

CASE STUDY

Grupo Dinamex

Challenge

To provide greater visibility into the RMA cycle and to automate and streamline many of the traditionally manual processes involved.

Solution

Implemented PRESENCE to develop a fully automated RMA notification system and provide real time visibility into the entire cycle by the means of automatic report generation and distribution.

Benefits

The benefits include a reduced RMA cycle time, greater customer satisfaction and a more informed account management by the Dinamex Team.



Grupo Dinamex Improve Customer Service with PRESENCE

Grupo Dinamex is a major manufacturer and distributor of equipment for the transportation industry. In a bid to improve customer service and operational efficiency, Dinamex asked American Presence to perform a process evaluation and identify possible areas for improvement.

Through our unique methodology of discovery and scoping, American Presence identified that some manual activities related to the return of materials (RMA) from customers were causing unacceptable delays in the examination and resolution procedures.

Understanding that their performance in this area was key to maintaining strong customer relations and effective account management, Dinamex introduced PRESENCE to integrate and automate the key processes and systems involved in their RMA procedures.

The Problem:

The main source of the problems was identified as the lack of visibility of a returned part as it passed through the internal examination process to determine a resolution. The existing system had no way of alerting staff or management to parts that went beyond the policy of completing the examination and resolution within 3-days and there was also no vehicle for consolidated reporting on a scheduled basis.

The Solution:

American Presence worked side by side with the Dinamex staff to quickly develop a fully automated RMA Notification System with PRESENCE.

Dinamex has five product lines divided into five "families", each responsible for their own parts. The part and customer information are stored in their Syteline 6 ERP system running the Progress 9.1c database, on a Windows server.

First, the new automated RMA Notification System monitors for new RMA's entered into Syteline and, when one is found, it automatically sends a detailed email notification to the RMA Manager. The RMA parts information is also automatically sorted by family code and notifications are sent to the appropriate Quality Control (QC) Group. This alerts the QC group that parts from a new RMA are being routed to their attention for examination.

Frequently, the RMAs contain multiple items/parts, with individual items potentially having a different family code and corresponding QC Group. The new automated process powered by PRESENCE takes this into account and has the intelligence to properly sort and route the individual parts by family code.

PRESENCE

Codeless Development Platform

*"The easy way to develop flexible IT solutions
for your business ... without writing any code!"*

PRESENCE Overview

PRESENCE is a comprehensive integration and development platform that enables an organization to better run, manage and optimize its business. A proven solution for organizations looking to integrate people, systems, data and business processes. PRESENCE allows companies to reduce complexity, improve efficiency and realize maximum value from existing IT assets, directly improving corporate responsiveness, efficiency, and competitiveness.

Our business integration platform is a single, unified, vendor-neutral application that employs a graphical environment to rapidly develop and deploy solutions with little or no programming.

Build composite applications, manage, integrate and automate business processes (BPM) and create Business Activity Monitoring (BAM) initiatives.

PRESENCE monitors a company's key business rules, integrating structured and unstructured data from diverse application databases – non-invasively. Then automatically notifies customers, vendors and employees by email or fax, automatically updates data between applications, updates websites, generates reports or documents, creates balanced scorecards, dashboards and more.

Another task in the automated RMA Notification System deals with overdue items. The time stamp of each RMA entering the system is monitored and if a resolution has not been entered into the Syteline system within policy parameters (3-days) an alert is generated to the QC Group Manager. Then, if an RMA remains open for more than 7 days and needs to be escalated, an email is automatically generated and sent to a Director for his attention.

Scheduled email reports for Directors and QC Group Managers are also automatically generated and distributed on both open and newly closed RMA's.

Other processes in the system deal with customer notifications. There are two automated customer notifications that are sent via email. The first focuses on RMA items whose evaluation results in a shipment rather than a credit. This notification is limited to only parts that are being returned or replaced and automatically notifies the customer to expect a shipment along with the disposition. This notification keys off the "ship to" address in the customer master file.

The second customer notification results when the open RMA is closed. This automatically provides the customer with a report containing the results for all parts evaluated under the RMA, including the outcomes of replacing the part, returning the original part or issuing a credit memo. This notification keys off the "bill to" address in the customer master file. The Salesperson on the account is also copied on this customer notification so that they are aware of the disposition as well.

Benefits:

By deploying an automated RMA Notification System powered by PRESENCE, Dinamex now has tighter control over all returned parts in the RMA cycle and are experiencing fewer overdue evaluations on open RMA's.

Members of the QC Group now automatically receive notice of any parts that are being routed to them as soon as the RMA is entered into Syteline, this provides them with the time required to prepare for the arrival of the parts and the comfort of knowing that no parts will ever arrive unannounced.

Managers and staff no longer have to 'check' on the status of RMA's in case something needs their attention – now they are confident that they will automatically be notified if their attention is required and can focus on more constructive activities.

Both Group Managers and Directors now automatically receive regular scheduled reports detailing open and closed RMA's on time, every time. Account Managers automatically receive disposition information allowing them to quickly follow up with the customer to address any potentially adverse results from the customer perspective.

The overall results are shorter RMA cycle time, greater customer satisfaction and more informed account management by the sales team.

Contact us today for more information
and a FREE 30-Day PRESENCE Trial ...

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