

CASE STUDY

Consumer Products Manufacturer Delivers to Major Retailers on Time, Every Time.

Big-box retailers can impose stiff financial penalties on suppliers who fail to deliver within a tight time window. Today, this leading manufacturer uses 80 Kofax RPA™ software robots to automatically schedule more than 300 delivery appointments per day—helping it meet its rigorous service-level agreements.

80

SOFTWARE ROBOTS NOW
IN PRODUCTION

Accelerates

KEY DELIVERY SCHEDULING
PROCESSES BY UP TO 88%

Cuts

RISK OF LATE DELIVERY PENALTIES,
SAFEGUARDING PROFITABILITY

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ABOUT THE COMPANY

This company is a leading global producer of fast-moving consumer goods.

PRODUCTS IN USE

Kofax RPA™

FOCUS

Robotic process automation, delivery appointment management, customer communication

CHALLENGE

In the fast-moving consumer goods (FMCG) space, manufacturers that are unable to ensure high levels of predictability and responsiveness when delivering to major retail clients can face stringent financial penalties. To avoid these costs and protect profitability, it's vital for enterprises like this leading consumer products manufacturer to deliver to retailers on time.

The manufacturer strives to meet rigorous service-level agreements (SLAs) for deliveries to its retail partners. Within a period of just eight hours each day, the company must book over 1,000 delivery appointments for truckload freight.

A spokesperson for the consumer products manufacturer explained, "In the past, our approach to booking client delivery appointments depended heavily on manual data entry. Our team would log into each customer's online supplier portal, input the required data on the consignment, and then update our own ERP and transport management system (TMS) to schedule the delivery."

As well as increasing the risk of human error entering the delivery appointment management process, relying on manual workflows presented a significant challenge for the manufacturer. The sheer number of data entry steps in the process made it difficult for the company's lean team to complete the work in time—increasing its exposure to revenue risks.

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Spokesperson, consumer products manufacturer

"Previously, our team spent an hour per day extracting data from our TMS, copying it into a spreadsheet, and then emailing each client one at a time to inform them when their delivery was scheduled to arrive," continued the spokesperson. "Because our lead time was so short, our team was always working under the gun. We knew automation could help remove the pressure and free us to focus on value-added client services, and we looked for an expert partner to help us achieve our goal."

SOLUTION

To help streamline its approach to delivery appointment management, the company selected Kofax Robotic Process Automation (RPA)—a versatile digital workforce solution that liberates employees from repetitive tasks.

"One of the things that led us to Kofax RPA was the fact that anyone can use it develop software robots—even people without a technical background," recalled the spokesperson. "Kofax RPA is so intuitive to use that within a week of deploying the solution, we'd already pushed four robots into production. In my experience, it's phenomenal for any type of IT project to go live and start delivering business results that quickly."

Today, the company is using around 80 software robots to automate its delivery appointment process from end-to-end. These range from simple robots that capture delivery data from the company's systems of record and email it to clients, to complex robots that interact with multiple internal and third-party systems to book delivery appointments.

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“Some of our clients have slightly different process requirements, but it’s extremely easy to adapt our existing robots to meet those needs,” commented the spokesperson. “In fact, if we have a well-defined process, we can easily design a robot within as little as an hour, and test and move it into production inside the same working day.”

The spokesperson added, “While some of our people were a little wary of automation at first, they’ve quickly come to rely on software robots to take mundane tasks off their plate. When we occasionally need to take our IT systems down for maintenance, our employees are always quick to ask when Kofax RPA will be up and running again!”

RESULTS

Today, the consumer products manufacturer is using Kofax RPA to create more than 300 customer delivery appointments for its clients well within its eight-hour deadline. Because software robots are now driving its processes, the company has practically eliminated the risk of human error—and of missing its SLAs.

“Meeting our SLAs is a key contributor to cost-efficient operations,” explained the spokesperson. “By automating an important—but repetitive—stage of the transportation planning process, we have reduced our risk exposure dramatically. For example, it previously took around 45 minutes for one of our employees to prepare and send delivery updates to just one of our clients. Today, we have a robot that can complete that process in under five minutes—88 percent faster. And although not all 1,000 appointment bookings per day are fully automated, around 600 of them rely on some degree of automation from our Kofax solution.”

“Without automation, it would be extremely difficult for us to meet our delivery appointment SLAs—but Kofax RPA makes it easy.”

Spokesperson, consumer products manufacturer

By freeing up hours of time per employee per day, the company has been able to reassign many of its people to work on more engaging analytical work. As well as contributing to higher employee satisfaction, this shift in focus enables the consumer products manufacturer to devote more of its resources to client relationship management—helping it to add value and strengthen its retail relationships.

“Without a doubt, we’ve achieved a substantial return on our investment in Kofax RPA,” continued the spokesperson. “Our software robots have become an indispensable part of the way we do business. They always do exactly what they were designed to do, when they’re supposed to do it, 24/7. Without automation, it would be extremely difficult for us to meet our delivery appointment SLAs—but Kofax RPA makes it easy.”

The spokesperson concluded, “We rarely need to call on Kofax for assistance, but we’ve always been able to reach out and receive an immediate and helpful response. I wouldn’t hesitate to recommend Kofax RPA to peers in my industry: it’s easy to use, offers a short time-to-value, and the support model is excellent.”

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