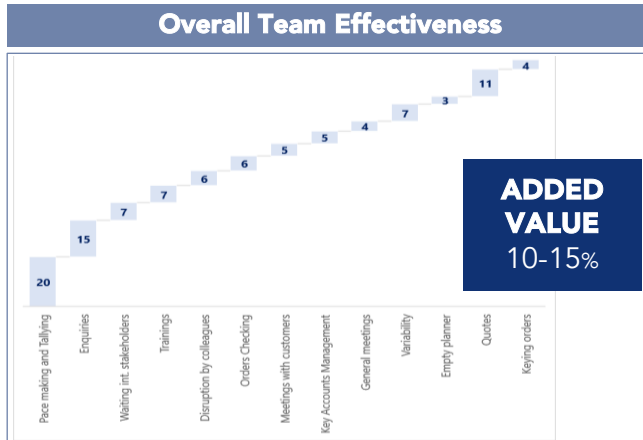


B2B Consumer Goods Sales Office

PICTURES BEFORE



Problem

- Low conversion rate
- Sales volume under budget

Root causes

- Low Overall People Efficiency (OPE)
- 60% of sales team time was spent dealing with rework
- Long lead time for quotation and order entry

Solution approach

- Key processes' improvement in terms of delivery (D) and quality (Q)
- Development of Sales Funnel to manage lead-to-order flow
- Implementation of Sales Mizusumashi that centralises all the non-value added activities

PICTURES AFTER

Project team ahead of process mappings



Sales Funnel Board



Benefits

