



CRS from DC to Distributor

Organization Name: Reckitt

Overview:

The primary objective of the Project is to build robust system and processes around order replenishment which would aid in achieving the mentioned outcomes.

Business Challenge:

- Significant man hours/ month spent in placing of order via Email/ Phone.
- High incidence of stock outs leading to potential sales loss.
- DB investment skewed towards top selling/fast moving SKUs.
- ASM/TSI focus on month end value targets only.

Expected Outcome:

- Improving Range Availability and reducing stock-out
- Improving ROI
- Oder processing backed by data driven logic will help in reducing human errors.
- Significant reduction in time spent by Sales team on order processing.