

# Global Software and Hardware Titan Employs RPA to Automate SKU Set-Up During Product Launches

## CLIENT PROFILE

Multinational company that develops, manufactures, supports and sells computer software, hardware and consumer electronics.

## BUSINESS CHALLENGE

The company was struggling to keep its key customer portals up-to-date with new SKUs that needed to be set-up every time a product was launched. Their existing process required manually-entering SKU dimensions into a spreadsheet in very short periods of time, which often put their team under incredible pressure to meet tight deadlines. Because of this, a SKU error rate of nearly 40 percent was detected during an internal audit. The company sought to increase the quality of data input, decrease handling time, and ultimately improve overall customer satisfaction.

## SOLUTION

By standardizing customers' set-up forms and eliminating over half the previously manual process, we increased data accuracy and greatly reduced the risk of an item being entered twice. Accenture introduced robotic process automation (RPA) to set-up SKUs on customer portals during product launches, which reduced turnaround time and resource dependencies. And by monitoring all customer portals before a product launch, we improved the process by ensuring that all relevant data points were collected before the SKU set-up process was initiated.

## RESULTS

Accenture's Product Engineering & Operations Services Team delivered: Average SKU handling times were reduced by 39 percent, and with half the manual processes eliminated, errors have been considerably reduced, while SKU data quality is significantly higher. In addition, customer satisfaction has risen thanks to processes being shifted to a real-time operational basis.



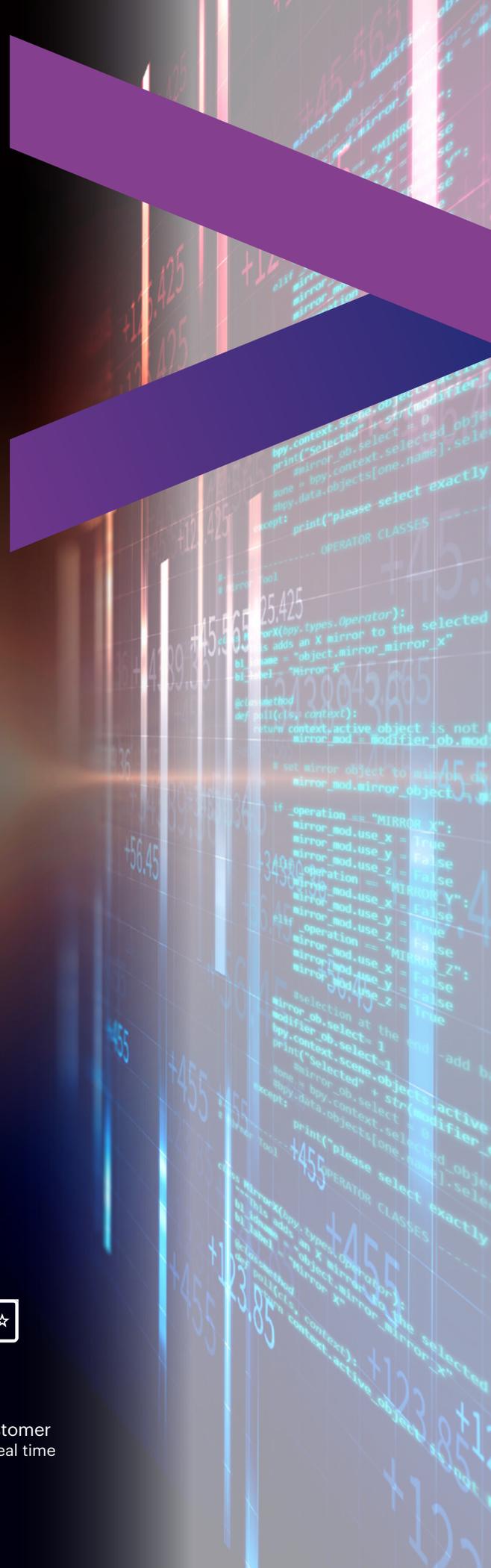
Increased data quality input (less manual intervention)



Decreased average handling time



Increased customer satisfaction (real time processes)



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