

Case Study: Manufacturing

Mobile Delivery Solution Modernizes Tire Distribution Processes

Oracle integration reduces carbon footprint, enables next-gen microservices and real-time credit card processing.

A leading tire distributor knew it stood to lose its competitive advantage – and its customers – unless it modernized its end-to-end delivery process. With 70% of revenues generated from route truck deliveries, the company's three-part paper invoices, manual product and financial reconciliation process, and lengthy return and warranty processes were prone to error and provided poor customer experience. Extensive human interaction was required throughout the delivery and reconciliation processes, which led to a high error rate and leakage due to lost invoices. Top management had worked with Cognizant on a prior project and was confident we could integrate a mobile solution with the company's existing Oracle ERP platform to transform the delivery process.

After analyzing the company's highly complex, code-intensive integration layer, we knew that leveraging available digital technologies and moving toward next-generation microservices would simplify the integration, modernize the delivery process and enhance customer experience. We launched the company's digital transformation by collaborating with a transportation logistics application designer to develop a custom iPhone app that centralized all stages of the delivery

At a glance

Knowing its manual processes and lack of digital capabilities created a poor customer experience and would soon impact its customer base, this leading U.S. tire distributor turned to Cognizant to modernize its delivery process by implementing cutting-edge digital and mobile capabilities. We architected an integration layer that leveraged a suite of Oracle and next-gen micro-services technologies to connect a new mobile app to the company's legacy Oracle ERP system.

Outcomes

- Reduced carbon footprint and leakage by eliminating paper invoices
- Enabled real-time credit card processing which improved cash flow

process. To connect the app with the company's Oracle platform, we architected a highly optimized integration layer, customizing a suite of Oracle and other technologies and rapidly migrating all customer data.

Using the mobile app, drivers can manage the entire transaction process from any customer location. Built-in checklists ensure accurate product and financial reconciliation and enable error-free returns processing. Eliminating paper forms reduced leakage due to human error or lost invoices and significantly reduced the company's carbon footprint. We also integrated credit card payment capabilities using cutting-edge microservices technologies that enable drivers to collect payment on delivery. This eliminated the need for customers to maintain a line of credit or write paper checks and enables them to store credit card information via the customer portal for easy real-time payment. In addition to improving cash flow and making payments easier, customers now receive a digital copy of their invoice via email within 20 minutes instead of waiting two to three weeks to view invoices online.

The warranty process was particularly onerous, requiring the driver to take a faulty tire to an inspection center to be inspected and sent to the manufacturer. Once the manufacturer agreed the tire was defective, the customer was finally issued a credit. The duration of the claim process averaged

- Simplified and shortened the claims process from 30 days to 10
- Reduced call volume on warranty claims by 75 percent
- Reduced the time it took for customers to receive an invoice from 2–3 weeks to 20 minutes

about 30 days, during which customers often called multiple times for claim status, leading to high call center volume. By integrating warranty claims into the online portal, we enabled customers to check claim status online, ultimately reducing call center volume by 75%. This also enabled the company to meet new digital submission requirements from its key partners.

Integrating digital and microservices capabilities with the legacy enterprise system, which was running at capacity, improved server performance. Providing a seamless customer experience by digitizing and centralizing the delivery process ensured the company could maintain its competitive position in the market.

About Cognizant

Cognizant (Nasdaq-100: CTSI) 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 194 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](https://twitter.com/Cognizant).



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