bizagi

Multinational distribution company automates customer contact center to resolve cases 33% faster

BUNZL retail supplies

Customer:
Bunzl Retail and Healthcare Supplies

Industry:
Transport & Logistics

Location:
United Kingdom

Bunzl Retail and Healthcare Supplies, part of the wider Bunzl Group, had a vision to enable more connectivity, both within their business between employees, and with suppliers and customers. As the business grew, they wanted to enable a centralized way of working to remove pain-points for stakeholders by using a process automation platform. They began by automating elements of the customer contact center to help employees log and resolve enquiries more efficiently.

Using Bizagi to act as a foundation, Bunzl set about connecting their systems and people to enable a more efficient way of working. Their customer enquiry process was automated to gather data and call logs, so agents are now instantaneously presented with all relevant data on a single screen so they can resolve enquiries faster. The customer service team can resolve calls 33% faster, which equated to seven person-days a month.

Additionally, Bunzl created a sustainability hub using Bizagi Sites, to enable suppliers to submit the composition of their products, which in turn helps customers to make an informed decision about purchasing packaging and other goods.

Their most complex use of Bizagi is in the product lifecycle management process, which processes 4,000 cases per month with the standardized process saving time and providing accuracy of data with automated audit trails.

Objectives

- Centralize processes to connect employees, customers and suppliers
- Assess and develop business processes to improve company efficiency and remove wasted costs
- Save time and increase productivity by automating manual tasks
- Optimize customer contact center to improve customer experience
- Create single point of reference for information for customer service agents
- Integrate product lifecycle process with Sage ERP system
- Standardize processes, such as purchase order requests
- Connect legacy systems end-to-end on single platform
- Automate processes to eliminate reliance on emails and offline work

Achievements

- Established 'Connect' program, using Bizagi as the central platform
- 77,000 customer enquiry cases processed through new automated workflow
- 33% faster customer call resolution, 6-minute calls now take 4 minutes
- 7 days a month saved on call logs & resolution in customercontact center
- System integration and automation presents all relevant data on one screen
  All actions take place within Bizagi workflow
- Supplier portal created in Bizagi Sites to promote product sustainability
- 4,000 product lifecycle cases processed per month
- Increased data accuracy as a result of system integration
- Bunzl Connect seen as a showcase for other Bunzl divisions and geographies

---

bizagi | ✉ hello@bizagi.com
🌐 bizagi.com

"Through [Bizagi] we are sharing and working on processes across different teams and departments. We take some of those processes into our customers and suppliers without having the disconnect by going offline or into emails. All of those things happen end-to-end within a single platform."

Adil Jan,
IT Director

Overview

Bunzl Retail and Healthcare Supplies provides goods not for resale, i.e. items that businesses use and consume to run their business, but do not sell for a return. They are part of the wider Bunzl group, a multidimensional organization which also supplies goods to the healthcare, safety, catering and cleaning industries through the different operating companies within the group.

Their vision was to connect their internal staff not only with each other, but also with customers and suppliers to enable more efficient ways of working and ultimately take away pain points to deliver a better service.

They began with automating elements of the customer contact center to help employees log enquiries more efficiently and building a supplier portal in Bizagi Sites to aid with packaging sustainability practices. With over 45 processes live currently, they are continuing to automate processes within the organization to drive more connectivity and efficiency.

Challenge
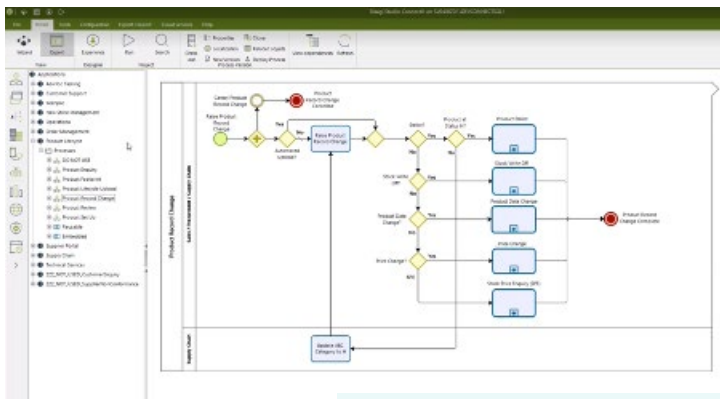
Workflow example in Bizagi

Bunzl Retail and Healthcare Supplies was using a legacy workflow tool in their business to create and manage processes. As the business grew, they wanted to integrate more applications and build more complex processes, so began a search for a more sophisticated tool that could scale with Bunzl as they expanded their business offering.

Selecting a new tool was important to the project, as it would lay the foundation for their imminent projects and future ventures in transformation and automation. The key goals were to save the business money by reducing wasted effort and improving business processes across the organization.

"For us it was important to have that vision and look ahead, not just what we couldn't do in the past, but also what we wanted to do in the future... so we definitely needed a platform that was going to scale with us."

Adil Jan, IT Director

Bunzl's leadership team agreed that the vision for their business was to connect their team internally across all departments and also with customers and suppliers. The aim of this connectivity was to make day to day operations easier for both the internal and external stakeholders.

Solution

Bunzl created a steering committee that had representation from across the business, including senior management, to help define their vision. The group established priorities, so they had a strong strategy in place before beginning their process optimization and automation projects.

After scoping out their requirements, they selected Bizagi to enable their transformation projects. Internally, they referred to their process work as "Connect", due to their emphasis on connecting people and processes to help Bunzl to operate more efficiently.

