

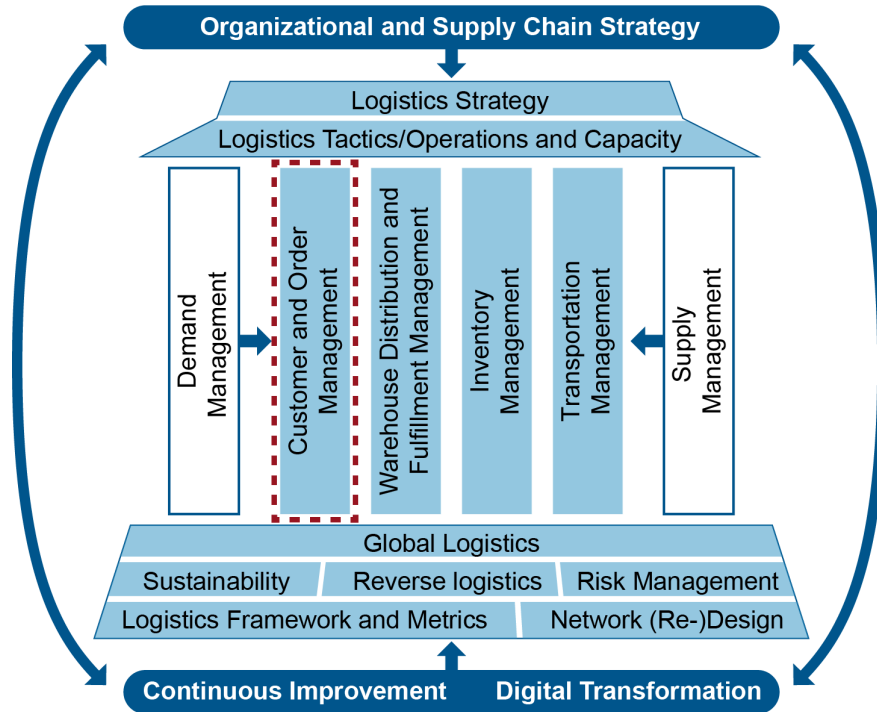
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CERTIFIED IN LOGISTICS,
TRANSPORTATION AND DISTRIBUTION

MODULE 3: CUSTOMER AND ORDER MANAGEMENT

Module 3: Customer and Order Management

Module 3 Overview



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CERTIFIED IN LOGISTICS,
TRANSPORTATION AND DISTRIBUTION

MODULE 3, SECTION A: ENABLE CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Understand CRM and Apply Customer Segmentation

CRM, Defined

- Marketing philosophy based on putting the customer first
- Support customer needs through:
 - Account management
 - Catalog and order entry
 - Payment processing
 - Credits and adjustments



Understand CRM and Apply Customer Segmentation

Customer Service Variables

Pre-transaction variables

- Set customer expectations
- Customer service policy in writing
- User-friendly order taking

Transaction variables

- Reliable, consistent, and professional
- Anticipate questions and concerns

Post-transaction variables

- Quality follow-up
- Prompt and accurate invoicing process
- Communication is key

Customer Segmentation

- Groups relevant to marketing
- Demographics and attributes
- Operationalized segmentation for logistics
 - Logistics requirements
 - Customer behavior
- Logistics service level

Segment customers by:

- Market
- Value
- Physical characteristics
- Geography
- Sales/demand
- Preferred mode
- Network
- Organization type

Understand CRM and Apply Customer Segmentation

Operationalizing Segments Based on Value Proposition

Low-cost

- Lean supply chain
- Reliable, on time, in full, consistent quality, no surprises

High demand variability

- Agile supply chain
- Timely response to volume/product change
- Flexible capacity

Project-driven

- Plan-based approach with tight change control
- Timing and specifications compliance
- ETO to deadline

Long-term collaboration

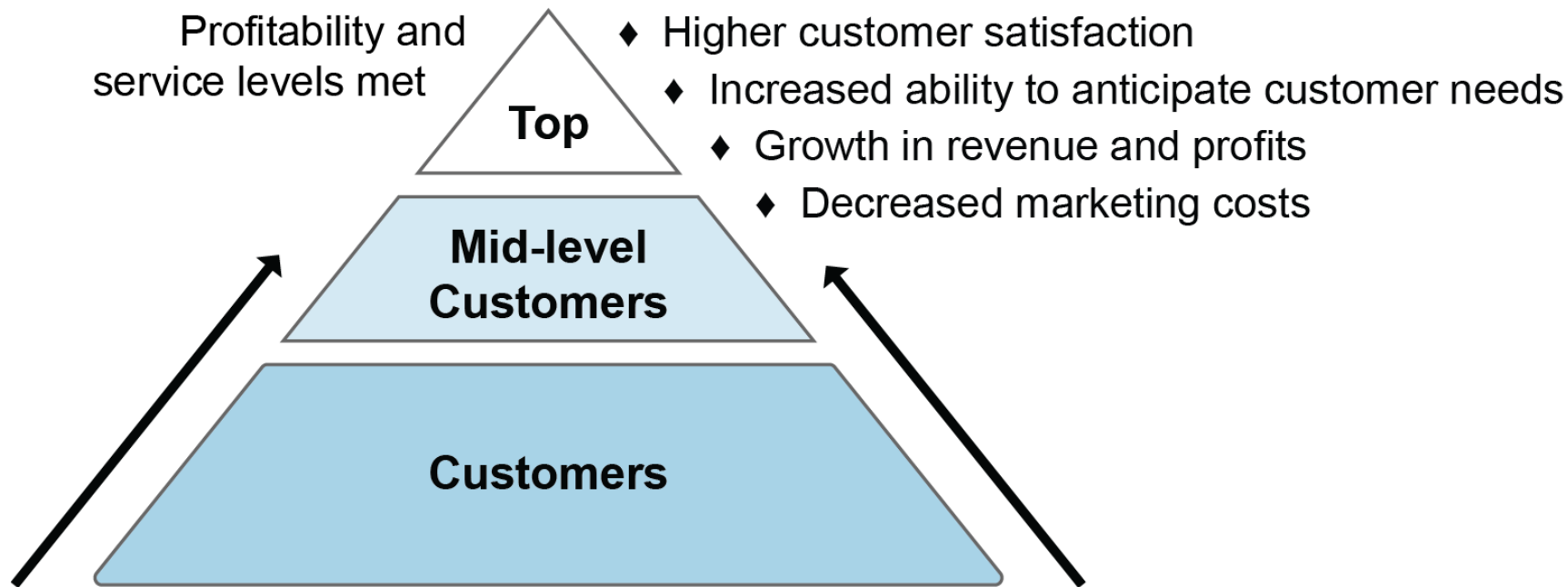
- Mutual gain: consistent quality, pricing, delivery timing, and supply
- Insights, strategy, tactics, operations

Innovative/emergency capacity

- New types of capacity developed rapidly
- Innovative solutions

Understand CRM and Apply Customer Segmentation

Lifetime Customers



Understand CRM and Apply Customer Segmentation

Lifetime Customer Value (LCV)

- Customer profitability metric
- Predict net present value of future profits
- Focus on long-term health
- Rate and cost of customer acquisition
- Customer marginal profit increases and retention

