



POINT OF VIEW

Building resilient and flexible supply chains with automation

How a hybrid workforce can help you meet and exceed customer expectations

Today, we find ourselves in a period of disruption that's shaping a new normal. As the world around us evolves, supply chains must adapt accordingly.

Some businesses are seeing huge lifts in demand; consider cleaning products, home improvement tools, and staple foods. Others are stuck with stock they can't move; think travel products and apparel. Businesses providing aftercare and maintenance services are finding it especially difficult to support customers. Worse still, capacity and transportation restrictions are being imposed on some of the hardest hit industries.

The challenges don't end there. Supply chains are facing end-to-end disruption:

- Changes in consumer behavior and government regulations are dramatically - and frequently - altering demand, making existing forecasts obsolete
- Increased travel restrictions, inspections, and cleaning measures are delaying shipments
- Demand surges, combined with a limited supply of materials, are restricting supply chains
- Where demand has spiked, employees face a sharp increase in transactional tasks
- Limited supply chain visibility is making it difficult for businesses to track the critical parts required to support production
- Limited visibility is also impacting service part inventory management, which poses a risk to field equipment uptime

While supply chain optimization was once relatively low on the list of enterprise priorities, now it's the link between operations and the satisfaction of your customers, suppliers, dealers, and employees.

Unfortunately, years of driving down costs has created a lack of resilience in supply chains. These issues have always been present, but now they're impossible to ignore. The businesses that create long-term solutions and can flex quickly to whatever the new normal looks like for their industry will be best placed to serve customers effectively and maintain strong relationships with suppliers.

The power of supply chain automation

Thankfully, there are ways to create a more connected and responsive supply chain - even during this challenging time.

Here are some strategies that leading enterprises are adopting to prepare for the future:



By using automation to streamline operations - and analytics to connect disparate data - smart investments can be made to make supply chains more resilient. Software robots, or bots, can automate manual tasks to reduce errors, duplication, and rework to boost employee productivity. As a result, businesses can quickly respond to peaks and troughs in demand in both the short and long term.

Working with supply chain experts can help businesses identify where the prime opportunities for automation lie, and how the technology ties to business objectives and the ability to deliver a positive user experience.

Supply chain automation backed by analytics

As automation is such a powerful technology, you want to be sure you're putting it to good use. When backed by a robust analytical capability that connects disparate data across the supply chain, its benefits are even greater. In fact, between 20%-40% of supply chain tasks can be automated. Working in tandem with analytics, you can improve demand forecasts, uncover end-to-end insights, and make more informed investment decisions.

Some other areas where automation bots can drive immediate value are shown below:



Materials
management



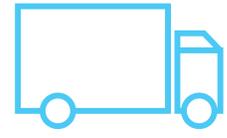
Inventory
management



Parts
management



Order
management



Transportation
management

In supply chain planning, automation and analytics can work together to model scenarios by combining market indicators and information from customers, suppliers, dealers, and employees. This approach allows businesses to identify trends, enable more accurate forecasts, and support more informed decision making.

Supply chain automation through an experience lens

A hybrid workforce needs humans and machines to work in harmony. If you examine your automation strategy through an experience lens, supply chains can be redesigned as intuitive, user-centric, end-to-end processes. As a result, everyone benefits:

- **Supplier experience:** Automation solutions enhance supplier visibility so suppliers can see what's happening, where, when, and why to decide if they need to act. The more transparent the view, the more responsive your supply chain will become
- **Employee experience:** Supply chain planners are stretched thin. Empowered by automation, they feel more in control which improves job satisfaction and their ability to focus on customers
- **Dealer experience:** Dealer engagement solutions enhance original equipment manufacturer visibility into market consumption, the health of their equipment, and which parts are in high demand
- **Customer experience:** Of course, when employees, dealers and suppliers are properly equipped, they can deliver a better service to customers to drive loyalty and equipment uptime

Supply chain automation in action

Enterprises are already seeing the benefits of automation in their supply chain. One global CPG company saw a surge in demand due to COVID-19, especially for its cleaning products. This created manufacturing pressures in terms of product allocation. In its determination to fulfil and not lose orders, it had 27 people doing what one person used to do.

To help, Genpact delivered a customizable supply chain optimization solution. It was low cost to implement and backed by our network of technology partners for rapid deployment at scale. After just a few weeks, the process was faster, and errors were reduced. The 30% increase in demand was handled effectively and service level satisfaction scores improved by 15%.

Another example of supply chain automation in action can be found at a global transportation and logistics provider. As parts were being delivered slowly and sporadically due to COVID-19, its plant operations team were spending a long time identifying and sourcing critical parts to fulfill as many orders as possible.

A supply chain critical parts solution was the answer. A complete end-to-end assessment and delivery of the solution took only four of weeks. Now, seven thousand critical parts and seven million data transactions are being monitored every day, leading to a 55% overall productivity boost.

Taking the first step

There's never been a more pressing need to revitalize your supply chain strategy with automation. Backed by analytics and experience principles, the changes you make now will equip you to overcome short term challenges and prepare

your business to become more resilient in the long term too.

The good news is, uncertainty also creates opportunity. Some play it safe and think only of today's challenges. Instead, strengthen your supply chain and support your employees to build better relationships with customers, dealers, and suppliers for future business success.

About Genpact

Genpact (NYSE: G) is a global professional services firm that makes business transformation real. We drive digital-led innovation and digitally-enabled intelligent operations for our clients, guided by our experience running thousands of processes primarily for Global Fortune 500 companies. From New York to New Delhi and more than 30 countries in between, we connect every dot, reimagine every process, and reinvent companies' ways of working. [Transformation happens here.](#)

For additional information visit, <https://www.genpact.com/building-resilience/supply-chain>

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