"Through [Bizagi] we are sharing and working on processes across different teams and departments. We take some of those processes into our customers and suppliers without having the disconnect by going offline or into emails. All of those things happen end-to-end within a single platform."

Adil Jan, IT Director

The first process they automated was logging and resolving customer service tickets and enquiries that would come from retailers to the customer service team. They wanted to select a process that wasn't too complex, but would deliver a big impact to both internal and external stakeholders.

The team would manually log calls or emails on the system along with data about related sales orders, customers and products, to track the enquiries and ensure resolution. They received 16,000 calls a month, lasting an average of six minutes per call. The manual nature of their previous system meant that as the business was growing, it was hard to keep up with the volume.

Bunzl has the potential for double the volume of calls now, 32,000 calls a month, so they needed to save time and effort to ensure enquiries were logged correctly. Customer service agents would have to go into separate systems to retrieve relevant data. Using Bizagi, they were able to present all the data related to the specific enquiry (such as sales order data, product prices etc.) on one screen straight away.

"The whole point of choosing a system like [Bizagi] is so that we could surface the data in one system and present it to [customer service agents] in a way that fits the particular process that they're doing… you've got that enriched reporting out the back of it as well to show how all the data relates."

Dan Harrison, System Tech Lead

Results
Customer enquiry resolution
By automating the data gathering and call logs, the customer service team can resolve cases in an average of four minutes. This saving of two minutes per ticket, equates to seven days a month based on their existing volume of enquiries. If they doubled the business, there are potential savings of 14 days a month, from this single process. They have already processed 77,000 cases in the customer contact center in the first two years of use. Additional savings through analysis and workflow have enabled them to save a head count of two agents logging calls.

The customer service managers were pleased that their process was the first to be automated as they had a lot of pain points. The first version was delivered in just three months, but the IT team are continually working with the team to get feedback and constantly working to improve the process. Now that the solution has been deployed, they are running new versions of the processes in parallel to get feedback from users and measure the potential time differences.

"It's nice to see the process evolution and the beauty of Bizagi is it allows you to do that incremental change, so we've added new sub processes into that original process so we can track quality complaints with specific processes."

Dan Harrison, System Tech Lead

The additional subprocesses enable Bunzl to track quality complaints, and to manage pick shortage claims to support customers who have been sent the wrong product or incorrect amounts. This sub process branches off to the warehouse team to ensure faster problem resolution.

Sustainability process
Bunzl is using Bizagi Sites to enable sustainability and environmental awareness for its customers. Bunzl is helping retailers understand the composition and recyclability of the packaging and products they provide, so retailers can make informed decisions when purchasing goods.

To achieve this, Bunzl created a supplier portal using Bizagi Sites, which is being used by over 400 of their global suppliers to enter the breakdown of materials through forms which link to a Bizagi-hosted database. To save time, suppliers can query the Bizagi database to retrieve information on products that have previously been entered. This data is then automatically passed to the Bunzl procurement team for approval.

The supplier portal is designed to look and act as an external-facing website and is used to host sustainability information and legislation along with FAQs and user guides of how to fill out the forms and make informed decisions about their environmental footprint.
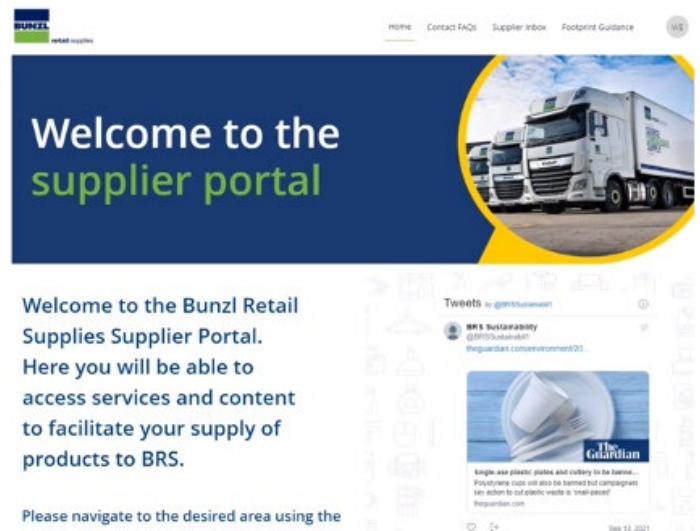
Supplier portal, designed on Bizagi Sites

Thanks to the low-code format and ease of use of Bizagi Sites, the portal was built by a single developer, System Tech Lead, Dan Harrison, with some assistance from the graphic design team for the visuals, in just two months. They began with mapping the process in Bizagi Modeler before integrating it with their pre-existing Bizagi database and adding the external-facing supplier portal with embedded forms to provide a smooth user experience.

Product Lifecycle Management

A third example of how Bizagi is being used within Bunzl Retail, is to manage the Product Lifecycle Management process. Master information on products is stored in the Sage ERP, but responsive Bizagi forms act as the user interface, taking information from Sage and standardizing the process to ensure accuracy. This is vital as one incorrect decimal place can cost the business greatly. Automated triggers within the forms ensure that new cases are created for each request.

The forms can be used on various cases, including raising issues on gaps in the supply chain, price increases, switching suppliers and removing items from sale. Approximately 4,000 cases per month are processed in Bizagi. Previously, Bunzl employees would have to manually fill any data changes within Sage, but the automated forms now send the request to suppliers to complete, saving time and ensuring accurate updates.

Bizagi-enabled forms