



HTC helps a large medical device company achieve a 55% reduction in operational costs

The Client

A fast-growing large manufacturer and distributor of medical devices with worldwide customer presence.

Challenges Faced by the Client

The rapid growth of the company resulted in a high number of orders, exceeding the capacity of their Order Management team. This resulted in missed orders and delay in fulfillment. To prevent order cancellation due to delays, the sales team had to spend time convincing the customers. This affected their morale as well as the sales. On the other hand, increasing the headcount to process the orders affected the company's profit margins adversely.

The company also wanted to process all the orders on the same day.

The Approach

The company was looking for a strategic outsourcing partner and chose HTC for its full-service capabilities in delivering global-class business process services. HTC has been providing IT solutions and services for the medical device company, and the mature IT vendor partnership was also a reason why the company chose HTC's Business Process Services.

HTC's Business Process Services

HTC proposed to set up an offshore Order Management team that offers 15 hours, 5 days support. HTC leveraged its existing automated data extraction framework as well as the flex resource model to reduce turn-time and to mitigate peaks and valleys. Within 30 days of introduction, the offshore order management team achieved the goal of 99% of order processing on the same day. The company could track the progress through an online dashboard.

Benefits

The strategic partnership ensured significant improvements, noticeable cost reductions, and improved efficiency levels in the order processing operations. The medical device company's sales team now has more freedom to focus on revenue generation. Significant benefits that the company enjoy today include:

- 55%** reduction in operational costs
- 37%** productivity & efficiency improvements by leveraging industry best practices
- 99.95%** (or higher) accuracy levels
- 99%** orders fulfilled the same day