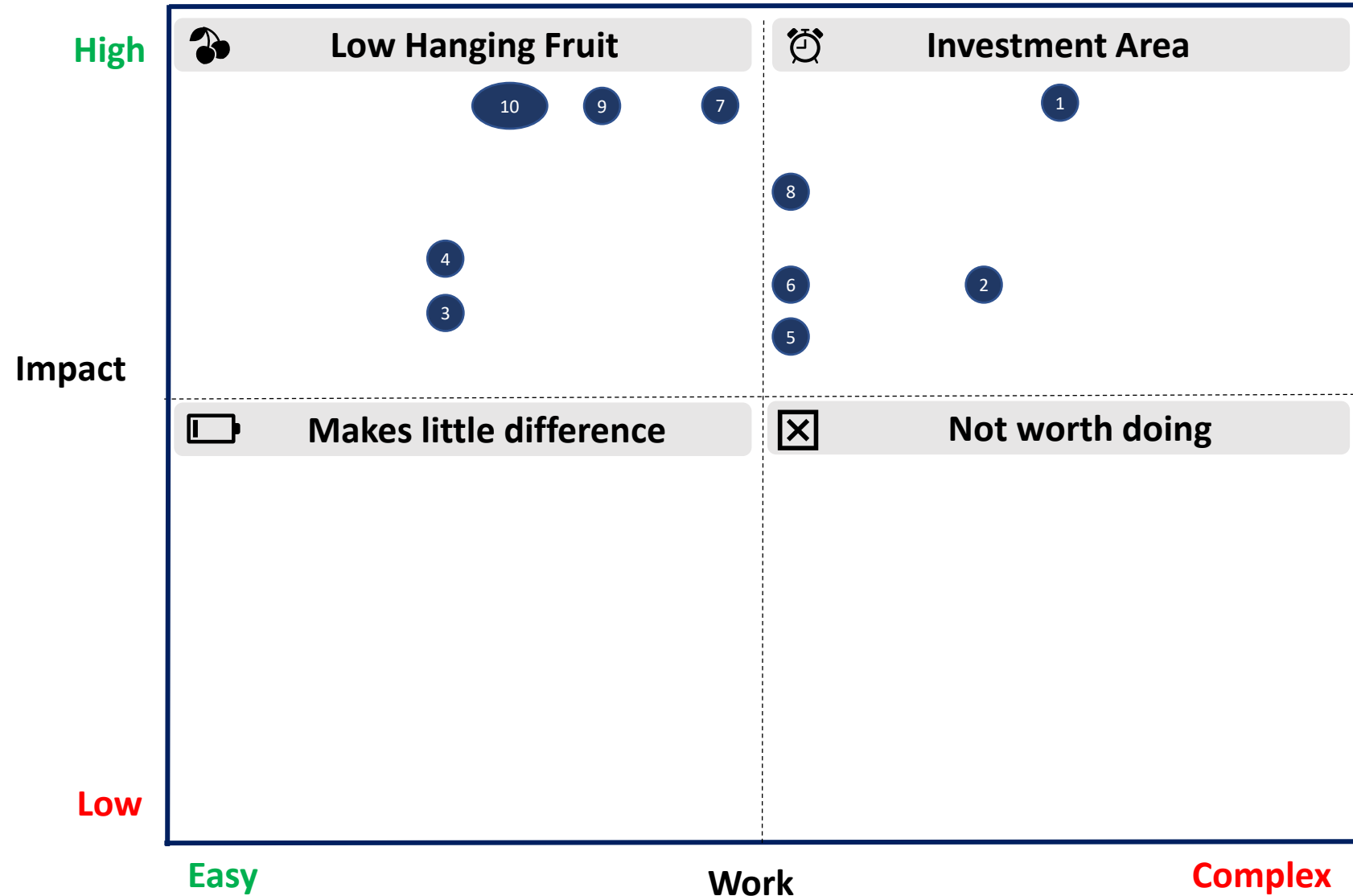




Process Optimization Diagnostic Exercise at a Leading Retailer

Diagnostic Opportunity Board

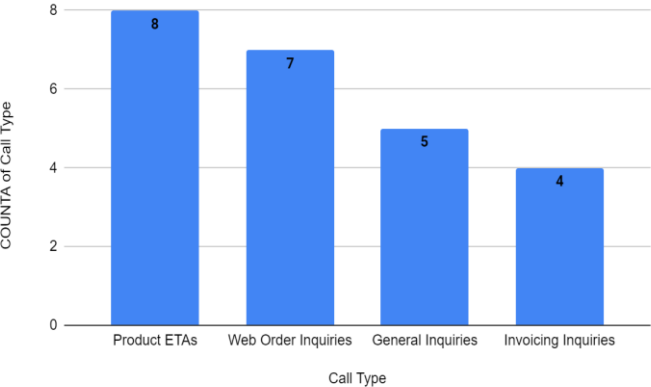


Ref #	Opportunity Description/Workstreams
1	ETA technology enablement for inventory management (Q3 – Approved 07/13)
2	Contact Net 2.0 (Clean up + Optimization)
3	Customer Service Process Optimization
4	Value chain journey mapping of critical processes (including E2E process mapping + business impact assessment across technology, process & systems)
