

# HOW TRANSFORMATION OF 80% PEOPLE-CENTRIC PROCESSES HELPED AN ELECTRONICS DISTRIBUTOR ENDURE RECESSION?



## THE CUSTOMER



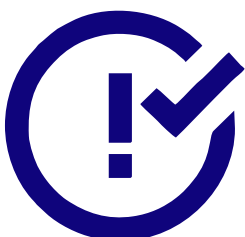
One of the largest distributors and retailers of consumer electronics and home appliances in the Kingdom of Saudi Arabia. The company is also an exclusive distributor of Samsung products and handles B2C retailing, B2B distribution, and product servicing.

## THE PROBLEM

Majorly dealing with Samsung home appliances and consumer electronics in KSA, following the spike in Samsung's growth during 2012 – 14, the peak that followed proved to be a challenge. The company did not have proper processes in place and its current systems proved ineffective when it came to scaling its operations while ensuring adherence to its core operating principles.



## THE OBSTACLE



Being a largely people-dependant organization, the customer had a lack of defined, optimized processes and relied on SharePoint and ERP systems which resulted in an inability to scale. Due to the manual people-driven processes in place, average ticket resolution times were high and there was no proper record system in place for data visibility and analytics.

In addition, the company was hit hard during the 2017-18 recession which proved detrimental to its sales and business bottom lines.

## THE SOLUTION



Vuram followed a 360-degree record view design that entailed identification and building of key records such as Item, Customer etc., related to the customer business line and then establishing and optimizing the process around it. The records designed under the 360-degree record view comprised all the necessary information across processes that provided much-needed data visibility to drive business-critical decision making.

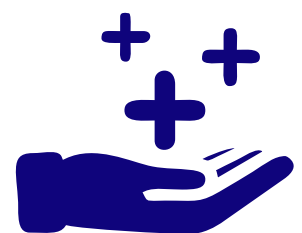
## HOW IT MET THE REQUIREMENT



Vuram worked closely with the customer to understand the requirements and developed customized solutions that would drive digital transformation. Vuram formed a special committee headed by the CEO to oversee the same. Over the course of the next 36 months, Vuram deployed 40+ processes across 5 major business units that were either created or re-engineered using the Appian platform. This enabled the customer to fill process gaps, enhance data visibility and achieve digital transformation.

## VURAM VALUE ADD

Vuram stepped in with the idea of initiating digital transformation as a program and lent exceptional technical support from scratch towards furthering this vision. Vuram delivered expertise in establishing, optimizing and digitizing several business processes to achieve transformation excellence. To further meet the agile needs of a dynamic organization, enhancements and continuous improvements were ongoing for the last 5 years.



## TRUST AND GROWTH



Vuram worked with the customer at every step, overcoming the challenges, meeting the prescribed goals and achieving the promised outcomes. This ensured that from a single consultant providing inputs on program management and process optimization, we were able to garner customer trust and eventually expand to a team size of 11 people that included business analysts, developers and quality engineers.

## BUSINESS BENEFIT



Digitizing its people-driven processes, keeping a clear record of data to drive decision-making, improving task turnaround times and by bringing in increased transparency across various business units, the customer was able to meet its digital transformation needs that stemmed out of the peak growth it encountered in 2012 – 14.

By the end of 2017, around 80% of people-centric processes were transformed into process-centric, resulting in improved productivity and enhanced business outcomes. Despite the recession phase and low sales during this period, the enhanced, digitally-defined processes allowed the customer to sustain the collapse without its core operating principles taking a hit.

## BUSINESS IMPACT



Vuram's expertise allowed the customer to fulfil the digital transformation vision and scale up to meet the increased growth. Several core operational segments witnessed dramatic improvement in efficiency. The customer service business unit brought down the average ticket resolution time from 26 days to 8 days with Appian implementation. The marketing unit cut down on losses by upto 60% thanks to the enhanced processes and visibility. The Sales unit was able to achieve better forecasting with the help of analytics using the data derived from the Appian platform.

## CUSTOMER TESTIMONY



*I want to thank the Vuram team for their outstanding work. Not only were they pleasant to work with, but also very result & performance-oriented. With Vuram, we have implemented more than 25 apps, 40 processes, 700 change requests and integrated with seven different systems. In average more than 4,000 tasks daily (!) were executed by our employees through our BPM system.*

*Without the Vuram team, the BPM program would never be such a huge success. I recommend them to anyone who is planning to implement applications using Appian*



Digital Transformation has been ranked as a top priority by technology executives consecutively for two years. We will be happy to share with you our insights on what paves for a successful digital transformation program and discuss your enterprise road map and challenges. Please write to [ask@vuram.com](mailto:ask@vuram.com)

### ABOUT VURAM

Vuram is a hyperautomation services company that specializes in low-code enterprise automation. Vuram's hyperautomation technology stack encompasses business process management (BPM), robotic process automation (RPA), optical character recognition (OCR), document processing, and analytics. Since the inception in 2011, Vuram has delivered 100% customer success and carries 100% customer references. Powered by 550+ passionate people, Vuram has served 121+ happy enterprise customers and has successfully built 750+ applications. In 2020, Vuram ranks 10th among the top 50 Great Mid-Sized Workplaces in India certified by Great Place to Work® institute.