

From Complaints to Satisfaction

Leading global consumer goods company extracts key performance indicators and improves customer service.

The Problem

Customer satisfaction, or lack of it, often leads to a simple result; consumers vote with their money. But for a global consumer products company that wishes to measure and analyze key performance indicators (KPI), the task is quite complex in order to realize tangible improvements. The worldwide rollout of a new performance measurement system posed difficult challenges, particularly as regional differences in business conditions and SAP implementations complicate standardization.

The Solution

Our client utilized Westernacher's understanding of business processes and expertise in SAP implementation to roll out its logistics KPI template to both North and South America. Our work here involved refining the requirements and identifying appropriate data sources and formulas, establishing a detailed definition of a global and standardized template. Further, we helped overcome regional resistance to performance measurement changes so that best practices are now transferred between regions and sub-par performance is identified and addressed. Our client was "extremely satisfied" with our deep technical expertise and "superb ability to become an integral part" of its project team.

Root causes of customer complaints are now proactively identified and resolved. High-level measurements and in-depth analytics drive performance optimizations. These benefits were achieved utilizing the business warehouse (BW) KPI implementation we designed, incorporating a web based presentation of current supply chain KPI's to business stakeholders. Improved customer satisfaction has yielded better bottom-line performance.

Westernacher earns its own "superb" rating of client satisfaction with

Overview

Building a performance measurement system is challenging:

- Which indicators are the right ones to gauge?
- What type of analyses would best serve operations and management?
- How might ERP systems be implemented to proactively address and even improve KPIs in a standardized manner?

Solution Highlights

- The template designed and implemented by Westernacher in North and South America allowed the company to subsequently roll out consistent functionality around the globe, starting in Asia and Europe.
- Skillful and on-time implementation, creative and collaborative problem – solving process throughout, and effective transfer of skills to expand the capacity of our clients' in-house staff.
- Knowledge transfer to the client and capability building in the client organization enabled our client to greatly expand its ability to monitor customer satisfaction, analyze trends in a timely way, and increase revenue as a result of its successful deployment.
- Specific customer performance measures and cross-regional comparisons empower the sales force and provide management with reliable assessments based on global standards to better leverage best practices.