CORIENT
Customer Oriented Company

E-COMMERCE

Transforming Back Order Management for a 50-Year-Old E-commerce Company

Introduction

A well-established e-commerce company specializing in caravan spare parts across the UK approached Corient for support in managing their back orders. Despite being a trusted name in the industry, the company faced operational inefficiencies, particularly in their order tracking and management processes. Corient initially provided 1 Full-Time Equivalent (FTE) resource, which expanded to 3 FTEs as the scope of tasks grew from 3 to 21, encompassing both B2C and B2B functions.

The Problem?

- The client lacked a structured process to track and chase back orders effectively.
- Discrepancies were observed between goods received and goods invoiced.
- Warehouse operations were not updating the system promptly upon receiving goods, leading to delays and inaccuracies.

Corient Solution

- Developed a process flow to track orders from placement to warehouse receipt, ensuring visibility and accountability at every stage.

> **The best accountants are the architects of financial legacies.**
>
> **– Laura Anderson**

- Shared timely feedback for software improvements to streamline the order management process.
- Expanded task scope to include live chat, email handling, product description updates using ChatGPT, and managing new product uploads for B2C tasks.
- Managed B2B responsibilities such as supplier follow-ups, chasing refunds from Amazon and DPD, and ensuring seamless communication with stakeholders.

Challenges Faced

- Identified a significant gap in how the warehouse received goods without updating the system.
- The client's existing software needed modifications to facilitate smoother order management and reporting.

Overcoming the Challenges

- Provided continuous feedback to the client for software enhancements, which were implemented to address operational inefficiencies.
- Designed and implemented a robust process flow to ensure accurate tracking of goods from order placement to invoicing.
- Cleared significant backlogs, improving the client's overall operational efficiency.
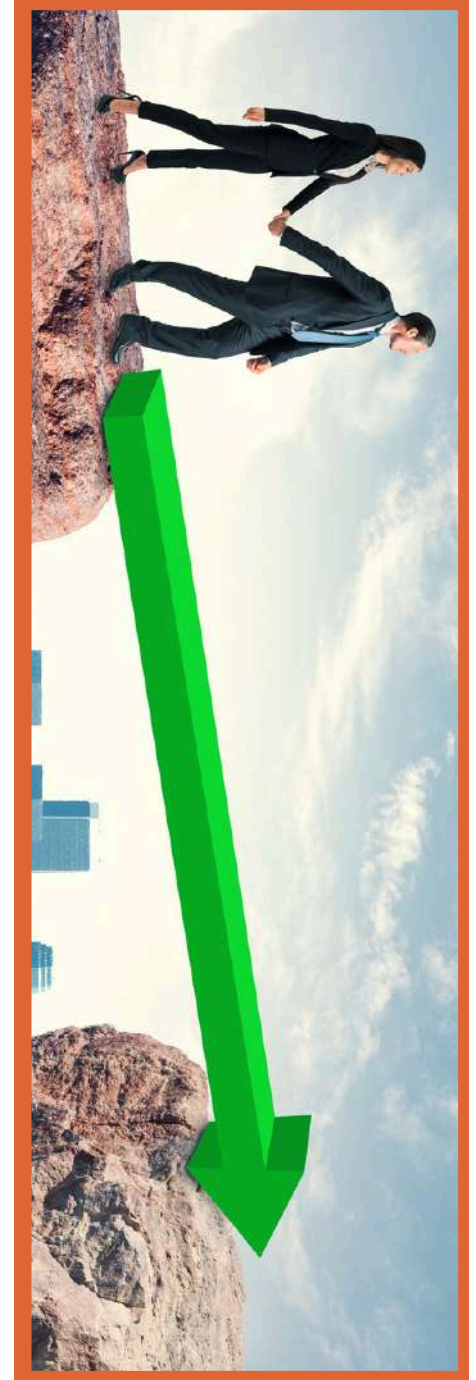
Behind every good business is a great accountant.

– Anonymous

Result Achieved

- Orders were tracked and received on time, improving customer satisfaction due to timely delivery.
- The client's CSAT score on Trustpilot increased, reflecting higher customer happiness and loyalty.
- Product descriptions on the website were enhanced with relevant and engaging content, improving the user experience.

Conclusion

Corient's tailored approach and process-driven solutions significantly improved the client's back order management system. By addressing operational gaps, enhancing order tracking, and optimizing communication, Corient not only resolved immediate challenges but also set the foundation for long-term operational efficiency and customer satisfaction. This case highlights Corient's commitment to delivering impactful solutions that drive measurable results for clients.

The road to success and the road to failure are almost exactly the same.
– Colin R. Davis