

Customer expectations in manufacturing

How can Fujitsu bridge the experience gap?

FUJITSU



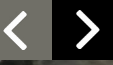
The “experience gap”

The manufacturing industry is in the middle of a huge transformation and is being continually disrupted. Everyone - customer, partner or employee - is looking for an experience and not just a product.

The difference between product quality and service experience = the experience gap

If the experience gap is not addressed, it poses a huge risk for manufacturers. However, the upside of addressing it is even bigger.

Offering a superior product is no longer a differentiator



The GLOVIA® OM journey

GLOVIA® OM focuses on helping manufacturers grow their business from existing clients while improving optimized efficiency to bring in new ones. Helping manufacturers understand the relationship their organization has with its customers; and working to improve it through all engagements with the brand.

GLOVIA® OM is a Salesforce® native, fully-configurable order management solution. It integrates all business processes from sales to fulfillment, with unmatched transparency and efficiency. It can seamlessly integrate with legacy and ERP manufacturing applications, negating the need to 'rip and replace' systems of record.

GLOVIA® OM helps manufacturers maximize the potential of their products and improve the customer experience (CX) by:



01

Simplifying

Providing an interface between manufacturers and customers

02

Modernizing

Delivering a state-of-the-art platform by modernizing existing distribution channels

03

Growing

Uncovering new revenue streams by connection direct to consumers

Customer story

The customer

A global pet care corporation, passionate about making a better world for pets, needed help with their existing ERP system in order to grow, innovate and move forward.

The company focuses primarily on high-nutrition, dry pet food products and its dietary items are formulated for dogs and cats according to their size, age, breed, and activity level.



20+

Million dogs and cats fed worldwide

15+

Factories across the globe

45

Years experience

Active in

100

markets

The existing business challenges

- **Shifting customer expectations**

Solid competition means customer expectations are set extremely high - they expect a different journey.

Customers want to see discounts on their checkout page; the ability to apply loyalty points; know the shipping cycle and where exactly in the world their order is, and the ability to reroute it. They want zero delays when receiving goods regardless of origin. Ultimately, customers demand an exceptional brand experience.

- **Premium brand, poor service**

Before GLOVIA OM, they had a poor service expectation, relying on ERP to handle the order management system.

- **Network rigidity limiting potential and driving inventory and logistics costs up**

The limitations in their ERP meant they could not leverage the potential of what they had in their networks inventory.

- **Difficult to innovate**

Reliance on the ERP platform meant any change would introduce a certain amount of instability within the OM ecosystem. Delays were common and it limited their overall potential to innovate.

A photograph of a worker in a white hard hat and light blue shirt, viewed from the side, using a tablet computer in a warehouse setting. The background shows high industrial shelving and a bright, well-lit environment. A semi-transparent blue and green graphic overlay is positioned in the upper right corner of the image, containing the text 'They had to change in order to grow'.

**They had to
change in order
to grow**



The solution

A third party RFI and RFP process was conducted and the recommendation was to use an OMS (Order Management System).

Salesforce was already widely used and despite three potential contenders resulting from the RFP, they wanted to integrate with their existing Salesforce ecosystem.

Fujitsu GLOVIA® OM was the clear winner that would enable them to:

- Unlock their inventory
- Unify disparate systems and processes to deliver a superior customer experience
- Insulate their ERP from change
- Increase sales and enable new revenue streams by improving order fulfillment through better supply chain and inventory visibility, sell via popular market places and direct to consumers

- Improve customer satisfaction, retention and brand loyalty
- Gain customer insights enabling innovation and tailored products and services.

GLOVIA® OM laid the foundation needed to unify a vast number of processes and systems in order to empower its teams to deliver the best customer experience to its customers.

Initial contract signing to production took only 198 days. In that time, the project ran across 4 countries, 14 separate teams, tied together 5 different platforms and ultimately served over 70,000 customers with 70+ integrations.

**Empowering teams to deliver
the best customer experience**



The benefits

Premium product, premium service

- A better equipped call center team improved customers' phone experiences
- More effective use of the inventory from their whole network
- More detailed inventory order information: improved online customer experience
- Reduced complexity – masked complex internal systems and processes
- Improved partner experience

Capabilities to support growth

- Financial / revenue growth via recovered cancelled customer orders

Innovation

- Enablement of recommendation driven direct-to-consumer model
- Enhanced data collection to enable more effective marketing strategy
- Flexibility for future growth
- Lower cost threshold for Proof-of-Concept and 'fail fast' projects
- Salesforce eco-system ensured a vibrant and constantly improving tool-set
- Stable and scalable for the company's market ambitions

Deliver a quality of service
that matches the quality of
your product

Fujitsu GLOVIA® OM

Let's keep the conversation going.

Start today by signing up for a FREE customized
2-hour GLOVIA® OM assessment with seasoned
and experienced industry experts.

gloviaom.com



