



Identifying Order-to-Cash Process Challenges

THE CLIENT

As a Fortune 50 Company, the client is a global leader in the Consumer Packaged Goods (CPG) industry and produces a wide range of consumer packaged goods in beauty, grooming, and household care units. The client's brands are available in more than 180 countries.

BUSINESS CHALLENGE

The client was experiencing challenges within their order-to-cash (O2C) business process due to huge transaction volumes, the composition of their customer base, and seasonal fluctuations.

Corbus was hired to analyze the existing O2C process by examining people, processes, and transformative technology. Several challenges were identified within the initial analysis. After the analysis, Corbus was asked to provide recommendations in order to modify the organization and improve inefficiencies.

THE RESULTS



Achieved 100% adherence of shipment scheduling and Service-Level Agreements (SLAs)



Decreased the client's usage of resources by 60%



4% increase in adherence to the defined turnaround time

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HOW CORBUS HELPED

- » **Prepared** a detailed implementation plan with well-defined timelines and responsibilities
- » **Managed** a pilot project with four resources to provide outsourced services in order management and reporting
- » **Introduced** performance monitoring for logistics scheduling and reporting services
- » **Reassigned** the client's O2C resources from transactional activities to more strategic roles
- » **Improved** compliance due to the checkpoints introduced in the re-designed process
- » **Generated** a detailed monthly performance dashboard to help executive leadership more fully understand the O2C project performance level in comparison to defined SLAs and the previous month's performance
- » **Re-designed** the O2C process model with the identified functions outsourced to a managed service provider
- » **Identified** the skill gaps in the existing resource pool and worked with the client's HR team to prepare a training and re-deployment road map
- » **Developed** a new set of Key Performance Indicators (KPIs) to realistically reflect the O2C organization's performance
- » **Completed** phase one of the engagement within six months

