Cognizant®

Case Study: Manufacturing

Digital order management creates touchless order processing

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

The challenge

A large food and beverage company wanted to upgrade its B2B customer engagement capabilities with a new omnichannel 24/7 ordering system and engaged Cognizant to find a solution. Our client had a concurrent challenge of wanting to support the extensive new functionality with strong order management operations.

The main hurdle to clear was the company's limited visibility into order and fulfillment processes. It had no way to easily coordinate suppliers, distribution centers and shipping. It also wanted to deploy analytics across the order management process to get better real-time insights and customer awareness to improve upselling 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.

Outcomes

▎ End-to-end visibility across the order-to-fulfillment cycle with real-time inventory and shipping updates

▎ $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 approach

The client selected our digital order management solution because of its automation and advanced analytics capabilities, as well as its ability to integrate state-of-the-art platforms and deliver end-to-end visibility into the order management process. These features enable a complete solution, from order intake to post-delivery customer follow-up, which helps the client meet its goal of increasing revenue through more effective customer engagement while improving operational efficiencies.

Streamlined data flows satisfy customers

The food and beverage company's customers, such as large hotels and sports venues, place orders through their preferred channel, whether mail, fax, email, EDI or inbound calls to a service center or 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, checks the order against inventory online and confirms with the target distribution facility. The order is confirmed with the customer via email or voice, and then is routed to an optimally located distribution facility.

Other capabilities of the order management system include:

❚ Real-time visibility into order status and delivery via a next-generation command center

❚ Proactive order delivery tracking, with coordination among the shipper, delivery location and customer

❚ Real-time notifications received by the command center from shippers are relayed to customers

❚ Alerts are sent to command center personnel 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.

The analytics feed marketing campaign software, which is integrated with the Onvida front end, ensures 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 IPA, NLP and natural language generation to further digitize and automate the order management process. This will result in more "perfect orders"—touchless order processing that delivers accurate orders on time, and in full, every time.

The new 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.

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 185 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.

Cognizant

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
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

APAC Headquarters

1 Changi Business Park Crescent
Plaza 8@CBP # 07-04/05/06
Tower A, Singapore 486025
Phone: + 65 6812 4051
Fax: + 65 6324 4051

Codex 4396