

Multi-Channel Order Management Services for Retailers



Deliver the Perfect Order

On-time order fulfillment is the key component of customer satisfaction and sales growth. It has become more complex and challenging due to new supply chain strategies. The budget for order management ranges between 0.3% to 0.6% of the annual revenue for wholesalers and 1% to 2% for retailers. As a retailer, you would have realized that your traditional legacy systems which divide the orders by product type, region or customer, cannot always cope with the new challenges of multi-channel selling, traceability and increased levels of service.

Challenges & Opportunities

Challenges:

- **Demanding Consumers** - Consumers prefer to shop whenever and wherever they please, through any channel, without making any sacrifice
- **Blurring Sales Channel Differentiation** - Consumers expect identical product information, service and inventory availability from all channels
- **Disparate Systems and Silo Operations** - Non-aligned order and inventory management system across enterprise pose on-time order fulfillment challenges
- **Fragmented Order-to-fulfill Process** - Order-to-fulfill processes are mostly manual and fragmented, around 20% of orders placed requires follow-up with customers

Opportunities:

- Outsourcing the order management function enables you to put control points, focus on sales and marketing and reduce demand/ supply mismatches, late shipments and non compliance
- On-time order fulfillment has immense effect on enhancing customer satisfaction and loyalty, as well as improving realization through cross/up-sell opportunities

HCL Solution

HCL's extensive experience in every component of the order management service space such as e-commerce, catalog, phone and brick and mortar enables its clients to derive significant benefits in terms of faster realization of revenue, order accuracy, analytics and improved perfect order rate.

Service Offerings

Order Inquiries	Order Processing	Order Fulfillment
<ul style="list-style-type: none"> • Quotation Processing • Customer Verification • Product/ Service Information • Product Availability • Price and Discount • Delivery Terms 	<ul style="list-style-type: none"> • Receive Order • Order Validation <ul style="list-style-type: none"> • Customer Id • Product Code • Quantity • Pricing • Billing/ Delivery Address • Order Entry • Order Confirmation 	<ul style="list-style-type: none"> • Order Follow-up • Back Orders Handling • Payment Authorization • Reschedule Delivery • Delivery Exceptions • Exchange Processing • Returns Authorization

Customer Service - Order Changes, Proof of Delivery Requests, Delivery Information etc.

Analytics - Dashboards and Reporting on Customer Churn, Buying Pattern, Lifetime Value

HCL Advantage

- Deep retail and business process expertise
- Multi-channel order management experience for global retailers
- 550+ resources deployed in order management
- 5 million orders processed per year
- Effective cross-selling and up-selling strategies
- Focus on business metrics – 'Perfect Order Rate' to increase revenue from customer
- Robust mechanisms in place to measure and enhance end- customer satisfaction
- Benchmarking-based approach to reduce cost of order processing
- 24/7/365 anytime customer support

Business Benefits

- 50% - One time cost reduction
- 5% - Incremental year-on-year savings
- 20% - Improvement in order processing turnaround time
- 25% - Improvement in order processing quality
- 15% - Improvement in customer satisfaction

Note: The statistics are indicative of the potential deliverable benefits

Case Study

Client Background: World's Largest Seller of Office Products

The Client operates more than 1200 company-owned and licensed stores worldwide. Employs over 53000 employees to sell its products to consumers and small/ medium-sized businesses. It clocked over USD15 Bn in annual sales -2006.

Drivers for Outsourcing

- Inability to fulfill customer orders on time
- Labor intensive process with escalating costs
- Customer expectation about traceability
- Smooth communication between end customer, supplier/ vendor and carrier

HCL Solution

- Order processing
- Follow-up on incomplete orders
- Payment authorization
- Handling customer queries
- Material/ delivery tracking
- Delivery rescheduling and exceptions handling

Benefits

- Improved operational flexibility with more than 1 million orders processed every year
- Reduced order management cost by 50%
- Reduced operations cost by variable pricing model linked to business volumes
- Delivered perfect order with over 99% accuracy, up from 97%
- Increased customer satisfaction and revenue by 0.5 -1% through cross/up selling
- Achieved 99% on-time delivery through real time route management

About HCL

HCL Technologies, with \$ 4.8 bn revenue and 55,000 professionals operating in 18 countries, is one of India's leading global IT services companies providing software-led IT solutions, remote infrastructure management and BPO services. HCL's BPO division provides customers with world class offshoring, business process migration, project management and technology strengths. HCL provides solutions across select verticals like Retail & Consumer, Banking & Financial Services, Insurance, Hi-Tech & Manufacturing, Telecom, and Media & Entertainment (M&E). HCL BPO ranks 3rd globally for Highest Client Satisfaction as per Black Book of Outsourcing, 2007.

Give your company the advantage of HCL's Order Management solutions.

To schedule a meeting or to set up a pilot, call our Order Management Experts at

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