Understand CRM and Apply Customer Segmentation

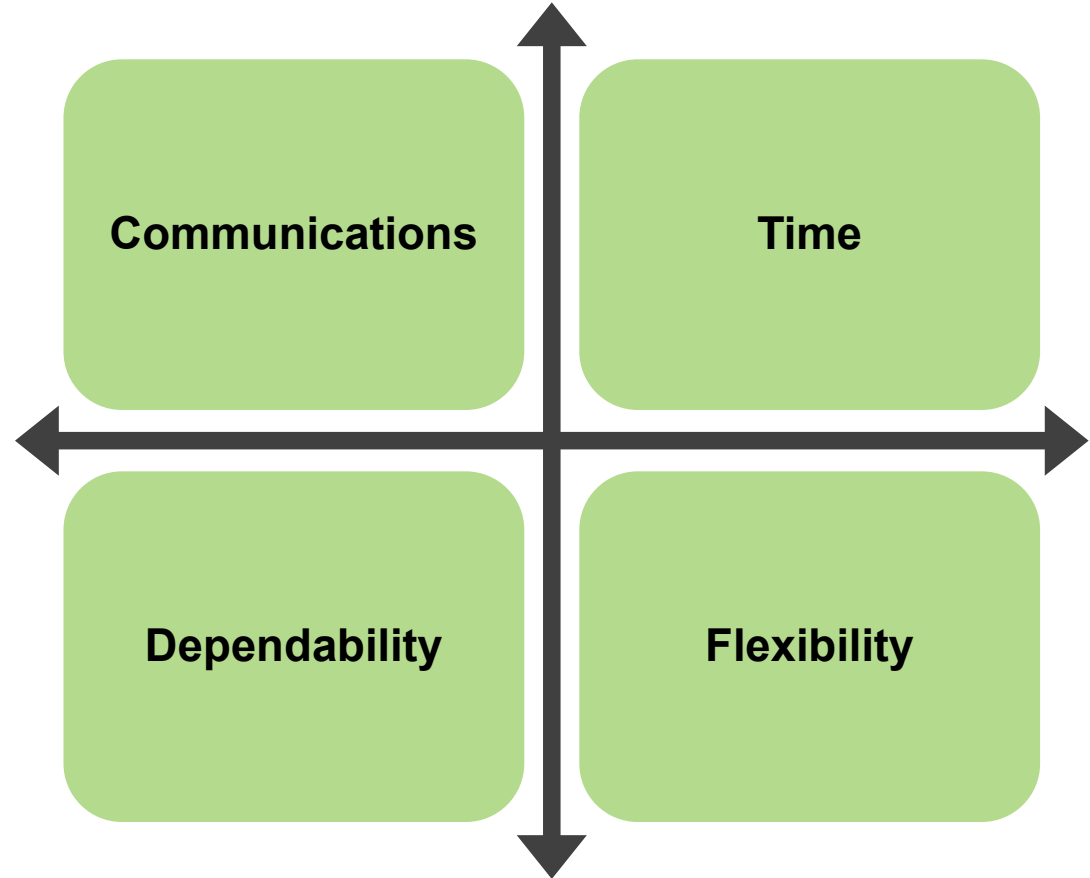
Operating Profit versus Cost

	Low Cost	High Cost
High Operating Profit	Protect	Improve or transform supply chain
Low Operating Profit	Build relationship	Influence, upcharge, shift, or avoid

Understand CRM and Apply Customer Segmentation

Customer Expectations of Buying Experience

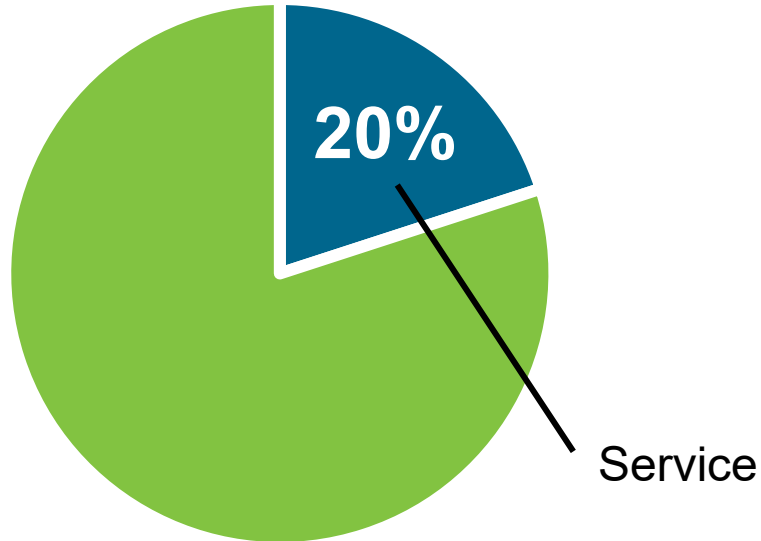
Ease of doing business in four areas



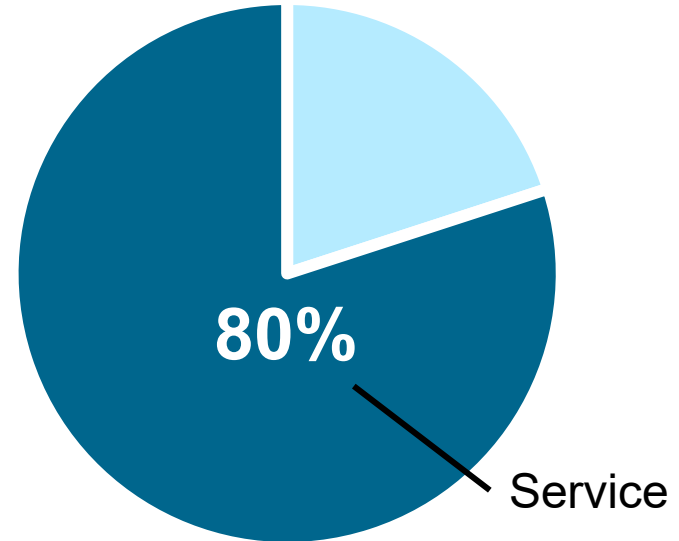
Understand the CRM Process

Service and the 80-20 Rule

Total costs

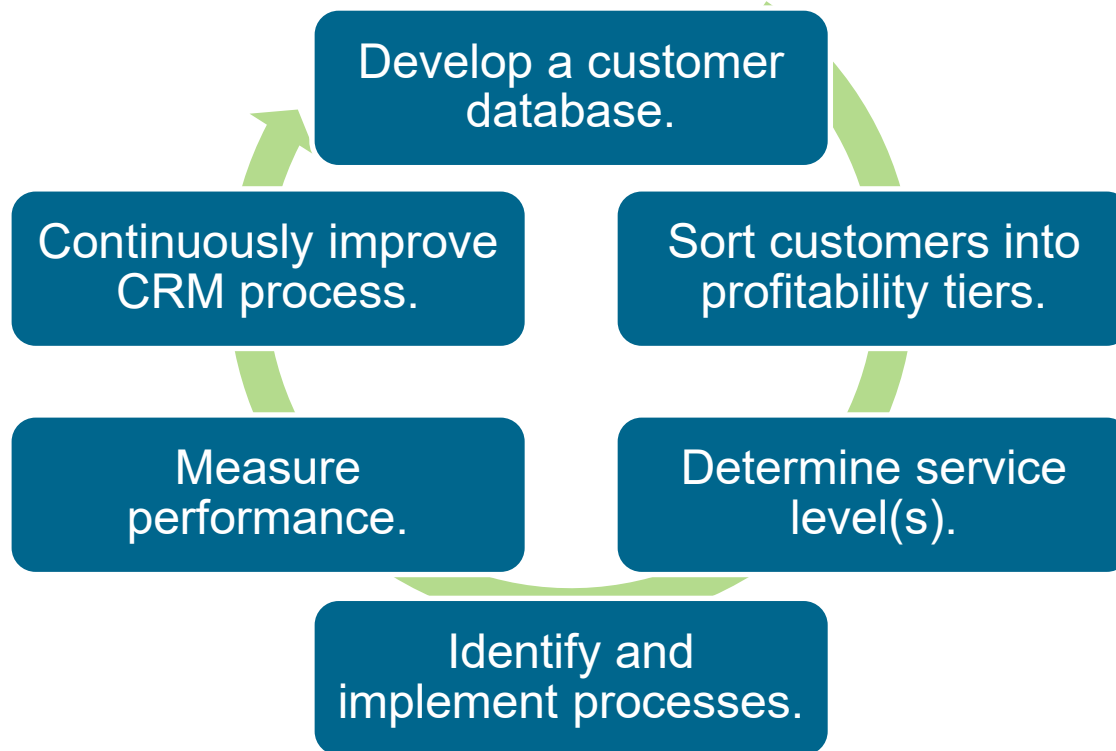


Customer satisfaction



Understand the CRM Process

Steps to the CRM Process



Methods for Determining Customer Profitability

Use results to rank from high to low and group into tiers by profitability.

