LARGEST TECHNOLOGY DISTRIBUTOR

Optimized Customer Onboarding Process with Process Mining to Offer Best Customer Experience

CLIENT BACKGROUND AND CHALLENGES

Our client is the world's largest distributor of technology products, services and solutions. They also provide their customers with advanced logistics capabilities and value-added services.

Providing excellent customer onboarding experience was crucial for client's business to deliver a positive customer experience and enable teams to scale revenue and grow.

Client was taking 9 days to onboard a customer, against the standard of 5 days. They were using UiPath bots for customer onboarding process which were not fully automated and involved many manual interventions, leading to higher onboarding cycle time. Following challenges made onboarding process more tedious and cumbersome:

- No process standards in place for SLA management leading to higher bot failure rate

- Customer onboarding bots were not operational during weekends, leading to higher waiting time

- Bot failures due to frequent Regulatory changes

- Lack of architectural documentation, making the system completely impenetrable

- Lack of proper program to eliminate idle bot time and other non-productive bottlenecks

Client wanted to streamline their unsystematic onboarding process by weeding out process redundancies, identifying gaps and optimizing workload distribution. They also had massive volume of digital data, which they wanted to analyze to uncover trends & patterns, make informed business decisions and improve business-related outcomes. In order to improve customer onboarding experience, the client decided to collaborate with Tech Mahindra.

TECH MAHINDRA'S METHODOLOGY AND SOLUTION

Our team of experts helped the client deeply analyze and visualize their cumbersome customer onboarding process. We deployed a structured methodology to analyze around 3,440 customer onboarding applications using Process Mining solution. With our integrated approach to process improvement, we developed competencies and best practices across all five phases (Diagnose, Design, Deployment, Demonstrate and Drive) to radically optimize customer onboarding process.

Diagnose:
- Created project plan
- Finalized scope
- Identified objectives and goals
- Kick off meeting, identified use case

Design:
- Carried out system and application analysis
- Identified data attributes
- Extracted required data from source systems
- Performed data cleaning and defined the KPIs to be built

Deploy:
- Built process mining analysis and dashboard
- Validated data and process steps with SME
- Identified process bottlenecks and carried our root cause analysis
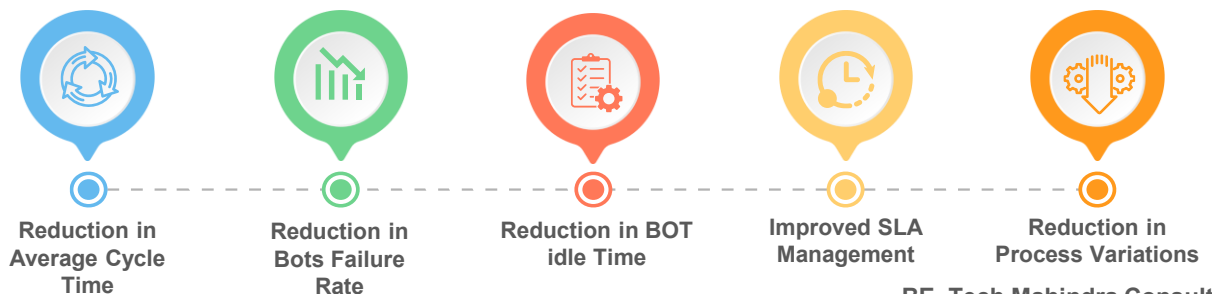- Shared recommendations on process improvement

Demonstrate:
- Final Presentation showcasing impact on identified use cases
- Measured the results achieved
- Identified business benefits
- Finalized project action plan
- Identified the right stakeholders to implement the actual actions

Drive:
- Continued monitoring of the KPIs
- Progress towards program goals
- Achievements of project objectives and identify the training opportunities
- Measure the impact on KPI after implementing recommendations provided

BENEFITS REALIZED

Reduction in Average Cycle Time	Reduction in Bots Failure Rate	Reduction in BOT idle Time	Improved SLA Management	Reduction in Process Variations

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