HOLDING IT TOGETHER FOR SALES AND MARKETING!

Automation deployment leading
to major savings.

The client is a leading
retailer of office supplies,
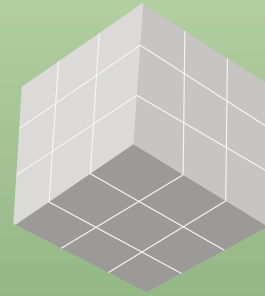machines, and allied business services.

CHALLENGES

The client facedmyriad challenges including high MTTR (Mean time to resolution) MTTR is a customer service metric measuring the average amount of time between when a customer interaction is created and when that interaction is marked as 'resolved':

- Duplicate, complex, voluminous, and non-standardised reports

- Voluminous data residing in silos

- Associated extraction, transformation, and loading (ETL) activities, which were time consuming, manual, and error prone

SOLUTIONS

IBPM undertook a comprehensive overhaul of the reporting function that included:

▸ Implemented a virtual reporting factory to standardise reports

▸ Hosted a workshop for the employees to showcase the benefits of process standardisation and automation

▸ Published dashboards to remove report redundancy

▸ Implemented automation to reduce MTTR, remove manual tasks in the workflow, and optimise ETL activities

BENEFITS

With the IBPM approach, we delivered the following benefits for the client

▸ Reduced sales reporting MTTR drastically by automating 90% of the report

▸ Replaced over 500 reports with dynamic dashboards and eliminated silos to deliver timely business insights

99.2%
Quality compliance

99.4%
Timely delivery

45%
Report volumes automated

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