- Single allocation criteria
- Activity-based costing
 - Operating Profit Contribution
= Gross Profit – (Invoices × Average Cost/Invoice)
- Cost-to-serve

Understand the CRM Process

Determine Proper Customer Service Levels

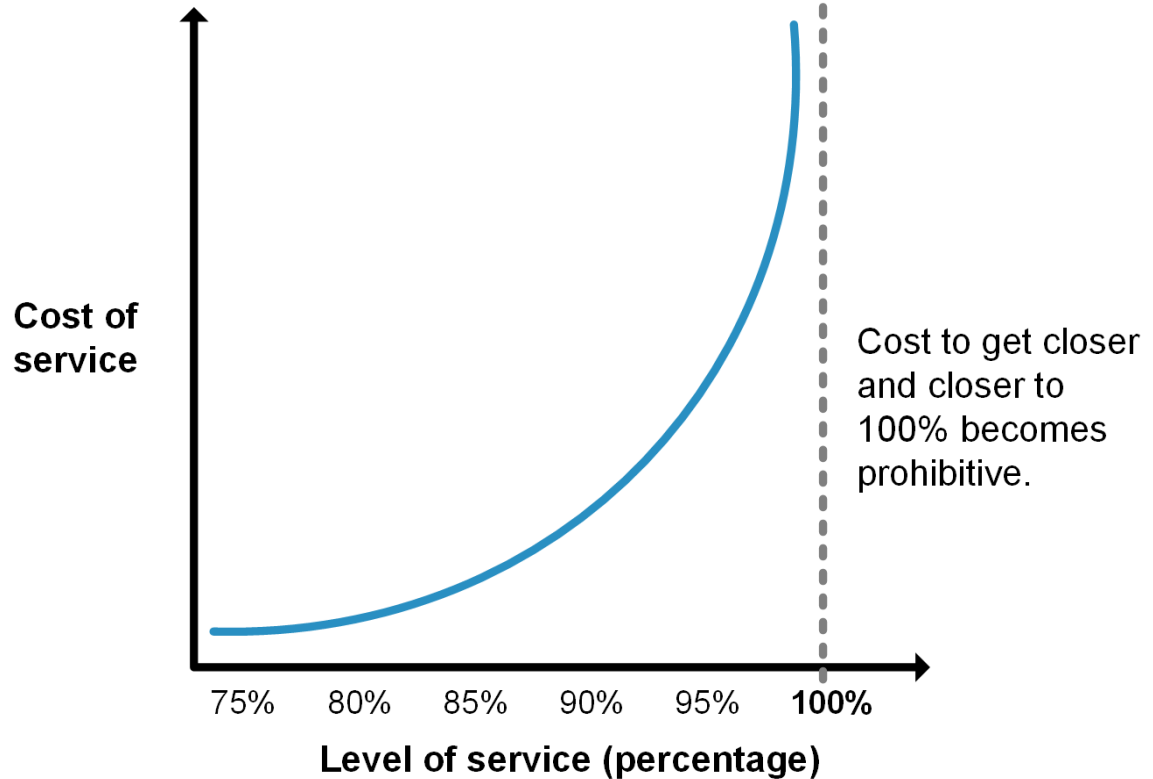


1. Identify what each customer segment values.
2. Categorize service components.
3. Prioritize by segment or customer tier.
4. Establish service level metrics.
5. Benchmark vs. competitors: relative service.
6. Do a gap analysis.
7. Design product/service to exceed minimum requirements.
8. Analyze business case.
9. Monitor and control.

Understand the CRM Process

Economic Constraints on Level of Service Offered

Excessive safety stock and preparedness measures become unprofitable near 100% service level.



Facilitate Customer Service Management (CSM)

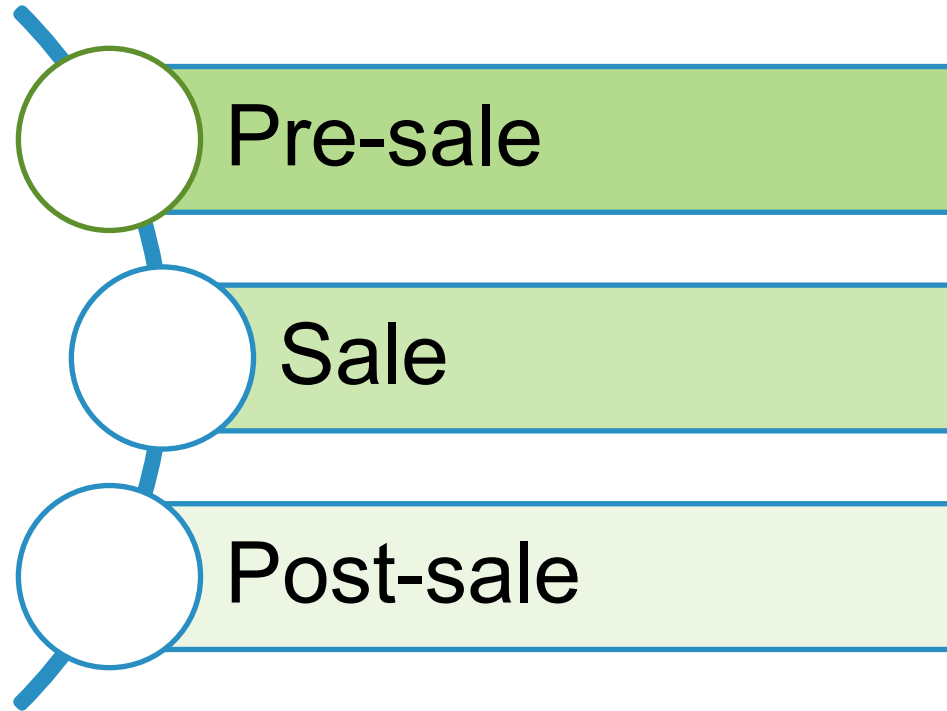
Customer Management Elements

Measure over time against goals and benchmark competitors.

- Reputable
- Accessible
- Informed
- Informative
- Responsive
- Confidential
- Capable
- Honest
- Consistent
- Dependable

Facilitate Customer Service Management (CSM)

Service Level Agreements (SLAs): Metrics for



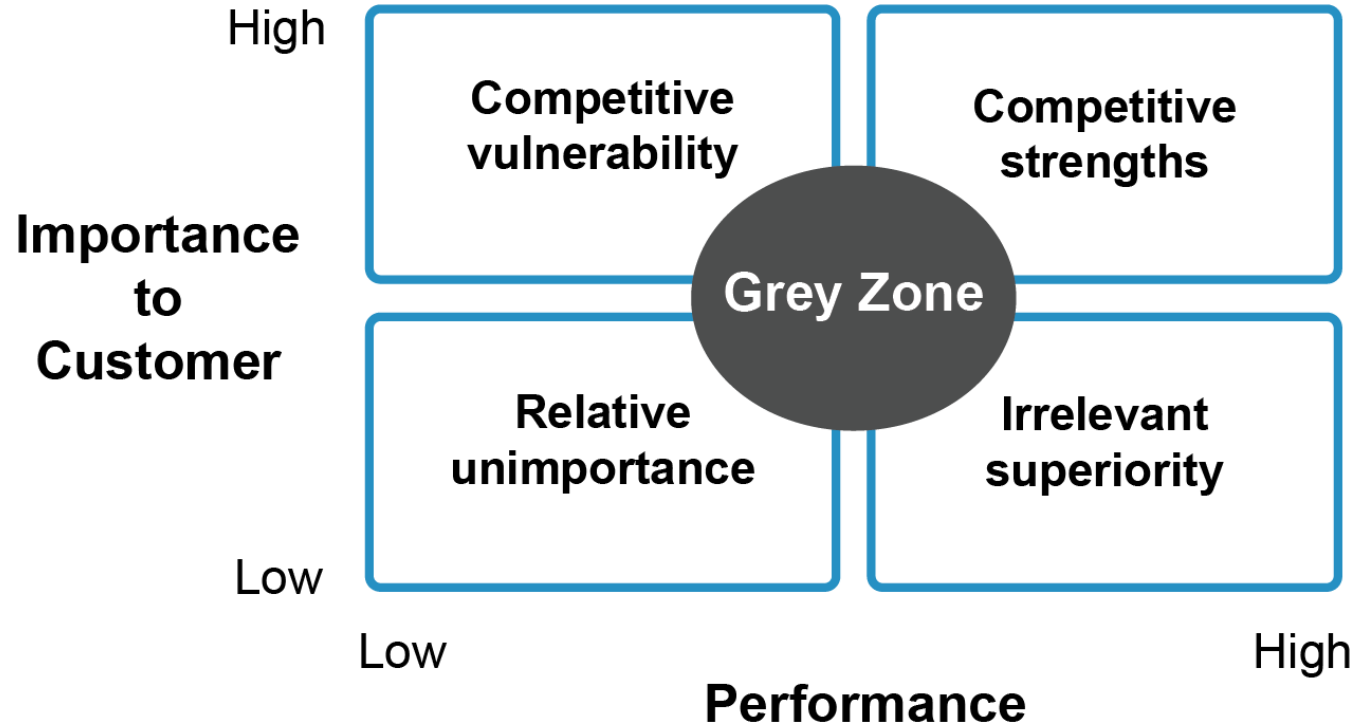
Facilitate Customer Service Management (CSM)

Customer Service Management Strategy Development

1. Analyze current relationships.
2. Research expectations and preferences.
3. Benchmark other organizations.
4. Identify strengths/weaknesses per service element.
5. Calculate benefit-cost ratio and other financial analysis.
6. Select tools and technologies.
7. Implement strategy.
8. Measure performance and identify improvement areas.

