

Food and Drug Retailer Cuts Cost by 50%

Keane helps food and drug retailer improve the accuracy and timeliness of procurement data operations and support its mission of providing outstanding value and a positive shopping experience to its customers.

Abstract

Leveraging an experienced offshore BPO team, Keane helped leading food and drug retailer optimize its procurement data processes while upholding the retailer's mission of providing outstanding customer service and value to its consumers. As a result, the retail giant has maintained highly accurate product data and cut total operating costs by more than 50%.

Challenge

Convenience and cost. These are just two of the reasons customers favor one retailer over another. As one of the largest food and drug retailers with more than 1,700 stores in North America, the company is doing something right. It has figured out how to create a positive shopping experience for its customers.

Providing Outstanding Value to Consumers

The retailer's mission is to offer customers outstanding value by providing the highest quality perishable products, delivering consistent world-class customer service, and keeping costs low.

Maintaining accurate, timely data within its procurement systems is one of the central — and perhaps least visible — ways the retailer creates that positive shopping experience. It is also one of the most direct ways it passes savings directly onto consumers.

For processes such as procurement where increased capacity is needed and timeliness and accuracy is of the utmost importance, the retailer sought to partner with an organization who could function as an extension of its business.

By transitioning procurement processing operations to Keane's offshore team, the company has been able to reduce related processing costs by more than 50% while achieving over 99% data accuracy.

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Solution

Maintaining Highly Accurate Procurement Data

Keane assembled an offshore team to capture data of perishable and non-perishable products directly into the retailer's procurement system. This system determines the price that customers pay for products sold in stores across the country. So when consumer package companies cut prices, the company can immediately pass along the discount to its consumers via the UPC tag that gets affixed to the products on store shelves.

Data on allergens inside perishable items at the stores' bakeries and delis are also maintained by this system. With the health and safety of its customers at stake, processing fast, accurate data is critical.

Keane created a flexible staffing model for the retailer that accommodated capacity needs based on the stores' seasonal production requirements. Keane's extensive experience in maintaining business-critical data records for its clients, its focus on process efficiency, and its rigorous attention to quality ensures the best results for this retailer — timely, accurate delivery of critical information at a reduced cost.

Results

By transitioning procurement processing operations to Keane's offshore team, the company has been able to reduce related processing costs by more than 50%.

Keane also scored well across the board in terms of SLAs, averaging over 99% for data accuracy and 100% for turnaround time compliance.

The retailer also heralded Keane's focus on continuous improvement, citing Keane's strengthening of the company's existing quality controls around critical data fields, including allergen alerts. The result of this is not only cost and efficiency improvements, but superior service and safety for the food and drug retailer's customers.

About Keane

Keane is an IT services firm headquartered in the US with more than 12,000 professionals worldwide. For 45 years, Keane has been an Application Services specialist with distinguished project management credentials. Today, we offer a flagship suite of Application Services, as well as Infrastructure and Business Process Outsourcing solutions delivered through onsite, nearshore, and offshore resources. Visit www.keane.com to learn how our projects, managed services, and outsourcing engagements deliver value for a range of businesses and government agencies.

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