



DIGITAL TRANSFORMATION CASE STUDY

Materials for Success

Sonata helps an American manufacturer streamline order processing

Client Overview

The client is an 87-year-old global company based in California, that provides a range of products and services, including labels, tags, and other branding and identification solutions. It also offers sustainability solutions, such as recycled and biodegradable materials and products.

Revenue \$8.4 B	Presence in countries 50
Products across 12 categories 100+	Employees 36,000

The Pressure Points

The company was heavily dependent on manual order processing and entry. There were multiple systems for order capture and fulfillment. Each of these systems had different processes for order changes. The company also had limited visibility into the progress of production and the actual packing and shipping process.

The customer service team did not have access to information on new product development (NPD) status and expected completion dates. Customer service representatives had limited information available on new product development and deadlines.

68% of orders being processed manually	20% of all orders required manual changes	Around 40-50% of order data not clean	30% of customer service representative (CSR) time was spent on manual order capture
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Solutions

Sonata built a comprehensive and robust system covering order management, invoicing, collection, shipping, complaints, and status reporting for the client, leveraging its unique Platformation™ framework.

Order capture system with online ordering, and virtual assistant-based ordering options. The system was built to easily integrate with other systems	Customers could inquire about the status of their orders through self-service online options, virtual assistants, or RPA-based inquiries	Order changes could be made through self-service online options or via virtual assistants or RPA
Complaints management through self-service online options, virtual assistants, or RPA	Invoicing and collection features	

Results that Speak Volumes

Business Benefits

360-degree view on orders and new product development	Greater data accuracy	Significant cost savings
Improved efficiency	Improved production and shipping	Better decision making
Greater customer satisfaction		

By The Numbers

Estimated cost savings \$20 M	Process automation 70%	Reduction in manual touchpoints 38%
Reusable project assets 80%		