Facilitate Customer Service Management (CSM)

Service Element Analysis



Adapted from source: David F. Ross, *Distribution Planning and Control—Managing in the Era of Supply Chain Management*, third edition. Used with permission.

Facilitate Customer Service Management (CSM)

Implement Strategy

Customers

- Value-added services
- Better communication

Employees

- Streamline workflows
- Encourage continuous improvement

Supply channel participants

- Competitive pricing
- Benefits: Incentive to keep customer as priority

Shareholders

- Return on investment
- Earn customers' loyalty

Facilitate Customer Service Management (CSM)

Sales and Marketing Support



Customer contact team



Customer service policies



Troubleshooting

Facilitate Customer Service Management (CSM)

Technical Support, Service, and Parts

- Product recalls
- Replacement parts
- Claims and returns
- Repairs, installation, and warranties

Facilitate Customer Service Management (CSM)

Customer Service Ratio (Fill Rate)

- A measure of delivery performance of finished goods
- Percentage of product delivered compared to the amount ordered by the customer
- Variations in fill rate include:

Monetary
value

Unit
(SKU,
eaches)

Line item

Order

Stockout Frequency

Evaluates management of stockouts.

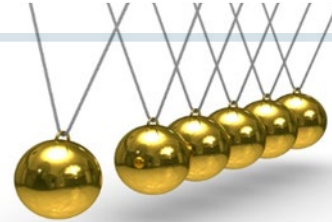
- Monetary value of items ordered that are in stockout
- Percentage of items that are in stockout
- Average age of stockouts
- Average time to recover items from stockout

Facilitate Customer Service Management (CSM)

Lead Time Monitoring



Speed of performance



Flexibility



Consistency



Malfunction recovery

Facilitate Customer Service Management (CSM)

Speed of Performance

Common metrics for measurement

- Delivery lead time
- Time to process a customer-requested change
- Time to respond to a customer query
- Average wait time to connect on 800 number or chat
- Percentage of calls that encounter a busy signal
- Percentage of abandoned calls to customer service

Facilitate Customer Service Management (CSM)

How Effective at Doing What Matters to Customer?



Process

- Delivery lead time
- Profit margins
- Billing adjustments
- Customer complaints
- Emergency response
- Customer order perfect condition
- Damaged goods
- Inventory distance
- On-time delivery



Product

- Design, attractiveness
- Fitness for use, ease of use
- Packaging convenience (protection, information, quantities, storage)
- Service frequency
- Failure rate



Satisfaction

- Customer access to inventory and order status
- Customer complaint analysis/response analysis
- Customer social media/comments
- Focus group feedback

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MODULE 3, SECTION B: ENABLE OUTBOUND AND INBOUND ORDER MANAGEMENT

Set Strategy and Tactics for Outbound and Inbound Orders

Order Management Process

Purchasing Orders

- Order placement
- Monitoring
- Receiving
- Acceptance
- Payment of supplier

Manufacturing Orders

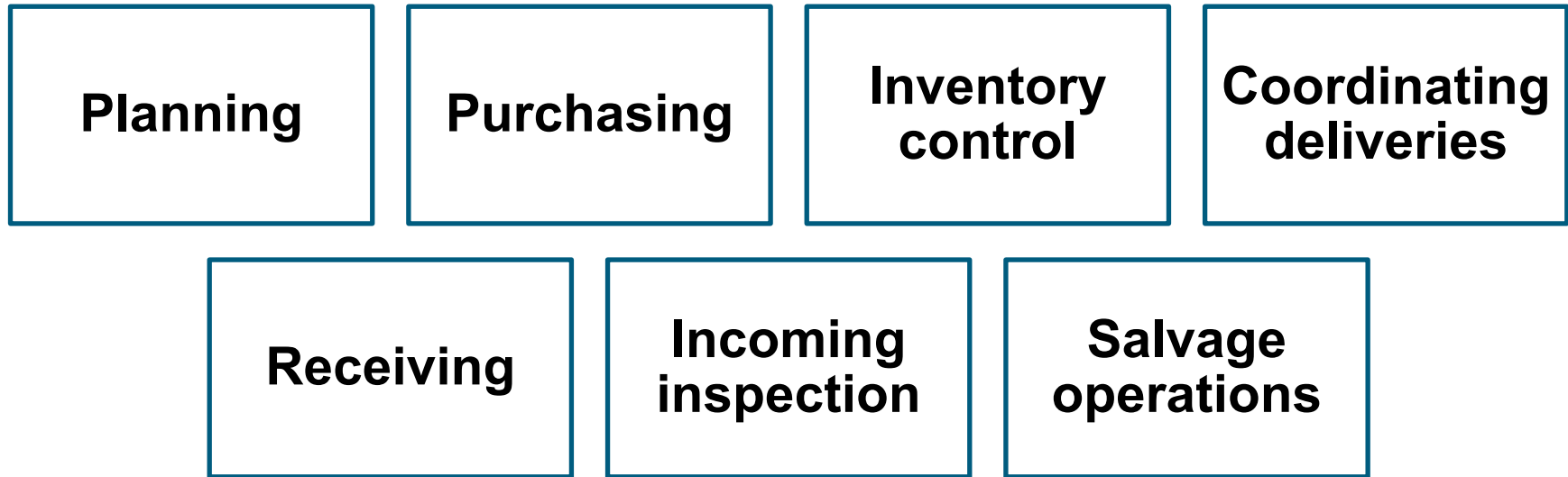
- Order release
- Scheduling and routing
- Production and control
- Customer receipt or receipt into finished goods inventories

Customer Orders

- Order promising
- Order entry
- Order pick
- Pack and ship
- Billing
- Account reconciliation

Set Strategy and Tactics for Outbound and Inbound Orders

Procurement and Inbound Logistics



Set Strategy and Tactics for Outbound and Inbound Orders

Intracompany, Transfer, and Outbound Orders

Intracompany Orders

- Same legal entity
- No legal restrictions
- No tax implications

Transfer Orders

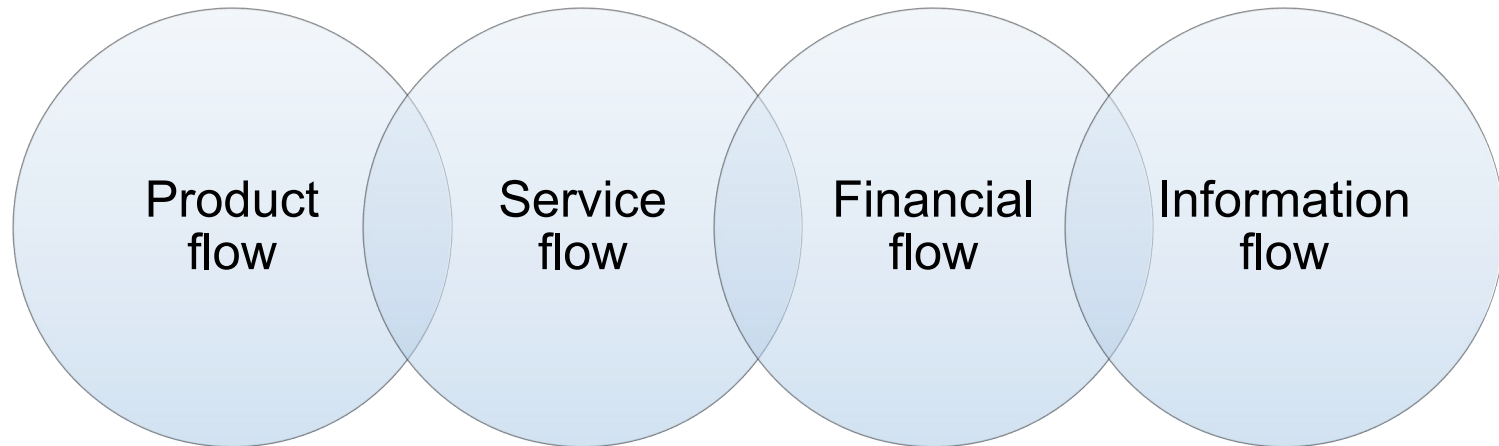
- Not same legal entity (e.g., different divisions)
- Legal restrictions
- Tax implications
- Transfer pricing if international

Outbound Orders

- Shipping and holding completed products until received by customer
- Core logistics responsibility
- Sales and marketing are stakeholders
- Coordinate flows and minimize total cost

Supplier Relationship Management (SRM)

- Uninterrupted flows of materials and services
- Competitively priced raw materials and components
- Ability to prescreen suppliers



Vendor-Managed Inventory (VMI)

- Vendors and customers collaborate on inventory planning.
 - For raw materials or finished goods per service level agreement (SLA).
 - Know what items are vendor managed and report issues.
- Vendor manages restocking.
 - Gets demand information directly: shorter lead time.

