

## Case Study



### European telco improves order entry time by up to 70%

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Infosys' helped a leading European telco reduce order rejection by 30% and improve order entry time by up to 70% by automating its order entry processes.

## Business Challenge

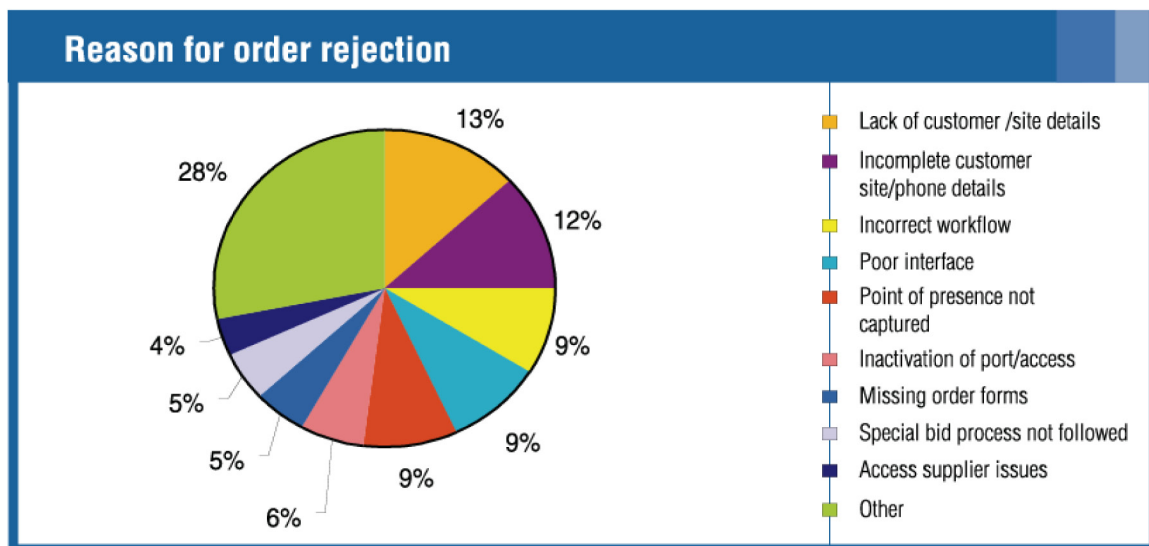
The client, a European telecommunications service provider operating in 15 countries, did not have a common source of order information. High overall service delivery time and low speed of order entry led to a high rate of order rejections and customer dissatisfaction. The order entry and sales teams were also negatively impacted. To overcome these issues, the client needed to automate its order processes. However, the process automation analysis, design and launch for all global products and services had to be done with out disturbing customer transactions.

## Infosys Approach

Infosys helped the client align its front-end and back-end processes through process automation. To enable automation, the Infosys team:

- Identified causes of customer order rejections through thorough analysis and interviews with order management teams across the globe
- Classified the issues based on addressability through process redesign
- Used Six Sigma methodology to analyze the data and redesign processes

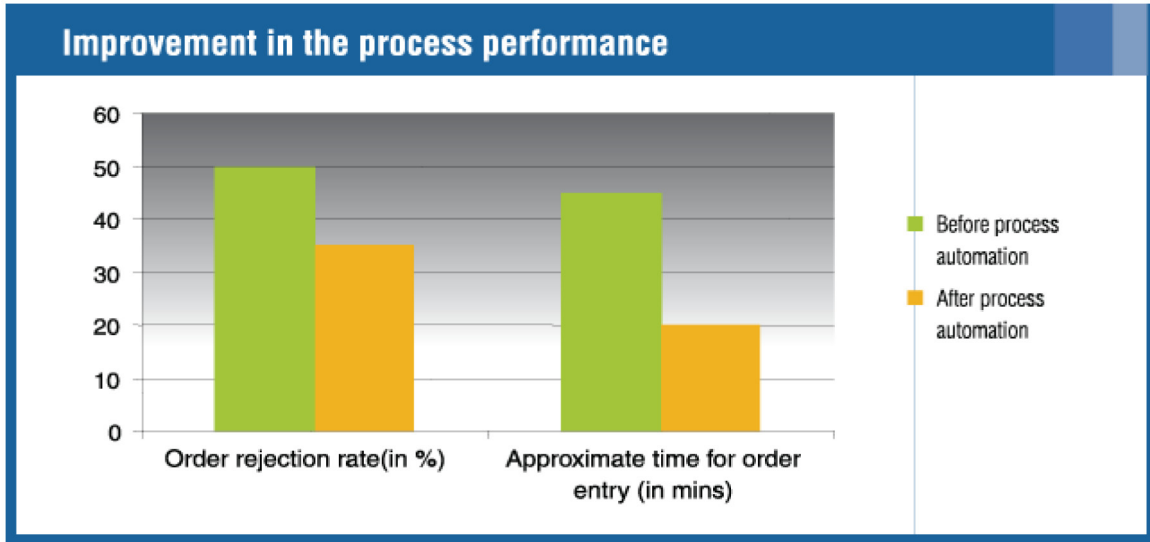
On indepth analysis of the order entry process and documentation management a number of reasons for order rejection were identified. Some of the main reasons are depicted below.



## Business Impact

Infosys developed and launched the new processes and without affecting customer transactions. Infosys' well planned implementation approach helped the client:

1. Improve speed of order entry for single-site orders by 30%
2. Improve speed of order entry for multiple-site orders by 70%
3. Reduce order entry rejections by 30%



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