

Customer Support Solution for World's Largest Manufacturer of Printing Inks and Coatings

Situation

This client is the world's largest manufacturer of printing inks and coatings and a leading manufacturer of printing plates and films. It relied heavily on its Customer Service Representatives (CSR) for processing orders placed by customers or sales personnel. Even after implementing an SAP ERP environment, customers or sales personnel did not have direct access to the system; CSRs acted as an intermediary. Frequent interactions with CSRs were required to process or review order status. The client wanted to empower customers and sales representatives by allowing them to order products and inquire into order status, issues, etc. through a Web-based application. This would allow them to become more self-sufficient. This business transformation was critical to eliminate touch-points for placing and reviewing orders, leading to a reduction in customer support costs and allowing customer support resources to focus on more value-added assistance.

Challenges

- High customer support costs due to large number of intermediate touch points involved in placing and reviewing orders.
- High customer turnaround time due to a tedious order management process, resulting in lower customer satisfaction.
- Incapability of existing system scale to growing business needs.

Solution

Cognizant implemented an online eCommerce application which provided single point sign-on and seamless access to the SAP R/3 data through a personalized, role-based and customizable user interface. This effectively reduced the number of human touch-points by allowing customers and sales representatives to access the Web-based application directly and also minimized the intervention required by CSRs for processing and reviewing orders. Key features of the solution were:

- **Consultative Solution Approach:** Cognizant offered multiple solutions with clear indication of the benefits for each approach. We also provided a framework to assess the solution along with recommendations towards the most suitable solution.
- **Leveraging Existing Knowledge Assets:** Cognizant leveraged its functional expertise in understanding the customer needs and optimized the execution time of the planning and design phases of the project.
- **Optimum use of existing SAP Landscape:** The solution utilized the existing standard business package provided by SAP, thereby avoiding major design/ development work. The use of ISA SAP R/3 platform for the Web order application also provided an easily upgradable and highly maintainable system. Overall, the solution resulted in optimum use



of the SAP enterprise platform, thereby providing greater ROI for the existing ERP implementation.

Benefits

- **Reduced customer support costs** by enabling customer self-service.
- **Lowered customer turnaround time** by elim-

inating intermediate manual interactions, resulting in greater customer satisfaction.

- **Improved productivity of customer service representatives** by enabling them to focus on core activities.
- **Enabled optimum use of the existing SAP platform**, resulting in a scalable, upgradable and easily maintainable system.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting and business process outsourcing services. Cognizant's single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise and worldwide resources to working together with clients to make their businesses stronger. With over 50 global delivery centers and 63,700 employees as of March 31, 2009, we combine a unique onsite/offshore delivery model infused by a distinct culture of customer satisfaction. A member of the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and a member of the Fortune 1000 and is ranked among the top information technology companies in BusinessWeek's Hot Growth and Top 50 Performers listings.

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