Set Strategy and Tactics for Outbound and Inbound Orders

Retail Order Management

- Inbound from many sources
- Prevent inventory accumulation
- Perishability
- Seasonality
- Inventory management system
- Planograms



Inbound Lead Time

- Make suppliers aware of order earlier to shorten their lead times.
- Time components:
 - Order preparation
 - Queue
 - Processing
 - Move/transportation
 - Receiving
 - Inspection



Set Strategy and Tactics for Outbound and Inbound Orders

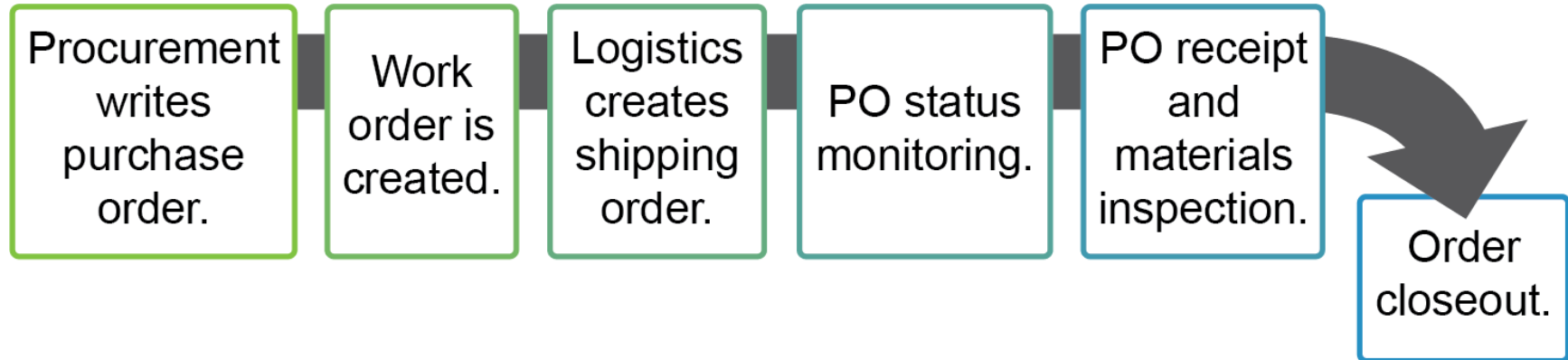
Tactical Level: Routing Guides

Simple list of carriers or detailed inbound, outbound, freight returns, regional routing information, origin-destination tables

- Order management software requirements
- Shipper setup (before first shipment), CTPAT validation, user profile
- DC addresses and codes
- General shipping instructions
- Supplier packaging constraints:
 - Dimensions for racking
 - Weight limits
 - Material-handling equipment
- Approval-to-ship instructions
- Traffic, road construction, tolls
- Customer order schedule

Operational Level: Inbound Logistics Process

- Work order: ERP directs inbound logistics to procure shipping services.
- Shipping order: May be for multiple POs. Instructions.



Transportation Plan

- Optimum carrier/vehicle
 - Freight consolidation opportunities
 - Delivery data
- TMS
- Factory gate pricing
- Freight forwarders

Advance Ship Notices (ASNs)

- Give consignee (buyer) time to plan shipment arrival
- Allow buyer time to arrange delivery appointments
- Enable buyer to redeploy shipment contents
- Reduce uncertainty in order replenishment
- Many countries require ASN to customs authorities.
 - U.S. example: Importer Security Filing or “10+2 rule”

Ensuring Timely Arrival

Order tracking (mainly B2C)

- Ability to determine physical location and supply chain status
- Supply chain event management systems

Order visibility (mainly B2B)

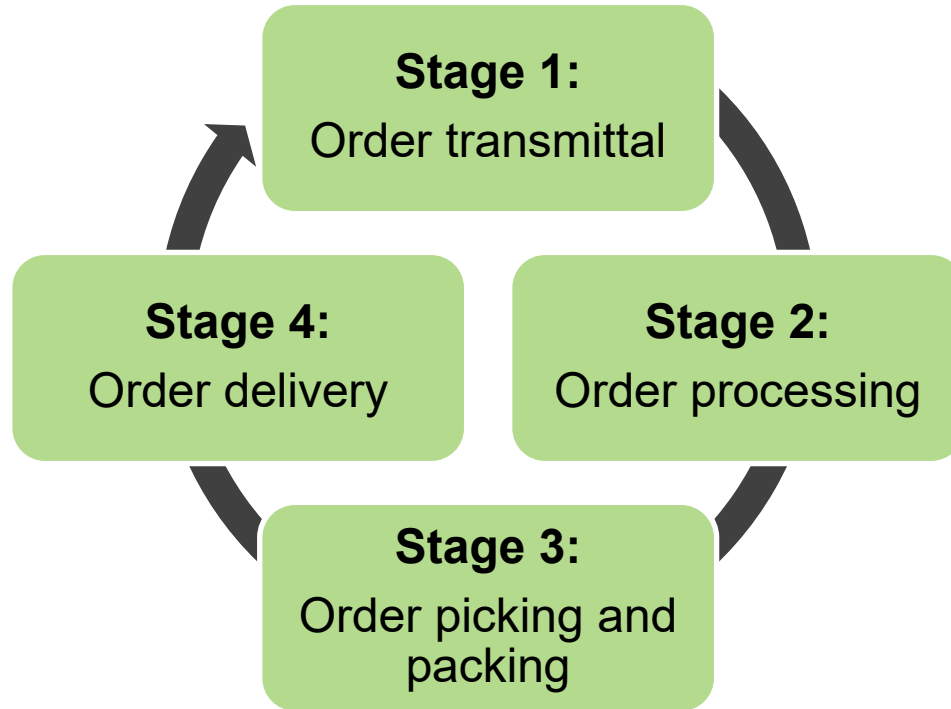
- Ability to locate and view real-time status.
- POs, SKUs in transit
- Role-specific views
- Documentation and regulatory compliance of suppliers

Order Receipt and Quality Inspection: Effective Receiving



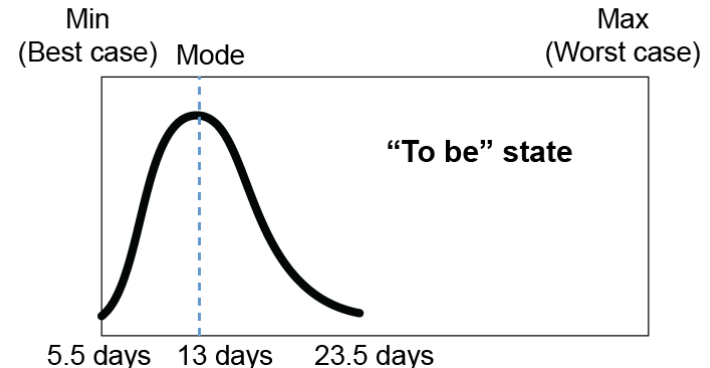
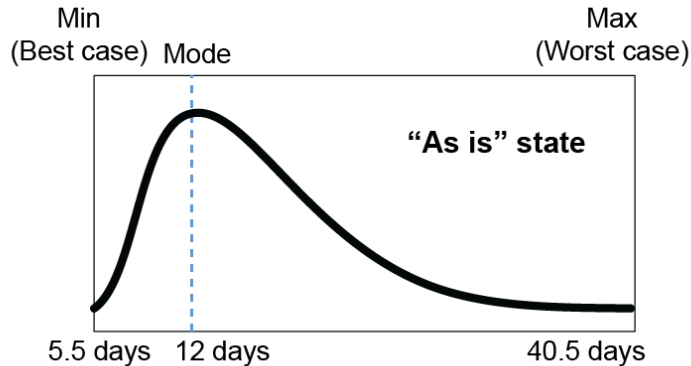
- Coordinate delivery schedule with carriers.
- PO and freight bill vs. receipt date.
- Combine products into groupings.
- Prepare receiving report.
- Move materials and ensure recipient sign-off.
- Coordinate receiving with put-away.

Outbound Logistics and Order Cycle Stages



Order Cycle Time

- Example: To-be plan is to reduce variance.
- Tradeoff: Slightly longer mode.



