



Order Processing Case Study

Leading distribution and fulfillment organization

Client

Business process outsourcing division of one of the world's largest IT and BPO services company with presence in over 60 countries and with turnover over 20 billion US dollars. Client has service offering in areas of application development and maintenance, infrastructure management, business process outsourcing and transformational services. The business process outsourcing division's product offerings include coupon processing, mail order processing, product fulfillment, product warehousing, distribution, customer care services and customer relationship management

Business Challenge

The client's manual order processing systems receives over 200,000 documents daily. These were distributed manually to on-site / off-site locations for processing. Processing of these orders were done using standalone keying applications. Major problems were in consolidation of orders, quality of processes, which were a result of logistics and operational issues in managing off-site resources. This resulted in higher turn around time, cost of customer care and cost of processing.

Client needed an integrated image based order processing solution with on-site, off-site and offshore processing system with high degree of security and tracking. Additional requirements included reduction in manual processing by incorporation of intelligent character recognition (ICR), improve quality of processing and to reduce turn around time significantly.

Suma Soft Impact Solution

The project required streamlining the order process system for the client through a fully integrated image based workflow system. Using the most current imaging and document management technologies, Suma Soft designed, developed and migrated the order processing system from a manual process to completely automated imaging system, which converts scanned order slips to data that can be easily integrated into back-end fulfillment systems. Additionally high degree of flexibility was available in the system to enable orders to be processed from on-site, off-site or offshore facility with transparent tracking and high degree of security.

Suma Soft delivered the project in two-phases, minimizing the project risk for the client and facilitating a smooth transition to the new technology. Phase I provided the detailed system architecture and ensured that all modules worked as anticipated and seamlessly integrated with the client's batch processing mainframe application. Phase II focused on designing and building system functionality for the end-to-end order fulfillment processes, including workflow infrastructure, an intuitive front-end, image scanning, intelligent character recognition, data capture and management reporting capabilities. Suma Soft's BPO service team significantly increased the quality of orders processed to above 99.9% quality benchmark. Using Suma Soft's solution over 60 million orders have been processed. Suma Soft provides a 24x7 helpdesk for resolution of any problems faced by client's team.

Results Achieved

The automated platform and service provided by Suma Soft helped in significantly decreasing the turn around time. The fast and efficient technical solutions has helped the client to decrease turn around time, improve the quality of orders, significantly reduce cost and decreased customer care cost.