

Report on Service Issues at AtliQ Mart-Supply Chain

1. Introduction

AtliQ Mart is a growing fast-moving consumer goods (FMCG) manufacturer headquartered in Gujarat, India. It is currently operational in three cities: Surat, Ahmedabad, and Vadodara, with plans to expand into Tier 1 cities within the next two years. However, to successfully execute this expansion, AtliQ Mart must address some current service issues.

2. Problem Statement

AtliQ Mart is facing a significant problem where several key customers have not renewed their annual contracts. The primary reason is believed to be service-related issues, specifically that some essential products were either not delivered on time or not delivered in full over a continued period. This has led to customer dissatisfaction and could negatively impact the company's reputation.

3. Urgent Need

Management has requested the supply chain analytics team to urgently address this issue before proceeding with expansion into other cities. They have asked for daily tracking of the 'On-time' (OT) and 'In Full' (IF) delivery service levels for all customers. This tracking will enable management to respond swiftly to any arising issues.

4. Standard Approach for Measurement

The Supply Chain team has decided to implement a standard approach to measure service levels. They will track three key metrics on a daily basis:

- **On-time delivery (OT) %:** The percentage of deliveries made on time.
- **In-full delivery (IF) %:** The percentage of deliveries made in full.
- **On-time in-full (OTIF) %:** The percentage of deliveries that are both on time and in full.

These metrics will be compared against the service level targets set for each customer, helping to identify and address service issues promptly.

5. Conclusion

Identifying and understanding the current service issues is a critical first step in improving service at AtliQ Mart. By monitoring and analyzing delivery metrics, the company will be able to implement appropriate corrective actions to enhance customer experience and retain customers in the long term.