



GENERATING CONSUMER GOODS IMPACT

How order management transformation led to an efficiency gain of 70% in just three months



Client

Among the world's largest greeting card companies

Industry

Consumer Goods

Business need addressed

Build an intelligent Systems of Engagement™ to automate order replenishment process and improve accuracy, efficiency, and lead time

Genpact solution

Implemented a cloud-based order automation solution built on the Genpact order management platform for faster data validation and seamless management of exceptions and approvals

Business impact

- Asset optimization
- Access to technology
- Customer satisfaction
- Growth and scalability

This greeting card manufacturer, the largest in North America, needed to transform its complex order management system for greater efficiency and enhanced customer experience.

Genpact designed a cloud-based end-to-end solution on the Genpact order management platform that increased efficiency and reduced the order rejection rate from 19% to zero.

Business challenge

The company had a complex but sub-optimal order management process designed to cater to an unusual business model. The complexity was mostly due to a diverse range of products including seasonal products as well as legacy processes from mergers and acquisitions. The company was also managing the product display, including fixtures and shelves, in the retail stores.

The process complexities involved the following:

- More than 30,000 product codes
- Separate orders for products and fixtures
- A set of distinct business rules for each product type and different methods of processing. The business rules were validated manually on multiple legacy systems, which led to errors and increased turnaround time
- Non-standard formats for order entries filled by 12,000 part-time merchandisers resulting in disproportionately long time spent validating data
- Multiple teams for exception approvals resulted in processing delays

The Genpact order management platform helped the client transform its order management processes and improve efficiency by 70%

Genpact automated the processes through a Systems of Engagement™ platform that integrated easily with the client's existing systems.

The end-to-end solution included the following:

- Standardizing the order input templates
- Designing intelligent business rules for
 - Data validation, including master data checks and data transformation
 - Seamless management of exceptions and approvals
- Creating consistency in how orders were processed
- Connecting the compliant, fully validated orders to the client's ERP system for timely fulfillment of orders
- Addressing business pain points such as longer lead time with fewer manual touches; improved customer experience by reducing order rejections to none and improved efficiency

Business impact

Genpact transformed the company's order management system and within three months helped achieve:

- An efficiency gain of 70% through automation of order entry and exception/approval
- Lead time reduction of more than 90%, from 30 minutes to an average of less than 3 minutes
- Rejection rate of zero, which led to improved customer experience

About Genpact

Genpact (NYSE: G) stands for "generating business impact." We design, transform, and run intelligent business operations including those that are complex and specific to a set of chosen industries. The result is advanced operating models that support growth and manage cost, risk, and compliance across a range of functions such as finance and procurement, financial services account servicing, claims management, regulatory affairs, and industrial asset optimization. Our Smart Enterprise Processes (SEPSM) proprietary framework helps companies reimagine how they operate by integrating effective Systems of Engagement™, core IT, and Data-to-Action AnalyticsSM. Our hundreds of long-term clients include more than one-fourth of the Fortune Global 500. We have grown to over 68,000 people in 25 countries with key management and a corporate office in New York City. Behind our passion for process and operational excellence is the Lean and Six Sigma heritage of a former General Electric division that has served GE businesses for more than 16 years.

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