5	PCD Configuration changes
6	Web Order Workflow Optimization
7	DM routines and store visits
8	Enhance DM training
9	Develop a communications strategy and process
10	DM performance metrics

Customer Service Survey Results

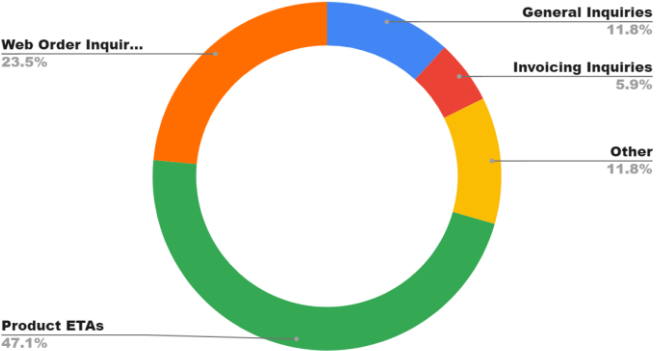
Most common calls type from dealers

Most common call types



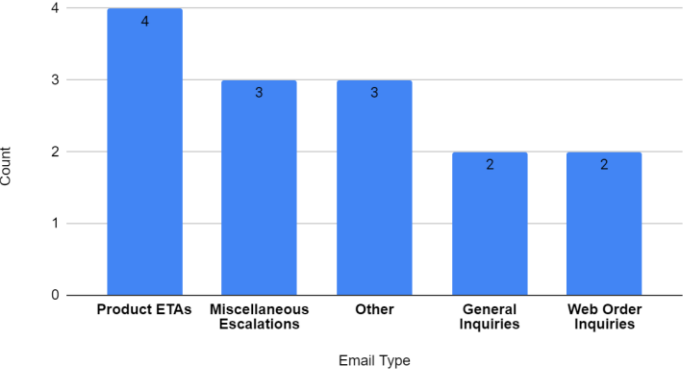
Which call take the most amount of time to resolve?

