

## Case Study

# An Australian Medical Devices Manufacturer

Service(s) offered: **Customer Service, Function Management**

Sector/Industry: **Healthcare**



## Order-to-Cash process management for the Indian subsidiary of an Australian multinational

Set up and management of the Order-to-Cash (O2C) process for the Indian operations of an Australian medical devices manufacturer, to help scale-up the support function and facilitate business growth. The project scope included:

- Process design and management of the sales and customer support functions
- Enhance acceptance of the online customer interface platform

These processes are specialized, since the **product** operated in a **niche market**. Further, the industry is fast-evolving, with R&D investments into product development

### Challenges

- The **product development** process and industry is very responsive to customer needs, requiring **agile, specialized, and well-documented** customer support
- The competitive landscape necessitates a very **short order-to-delivery cycle-time, of 2 days**

- **Technical knowledge** required by support executives to address the specialized and fast-evolving product
- Existing **non-standard process** for customer service
- The client's **online sales platform** saw low utilization, with case conversions of ~60%, making the sales process **labor and cost intensive**

### Case Highlights

- Improved **customer satisfaction** levels
- 56% reduction in fulfilment turnaround time
- 30% increase in usage of online platform
- 99% service accuracy

## The Solution

The team undertook rigorous **product and technical training**, and designed, optimized, and serviced the Order-to-Cash process.

Our comprehensive process accounted for all the key impact factors: **People, Processes, Technology, Customer**, and **Performance Indicators (KPIs)**. The processes handled by Nexdigm's team included:

### Order Management and Fulfilment

- **Order verification:** Ensure authenticity, from the approved network of clinics and hospitals
- **Order placement:** from the Sales team, and via the online portal, calls, or emails from clinics or hospitals
- **Shipping and Fulfilment:** Coordinate with warehouse team, finance team, and sales manager, to ship orders within the same day

### Service, warranty, and after-sales support

- **Query management** over calls and emails, for clinics, sales teams, and patients
- **On-site product troubleshooting** to escalate defects, or return resolved items to customers
- **Finance and accounting**-related support

### Transition to Online Platform

The team trained and motivated customers to redirect order placement to the online platform, resulting in a 30% increase in usage.

## Impact

- Improved customer satisfaction levels and after sales support
- **56%** reduction in cycle time from order placement to product dispatch
- **Online case conversion** increased from **~60% to ~90%**, significantly reducing manual intervention and process costs
- **Service accuracy** level at over **99%**
- Reduced supervision needs from the client's management team
- Structured process to enable scalability

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