



# Logistics – rewritten by Saggezza

A guide to experience-  
centric corporate IT

# Insight to Experience

## Executive Summary

- Just like their B2C counterparts, B2B customers want accurate information about deliveries
- But in the B2B world, this often means gathering and integrating data from multiple systems – a time-consuming, frustrating and error-prone task
- Saggezza helped rewrite the way a leading pharmaceutical retailer reported on deliveries
- It brought data stored in multiple corporate systems into a single front-end, making it easier to understand, easier to share and easier to query
- Individual user satisfaction soared – and so did end customer satisfaction
- It's a perfect example of the value of focusing on the user experience – and how Saggezza can help you do just that.

It's almost universally agreed that in the online era, customer expectations have soared – particularly with regard to access to information. Order something for delivery, for example and we expect instant confirmation of delivery date, followed by subsequent updates to confirm dispatch and expected delivery time.

## Information delivery in the online era

If we stopped to think about this – and most of us frankly don't – we would, in general, conclude that this kind of information can be generated automatically. And for straightforward orders from an online retailer, we'd probably be right.

But in the B2B world, that's rarely the case. Instead, unless the organization has invested in highly advanced and integrated systems, the information needed to provide those updates – particularly on orders that involve multiple items, being delivered to multiple sites – will invariably need to be pulled together from different sources and systems.

## A task that users hate

In other words, far from being an automated task, it's a significant daily responsibility for the customer service team, or teams. And like all manual tasks, it consumes time and brings with it risk of error... all to produce a report that will then be followed by queries and complaints if an item is missing or misdirected.

No wonder those teams hate doing it.

Yet for the business, determined to differentiate through service, it remains a necessity.

Somewhere in the middle, a compromise must be found – and at a major retailer of pharmaceutical supplies, that meant a new approach.

It worked with Saggezza to develop a means of making it easy for individual users to gather and compile the information they have to deliver. And by making it easier for users, the retailer was able to improve the service it offered to its customers.



## Distributed data

Saggezza worked directly with the members of the service teams responsible for reporting – the individual system users – to understand what the task involved: tracking shipments of thousands of different products through 12 distribution centers to 8000 stores across the US. Reports had to provide timely information not only on what had been correctly delivered, but in particular on overages, shortages and damages – vital for the stores and retailers, so they had accurate data on stock levels, but also vital for the retailer itself, in terms of managing performance.

Yet the process involved meant that reporting could never take place in real time. It relied on spreadsheets being sent from each distribution center to the core logistics team, who then had to compare the delivery status report with the orders to identify any overages, shortages and damages. By this stage, end customers would already be aware of any problems; the customer service teams were playing catch-up. They had to then not only check the spreadsheets to confirm what had been delivered and what should have been, but also then work out how (and equally importantly, when) the problem could be remedied. And if, was often the case, the spreadsheets themselves were late or inconsistent, the customer service team would have to contact the distribution center to inquire.

It was an unsatisfactory and frustrating user experience, that also led to frustration on the part of the end customer.

## Transforming the user task

The solution Saggezza provided helped transform the user experience of the task; in fact, it transformed the task itself. It brought together all the information in a new format – viewable by distribution center, store, product type, customer, even location. Instead of having to gather data from different spreadsheets to analyze it, users can now simply view the essential information in a graphical format, making it immeasurably easier to track exceptions.

When a problem is identified, they can drill down and get accurate reports on what was delivered versus what should have been, and when a collection or redelivery can be scheduled.

The data itself is unchanged; the way it is stored is unchanged. But the way it can be used is wholly transformed.

That means users can now be proactive about alerting customers to a problem, and presenting a solution. If customers call, users can easily resolve the query. Not only are users much more productive in their work, they are also far happier: it's so much more satisfying offering a constructive answer.

## The business benefits of focusing on users

As for customers, the solution meets their needs too. In fact, Saggezza's client was so confident in the accuracy and usability of the new user front-end, it elected to give customers direct access to it – meaning they can log in and track deliveries themselves.

Together, this has meant that instead of just 16 queries a day, the retailer can resolve an average of 480 a day. And there was a further benefit.