Call Type by Duration



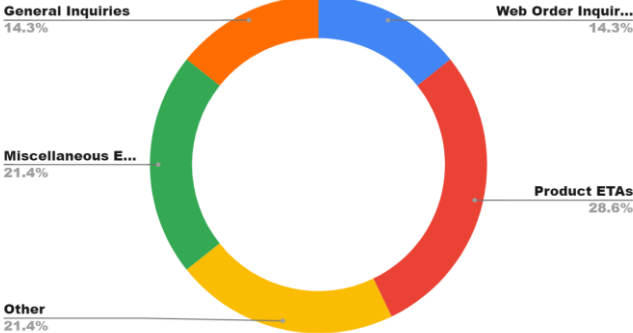
Most common email types from dealers

Email Category Type

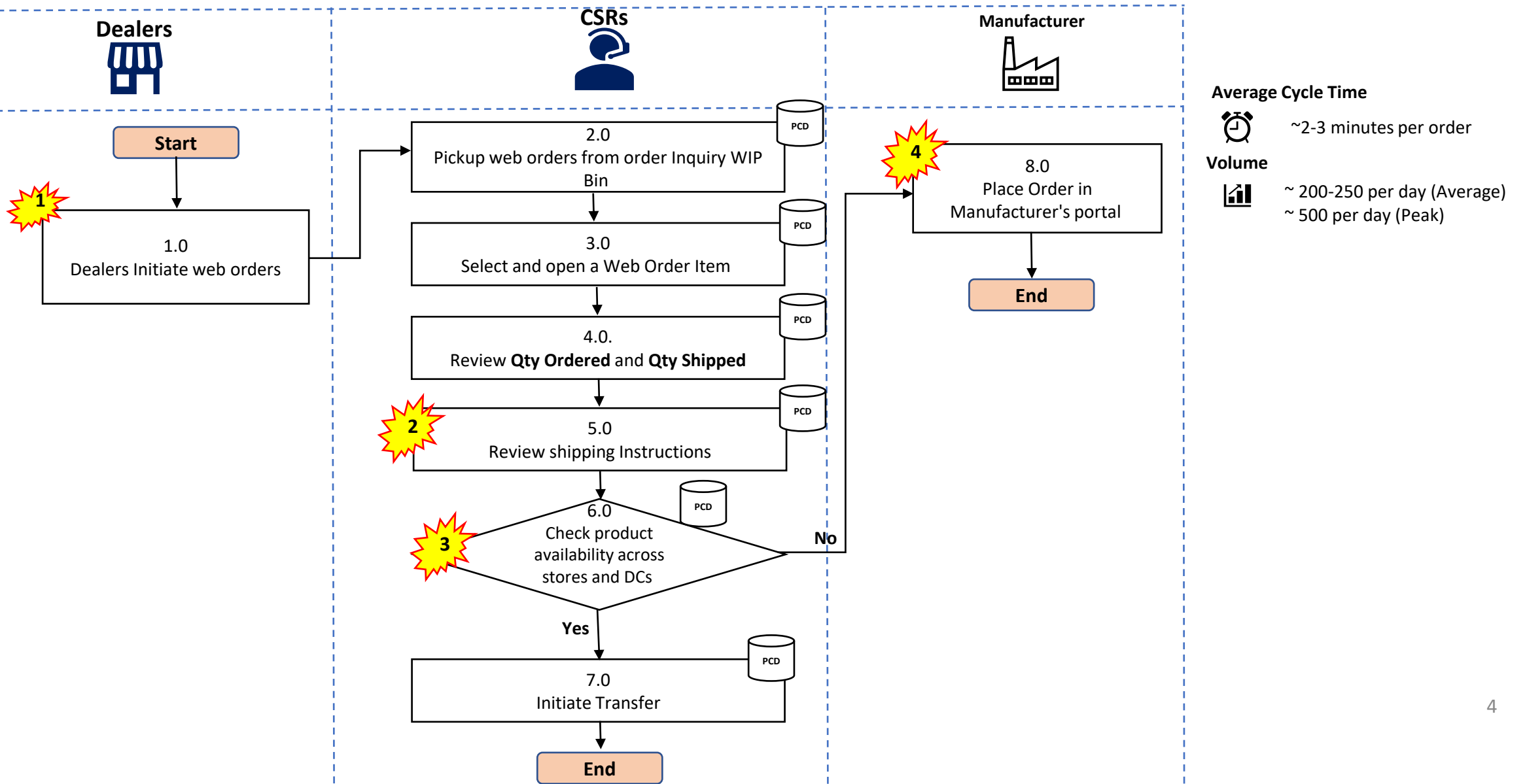


Which emails take the most amount of time to resolve?

