



Business Process Outsourcing

NEC Infrontia Asia Pacific (NECi) moves away from their traditional business process to gain market share

The History

NEC Infrontia Corp (NECi), a Japanese-based global key telephone systems supplier, had one of the largest market share in their industry in Malaysia in the 90's with sales revenue, encompassing the key phone system, mobile phones and laptops in the RM400 million region.

This all changed in the 2000's where the growing phenomenon of the internet and it's technological capabilities altered the market environment of the industry and saw market shares slipping.

NEC Infrontia realises the need to have a complete business process that is able to manage the supply chain utilising a direct model from vendors to the end users efficiently to decrease cost and increase efficiency in order to be more competitive in the market.

The Solution

Recognising the facts on the environment and the need for changes from their conventional marketing practices and processes, NEC Infrontia engaged SnT Global as a Business Process Outsourcing partner, who by utilising SnT's award winning Hosted eLogistics Platform (HeLP™) would provide the following solutions to NEC's operations :

- Call Center Services
- Customer Relationship Management
- Transportation Management
- Warehousing Management
- After Sales Support

SnT is to handle these operations for Malaysia, Singapore and Thailand customers.

NEC Infrontia Asia Pacific (NECi) Key Telephone Systems Supplier

Information

Product: Japanese-based Global Key Telephone System Supplier

SnT Solution: Business Process Outsourcing (BPO)

"SnT Global is our recommended BPO Outsourcing Partner. The exceptional services and the expert knowledge we receive from SnT's team has made our professional relationship with our clients a delight"

Dave Chong, Managing Director
NEC Infrontia Asia Pacific Sdn Bhd

NEC

The Execution

The requirements of NEC were very extensive and it requires an end-to-end solution.

The Call Center will manage orders and routing it to NEC manufacturing to be expedited within the management KPI expectations.

Customer Relations Management manages contacts and accounts of clients together with marketing and promotions and enable a multi-channel reach via email, phones, direct mail and the internet.

Transportation Management manage the order generation, scheduling, route planning, physical handling and delivery of services and when required, installation as well. This was manage with a multi-model freight and forwarding service

Warehousing Management handles the goods receipt, storage, pick and pack service together with inventory and security management. It also includes Just In Time, Vendor Managed Inventory and Kanban services.

The After Sales Support handles and logs complains and service request via a rules based escalation process with KPI management. They are trained to handle technical servicing and administer the product and service warranty.

After eight months of communications between SnT Global and NEC, the implementation of Business Process Outsourcing solution utilising HeLP™ was set in place to handle all these requirements and would

- Facilitate collaboration between systems
- Obtain data at a single source
- Allow seamless end-to-end logistics information execution
- Provide visibility and event management

The Results

NEC, which was previously operating at a turn around time of almost one month from order to delivery, were now able to do it in 5 days, best effort.

With the Just In Time delivery system in place, inventory is reduced and hence making prices more competitive

The new system also enable NEC to reduce tiers in their distribution system where in certain cases, where possible, distributors were eliminated and orders were taken directly from dealers. Once order is received, SnT will ensure that products are delivered to and installed for the customer.

Customer satisfaction in general were also increased due to the reliability and efficiency of SnT's call centre and after sales support team which provided professional service in handling all enquires, orders and troubleshooting problems.

