



LTI Transforms Core Business Processes for a Leading Manufacturer of High-Performance Blenders to Enhance Customer Experience and Reduce Operational Costs

A leading manufacturer of high-performance blenders for consumers as well as the restaurant and hospitality industry was losing its market leadership in North America. It was facing several issues such as an outdated and manual supply chain infrastructure and an overwhelmed customer support staff. The company wanted to tap new consumer market segments, attract new customers and streamline its internal operations to meet the expected increase in demand.

LTI partnered with the company in its digital transformation initiative with a business consulting-led engagement. Leveraging its Novigo Automation Framework Tools & Accelerators, LTI identified various processes in supply chain management, finance and accounting, human resources and operations that could be scaled through automation. LTI implemented a B2C virtual digital assistant solution powered by AI and analytics into the company's B2C website. Available 24/7, this solution can scale at peak times and provides complete support automation for employees and customers. LTI applied RPA-centered digital supply chain solutions with its Novigo Automation Framework that enabled various departments to automate tasks including scanning product labels, updating the ERP, creating new shipment records, creating order numbers and printing shipping labels in less than 30 seconds with greater accuracy and negligible training cost. LTI also delivered a self-service HR solution integrated with the internal SharePoint system for employee grievance redressal.

Facilitated by LTI, the blender maker underwent digital transformation across several core business processes and changed the way it operates. Through this digital transformation, the company was able to increase operational excellence in shipping, triple its throughput to 54 boxes per hour, increase the number of orders processed (minimum 10,000 orders every four days), lower operational cost by a minimum of 60 labor-hours saved every month, improve customer satisfaction by 1.5x and achieve in excess of \$900,000 in annual savings.

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