



Order & Dispatch update to DB/Retailers

Organization Name: Reckitt

Overview:

Need a solution to timely notify DB/Retailer with an update on each stage of order cycle right from order punched to dispatch with time & date of delivery. It will require an integration with ERP and SFA to pull the data.

Business Challenge:

- DB/Retailers do not have a clear view on the order and dispatch status
- Too many calls for TSIs and ASMs to address these questions. This leads to significant man hour spent on emails, calls etc.
- Cancelled order update and reason for the same reaches very late to DB/Retailers. Hence, affecting their business.

Expected Outcome:

- DB/Retailers are well updated in advance of order status and delivery
- Significant reduction in time spent by Sales team to address the channel partner issues