

Solution Case Study

Leading Off-Price Retailer

Our client is an S&P 500, Fortune 500 and Nasdaq 100 company, with revenues of over \$8 billion and over 1000 retail locations.

The Challenge

A critical goal was to have prior week store sales information in the hands of buyers each Monday to enable fast and accurate buying decisions resulting in having the best selling merchandise in stores at all times. The client needed to streamline the process required to provide time-sensitive and strategically-important accounting and buying reports. Data becomes available on Sunday evening and reports are needed by open of business on Monday morning in buying offices in three major cities. The old process provided reports by 9:30 AM.

The key goals of the initiative:

- Provide documentation to key decision makers by 7:30 AM Monday morning
- Streamline document processing to eliminate manual collation of each buyer's specific reports and information
- Provide client with ability to update quantities, recipients and their locations and to quickly accommodate ad hoc report needs
- Re-deploy client staff to higher value functions by reducing the overall hours needed for report assembly
- Distribute electronic files of "personalized buyer reports" to each city enabling hardcopy print-on-demand for delivery at every city where client has buying offices

Results

Content Critical developed and deployed a web-based work portal with the following results:

- Customized reports are created through data analysis and assembly based on dynamic business rules established by client
- Programmatic reports assembly eliminated manual assembly and also eliminated manual errors
- Reduced number of employee hours required for breakdown and distribution of reports from fifteen to two
- Preassembled reports are delivered to buyers two hours earlier, facilitating more responsive buying communications and decisions
- Strategic advantage of more timely information dissemination realized
- 24/7 update of logistical data
- Ability to effortlessly generate reports for visitors from remote offices
- Process streamlining can now be repeated in multiple market