Because the task of tracking and resolving issues around logistics is now far easier, the retailer has been able to spend more time looking at patterns in the root causes of those issues. That's allowed it to focus efforts on process improvements that mean the issues themselves are far less likely to occur – with obvious advantages to the bottom line.

What started as a way to enhance the way users worked within corporate IT systems to accomplish an everyday task has turned into a solution with tangible commercial outcomes. It's one of dozens of examples where an overlooked user experience has proved to be a business issue – and where Saggezza has helped deliver real business gain.



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# Introducing experience-centric corporate IT

At Saggezza, we fundamentally believe that corporate IT systems can be as usable as the most popular web tools. What's more, we believe they *should* be as usable.

## The right blend of skills

But while the case for experience-centric corporate IT is a simple one, delivering it requires a complex blend of skills. It involves:

- business process analysis and consultancy to understand what users want and need
- technical expertise, in particular the ability to work with complex enterprise systems
- interactive design skills, to build the interfaces that transform the user experience.

Saggezza offers this blend of skills. But we also apply them in a way that makes sense for today's business landscape. We work collaboratively with our clients, sharing our ideas from the outset and adapting them in response to feedback.

## Rapid development

That means there's no long delay in development: we generate initial wireframes within days of talking to your users, and then work on the front-end interface and back-end development simultaneously. We test functionality with you, in a live environment and adapt with agility to changes as they arise.

It's the agility and ethos of new media applied to corporate IT systems. The approach is sometimes known as Lean UX – but more importantly, it's one that quickly delivers tangible results, for users and for the business.

### Step by step with Saggezza

- 1** **User requirements analysis** – we work with you, and ideally with your users themselves, to understand what they're trying to achieve, and how they currently have to do it. We love to sit with users as they work, and talk through what they're doing.
- 2** **Wireframing and concept design** – within days, we present initial wireframes to you – showing clearly what a new interface might look like and more importantly what functionality it will offer. Assumptions can be validated; additional requirements incorporated as users see the wireframes.
- 3** **Process optimization** – where appropriate, we'll recommend ways to streamline processes – focusing on the simplest routes for the user to complete each task. It's here that the greatest efficiencies can be found.
- 4** **Back-end integration** – our team offers a wide range of technical and programming skills so we can work with your systems effectively.
- 5** **Interface design** – in parallel with the back-end integration, we continue to develop the front-end, accelerating the overall process.
- 6** **Implementation** – we'll go live with a working solution within just a few weeks of the project commencing. Often, that will consist of just the core functionality, to accelerate the process and enable users to start experiencing the new interface, application or tool. Their feedback can then be used to hone the tool and guide the development of the full functionality, further improving the experience.



## About Saggezza

Saggezza is a global technology solutions provider. We help our customers use technology to accelerate growth and uncover new opportunities. We offer a user-centric experience, an R&D mind-set, and an outcome driven approach. Our expertise includes user experience design, big data analytics, customer communications management, and open enterprise. We have offices in the US, UK, and India. For more information, visit [www.saggezza.com](http://www.saggezza.com).

### North America

**Global Headquarters**  
200 West Madison Street,  
Suite 1800,  
Chicago, IL 60606

Tel: +1 800 460 5912  
Tel: +1 312 267 2929

**West Coast Region**  
3945 Freedom Circle,  
Suite 630,  
Santa Clara, CA 95054  
Tel: +1 408 427 3435

### Europe

**United Kingdom**  
63-65 North Wharf Road,  
Paddington,  
London,  
W2 1LA

Tel: +44 20 7680 8630

### Asia Pacific

**Bangalore**  
Unit 3, Level 3, Block B,  
Bagmane Laurel,  
Bagmane Tech Park,  
CV Raman Nagar,  
Bangalore 560 093

Tel: +91 80 42838585  
Fax: +91 80 41161358

**Chennai**  
IIT Madras –  
Research Park,  
9th Floor,  
Kanagam Road,  
Taramani,  
Chennai – 600113

Tel: +91 44 66800900