Source: Adapted from Donald J. Bowersox, David J. Closs, M. Bixby Cooper, and John C. Bowersox. *Supply Chain Logistics Management*, 2013.

Order-to-Cash (OTC) Cycle

- Factors in time for receipt of payment for order.
- Performance used as metric for customer service:
 - Longer order cycles require buyers to have more inventory.
 - High variability in order cycle requires more safety stock.
 - Longer and more variable cycles require investing more cash.



Tracking and Measuring Supplier Performance

Delivery reliability

Quality

Price index

Delivery date

Responsiveness

Promised quantity

Key Performance Indicators (KPIs) for Carriers

Service Quality

Perfect order

Freight safety
and
protection

Billing
accuracy

Transit time

Service Efficiency

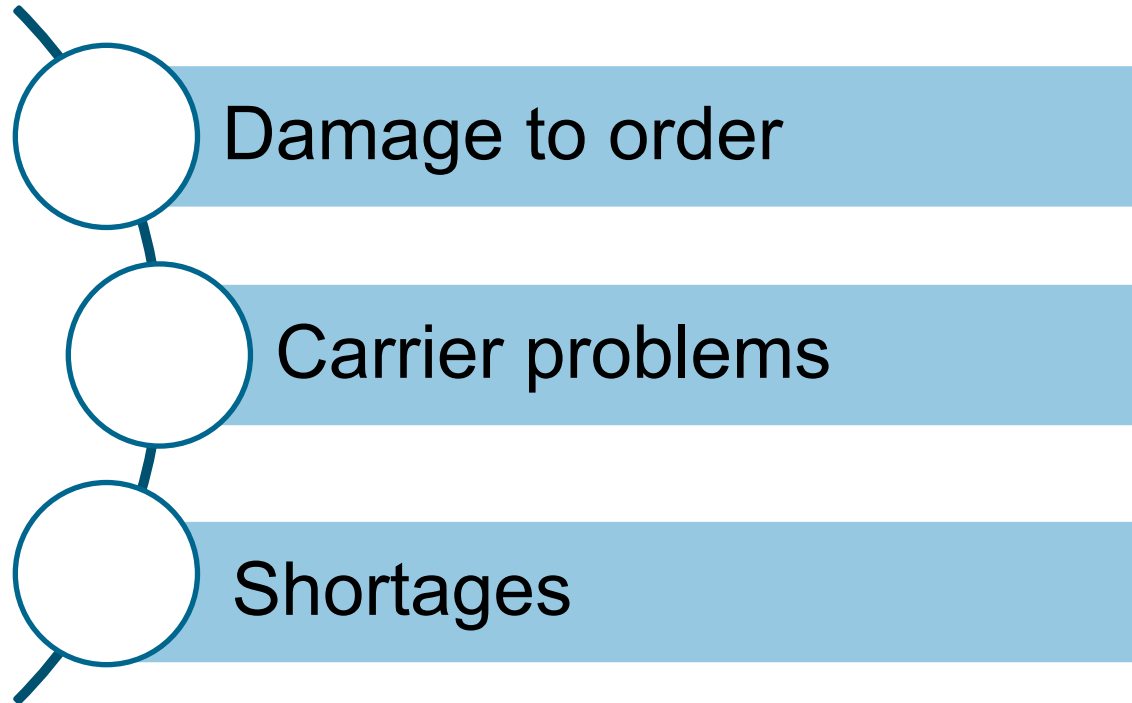
Value added

Aggregate
efficiency

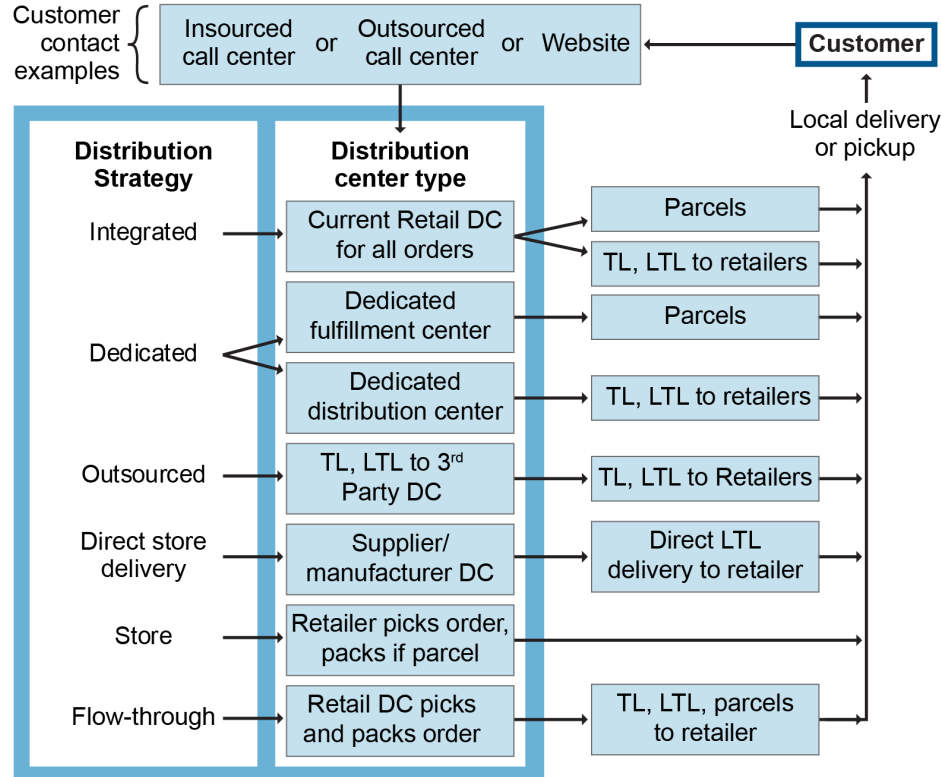
Equipment
efficiency

Organizational
efficiency

Exceptions and Change Management



Order Channels and Distribution Strategies

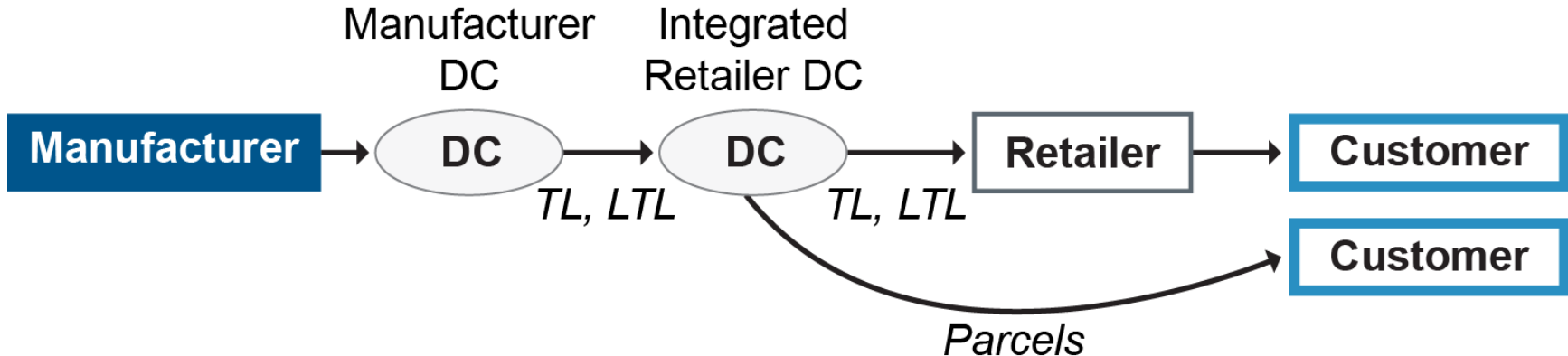


Basic functions of any distribution network:

