



## Enabling a direct to customer business to understand the impact of a new order management system



### Client Issue

A leading high street catalogue retailer was undergoing a major replacement of their core supply chain systems in two of their main distribution centres, in order to support new business processes that would significantly improve their distribution strategy.

The client needed to understand their current customer order and service processes to support the development of detailed operational procedures and to successfully deliver the user testing and training work streams with the new system deployment.

### Our Response

Nemea were responsible for the end-to-end analysis and documentation of customer service including pre- and post-sales processes and procedures.

Following an initial planning and scoping phase, Nemea took responsibility for the detailed analysis and documentation of the processes for order management, from customer enquiry through to receipt of an order within the warehouse management system. In detail, we provided the appropriate mix of skills combined with a structured approach to: -

- Develop a detailed understanding of the new processes and changes from the previous procedures for processing customer orders
- Produce detailed documentation of the new process and data flows for the new order management system
- Identify and resolve the conflicting requirements between the commercial, operational and technical aspects of the programme
- Develop detailed customer service procedures and training materials to provide a clear and consistent approach for customer service agents to effectively use the new order management system
- Identify detailed management and operational risks to support the deployment of the new system.

### Benefits

The major benefit of undertaking this was to provide the business with a formal set of procedures in which the client could develop standardised process guides and training packages throughout the organisation. Other significant benefits included:-

- Improved the approach and quality of user acceptance testing resulting in minimal changes prior to deployment. This allowed the deployment to take place on time with an improved quality of understanding amongst users.
- Increased accuracy of orders taken by 10% compared with previous processes
- Improvement in cross-functional teams' knowledge of end-to-end processes, which increased productivity and the resolution of issues associated with customer orders.