



AUTOMATING WORKFLOWS TO ENSURE SECURE, SCALABLE BUSINESS PROCESSES

KEY CHALLENGE

The client's decentralized, franchise-based operations across 1800+ centers in the US needed a **workflow solution that would facilitate quick intake of jobs and real-time quote for the requests** from walk-in customers

BUSINESS GOAL

Simplify the process, optimize efficiency, and enable automation by leveraging RRD METRICS, our proprietary workflow automation tool. METRICS can track and monitor productivity as well as allocate tasks based on data to optimize resource utilization.

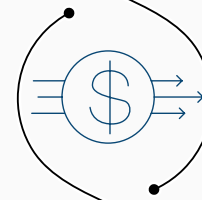
BENEFITS

- METRICS enabled automated and real-time quotes for complex/creative work and facilitated an easy and quick submission of jobs. This endowed the client with the business edge it needed to **accelerate its speed-to-market timelines**
- The intuitiveness of the tool ensured quick rollout to all the centers across the US with very limited/near-zero learning curve
- By culling redundancies, METRICS was able to **increase efficiencies** as well as **save operational expenditure**
- The insights based on real-time analytics helped the client offer an overall **enhanced customer experience**



50%
cost
savings

**Faster
payments**
due to
automated
billing



**Strategic
planning**
using data

CLIENT PROFILE

Headquartered in Memphis, Tennessee, the client is an international shipping solutions provider. It presents customers and businesses worldwide with a broad portfolio of transportation, e-commerce, and business services. It is the largest logistics provider in the US and is recognized for pioneering the real-time package tracking system.

CHALLENGES FACED

- Reducing bottlenecks and manual touchpoints that can potentially **cause time-consuming errors**
- Meeting **competitive timelines**
- Preparing for anticipated 100% YoY **volume growth**
- Ensuring **secure transfer** of sensitive/confidential documents
- Eliminating the need for **user training**
- **Automating notifications** regarding status changes and delivery updates

RRD'S STRATEGY

- RRD adopted METRICS to set up a secure and highly scalable business process with **no limits on volumes processed**
- Included a dashboard to provide real-time data insights and reporting, which **enhanced the client's overall responsiveness**
- Enabled automatic delivery of **custom reports and real-time notifications** for job progress and delivery
- **Automated quote and deadline calculation** based on pre-defined business rules
- Ensured **timely and quality deliverables** through data-driven and skillset-based job allocation
- Offered **best-in-class security** with integrated and secured file management system
- Implemented the first-ever 24/7/365 digital factory approach to **manage end-to-end operations**
- Deployed a dedicated project manager to **facilitate interactions** with the on- and off-site managers

THE TRANSFORMATION PROCESS

- Took a consultative approach to understand and analyze the client's workflow requirements and defined the challenges, scope, and project objectives to develop a **100% customized METRICS solution**
- METRICS' configurable UI enabled the client to easily connect people and processes across the organization for a **transformative employee experience**
- It seamlessly integrated with internal HR and talent management systems to **optimally employ available resources**
- The intuitive user interface provided a single-view dashboard that would allow the client and the operations team to track **performance and trends**
- METRICS created a seamless flow of jobs across the dedicated production teams RRD built for the client in the APAC region. This generated cross-department synergies and created an **integrated digital workplace**

ABOUT RRD

RRD is a leading global provider of multi-channel business communications services and marketing solutions. Operating across 29 countries, we offer the industry's most comprehensive range of solutions designed to help companies—from Main Street to Wall Street—enhance customer engagement and streamline business operations. Our full-spectrum capabilities, experience, and scale enable organizations to create, manage, and deliver their marketing and business communications strategies optimally.

For more information, visit www.rrd.com