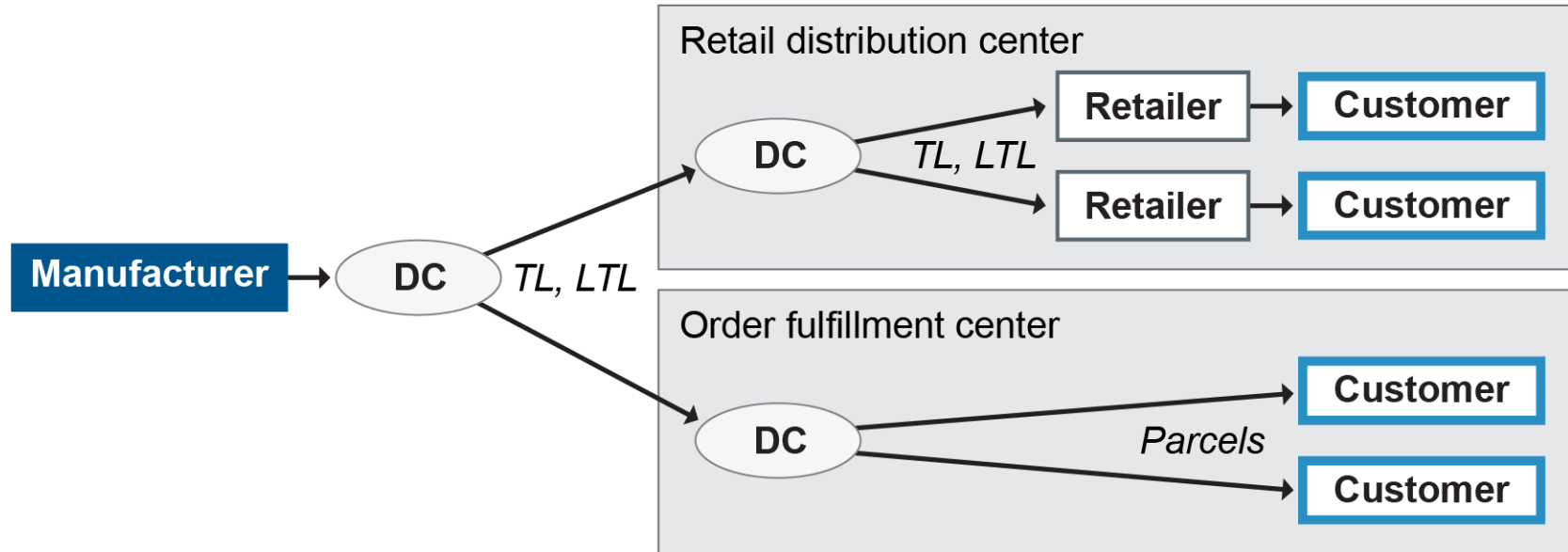
- Sortation
- Accumulation
- Allocation
- Assortment assembly

Integrated Fulfillment

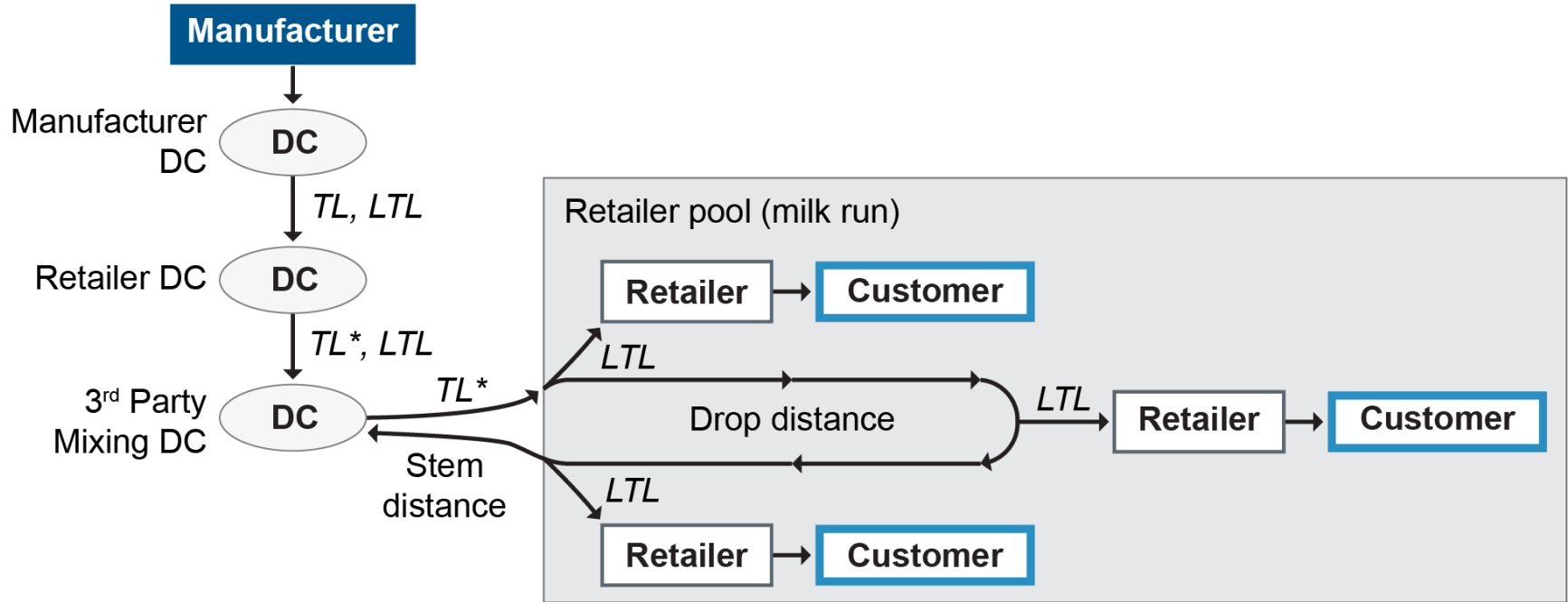
- Leverage existing retail DC to add internet parcel fulfillment without large capital expenses



Dedicated Fulfillment



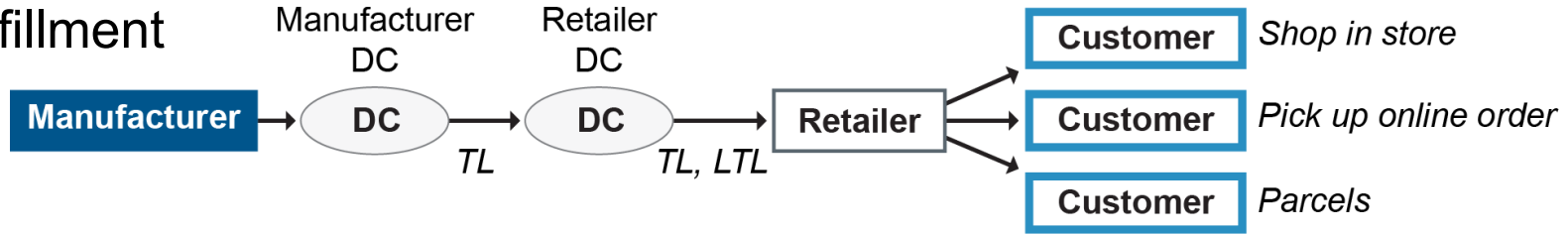
Outsourced Fulfillment (e.g., Pool Fulfillment)



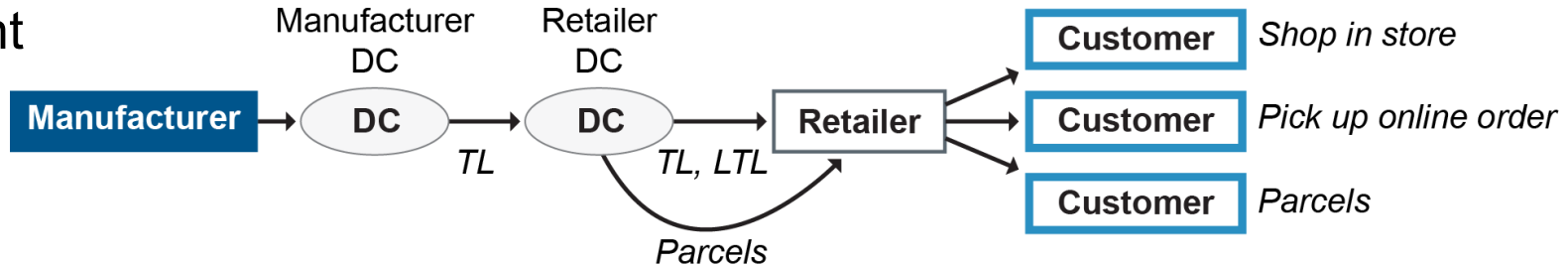
TL* = Full TL shipments of multiple LTL orders

