

Optimize Service Fulfillment for Expansion

INITIATIVE: Streamline Service Fulfillment for Product Expansion and Workforce Optimization

TOOLS & METHODS

- Vision & Conceptual Platform Design
- Data Analysis
- Customer Experience Evaluation and Recommendations
- Risk Assessment
- Customer Touchpoint Map
- Current & Future State Process Flows
- GAP Analysis
- Artifacts for Phased Deliverables
- Measurement Process and Definition
- Operational Dashboard
- Capability Release Plan and Roadmap
- Monitoring and Control Processes
- Develop Methods & Procedures (SOP)

CHALLENGE:

Global multi-level marketing company with a diverse product/service catalog operating on two different fulfillment platforms with ten vendors all with varied processes for order fulfillment, creating resource allocation issues during peak volumes and no real-time data or common language for reporting.

ACTION:

Project initiated through a study on the optimization of product/service delivery within the organization. The outcome was a set of recommendations, analysis of data, and roadmap of future capabilities to minimize organizational and customer risks.

Performed data collection, organizational assessment of roles, and developed staffing model to meet the executive management's headcount targets for North America (NA) Fulfillment Operations. Orchestrated and managed the analysis and selection of the desired platform for accommodating both current and future products/services fulfillment.

Led team on the documentation of the current state processes, design of the future state processes, gap analysis, requirements, and roadmap for operationalization. Established Agile processes to engage critical team members for the development, testing, and implementation. Supported methods and procedures along with training were developed based on capabilities release plan and success of testing and acceptance of platform.

Developed reporting requirements, metrics, and capabilities to ensure that reporting was defined, consistent, and visualized appropriately based on user's function.

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RESULTS:

- Organizational realignment to 50% of current staff with a phased approach over 14 months based on capability release plan.
 - Reduce provisioning cost through streamlining NA fulfillment teams and standardizing processes for “like” products/services. Cost reductions primarily through eliminating non-value added processes and task automation.
 - Identified opportunities to improve the Agent/Customer experience. Reducing call center call volumes by 18% through IVR and online access to real-time data.
 - Leverage resources across NA with the standardization of fulfillment processes and allocation of resources in times of increased volumes.
 - Common language and consistency in reporting metrics.
 - Improved efficiencies in fulfillment process with one tool to manage order’s true state.
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