>	<p><a href="#">21</a></p>
<p><a href="#">23</a> Bills of Material/Engineering Change Orders (105D) Security (208D)</p>	<p><a href="#">24</a> Finance Cycle (155D) Resource Kit - Importing Data/Database Tools (201D) Resource Kit - Source Code Copier/Meta Data (207D) Manufacturing Processing (150_08)</p>	<p><a href="#">25</a> Sales Order Processing (108D) Processing in Shop Floor Control (112D) Accounts Receivable (114_80)</p>	<p><a href="#">26</a> Purchase Order Processing (109D) Intuitive Forecasting (122D) Using Intuitive Grids (123D) Accounts Payable (113_80)</p>	<p><a href="#">27</a> Production Planning - Part 1 (151_80)</p>	<p><a href="#">28</a></p>



# Consona独特的客户服务之三： 卓越的热线支持服务



2008年平均电话支持响应时间  
1分, 1秒!

[www.consonaexpert.com](http://www.consonaexpert.com)

Consona的客户支持网站连续4次被美国专业服务评测机构授予“**前十最佳网络支持站点**”奖项。

# Consona独特的客户服务之四： 中国本地化服务

## ~ 客户化服务

- 所有本地客户化服务都是通过在中国的本地化团队完成。包括：
  - 定制报表和报告
  - 与其他产品的接口
  - 升级现有的客户化开发到新的版本
- 客户化能很方便被升级到新版本
- 通过客户支持网站提交修改要求
- 我们帮助客户定义定制的修改要求，并在交付后协助确认
- 我们拥有10年以上本地化服务经验

# Consona独特的客户服务之五： 持续客户关怀及服务

## ~ 持续不断的客户关怀服务

- 专注于现有客户关怀，各种客户俱乐部，年度用户大会
- 功能反馈—100%客户驱动的功能研发
- 一周7天24小时服务—通过指尖即可登录专家知识库获得众多解决方案的支持
- 不断进行的培训—持续对新版本、新功能和操作模块进行培训
- **Consona**专家连线—周期性沟通能够帮助客户获得最新的产品、服务和技术信息
- 交流平台—在本地用户会议上与其他客户进行沟通，交换定制报告和文件，浏览更多信息
- 业务流程改进咨询—帮助我们的客户达到更高层面的运行绩效



# Consona的目标

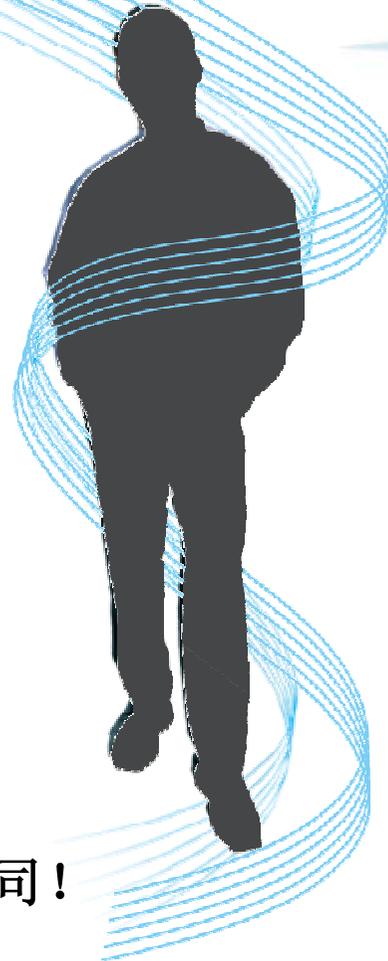


我们的使命：

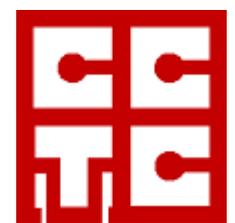
帮助客户获得持续的业务流程改进

*拥有超过20年的行业经验...*

- ~ 快速的~~市场~~扩张？
- ~ 占有更多的~~市场~~份额？
- ~ 成为在行业内拥有最多满意客户的软件公司！



# Consona中国区部分客户—其中很多是已经使用了10年以上的老用户





**谢谢!**

**[www.consona.com.cn](http://www.consona.com.cn)**

**[www.consona.com](http://www.consona.com)**

**[consona.china@consona.com](mailto:consona.china@consona.com)**

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