



Customer Lifecycle Management Services

One-Stop, Cost-Effective Customer Management Solutions Designed to Support Your Ecosystem Every Step of the Way

Your customer experience can make or break your brand. And as industries around the world shift toward everything-as-a-service (XaaS) delivery models, managing your customer experience effectively is more critical than ever to retaining revenue, growing your business and keeping customers engaged – all at the same time.

Get the most value out of your technology investments by outsourcing customer management services to a trusted partner. As a white-label, distributor-neutral extension of your team, Shyft Global Services delivers the technology lifecycle services you need to expand your channel reach, develop a high-performing, profitable sales ecosystem, promote product adoption and capture every opportunity for revenue. It's time to accelerate business growth like never before.

Generate Unstoppable Momentum

Every customer interaction represents a valuable opportunity for ongoing engagement, traction, revenue retention and growth. Shyft learns your organization and complements your customer management strategy with custom-built solutions that address the unmanaged areas of your business – particularly, the areas that you haven't been able to focus on because you no longer have either the capacity or the desire to do so. Partnering with Shyft can reap new opportunities for your organization's:

- ▶ Unmanaged spaces, such as long-tail inactive partners, non-managed partners and untouched prospects
- ▶ Customers who infrequently or no longer make purchases
- ▶ Overall ecosystem with the addition of net new partners and customers
- ▶ Untapped renewals
- ▶ Un-profiled partners
- ▶ And much more



Augment Your Channel Strategy

Shyft's customer management solutions are not one-size-fits-all. Rather, they are launched as small pilot programs and then developed into larger-scale programs based on pilot results and your organization's evolving business needs and goals. Seize every opportunity for revenue and customer success by taking advantage of:

DEDICATED RESOURCES



Shyft provides OEM-specific resources that are 100% dedicated to you — not shared between other customers. Our role as a true extension of your team helps to increase your organic reach and keep your brand in the forefront with regular customer touch points.

DISTRIBUTOR-NEUTRAL SOLUTIONS



Growing and nurturing traditionally unmanaged spaces via Shyft's customer-centric, distributor-neutral solutions can lead to new pipeline and revenue opportunities for your channel — no matter who's in your distribution network.

DATA-DRIVEN DECISION-MAKING



Shyft's in-house data analytics team measures growth on your terms to develop and deliver game-changing insights that enable data-informed business decisions and illuminate even more opportunities to satisfy and retain customers.

Capture Every Opportunity™

With multi-segment capabilities and the ability to scale and expand globally to serve other regions, Shyft's custom-tailored solutions enable you to maximize both customer satisfaction and lifetime value. Capabilities include:

- ▶ Partner enablement
- ▶ Pipeline generation
- ▶ Relationship management
- ▶ Business development
- ▶ Partner/customer onboarding
- ▶ Renewals management
- ▶ Software license compliance
- ▶ Upsell and cross-sell activities
- ▶ Employee training and certification
- ▶ Channel program training and certification
- ▶ End-user product adoption

About Shyft Global Services

Shyft Global Services is a leading technology lifecycle service provider that partners with companies around the world to shift the way they do business. Powered by a robust global logistics network, team of outsourcing experts and decades of experience, Shyft's end-to-end product and customer lifecycle services enable technology companies to reinvest in growth, transformation and innovation.

Ready to shift your business forward?

To learn more, visit: shyftservices.com

