



Driving Enterprise ROI in E-Commerce

40%

improvement in customer
satisfaction scores

35%

decrease in
compliance-related incidents

30%

reduction in inventory
carrying costs

OVERVIEW

Client: Leading Retail and E-Commerce Company

Industry: Retail and E-Commerce

Geography: North America

Employees: 50,000+

Revenue: \$10 billion

Challenges

The client, a prominent retail and E-Commerce company, faced several operational challenges:

- **Process Inefficiencies:** Inefficiencies in order fulfillment and supply chain processes led to delays, stockouts, and increased operational costs.
- **Digital Transformation:** The need to integrate digital solutions to streamline operations and improve customer experience was critical. However, fragmented legacy systems created roadblocks.
- **Compliance and Risk Management:** Ensuring compliance with industry regulations and reducing risk was essential but challenging due to the complexity of their operations.
- **Customer Experience:** Long wait times and inconsistent service levels negatively impacted customer satisfaction and loyalty.

Solution

Apromore played a pivotal role in addressing these challenges through its advanced process mining capabilities.

- **Data Extraction:** Apromore extracted event data from the client's ERP and E-Commerce systems, providing a comprehensive view of the organization's processes.
- **Process Mapping:** Using Apromore, the client mapped end-to-end processes in order fulfillment, supply chain (inbound and outbound logistics), and customer service, revealing inefficiencies and areas for improvement.
- **Simulation and Testing:** The platform's simulation capabilities allowed the client to test potential changes, such as inventory optimization strategies and customer service improvements, before implementation.
- **Performance Monitoring:** Apromore enabled continuous monitoring of processes, identifying performance bottlenecks and deviations from optimal workflows.

Operational Excellence: Apromore automated the discovery of processes, creating accurate models supported by operational data. This foundation allowed for predictive process monitoring, helping prevent stockouts and optimize inventory levels.

Compliance and Risk Management: The alignment between risk and operations was enhanced through Apromore's insights into the control environment. Predictive monitoring capabilities helped anticipate risks and improve regulatory compliance.

Customer Experience Improvement: By focusing on eliminating inefficiencies, Apromore helped enhance customer experiences. The platform standardized best practices across various branches, ensuring consistent service delivery.

Results

Customer Experience

40%

improvement in customer satisfaction scores.

Reduced customer wait times by 30%.

Compliance and Risk Management

35%

decrease in compliance-related incidents.

Improved risk management with proactive monitoring and data-driven insights.

Operational Excellence

30%

reduction in inventory carrying costs.

Enhanced process visibility and reporting, leading to better decision-making.

Conclusion

By leveraging Apromore's process mining capabilities, this retail and E-Commerce company was able to drive productivity, reduce risks, enable digital transformation, and optimize their inventory management and customer service processes. These strategic initiatives not only improved operational efficiency but also enhanced customer satisfaction and compliance, positioning the organization for sustained success in a competitive landscape.

About Apromore

The Apromore™ platform is an easy-to-use, fast-to-deploy AI-driven process mining solution that enables business and technology teams to quickly visualize and analyze their business processes, and simulate proposed changes prior to implementation in order to measure impact and risk.

The result of over a decade of extensive research and innovation from leading universities, the Apromore platform includes no-code features and a simple UI that continuously delivers new insights into operational performance and compliance.

For more information, visit <https://apromore.com/product>