

Process Automation & Reengineering



Industry

Consumer Durables

Overview

Back office processes built over the years offer significant scope for productivity enhancement through reengineering & automation.

Back Office Process Optimization for a Large Air Conditioning Manufacturer



Client

India's largest central air-conditioning company with a network of 29 offices, 6 modern manufacturing facilities, over 1200 dealers & around 2800 employees.

Business needs

The client wanted to improve efficiency of their back-office functions such as Warranty & AMC Management, Sales Order Processing, Billing & Dealer Payments. Their objective was to reduce back office operational costs, improve processing speed, reduce errors & delays in dealer invoice payments & reduce complexity of the entire processing activity.

Challenges

The primary limitations faced by the client in managing the back office operations were:

- **Lack of Visibility into AMC, Warranty & Channel Partner operations:** Inability to use sales & warranty management data in timely manner had a direct impact on revenue generation through AMC & Warranty Management
- **Manual Processes:** This process was slow & had scope for errors. The productivity was low & cost of operations was significantly high
- **Complex Dealer Matrix:** Invoices were received from 450 channel partners across

22 international locations. Payment issues like lost bills, poor status tracking, wrong payments & duplicate payments were often faced

- **No standardization for processes & key performance indicator measurement:** Limited ability to replicate best practices & drive discipline & change management. Process monitoring & MIS generation was non-existent due to absence of workflow

Datamatics' Solution

Datamatics designed, developed & implemented a comprehensive, robust & flexible channel partner management solution. The solution comprises of three key components:

- **Web-based portal:** The portal enabled solving the lack of visibility problem by using standard templates. It created transparency between channel partners & the client by providing real time status updation
- **Integration of Datamatics solution with client's ERP:** Integration with client's ERP helped to overcome the problem of multiple stand alone systems by reducing manual errors & improving productivity. Duplicate invoices were reduced to nil
- **Development of key performance indicators:** This facilitated development of customer satisfaction matrix & designing tailor made MIS reports that allowed real time measurement of performance

Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

Customer Speak

"We greatly appreciate your effort in maintaining over 99% accuracy in the business description project. You guys have been doing extremely well."

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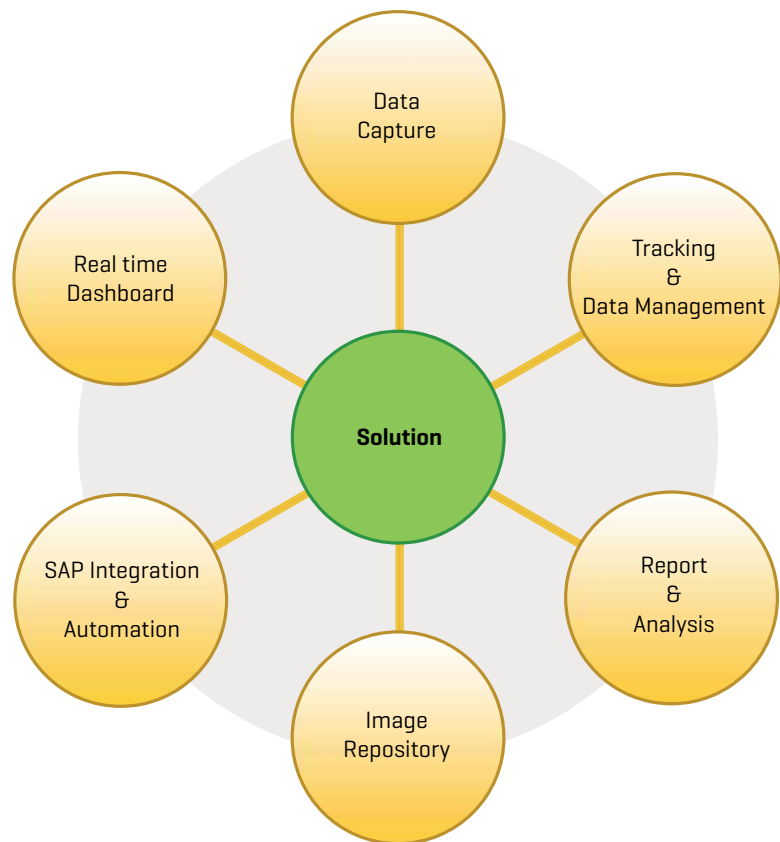
Approach

Datamatics undertook a thorough assessment exercise to identify the sources of inefficiencies within the processes. Based on the findings, & considering the scope for automation, Datamatics process consultants reengineered the processes as necessary. An integrated approach of leveraging a blend of domain, process & technology expertise was used to create an optimized, automated workflow for the processes. Key performance indicators (KPIs) of the process were identified & the solution was enabled to track these. Datamatics also integrated the workflow solution seamlessly with the client's ERP system.

Benefits

- **Invoice Receipt Confirmation:** ~ 100% improvement, earlier this facility was not available now it is done in less than 7 hours
- **Time for Document Retrieval:** ~ 100% improvement, earlier it use to take 7 days now it is instantaneous
- **MIS Reports to Channel Partners:** 95% Improvement, earlier it use to take 15-30 days [on demand basis] now it is weekly [scheduled]
- **Email notifications [Rejections/Payment related]:** 90% Improvement, earlier it use to take 15-30 days [on demand basis] now it is instantaneous
- **Customer Payment verification:** 85% Improvement, earlier it use to take 7 days now it is done every 24 hours
- **Cycle Time for invoice processing:** 20% Improvement, earlier it use to take 15-30 days [on demand basis] now it is done 7 days

Process



Result

Improved quality, accuracy & speed of decision making: Timely visibility into channel partner's AMC & warranty management, invoice tracking, proposal generation & compliance adherence.

Improved ROI: Improved cash flow due to streamlining of proposal management for AMC, warranty & invoice processing.