

SUCCESS STORY | RETAILER

British multinational retailer drives operational excellence with RPA

Delivering a CX transformation through automation



About the client

The client is a British multinational grocery and general merchandise retailer with 6,993 stores in seven countries across Asia and Europe. This leading supermarket brand in the UK, Ireland, Hungary, and Thailand, is the world's third-largest retailer measured by gross revenues and the ninth-largest measured by revenues. The product portfolio includes food and beverages, clothing, home appliances, and even financial services.

Requirement

The client's servicing arm, which supports business operations of retail outlets and warehouses across

Europe, initiated a strategic transformation program to improve business services operations, covering Property, IT, HR, Commercial, and Finance divisions.

But, the program suffered a severe blow from challenges like highly-complex processes with too many rules/logic, unstructured data in multiple formats (emails, handwritten documents, and printed PDFs), seasonal load pressure from overwhelming SLAs, frequent process changes owing to changing business scenarios, and countless chokepoints in handling specific suppliers. As the program involved finance and HR processes, compliance and accuracy were critical.

Solution

Servion used its SPARC (Servion Process Assessment

and ROI Calculation) methodology to conduct a discovery study on existing processes and identified 20+ processes across HR, Finance, and Product functions with 120+ FTEs. Servion technical team came up with a feasible RPA solution to standardize existing processes with digitized workflows and automate most of the client's people, finance, and product processes.

The solution included:

- **Digitization of scanned documents:** Process-specific changes to handle scanned documents; manual indexing, and OCR-based solution

- **Processing and validating:** Validating steps were handled by software robots to make the processes - accurate and error-free

- **Exception handling:** Generating report to analyze the type of exceptions, calling out for human intervention, and initiating process changes to help in further optimization

- **Reporting:** Process-level KPIs to identify bot efficiency and bottlenecks

Business outcomes

Servion's RPA solution deployed over 20 robots in various schedules, depending on application availability times. It was integrated with multiple systems, including mainframes and web applications. The final results were outstanding.

- **Reduced FTE by 45%** and increased workforce productivity

- **Scalable Infrastructure** with the ability to handle large transaction volumes during peak sale seasons without a significant increase in people or IT infrastructure

- **Error-free** and compliance-strong processes

- 24/7 service resulting in **faster TAT** for consumers

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



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