



Case Study: Manufacturing

Revenue Increase for Beverage Company as Digital Order Management Solution Supports Omnichannel Ordering

Integrated digital technologies create a zero-touch order management process with more efficient operations and increased revenue opportunities.

We had worked with our client, a large food and beverage company, to upgrade its business-to-business (B2B) customer engagement capabilities with a new omnichannel, 24/7 ordering system. The concurrent challenge was supporting the extensive new functionality with strong order management operations. The client had limited visibility into its order and fulfillment processes and could not easily coordinate suppliers, distribution centers and shipping. Further, our client wanted to deploy analytics across the order management process to get better real-time insights and understand customers better to improve up-selling and cross-selling.

At a Glance

An international food and beverage company turned to Cognizant for a digital order management solution to support omnichannel ordering, better data analysis and improved visibility across the order fulfillment cycle. Our solution integrates order entry, inventory, shipping and advanced analytics plus a command center, all of which have enabled the client to deliver better customer experiences and increase sales revenue.

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The client selected our digital order management solution because of its comprehensiveness. It integrates state-of-the-art platforms, automation, advanced analytics, delivering end-to-end visibility into the order management process. These features enable us to deliver a complete solution, from order intake to post-delivery customer follow-up, to help our client meet its goal of increasing revenue through more effective customer engagement while improving operational efficiencies.

Streamlined data flows satisfy customers

The client's business customers, such as large hotels and sports venues, place their orders through their preferred channel, whether mail, fax, email, EDI, inbound calls to a service center or to their national account managers. Our solution supports these different order channels with Smart Intake, which extracts relevant data from multiple formats and speeds up order processing. Our solution processes the order, checking the order against inventory online and confirming with the target distribution facility. The order is confirmed with the customer via email or voice, then routed to an optimally located distribution facility.

Our solution incorporates a next-generation command center for our client that provides real time visibility into order status and delivery. Order delivery tracking is proactive, with coordination among the shipper, delivery location and the customer. The command center receives real-time notifications from shippers and relays these to customers. Command center personnel receive alerts to address any order issues that arise.

We integrated the solution components to enable faster, seamless data flows. The Onvida omnichannel front end is integrated with the client's Siebel customer database. Applying advanced analytics to this data flow generates insights our client uses for customer segmentation and to identify up- and cross-selling opportunities.

Outcomes

- End-to-end visibility across the order-to-fulfillment cycle.
- Real-time inventory and shipping updates.
- Proactive delivery monitoring.
- \$200 million increase in sales.
- 32.6% increase in cases per order.
- 31.75% increase in revenue per order.
- 31.4% increase in SKUs per order.
- 46.2% increase in new item placement.

The digital order management solution enables our client to accept, process and monitor orders from multiple channels on a 24/7 basis while also gathering analytical insights to continually improve offerings to its customers.

The analytics feed marketing campaign software which in turn is integrated with the Onvida front end, so customers are presented with compelling offers tailored to their geographic region, local events, new product introductions, etc. Sales have increased by \$200 million since we deployed these capabilities, with significant double-digit growth in key categories, such as a nearly 32% increase in revenue per order and almost 33% growth in cases per order.

We are also deploying intelligent process automation (IPA), natural language processing (NLP) and natural language generation (NLG) to further digitize and automate the order management process. That will result in more "perfect orders," touchless order processing that delivers accurate orders on time, and in full, every time.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.



World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

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