

# INSTANT DETECTION

## IN MINUTES—NOT WEEKS

At this global consumer products company, when large retail customers reported problems—a missing or late shipment, for example—it could take several work-intensive weeks to determine what went wrong. By that time, these customers may have identified other separate challenges... and the cycle continued. But with advanced analytic and visualization capabilities in place, this company was able to identify the root causes of customer service issues in a matter of minutes, making it easier to solve them and move on to the next thing quickly.

## WHERE WE FOCUSED



### DATA

Raw customer order data at this global powerhouse could easily comprise **50 or even 100 million records**—spanning different parts of the business. We linked data sources, added a layer of analytic capabilities, and delivered visual reports that made it easier to zero in on the issues.



### VISUALIZATION

We created a solution of **integrated dashboards** covering the gamut of customer service metrics, eliminating the need to squint at Excel tables and generate custom reports on common issues.

## IMPACT

- » Minutes, not weeks, to review 100+ million data entries
- » Less time chasing data, more time improving service
- » Instrumental in recouping \$14 million in lost revenue due to customer service missteps

## NOW, THEY CAN...



### SCAN ISSUES DAILY

Today, the team starts every morning with a set of focused reports that **identify potential issues or problems before they unfold**.



### TRACK SPECIFIC ISSUES THROUGH THE VALUE CHAIN

When problems arise, it is now possible to track it through every link in the supply chain—to **identify the exact moment where a breakdown occurred**—in minutes.



### MAKE CONNECTIONS TO OTHER DATA SOURCES

External issues such as the weather can lead to supply chain problems. With such **issues built into its analytics approach**, this company has a broader view of all the issues affecting service.

## LET'S TALK

Want to know how you can get your business analytics efforts to work harder and deliver more business value—in customer service or elsewhere? **We should talk.**

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