The business rules to streamline the order to delivery process and increase sales team visit productivity

Customer

➢**Remove the Sales Exec from front and back end order to delivery queries and issues**

➢**Educate and create systems for the customer to call Customer Service, not the Sales Exec**

➢**Pre-empt the customer at........**
  ➢**Order confirmation**
  ➢**Back order/OOS**
  ➢**WIP changes**
  ➢**Pick, pack, despatch time**

➢**Make Customer Service the customer's champion for day to day order to delivery requirements**

➢**Make the Sales Exec the customer's re-educator and bilateral KPIs program manager**
  ➢**define desirable customer behaviours and score performance**
  ➢**provide Sales Exec with the data to teach customer to be a "good customer"**

➢**Make order, forecasting and inventory management a shared partnership function**

Sales Executive

Customer Service Centre