



// INTRODUCTION

In 2008, a multinational corporation with interests in the manufacturing and distribution of grain-based snack foods, beverages, and other products was experiencing severe issues with processing and supporting manual orders from their global customer base. The company searched for a solution that would allow online ordering from a secure customer portal and Meade Willis' Web Order Management solution was implemented to solve this issue. The solution was subsequently awarded the client's prestigious Business Achievement Award for meeting and exceeding their critical business needs.

Several years later, a different client struggled with a similar problem. Being the world's leading producer of high-performance alkaline batteries, they provide a wide range of products for clients in different countries. The client had a solution in place but found it to be lacking in many areas. They were also facing a strict deadline where they were slated to lose access to the existing system due to a divestiture proceeding they were involved in. The client needed to replace their system quickly with a more powerful tool that would allow customers to place orders via an online portal while enforcing a vast array of business and country specific parameters, rules and validations.

// CHALLENGE

The customer needed to streamline and further automate the organization's order process within a very short period of time. With hundreds of customers and distributors, plus a catalog of more than 10,000 items, processing orders was an unwieldy process and prone to certain types of errors or delays. Clients and administrators were unable to efficiently validate, process and track all orders as well as produce reports to match their evolving needs. With a growing demand for customer driven e-business solutions, the company began to look for a way to simplify their internal business processes while improving productivity and enhancing their customer experience.

// SOLUTION

With a tight deadline and required integration with their ERP (SAP), the client selected Meade Willis' XRP WOM (Web Order Management system) as their solution. Due to its high level of customization and ability to easily integrate with their existing system, the solution was ideal to provide them a centralized order management system to support their complex order process and workflows.

XRP WOM was a secure, cost-effective solution that provided all the functionality that the client's sales team and customers needed, along with measurable productivity gains achieved from a more efficient, accurate and automated ordering process.

Meade Willis' solution allowed for 24/7/365 order placement with real time acknowledgements for customers. The portal provided visibility of customer order history and enabled the configuration of different business, customer, product, and country specific rules. For example, some of the rules established by the client were parameters for managing minimum lead times, minimum order quantities and weights, creating and allocating product assortments, as well as many others. The multi-language XRP WOM portal also provided the ability to validate an order during the capture process and ensure that it contained all the mandatory information required to process it without errors.

The system included highly customizable visibility and reporting options. The client's sales representatives, administrators and customers were able to download a host of different reports, all tailored to their roles and needs. Customers could only access items available to them and any customer specific restrictions or promotions were automatically applied. Detailed operations and data reconciliation logs ensured the accuracy and integrity of all transactions and actions conducted within the system. These are just a subset of the powerful features configured to accommodate both the client's generic and unique requirements.

// RESULTS

The client's XRP WOM portal solution went live in Q1 2016 and met its forecasted time and cost savings. The tight deadline the company imposed was also met and this allowed them to avoid severe financial impact. The rapid implementation and comprehensive training regimen enabled a smooth transition for their employees and customers alike. The system provided the client the ideal platform for improved customer service as well as operational excellence. Customers now have real time product information and are limited in the amount of errors they are able to make due to the highly effective rule validations and enforcements being handled within the portal. This provides a more streamlined and error free customer ordering experience, lowers the amount of disputes and time required for dispute resolution, and greatly reduces the amount of time the company's technical and customer support teams need to maintain their ordering process.

The end result was immediate cost savings and increased customer goodwill, with additional operational cost savings projected for the coming years.