

An Australian Medical Devices Manufacturer

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



Healthcare

Services offered

Customer Service, Function Management

Challenge

- 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**

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

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.



Case Highlights

Improved **customer satisfaction** levels

56% reduction in fulfilment turnaround time

30% increase in usage of online platform

99% service accuracy