cora
OrderAssist

A made-to-order solution for order management

Genpact Cora OrderAssist takes the guesswork out of managing inventory

Order management drives customer delight in consumer goods

Order management touches so many pieces of the end-to-end supply chain that no company can afford to treat it as a separate endeavor. If a firm handles sourcing, demand planning and order entry poorly, that impacts delivery—driving up the cost per order and annoying customers.

The trick is to find a way to keep your customers happy by delivering complete, perfect orders every time on time—undamaged, at the correct price and with all the right documentation in place.

Here's what we've helped accomplish for our clients:

- A 50% - 150% improvement in the process of transfer allocation of scarce resources

- A 48% reduction in orders cuts and optimized stock levels

- Up to an 8% improvement in out of stock situations

- A 70% reduction in manual tasks

It's not always easy to make that happen, however, for the following reasons:

- **Out-of-stock situations** resulting from unoptimized inventory, poor allocation logic and loosely connected sales forecasting mechanisms

- **Poorly orchestrated order management** that can eat up as much as 32% of the customer service team's time

- **Manual interactions** between customer service teams, inventory and warehouse groups, external customers and third-party logistics groups.

- **Supply chain complexity** due to M&A activity results in poorly consolidated and badly managed supply chain networks. Outsourced functions such as third-party logistics and warehouse management, contribute to this problem, too.

All this causes friction between supply and demand. And your firm loses money because product doesn't get to the consumer when it should.

How the right product can help

Companies urgently need an agile way to overcome these challenges if they want to deliver perfect orders every time. That calls for a product that can conquer supply chain volatility, business rules rigidity, uncoordinated order management, poor analytics and inefficient collaboration.

Cora OrderAssist can help. It uses proven artificial intelligence (AI) to allocate products more effectively than ever, including—and especially—those in promotions. That means fewer order cuts and more sales.

Cora OrderAssist is an intelligent, dynamic allocation solution that harnesses Genpact Cora, our AI-based platform for digital transformation, to consolidate data across the value chain and deliver actionable insight that ensures goods are available on the shelf where they are needed, every time and all the time.

The CPG imperative: The right goods in the right hands at the right time

A leading consumer goods manufacturer hampered by legacy systems and processes in the order management function is harnessing Cora OrderAssist to consolidate data, improve insight into order management operations, reduce lost orders and keep products on the shelf.

Over the course of implementation, the company expects to generate significant cost savings and growth through a reduction in manual tasks, optimized stock levels, reduction in order cuts, and a more dynamic approach to resource allocation.

About Genpact

Genpact (NYSE: G) is a global professional services firm that makes business transformation real, driving digital-led innovation and digitally-enabled intelligent operations for our clients.

Get to know us at Genpact.com and on LinkedIn, Twitter, YouTube, and Facebook.