

## World-Leading Water Brand

Manages Growing Order Volumes with a Reduced Headcount

### BUSINESS PROBLEM

This global client has 270 customers which order approximately 25,000 – 27,000 full truckloads of beverages a year. Although their top 4-5 customers are using EDI, the big tail of independent customers required more manual intervention.

When demand started increasing for bottled waters after the recession, this brand knew they needed to be prepared to meet the demand – this meant finding efficiencies – particularly in their processes.

“When we started, there was a lot of manual intervention. We would take orders from emails and over the phone, then re-key them onto SAP and manage the order/stock check-in in SAP and manually check them...”

- Head of Customer Supply Chain

### SOLUTION

Our client needed to find ways to make their processes ‘lean’ and make sure transactional tasks were as efficient as possible. They selected OmPrompt’s order automation solution to help them meet this goal.

“What’s exciting is how we’ve unlocked resource. We grew by just under 30% in two years despite our reduced team size. We couldn’t have done this without OmPrompt.”

HEAD OF CUSTOMER SUPPLY CHAIN

“With OmPrompt, we’re able to step away from the transactional and let the process run itself.”

HEAD OF CUSTOMER SUPPLY CHAIN

## RESULTS



Improved visibility of customer orders



Time to focus on customer experience



Time to focus on optimising their logistics model and stock levels



Reduced team size



“Now we don’t have to touch every order multiple times. Our people have more time to do all the things you’d expect the customer-facing team to do. It’s so critical to my team!”

HEAD OF CUSTOMER SUPPLY CHAIN

## FUTURE PROJECTS

After unlocking order automation, our client is looking to automate remittance management, complaints and PODs with OmPrompt.