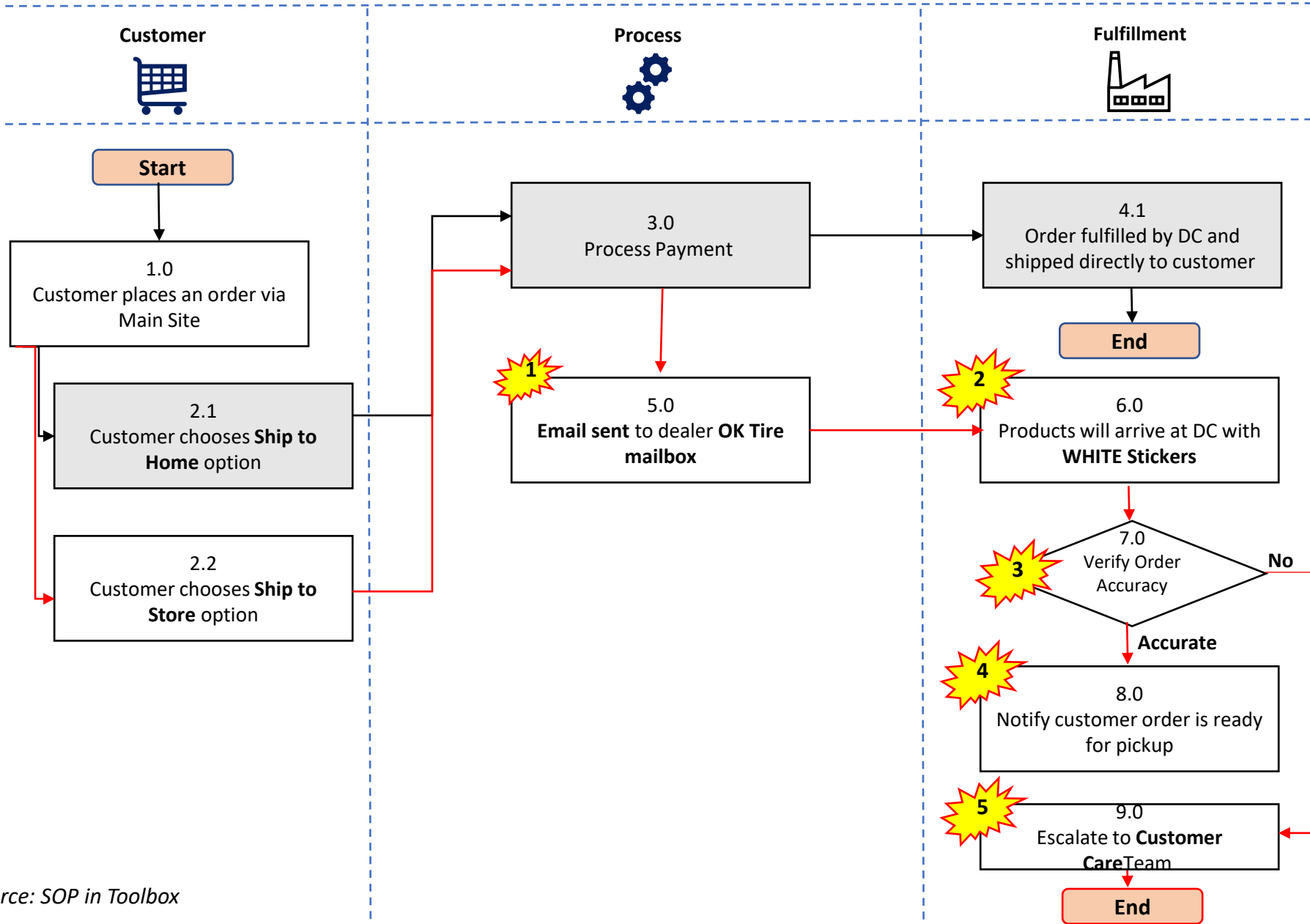
Email type by duration



Web Orders -High Level Process Flow



Ecommerce Customer Order Placement-High Level Process Flow



Ref	Comments
1.0	<ul style="list-style-type: none"> Emails received in the generic Inbox, should these have a dedicated channel?
2.0	<ul style="list-style-type: none"> Should there be an auto notification for Ecomm orders that have arrived at a store
3.0	<ul style="list-style-type: none"> Manual verification process
4.0	<ul style="list-style-type: none"> Dealer calls the customer to notify product arrival and secure a pickup appointment, potential to automate this step
5.0	<ul style="list-style-type: none"> If there are discrepancies dealers are instructed to either call the Customer Care team or call the customer directly