Store Fulfillment and Flow-Through Fulfillment

Store Fulfillment

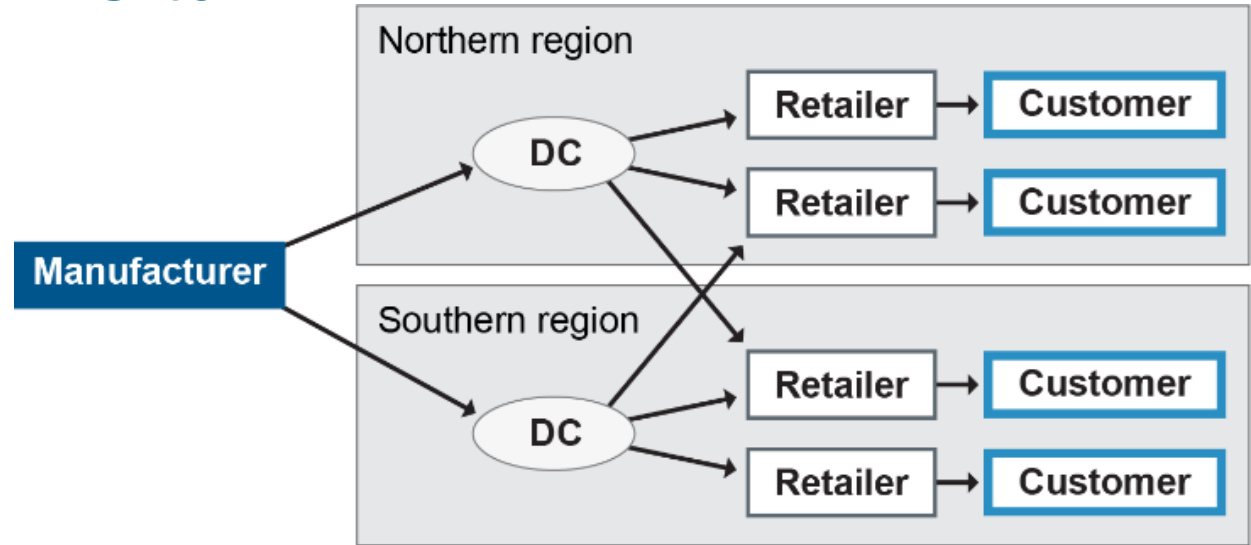


Flow-Through Fulfillment



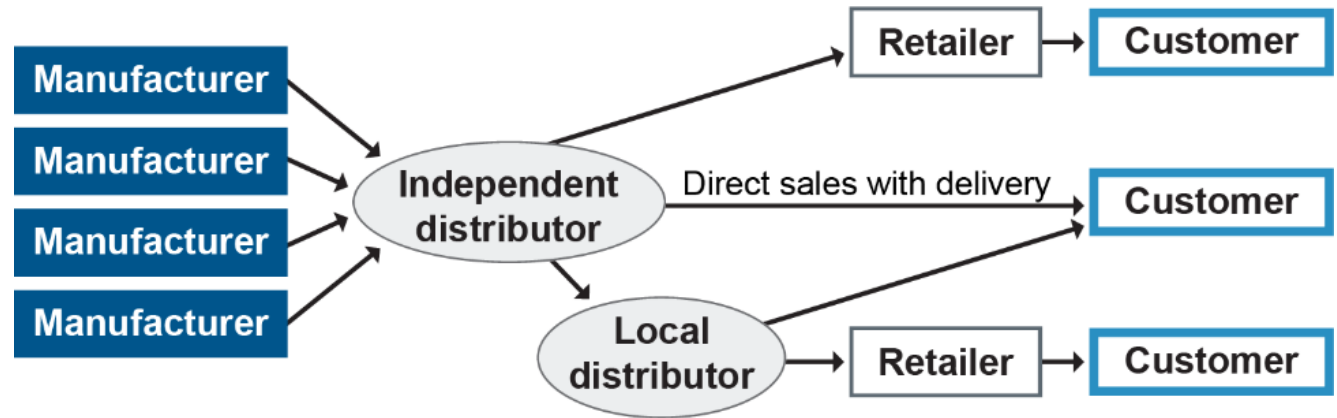
Distribution Networks: Manufacturer to DC to Retailer

Traditional supply
chain



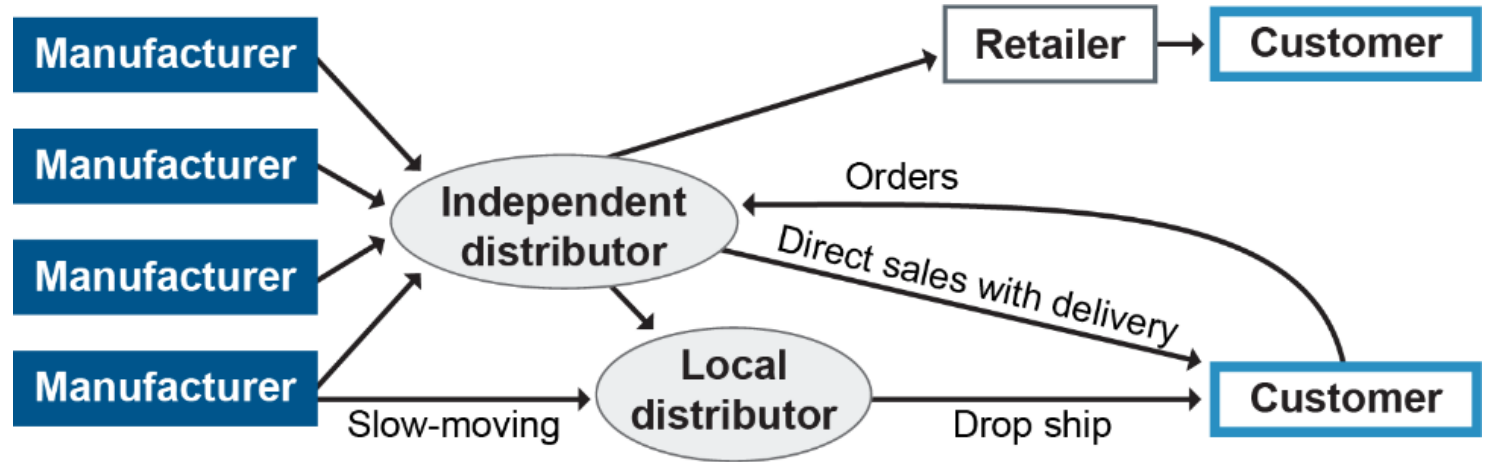
Distribution Networks: Independent Distributor Omni-Channel

One-stop shop for
retailers, local
distributors,
wholesalers



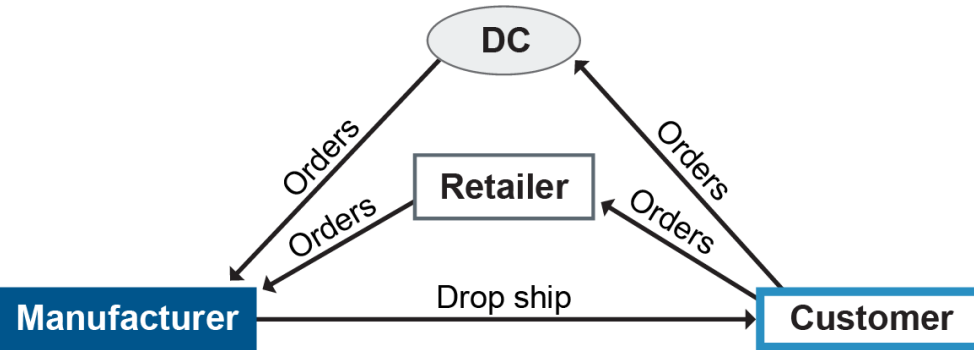
Distribution Networks: Independent Aggregator E-Business Network

- Amazon
- Alibaba

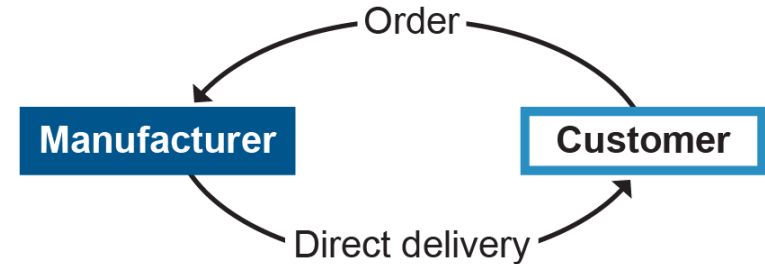


Order Fulfillment Channels (Specific Network Route)

Manufacturer Storage with Drop Ship



Manufacturer Storage with Direct Deliver



Aligning Order Channels and Order Fulfillment Channels

- E-commerce plus faster order cycle and cash flow velocity
 - Shorter order delivery lead times
 - Same-day delivery
- Collect customer information
- Sell-buy-make model

Promoting e-commerce:

- Order visibility
- Cost-effective shipping methods
- Non-penalizing customer return policy
- Optional sites for in-person pickup, dropoff of returns

Global Flow of Outbound Goods

